Compact
Maintain the compact nature of the existing town centre street grid.

Heritage
Compliment and enhance the Whitestone Buildings Heritage and connection to town and waterfront.

Active
Provides and supports a wide range of city, waterfront and event activities.

Blue
Maintain the functionality and quality of the harbour waterspace.

Green
Enhancing the sustainability and environmental quality of the town centre.

Wild
Improving access to and around the town centre via other modes (bus, walk, cycle, water).

Distinctive
Protecting and enhancing the town centres experience, quality and landscape setting as a visitor draw card.

Authentic
Enhancing/maintaining the unique landscape and cultural heritage of the town centre.

Accessible
Accessible, legible and connected by foot, cycle, car and coach.

Place
Reveals stories of Oamaru and the waterfront. Place based and people focussed.