This report outlines proposed urban design, way-finding and place making strategies to support improved access to, movement around and experience of the Oamaru town centre and waterfront precincts.

Background

A town square and public realm improvements are proposed within Thames Street in the town centre adjacent the Oamaru Council Building. The intention of this space is to improve the amenity and function of the town centre as a place for people.

The harbour area is proposed to be redeveloped with 3 key priority projects these being; Holmes Wharf upgrade, The creation of a new harbour Plaza as an arrival/ orientation space and focal point for community activities and place making. The enhancement of the southern Harbour Zone into a community and visitor destination.

The proposed Harbour Plaza enables use of the waterfront area for a wider range of event and place making activities that supports visitation and user experience.

Existing connections by road, open spaces and pathways between the town centre and Harbour area are compromised with poor amenity, a lack of legibility and safety/CPTED issues. There is a desire to enhance the amenity, function and safety of these links to enable walking and cycling and improved synergies and movement between the town centre and Harbour.

Access, Movement + Experience

Improved Access

Improved way-finding will support better access to the town centre and waterfront from the State Highway. Currently the most legible route is via Thames Street. However access via Wansbeck and Itchen provide significant benefits in terms of legibility, directness and experience of the town centre. Providing additional options in terms of how people navigate themselves to the town centre is important.

Enhanced Movement

Enhanced movement between the town centre and waterfront for vehicles, cyclists and pedestrians has

Memorable Experiences

The creation of both a Town Square and Harbour Square creates the opportunity to establish new synergies and greater connectivity between the town and Harbour. These proposals should be considered as complimentary rather than competing.

A summary of key design interventions as follows:

001 Town Square

Design Intent

Creates a focal point within Thames Street for community activities, gathering an celebrations

Design Outcomes

Improves pedestrian amenity and activity within the main street
Supports the prominence and landmark qualities of the Town Hall as a key civic building
Improves connectivity with Itchen Street for walking and cycling
Reduces the visual impact of cars and car parking within the Thames Street

002 Harbour Square

Design Intent

Create a series of interconnected spaces that connect the waterfront and town centre via the proposed Town Square, Park, upgraded Itchen Street, Harbour Street and Harbour Plaza. 4 spaces and experiences that provide a highly connected, legible and walkable town centre environment and stitch together the town centre and Harbour.

Design Outcomes

Improved legibility between town centre and waterfront encourages walking and cycling rather than vehicle trips
Visitor experience enhanced through clarity and legibility contributing to visitation
Enhanced footfall on key city centre and waterfront streets
Increase viability of main street (Thames Street) and Harbour Street businesses

Provides connectivity with adjacent open spaces
Contributes to the creation of a sequence of episodic experiences and spaces between the town centre and waterfront.
Access, Movement + Experience continued

Connections

The creation of new and enhanced links between the town centre and waterfront both a Town Square and Harbour Square creates the opportunity to establish new synergies and greater connectivity between the town and Harbour. These proposals should be considered as complimentary rather than competing.

001 Thames Street

Design Intent_
Enhance the amenity and walkability of the main street
Improve links to Itchen Street and Park

Design Outcomes_
Improved amenity on the main street encourages people to spend more time ion the town centre contributing to footfall and spending
Improved amenity and civic pride in own centre
Improved identity and visitor experience

003 Park

Design Intent_
Enhance the amenity and connectivity of the park walkways
Improve safety and CPTED issues
Improve sight lines and visual connections along pathways
Connect park to the waterfront promenade for both walking and cycling

004 Railway Walkway

005 Tyne Street

005 Waterfront Promenade
Enhanced access opportunities between State Highway, central Oamaru and the town centre and waterfront precincts. Propose that new signage and way finding provided at Wansbeck, Itchen and Thames Street intersections.

