

draft



**FLAXMERE TOWN CENTRE
URBAN DESIGN FRAMEWORK**

OCTOBER 2007

contents

executive summary	2
purpose and brief	3
community plan	4
the place and people	5
community	6
economy	7
movement	8
consultation	9
good design principles	10
site features	11
site brief	12
design options	13
option 1 - village green	14
option 2 - southern main street	15
option 3 - central main street	16
option 4 - diverted main street	17
mainstreet character	18
residential character	19
future development scenario	20
what happens next	21



Successful places happen over time – a combination of early planning and development, followed by the years of influence from those who have lived, worked or built up the community. This Flaxmere Town Centre Plan is the next step in the community’s evolution as the “new concept in modern living” promised when it was first built.

Community groups have already worked together to create the Flaxmere Community Plan – this is the next stage to turn that vision into real places that will help achieve those goals.

The urban design framework builds on the priorities noted by the community and identifies opportunities to deliver places that can help make them a reality. It also notes what is important to the Flaxmere community and suggests ways to encourage the good things and improve the things people don’t like.

Community workshops and consultation confirmed three priorities for the town centre plan:

- **To create and maintain a safe environment**
- **To improve economic opportunity and raise the domestic income in the Flaxmere area**
- **To promote and enhance community identity, pride and sense of belonging**

Council and the design team worked with stakeholders on several design options for the town centre that:

- Improve access in and around the town centre, particularly for walking and cycling
- Create a community “heart” – a safe, attractive public space where people of all ages can meet and pass the time of day
- Create a pedestrian-scaled “main street” with opportunities for more shops and services to reduce the need to travel out of the village for all necessities
- Provide opportunities for different types of housing to attract newcomers and enable older residents to stay close to the village centre
- Illustrate how nearby parks can be upgraded to become safe routes overlooked by housing and/or workplaces

The urban design framework will help guide future council decisions on urban form, land use and community projects in and around the town centre. It will also help council demonstrate more sustainable ways of designing and developing the town centre to private investors, businesses and developers.

The implementation plan attached to the urban design framework outlines what the opportunities are and who might need to work with council and the community to achieve them.





What is the purpose of the Flaxmere town centre project?

Council wanted to work with the community – residents, businesses, community groups, property owners and developers – on a plan for the town centre. The plan will become a blueprint for future development of private land, commercial and residential, and public spaces and buildings over the next few years.

Community groups have already worked together to create the Flaxmere Community Plan – this is the next stage to turn that vision into real places that will help achieve those goals.

The urban design framework builds on the priorities noted by the community and identifies opportunities to deliver places that can help make them a reality. It also notes what is important to the Flaxmere community and suggests ways to encourage the good things but improve the things people don't like.

The Hastings District Council began development of Flaxmere in the 1960's. At that time Council had the foresight to retain large areas of land, much of which remains in council ownership today. As demand increases for the sale of ad hoc pieces of that land, council recognised that it needed an overall plan to set the direction for future development. This town centre plan can help identify which parts of the town centre are important for public spaces and uses, which parts may be sold and how those sites might best be used to gain the most benefit for the wider community.

- Council's brief was for a concept plan that showed:
- Opportunities for council and private landowners to improve the performance of the town centre, including the public realm (streets and parks)
 - Principles for the future development of sites, including those owned by council that may be sold for residential or commercial uses
 - Opportunities to improve the relationships between community facilities, the town centre and the residential areas, and to set principles for town centre revitalisation
 - Opportunities for areas of potential additional employment within the town centre
 - Best practice in Urban Design

As council and the design team worked with stakeholders on the town centre plan, they were starting to identify particular needs and desires in the community that can be translated into projects. The implementation plan attached to the urban design framework outlines what those opportunities are and who might need to work with council and the community to achieve them.

The urban design framework will help guide future council decisions on urban form, land use and community projects in and around the town centre. It will also help council demonstrate more sustainable ways of designing and developing the town centre to private investors, businesses and developers.

Successful places happen over time – a combination of early planning and development, followed by the years of influence from those who have lived, worked or built up the community. This Flaxmere Town Centre Plan is the next step in the community's evolution as the "new concept in modern living" promised when it was first built.



purpose and brief

What is an urban design framework?

A plan that shows future development for the community – a “master plan” of the possible places and spaces, uses and activities in an around the town centre.

Urban design is about connecting people and their places – making a successful environment that works now and into the future. Hastings District Council has signed the NZ Urban Design Protocol, committing to creating sustainable and successful urban places for the community.

Sustainable urban places work well on all levels, to achieve the four well-beings:

- Social – safe and attractive places that encourage a mix of people and activities
- Cultural – special touches that reflect the culture and heritage of the place
- Economic – healthy and vibrant businesses with opportunities for working and shopping locally
- Environmental – reducing the impact on the planet, making it easier to walk and save energy

The urban design framework will help guide future council decisions on urban form, land use and community projects in and around the town centre.

What is the Flaxmere Community Plan?

Council worked with community groups and local people over several years to prepare a 10-year plan for the future of the community. The Flaxmere Community Plan (published in 2005) outlines a framework of actions (for council and others) to achieve the community vision of:

“Flaxmere 2015 will be a beautiful, vibrant place of opportunity with people working together”

To achieve that vision, the Plan notes that it is a “jigsaw” that requires the input of a wide range of people and groups. The action plan identifies four goal areas:

- Social – people working together
- Cultural – place of vibrancy
- Economic – place of opportunity
- Environmental – place of beauty

Since that Community Plan had no urban design or land use planning component, council agreed that an urban design framework would help guide how the town centre should best develop in the future.

What are the community’s priorities?

From a wide list of over 17 goals, the community identified in the Community Plan three priority goals to work towards:

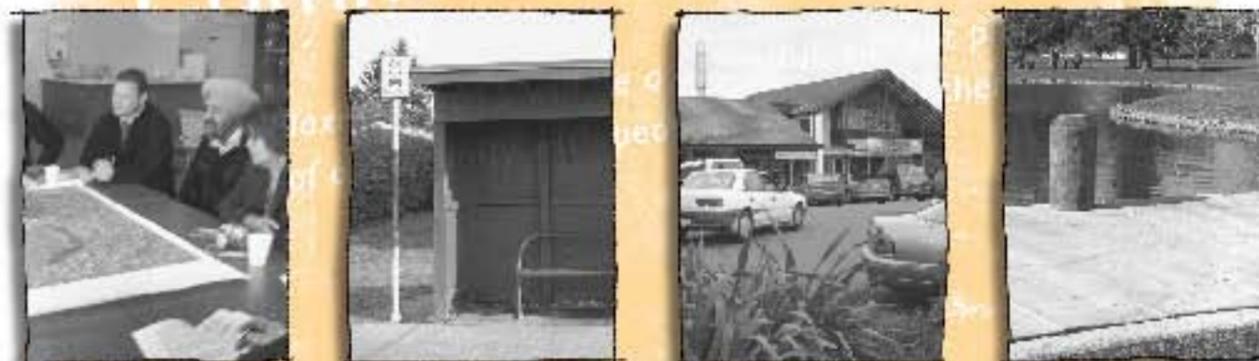
To create and maintain a safe environment

To improve economic opportunity and raise the domestic income in the Flaxmere area

To promote and enhance community identity, pride and sense of belonging

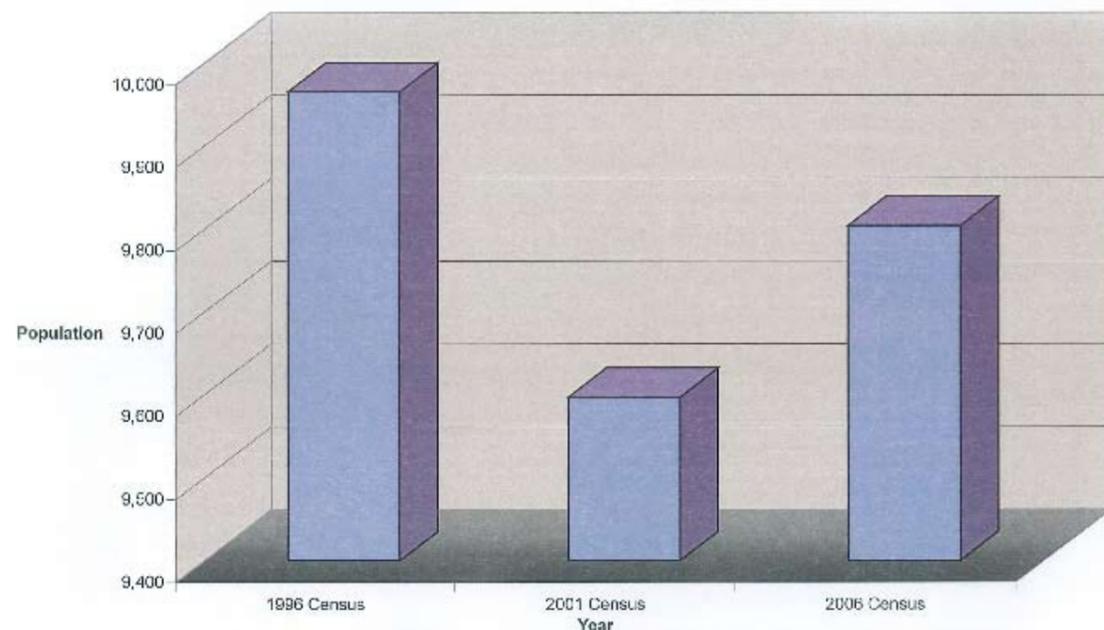
The town centre plan focussed on those priorities, working with stakeholders to understand the key issues for the community and to identify gaps and opportunities to address those gaps.

The urban design framework builds on the priorities noted by the community and identifies opportunities to deliver places that can help make them a reality.



community plan

Population Change - Flaxmere



Home ownership
Chart from ppt.

Of the nearly 3,000 houses in Flaxmere, 40% are rental units including around 300 (or 10%) owned or managed by Housing New Zealand. In addition, Swansea Village, Council's largest housing for the elderly complex has 64 units across the road from the town centre.

Origins of Flaxmere

1950's

Hastings District faced the challenge of a rapidly growing population in the 1950's. At the time the land around Hastings township was seen as valuable farmland, so the relatively infertile land west of town (around what was then Irongate) was identified as the best place for planned expansion. A few decades later, that type of stony former river bed land was seen as ideal for productive vineyards, but that was not the case mid-century.

1960's

By 1965, in booming economic times, council was enthusiastic about buying and subdividing over 400 acres that would become the new "elite suburb" of Flaxmere. Designed as an idealistic garden suburb, Flaxmere was seen as more desirable than Havelock North and with all the modern conveniences.

In 1967, council and the master builders of the area launched the "parade of homes" boasting "a new concept in modern living becomes a reality". New homes embodied the latest ideas of the "sliding age" – open plan living, breakfast bars and aluminium ranch sliding doors. Sections sold quickly and by 1969, over 1200 had been sold.

1970's -1990's

Sections continued to sell well into the next two decades, with council buying and subdividing further blocks. By the 1970's rampant inflation and increasing speculation started to derail council's idea of providing affordable housing for the people of Hastings. While residents' groups worked hard to develop the shopping centre, community facilities and licensing trust, Flaxmere was prey to many of the issues pervading New Zealand in the 1980's. Infill housing, economic pressures and government reforms amplified social issues and negative community perceptions. Like many rural communities, Hastings district suffered unemployment and depression following the 1987 crash, only starting to emerge in the late 1990's.

New Millenium

Since the start of the new century, Flaxmere has started to feel the benefits of new arrivals in the Hawke's Bay looking for affordable housing, New infill development, such as Chatham Mews, is starting to attract new homeowners as well a providing a choice for retirees and local "empty nesters". The shopping centre and community facilities are attracting people from around the Bay – an opportunity to build on in the revitalisation of the town centre.



the place and people

Open Space

Flaxmere has 26 council reserves covering nearly 72 hectares (or around 7 hectares per 1,000 people) more than twice the provision of Hastings itself and well above the nationally recommended levels. Council's Reserve Strategy notes that there is no need for additional space but there are concerns about the safety and useability of some of the parks and reserves. Recent work on Crime Prevention through Environmental Design (CPTED) in a sample of Flaxmere reserves has highlighted some concerns and suggested ways to improve safety. The town centre design framework builds on those principles and ideas.

design objectives

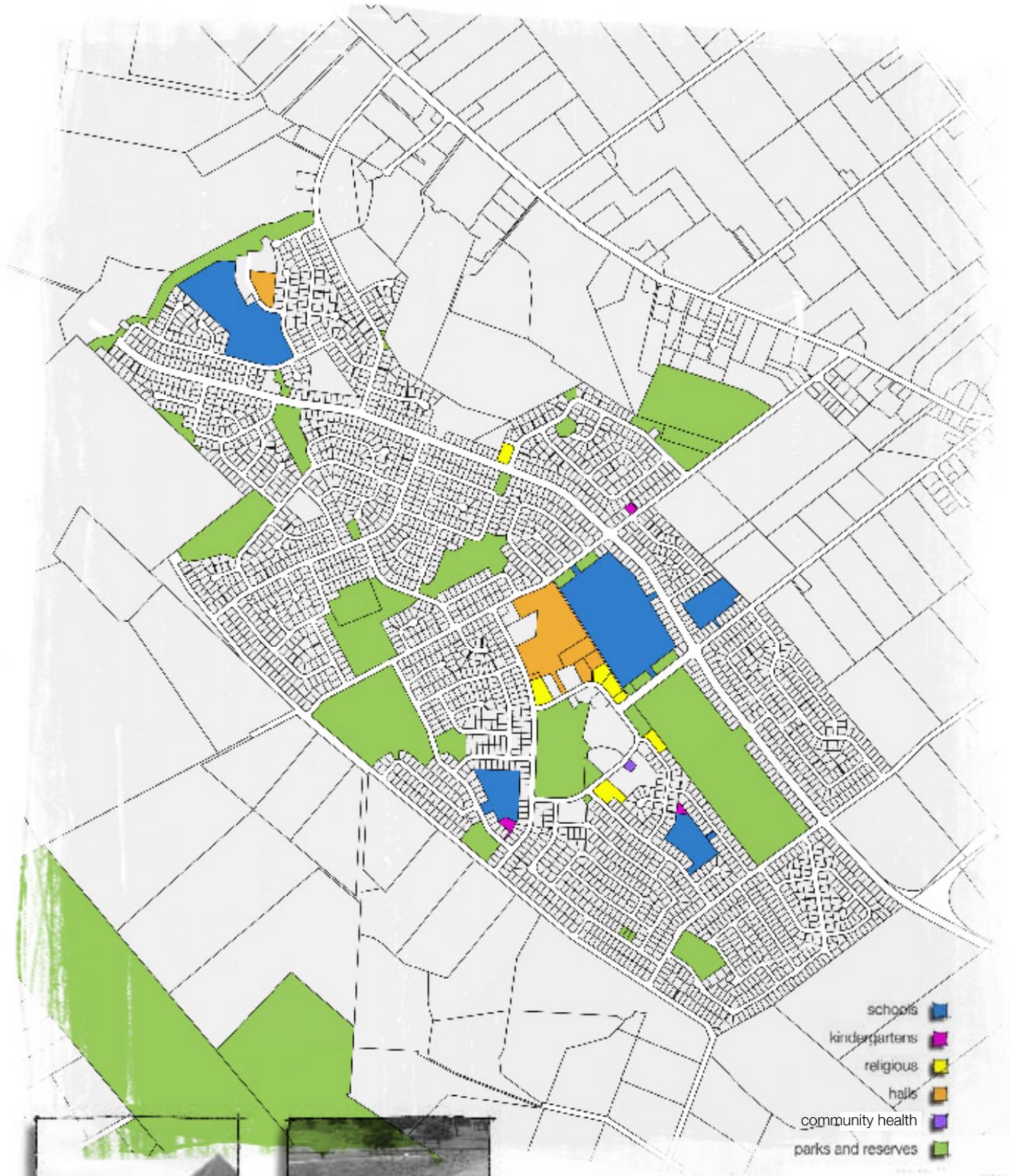
- create high quality public spaces within the town centre – focus on visibility, mix of users, climate and amenity
- ensure pedestrian routes through and around parks are safe and attractive
- increase the level of activity around parks – create “eyes on the street” and community ownership to discourage anti-social behaviour