Traffic Interventions:
1. Itchen St Shared Zone
2. Tyne/Wansbeck Intersection
3. Harbour Arrival/Entry
4. Wansbeck Gateway
5. Holmes Wharf
6. Pedestrian Bridge + Stream Link
7. Town Hall
8. Gardens Link
9. Itchen St / Rail station
10. Harbour Plaza
11. Gardens
12. Harbour Train Station
13. Penguin Colony
14. Reserve
15. New Thames St Plaza

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List of proposed design interventions that support the aspiration for a more connected, walkable and legible town centre and waterfront.

Traffic Interventions:

- Thames St
- Intersection Upgrade
- Itchen St Shared Zone
- Intersection Upgrade
- Tyne St - Harbour St

Street Upgrades:
- AA Thames St
- BB Itchen St
- CC Emulsion Lane
- DD Tyne St
- EE Harbour St + Extension
Waterfront Promenade strategy Diagram provides for continuous waters edge access between the town centre and the Penguin Colony for walking and cycling. Connects together existing and new destinations and waters edge experiences._

Path Typologies:  
AA Coastal Walkway  
BB On Street Connection  
CC Path Only  
DD Marine Structure

Traffic Interventions:  
01 Gardens Link  
02 New Thames St Plaza  
03 Theatre  
04 Town Hall  
05 Gardens  
06 Waterfront Link  
07 Railway Line / Sheds  
08 Pedestrian Bridge + Stream Link  
09 Steampunk HQ  
10 Itchen St / Rail Station  
11 I-site  
12 Gardens  
13 Itchen St / Rail Station  
14 Holmes Wharf Entry  
15 Holmes Wharf Sheds  
16 Commercial Boathouse  
17 Recreational Pontoon  
18 Scott’s Brewery  
19 Harbour Ave Entry  
20 Rowing Club  
21 Reserve  
22 Community Facilities  
23 Yacht Club  
24 Harbour Train Station  
25 Penguin colony

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Proposed design interventions are supported by the existing urban and built character of the town centre and waterfront precincts. The setting and significance of key character buildings and landmarks will be enhanced by the proposed design interventions.

- Civic Buildings + Landmarks (Thames St)
- Historic Harbour Precinct (fine grain/connect. elements)
- Civic/landmark waterfront buildings define plaza
- Waterfront buildings (shed typologies)
- Thames heritage plaza

New Buildings define Harbour Plaza + activate waterfront
Existing legibility and amenity issues prevent walking and cycling access through the town centre and impact on visitor experience and safety.
An episodic sequence of spaces linking town centre and waterfront together. These collectively provide a complimentary set of experiences and spaces that support the activation and visitation of both precincts. Improved legibility and amenity will encourage movements (walking and cycling between the two destinations).
**Proposed Elements**

- Improved Walking and Cycling Pathways
- Itchen Street and Intersection Upgrade
- Green Vein
- Gateways
- Improved Eastern Coast Access
- Service Road Access from Harbour Street
- Bike Track
- Carpark
- Railway Bridge
- Scott’s Brewery
- Livery Stables
- NZ Whisky Collection
- Art Gallery
- Bike Hire
- Heritage Precinct
- Oamaru Steam and Rail
- Steampunk Museum
- Civic Trust
- I-Site Visitor Centre

**Street Upgrades**

- AA Thames St
- BB Itchen St
- CC Emulsion Lane
- DD Tyne St
- EE Harbour St + Extension

**Extent of Works**
Thames Street is developed to include more green space and new planting to make a destination space and encourage space and street occupation. New lighting added.

Cross Section
- Access
- Place
- Destination
- Civic

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Oamaru Harbour Concept V.1_November 2019_LandLab_ page_13
Oamaru Harbour Concept Design
Current Section BB - Itchen Street

- I-Site Pavilion
- Promenade
- Parking
- Road
- Promenade
- Parking
- Shop Front

Total: 20.2m

Existing

Movement / Place

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Itchen Street is upgraded with wider promenades, new planting, new street furniture and new lighting. The Southern side of Itchen street now has more opportunity for pedestrian occupation to maximise its South facing location and sunlight.