Community Facilities

In addition to a large number of churches and their associated halls and activity spaces, Flaxmere has acquired some regional quality facilities that attract users from throughout the Hawke's Bay:

- Waterworld indoor swimming pool
- Flax Rock Adventure Centre

Flaxmere library celebrates its 21st birthday this year, but is the smallest in the district and at 400m² in area, is around half of the nationally recommended size based on the catchment population. The library offers internet services, a homework club and holiday programmes but would like to offer more to local residents and schools.



community

Regional economy

Flaxmere is effectively a “cul de sac” removed from the regional flow of activity. Traditionally the best performing commercial areas are at cross-roads (or a natural hub such as a port or railway station) where they take advantage of passing traffic from more than one direction, as well as the local catchment. A town centre off the main route like Flaxmere, has to work harder to compensate for the lack of what is called the “movement economy” – the economic activity generated by that passing traffic.

Creating alternative routes in and out of the township increases the chances of capturing people as they move about the bigger region, increasing the potential catchment for the local retailers and businesses.

Design objectives:

- Need to improve regional connections
- Make the centre at the centre
- Make the street the focus of community life
- Opportunity for a full-service supermarket to increase economic social potential of village centre

Although the town centre itself has relatively few job opportunities, the surrounding agricultural and industrial uses provide the bulk of employment for Flaxmere residents, with a smaller percentage commuting into Hastings or even Napier. The median household income in Flaxmere is \$40,200 annually, slightly below the regional average of \$44,200 and well below the New Zealand average of \$51,400.



Local economy

Towns and cities have always been market places. Our changing economy and the knowledge society demands that cities and towns are also high quality living areas, where the best possible lifestyle opportunities are available to retain skilled workers who could live in any number of cities
 People + Places + Spaces (Ministry for Environment, 2002)

Great towns are more than just places to take care of business – they become the social and community hub, a place to meet friends and strangers, catch up on news and feel connected to the wider world. Traditionally that activity has been based around “main streets”, with passing traffic feeding into the businesses, but footpaths and resting places providing spaces for people to interact, surrounded by active and attractive frontages such as shops or community facilities.

In the 1960's places like Flaxmere were designed around post-war notions that cars were dominant and people preferred their private spaces to the unpredictability of public places. More traditional centres like Hastings and Havelock North have demonstrated that there is timeless appeal in those main streets – they can become the “village green” to help unlock social capital as well as the market place for the community.

Design objectives:

- Sufficient retail space to reduce the need to travel for basic supplies – capture more retail spend within Flaxmere
- Mid-size supermarket as anchor for smaller services
- Main street as heart of community and commercial centre
- Spaces for people to meet and enjoy, places that reflect the community

Core requirements

- Typical amount of retail floor space per population (NZ) = 2m² per person
- Flaxmere = 9,800 people
- Full retail supply (based on national average) = 20,000m² +/-
- Estimated current supply = 3,950m² (i.e. 20% of national average)
- Target 50% self containment for Flaxmere = 10,000 m²
- Additional floor space required = 6,000 m² more

Design schemes provide:

- 3,000 m² Supermarket
- +/- 3,700 m² Specialties



economy

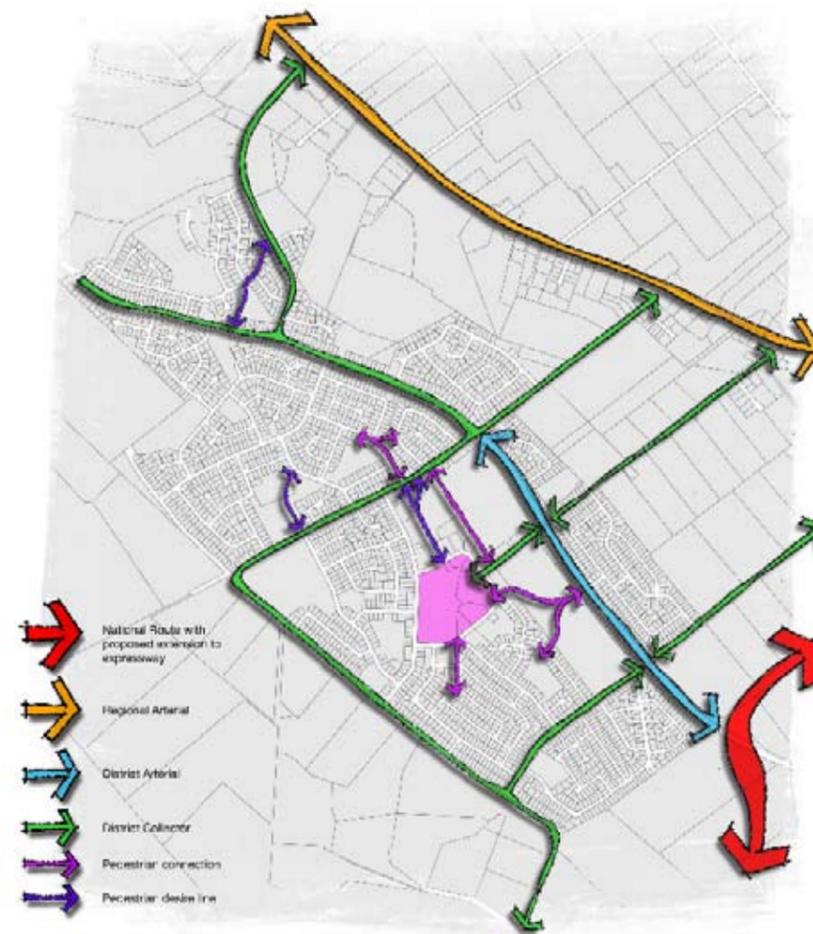
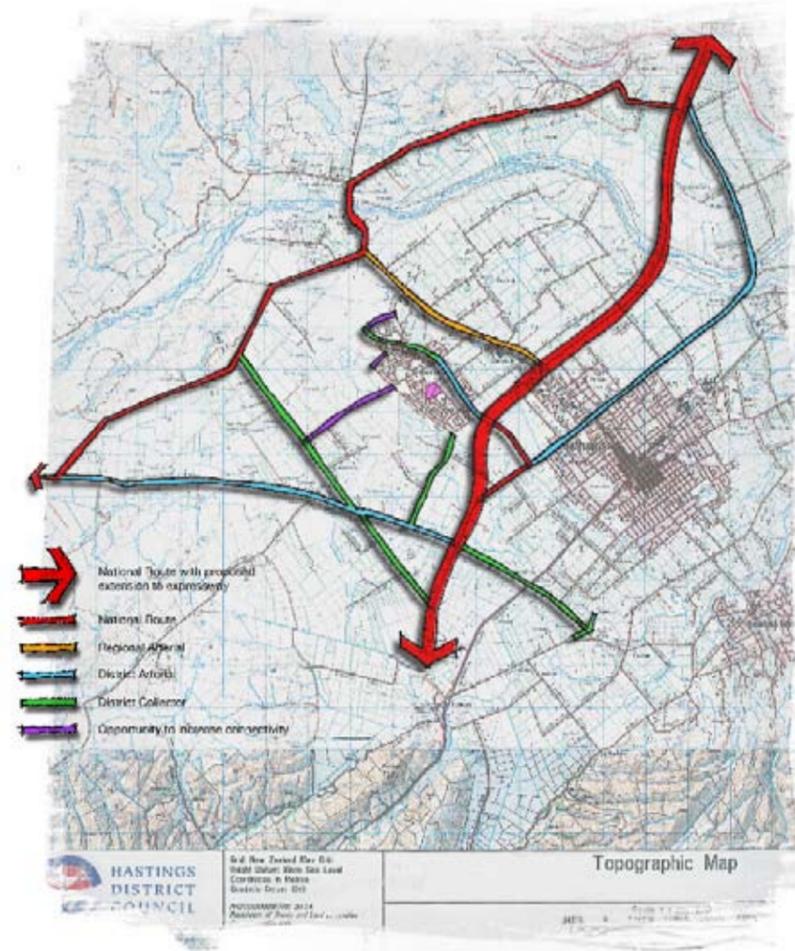
Current State

From a transport point of view Flaxmere is a destination rather than somewhere that people would pass through, particularly with regards to the town centre and the residential areas towards the north. The partially built Napier-Hastings Expressway will eventually bypass Hastings to the east.

It is not conducive to live in Flaxmere without a car as the town centre does not have much business or retail activities for work or major shopping related trips. The local school's are well placed for travel by foot, as are the library and leisure facilities located at the town centre.

Several informal walking tracks across reserves indicate that walking is a key mode for travel around Flaxmere. The roads are sufficiently wide for cycling to be a safe and viable mode, however from observation, it would not appear to be popular.

The connections to major roads outside Flaxmere are limited towards Hastings to the southeast and Omaha Road to the northeast, which connects Hastings and State Highway 50 at Fernhill. To travel to or from Flaxmere from Bridge Pa and areas to the west requires long distances around the surrounding horse centre, golf course and vineyards.



Design objectives - Regional:

- Provide strategic connections to the west
- Maintain connectivity to Hastings and to the Napier-Hastings Expressway for all modes of transport
- Improve connectivity between Bridge Pa and Flaxmere, eg via Valentine Road, around the golf course and connecting into Chatham Road
- Improve connectivity to Omaha Road to the north and east

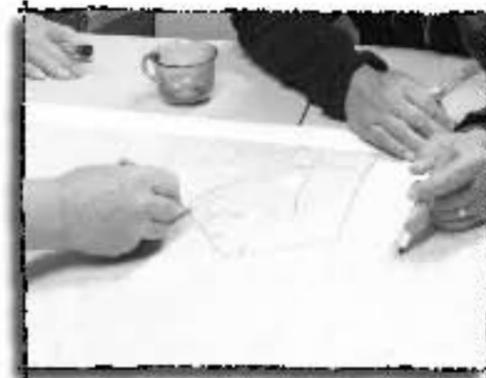
Design objectives - Township:

- Improve connectivity within and around the northern residential areas and the marae
- Improve connectivity within and around the northeastern residential areas, eg by connecting Portsmouth Road to Oban Street
- Improve connectivity and address perceived safety issues through parks by providing additional connections and roads that overlooking the parks.

Design objectives - Town centre:

- Improve the accessibility of the town centre for all modes of transport by providing legible walkways, cycle racks, bus services and appropriate amounts of parking
- Provide land uses that will be conducive to make local trips rather than needing to travel outside the town.

movement



The Flaxmere community has a long history of working together with council to make their voice heard and to champion community needs. Facilities such as the pool and Flax Rock Adventure Centre, even the shopping centre and public toilets, were the result of community and businesses working together for the collective good. More recently, the many parts of Flaxmere have worked to develop – and now action- the Community Pplan.

Creating this town centre plan was also done in consultation with residents, businesses, property owners and developers with an interest in Flaxmere. Groups consulted included:

- Flaxmere retailers
- Community groups – churches, youth services, Age Concern, Community Patrol
- Government and council services – recreation, pool, housing, WINZ, parks, community development, schools, police
- Property owners including Licensing Trust



What you told us

Two community workshops in a local church confirmed that people still supported the priorities of the Community Plan. Maps, sketches and lots of discussion also noted what people liked (and didn't like) about the town centre, and what needed to be changed. These ideas became the brief for the design team:

- Like convenient local shops – but want more, especially full-service supermarket
- Like flat, easy walks – but some parks and walkways feel less than safe
- Like the great community facilities – but want people using them to use other parts of the centre as well (more of a “one stop shop”)
- Like the big parks around the edges – but would like a sunny, safe local place to hang out near the shops
- Liked raising kids here – but would like a place to retire without having to leave village and friends behind (or a place for kids to afford to stay)
- Like convenience of commuting to work – but would like more local jobs too
- Think Flaxmere is a great place to live – and would like the rest of the world to know that too!



consultation

Access



- streets that work for people and cars
- choices of ways to get around – walk, cycle, bus, driver
- connected streets

Safety and vitality



- active, attractive streets and parks
- “eyes on the street” – people and activities overlooking places
- parks and streets visible to passers by, deterring anti-social behaviour

Sense of place



- reflect the history, people and places special to Flaxmere
- incorporate art works in landscape, furniture and buildings
- create community gathering places to celebrate events
- make spaces that encourage people to linger and enjoy the place