Cross Section:
- Arrival
- Behaviour Change
- Connectivity
- Place
Emulsion Lane/Railway Lane is upgraded with new street furniture and new lighting.

Cross Section:
- Function
- Catalyst
- Connection
- Place
- Access

Proposed

Movement / Place

40% 60%

TOTAL

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Oamaru Harbour Concept V.1, November 2019, LandLAB.
Emulsion Lane/Railway Lane is upgraded with promenades on both sides for greater pedestrian access along with new street furniture and new lighting.

Cross Section:
- Function
- Catalyst
- Connection
- Place
- Access
CURRENT SECTION DD - TYNE STREET

- 6M ROAD
- 2.1M PROMENADE
- 2.1M PARKING
- 4M PROMENADE

Existing

Movement / Place

80% 20%

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Tyne street is upgraded with a wider promenade on the west side to allow for more occupation on both sides and priority of pedestrian movement. New planting, new street furniture and new lighting are also added.

Cross Section_
- Arrival
- Catalyst
- Connectivity

Proposed

60% 40% Movement / Place
## Oamaru Harbour Concept Design

### Current Section EE - Harbour Street + Extension

<table>
<thead>
<tr>
<th>Movement / Place</th>
<th>Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>90%</td>
</tr>
</tbody>
</table>

**Legend:**
- **2.5M:** Parking
- **1.5M:** Old Railway
- **6M:** Road + Parking
- **2M:** Promenade
- **12M:** Total

[Image of a street diagram with parking, old railway, road, and promenade sections labeled.]
Harbour Street is upgraded with a wider promenade on the east side and an added promenade in place of parking on the west side to allow for more occupation and priority of pedestrian movement. New planting, new street furniture and new catenary lighting are also added to create a greater sense of place.

Cross Section
- Occupy
- Place
- Destination
- Catalyst
- Service
001 Establishment of Thames Street plaza and open space through spatial testing.

002 Testing of shared space and slow street spatial configurations in Itchen Street.

003 Testing of shared space and slow street spatial configurations around the Harbour Plaza area.
The following key precedents inform the wayfinding and interpretive elements for Oamaru Harbour.

TACTICAL URBANISM PRECEDENTS
Potential wayfinding locations and signage typologies.
Integrate bilingual signage and wayfinding across the project.
This page illustrates 1 of 2 suites of furniture elements which feature in the concept design for Oamaru. A key driver of this suite is to build on the existing character of Oamaru's town centre materiality and identity.

- **Landmark Wayfinding Plinth**
  - 3000mm H x 120mm W x 500mm L

- **Wayfinding Plinth**
  - 3000mm H x 125mm W x 500mm L

- **Finger Post Sign**
  - 4000mm H x 100mm W x 1500mm L

- **Freestanding Interpretive Sign**
  - 1200mm H x 375mm W x 500mm L

- **Ground Mounted Sign**
  - 80mm H x 1600mm W x 1600mm L

- **Wall Mounted Sign**
  - 1000mm H x 110mm W x 450mm L
The following key precedents inform the wayfinding and interpretive signage elements for Oamaru town centre.
The following key precedents inform the wayfinding and interpretive signage elements for Oamaru town centre.
This page illustrates 1 of 2 suites of furniture elements which feature in the concept design for Oamaru. A key driver of this suite is to build on the existing heritage and contemporary character of Oamaru’s waterfront materiality and identity.

**Landmark Wayfinding Plinth**
3000mm H x 120mm W x 500mm L

**Wayfinding Plinth**
3000mm H x 126mm W x 500mm L

**Freestanding Interpretive Sign**
1200mm H x 375mm W x 500mm L

**Ground Mounted Sign**
80mm H x 1600mm W x 1600mm L

**Wall Mounted Sign**
1000mm H x 110mm W x 450mm L
The following key precedents inform the wayfinding and interpretive signage elements for Oamaru waterfront.
The following key precedents inform the wayfinding and interpretive signage elements for Oamaru Harbour.