Diversity



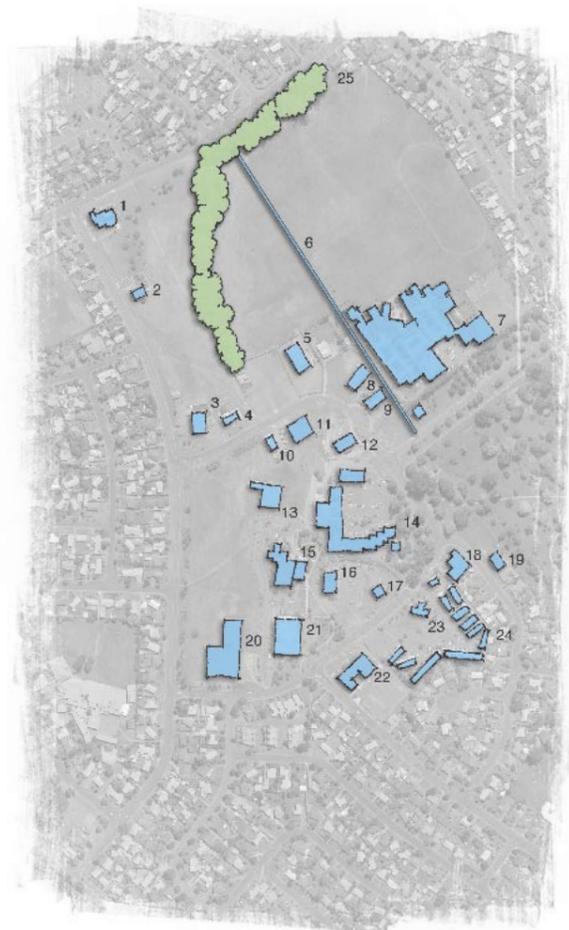
- public spaces and streets that are comfortable for all
- places for activity, places to watch
- houses for all ages and types of households
- mix of activities – living, working, shopping – without needing to leave town
- places that work day and night, weekends and weekdays, winter and summer

Sustainable environments

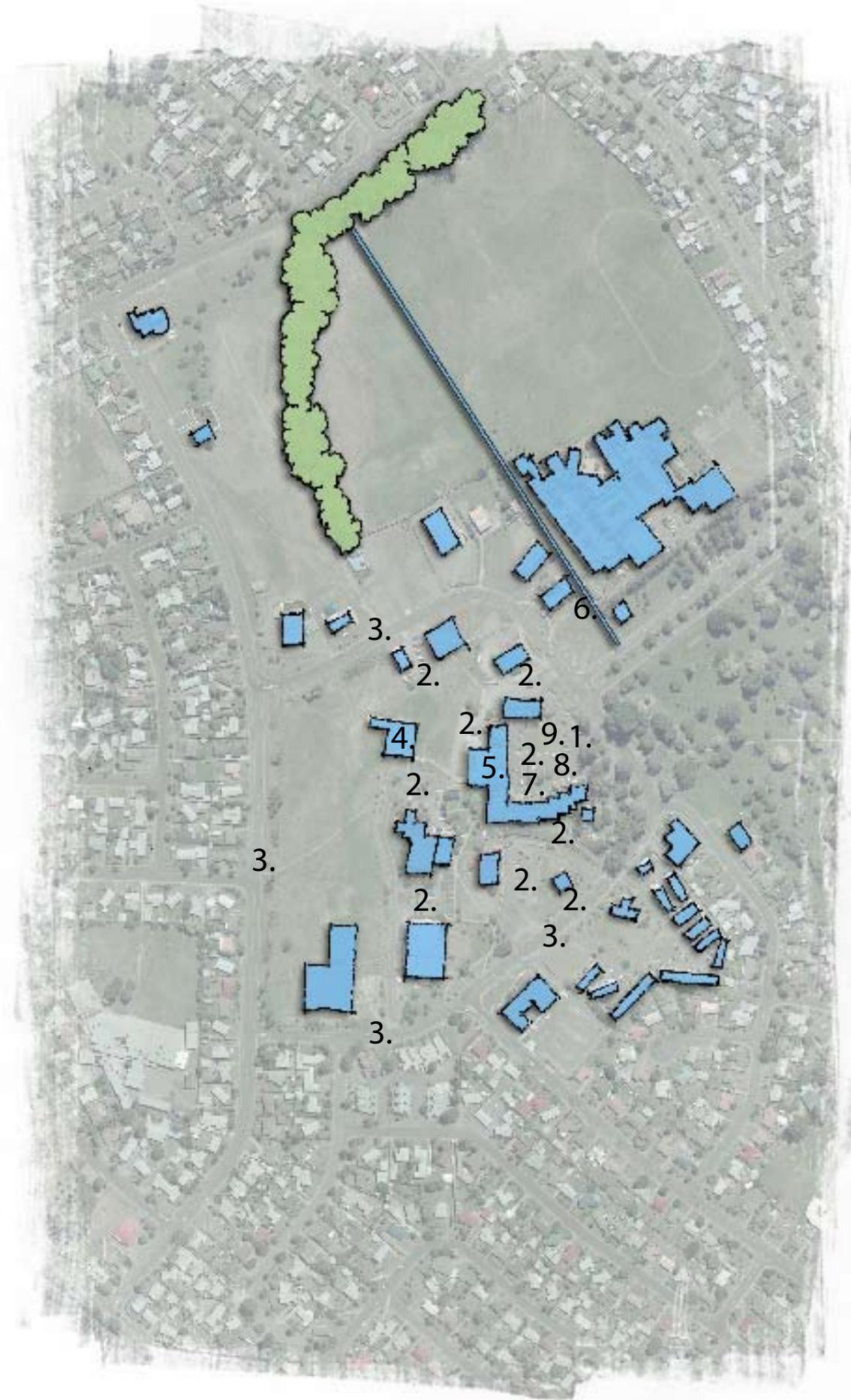


- places that work now and into the future
- streets and structures that allow future growth and change
- streets and parks that minimise stormwater impacts
- buildings that save energy, water, materials, waste
- places that work economically and socially

good design principles



- 1. Totara Health
- 2. Methodist Church/Kohanga Roo
- 3. Baptist Church
- 4. Kohanga Roo
- 5. Cook Islands Community Centre
- 6. Flaxmere Walkway
- 7. Flaxmere College
- 8. Christian Church of Samoa Trust
- 9. Christian Church of Samoa Trust
- 10. Panelbeater
- 11. Work and Income NZ
- 12. BP Service Station
- 13. Skate Bowl
- 14. Shopping Centre
- 15. Library/Flax Hock
- 16. Trust Tavern
- 17. Trust Liquor Plus
- 18. Police Station
- 19. St Claires Anglican Church
- 20. Tennis Courts
- 21. Water World Indoor Pool
- 22. Church of Latter Day Saints
- 23. Community Health
- 24. Swansea Village
- 25. Gum Trees



Access

1. Shopping centre dominated by vehicular movement
2. Limited public transport to town centre
3. Limited pedestrian network from surrounding residential areas into the town centre

Safety and vitality

4. Skate bowl isolated from other activities increasing opportunity for anti-social behaviour
5. Shopping centre has inward focus with reduced passive surveillance to rear of building.
6. Enclosed/fenced Flaxmere Walkway with reduced passive surveillance increases opportunities for anti-social behaviour.

Sense of place

- 7. Town centre buildings and activities are scattered and isolated from each other with poor connectivity
- 8. Shopping centre has predominant focus away from other activities and buildings within the town centre
- 9. Opportunity to reflect the history and culture of Flaxmere
- 8. Shopping centre dominated by cars with limited opportunities for community gathering and celebration

Diversity

- 9. Limited mix of activities within town centre - no residential
- 9. Limited evening and weekend activity
- 9. Shopping centre dominated by cars with limited opportunities for passive recreation

Sustainable environments

- 9. Limited opportunities for future growth of shopping centre
- 9. Opportunity to create streets and structures that allow for future growth and change
- 9. Opportunity for new buildings and open spaces to demonstrate environmentally sustainable qualities
- 9. Opportunity to minimise stormwater impacts

site features

Flaxmere Community Plan identified 3 priorities to creating the vibrant future people wanted:

1. Create & maintain safe environment
2. Improve economic opportunities & raise domestic income
3. Promote & enhance community identity pride & sense of belonging.

1. To create & maintain a safe environment

Design outcomes

- Focuses on streets - buildings front and overlook the streets to create activity
- Uses the movement network to provide passive security – “eyes on the street” create sense of ownership and safety for users
- Makes community facilities a feature of an active village – connect facilities, link users with town centre
- Increases levels of internal movement in Flaxmere – create multiple routes in and around the town centre, spread traffic, create choices of routes for people on foot
- Increases regional movement through Flaxmere – add to the “movement economy”

2. To improve economic opportunities & raise domestic income in the Flaxmere area

Design Outcomes

- Provides opportunity to deliver more than 4 times the retail capacity of the current village
- Reduces the need to travel for basic needs – reduce the cost (time and money) for Flaxmere residents.
- Contains a greater % of expenditure in the community – capture the local dollar locally
- Provides housing options for a wider cross-section of residents - expands the market base, add wider socio-economic diversity
- Provides for all ages and household types - widens the mix of housing types, for new households and empty nesters
- Connects to the passing tourist dollars - start to integrate Flaxmere into wine country
- Adds different types of live/work opportunities - provides a diverse range of settings for business
- Increases the potential for more efficient & higher levels of public transport.

3. To promote + enhance community identity, pride + A sense of belonging

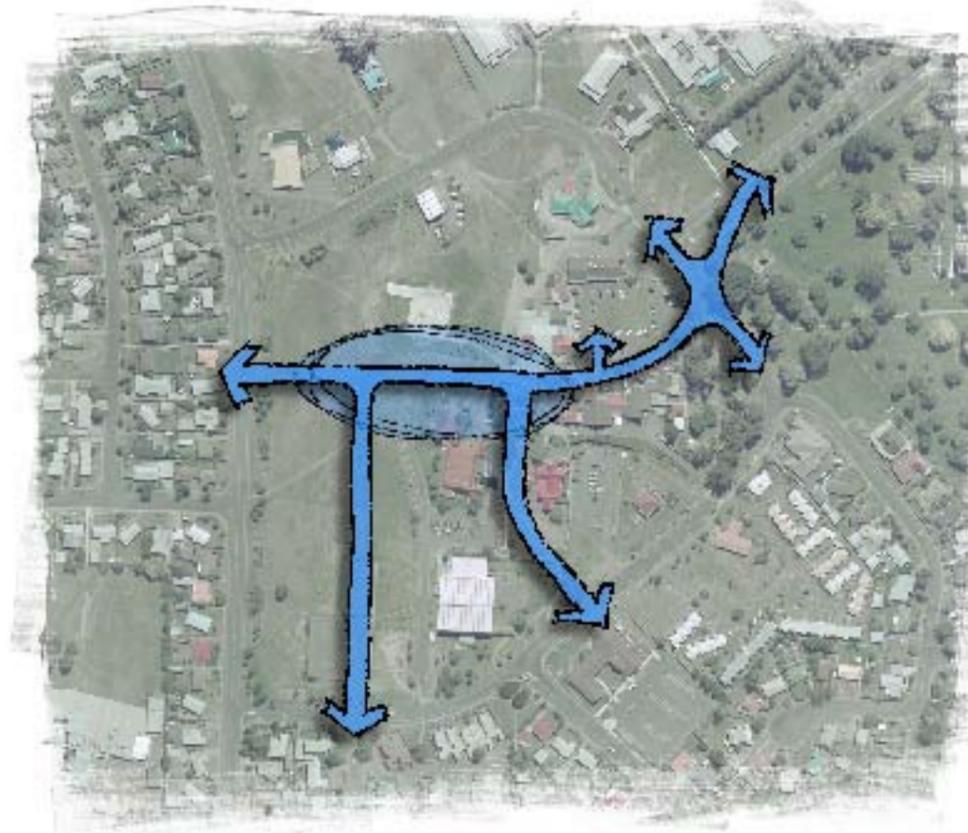
Design Outcomes

- Uses streets + public spaces as the focus of community life
- Offers a wider framework for community + Public art
- Offers an opportunity for distinctive architecture/materials
- Improves the vitality of existing community facilities + offer potential for expansion.
- Brings the centre to the centre (Greater buzz & activity)
- Increases the value & quality of public space.

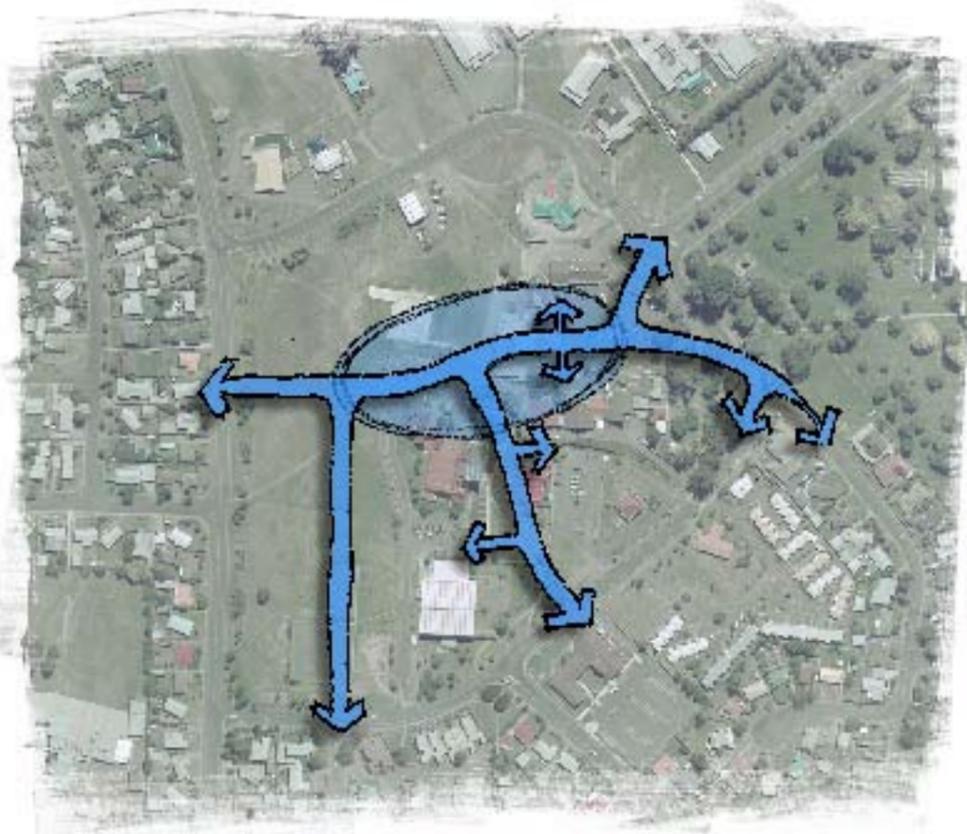




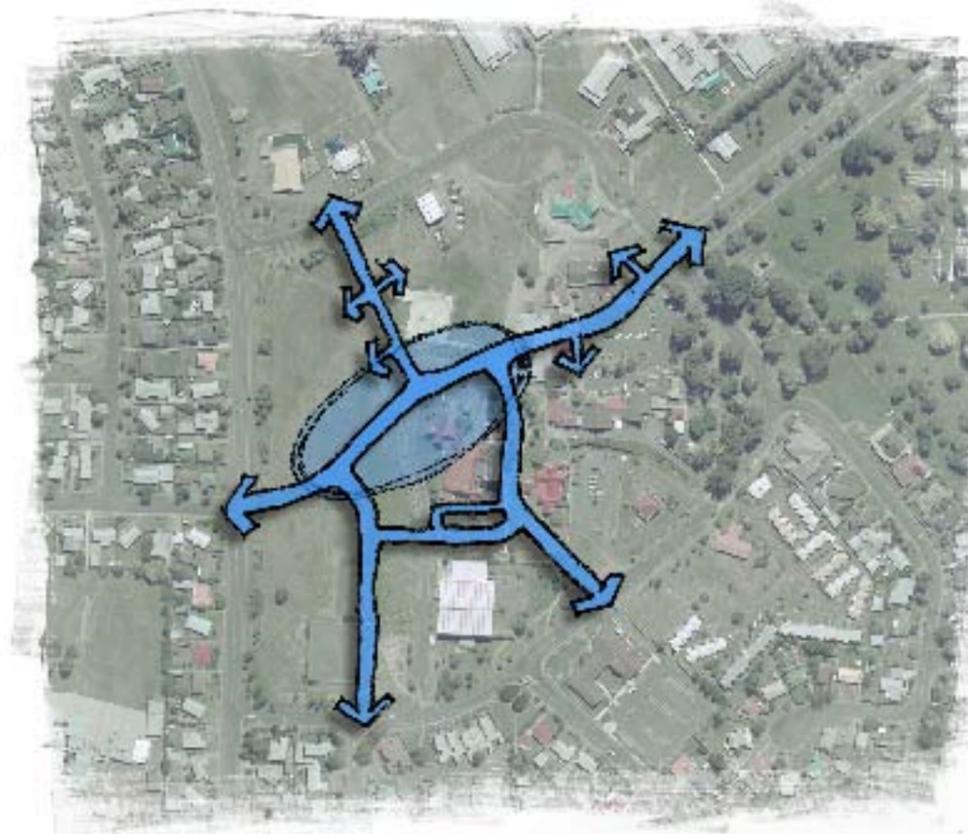
Option 1: Village green – wrapping the community services and retail around a new central village green



Option 2: Southern main street – aligning the new main street along the sunny side of the existing shopping centre



Option 3: Central main street – creating a central main street through the middle of the existing shopping centre



Option 4: Diverted main street – creating a new main street linking Henderson Road with Berwick Street and beyond

All options:

- Connect town centre to surrounding residential areas
- Create sense of arrival
- Create a community heart around the main street and community facilities
- Allow for a full-service supermarket and associated retail
- Create opportunities for commercial or community services (e.g. medical) close to town heart
- Integrate highly visible open spaces for all ages into the centre
- Allow for future development of different housing types within walking distance of town and buses
- Create new streets overlooked by houses or shops
- Redevelop vacant spaces with active streets, mix of uses
- Allow for redevelopment of both council and privately-owned land as integrated whole

Access

1. Central route loops between Swansea Road and Caernarvon Drive
2. Secondary route links library and community centre to village green
3. Enclosed carpark services library, pool and new supermarket, accessed from both routes
4. Service lanes around existing shopping centre link to both new streets

Safety and vitality

- New streets edged with shops and/or community facilities
- 5. Existing skateboard park overlooked by active streets and visible from Swansea Road, part of a mixed community heart
- 6. Small new green surrounded and overlooked by new housing

Sense of place

7. Main street and village green form heart of town centre
8. New community heart surrounded by shops, pub and commercial buildings
9. Opportunities for local art in new village green
10. Potential for extended library to open onto village green, creating information hub in centre of town

Diversity

- Mix of activities within town centre
- 11. Village green offers places for all ages to enjoy, visible and comfortable, central space for community events and celebrations
- 12. Smaller lots closer to town for new low maintenance houses – suitable for older people who can walk to town and buses
- 13. Licensing Trust land can redevelop site for more housing, wrapped around small local green and across from senior housing and hall

Sustainable environments

- Mix of uses and more local services reduces need to travel out of village/Flaxmere
- Safer, walkable streets and parks encourage walking and cycling, reduce need to drive
- New buildings and open spaces provide chance to demonstrate environmentally sustainable buildings and landscape



village green - option 1

Access

1. New main street starts at re-aligned Henderson Road intersection, fronts sunny north-facing shops of existing shopping centre
2. Secondary street links library and community centre, fronted by potential redevelopment of Licensing Trust site
3. New supermarket behind existing shopping centre links to service lanes
4. Shoppers' carpark accessed from Swansea Drive, pedestrian link to new main street and shops
5. New north-south street fronted by smaller lot housing

Safety and vitality

- New streets edged with shops, housing and/or community facilities
- 6. Plaza, small green and re-located skatepark visible from streets and overlooked by activity

Sense of place

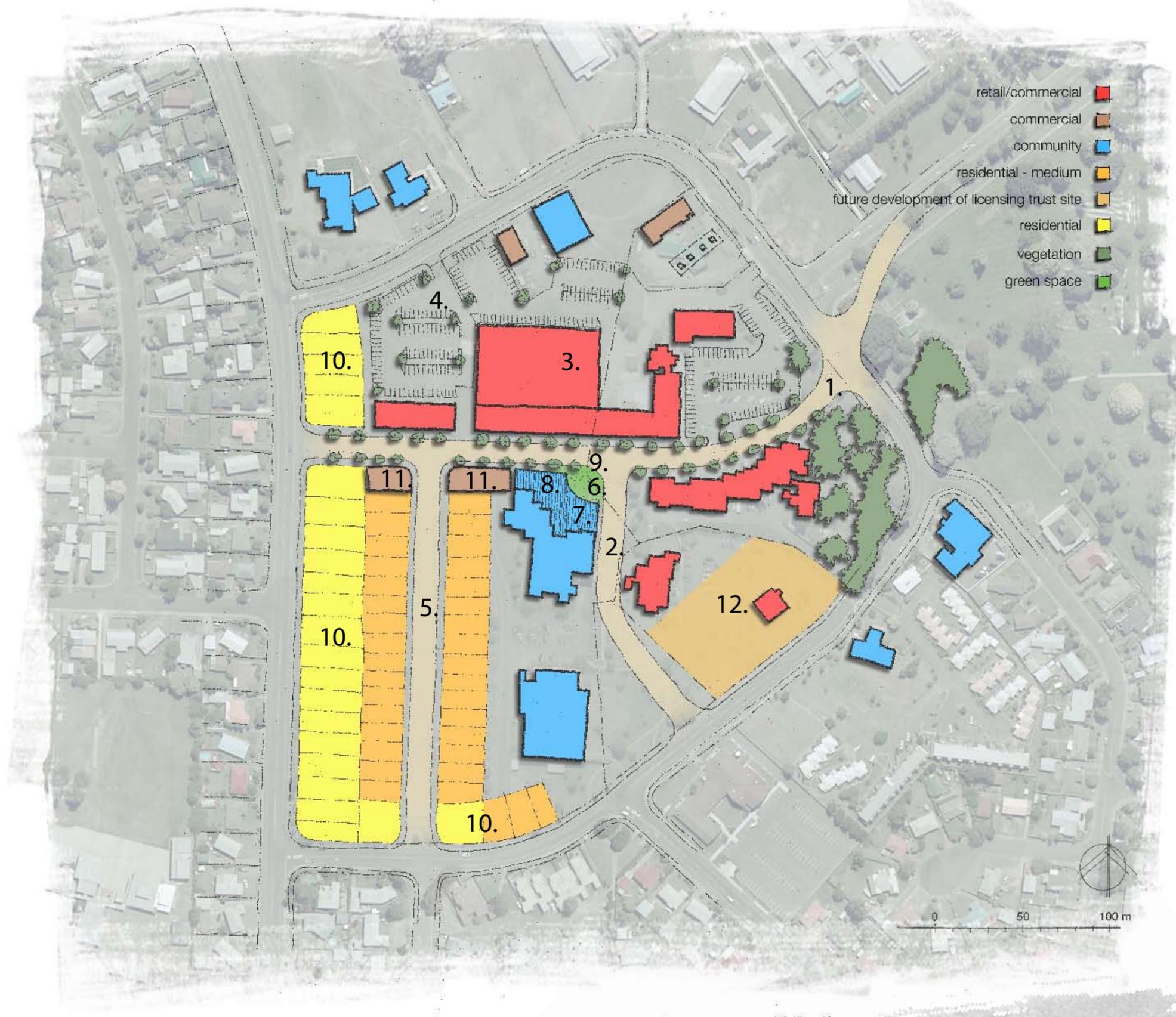
7. Sunny plaza in front of potentially extended library forms heart of main street
- Re-connected grid of streets makes town centre legible and easy to navigate
8. Opportunities for local art in new library, plaza and main street

Diversity

- Mix of activities within town centre
- 9. Central plaza welcoming for all ages to enjoy, central space for community events and celebrations
- 10. Smaller lots closer to town for new low maintenance houses – suitable for older people who can walk to town and buses
- 11. Commercial buildings at fringes of retail offer opportunity for commercial, medical services or small businesses
- 12. Licensing Trust land can redevelop site

Sustainable environments

- Mix of uses and more local services reduces need to travel out of village/Flaxmere
- Safer, walkable streets and parks encourage walking and cycling, reduce need to drive
- New buildings and open spaces provide chance to demonstrate environmentally sustainable buildings and landscape



Access

1. Henderson Drive realigned to create right-angle intersection at entrance to village centre
2. Main Street runs east/west through existing supermarket site
3. New north/south streets connect community facilities to main street, and new street for smaller lot housing or small businesses
4. Central carpark for supermarket and smaller shops accessed off Swansea Drive and new main street
5. Service lanes around existing shopping centre services new supermarket and shops

Safety and vitality

- New streets edged with shops and/or community facilities
- 6. Relocated skatepark alongside busy Swansea Drive, across from police station to discourage anti-social behaviour
- 7. Central plaza overlooked by activity or passing traffic at night

Sense of place

8. Main street and sunny library plaza form heart of town centre
9. New community heart surrounded by shops, supermarket, pub and commercial buildings
10. Opportunities for local art in new plaza and library extension
11. New intersection provides opportunity for strong gateway building and sense of arrival into new main street

Diversity

- Mix of activities within town centre
- 12. Library plaza for all ages to enjoy, central space for community events and celebrations
- 13. Smaller residential sites closer to town – suitable for older people who can walk to town and buses
- 14. Licensing Trust land can redevelop site – housing or small businesses

Sustainable environments

- Mix of uses and more local services reduces need to travel out of village/Flaxmere
- Safer, walkable streets and parks encourage walking and cycling, reduce need to drive
- New buildings and open spaces provide chance to demonstrate environmentally sustainable buildings and landscape



central main street - option 3

Access

1. Entrance to main street from existing Henderson Road intersection – new main street
2. Secondary route links library and community centre to village green
3. Enclosed carpark services library, pool and new supermarket, accessed from both routes
4. Service lanes around existing shopping centre link to both new streets

Safety and vitality

- New streets edged with shops and/or community facilities
- 5. Existing skateboard park overlooked by active streets and visible from Swansea Road, part of a mixed community heart
- 6. Small new green surrounded and overlooked by new housing

Sense of place

7. Main street and village green form heart of town centre
8. New community heart surrounded by shops, pub and commercial buildings
9. Opportunities for local art in new village green
10. Extended library opens onto village green, creating information hub in centre of town

Diversity

- Mix of activities within town centre
- 11. Village green offers places for all ages to enjoy, visible and comfortable, central space for community events and celebrations
- 12. Smaller lots closer to town for new low maintenance houses – suitable for older people who can walk to town and buses
- 13. Licensing Trust land can redevelop site for more housing, wrapped around small local green and across from senior housing and hall

Sustainable environments

- Mix of uses and more local services reduces need to travel out of village/Flaxmere
- Safer, walkable streets and parks encourage walking and cycling, reduce need to drive
- New buildings and open spaces provide chance to demonstrate environmentally sustainable buildings and landscape



diverted main street - option 4

ACCESS



Clear, easy wayfinding



Walkability, cycle routes



Strong pedestrian linkages



Safe, pleasant, convenient



SAFETY AND VITALITY



Cafes creating active street edges



24/7 culture



work/live/play



SENSE OF PLACE



Community interaction



Unique public art



Facing public spaces



DIVERSITY



Variety and choice



Mixed use areas



Choice of activities



SUSTAINABLE ENVIRONMENTS



Stormwater collection



Utilising natural sunlight



Treelined walks



Permeable car parks



mainstreet character

ACCESS



Movement, cycle routes



Strong pedestrian linkages



Visibility, transport links



Safe, pleasant, convenient



SAFETY AND VITALITY



Overlooking pedestrian routes



Security



SENSE OF PLACE



Unique self-expression



Opportunities for community celebration



Pride



DIVERSITY



Creativity



Different age groups



Mixed use areas



SUSTAINABLE ENVIRONMENTS



Stormwater



Creative planting in public spaces



Public areas of water



residential character

Access

1. Potential new connection from Swansea Road, across Chatham Road to join with Amundsen Ave and beyond to Cartier Avenue
 2. Western route aligned to Columbus Crescent, edges park and potentially links to Swansea Road through council-owned land
 3. Cross-street aligned with Tenby Terrace, creates compact blocks and through-site views
- . All streets pedestrian scaled to encourage slow-moving traffic, linked streets provide alternative routes for pedestrians

Safety and vitality

- . New streets edged with housing and/or community facilities
4. School playground overlooked by street edge and housing to provide surveillance at all hours
 5. Long narrow pedestrian walkway replaced with street, allowing moving traffic and street lights for safer night-time trips
- . Through streets overlooked by housing minimise entrapment spaces, maximise surveillance
6. Potential link through reserve allows for future housing overlooking park, safer routes for pedestrians

Sense of place

7. Surrounding neighbourhoods linked to town centre with new housing and attractive streets
- . Opportunity to set benchmark for quality streets and buildings
 - . No rear lots creates street address for all residents, safeguards private backyards, encourages public frontage

Diversity

- . Range of lots allow for range of housing types
8. Smaller lots overlook playground, trading views and amenity for private space
 9. Larger lots face existing low density lots across Chatham Road
 10. Existing community facilities (health, pre-school) included but allowance made for future land swaps to encourage connected street
 11. New link to Swansea Road creates street frontage for internal properties, encouraging future redevelopment

Sustainable environments

- . Safer, walkable streets and parks encourage walking and cycling, reduce need to drive
 - . New buildings and open spaces provide chance to demonstrate environmentally sustainable buildings and landscape
12. Existing unhealthy gum trees replaced with new street planting
- . Blocks oriented to allow good sunlight into all houses and gardens
 - . Smaller lots make more efficient use of land close to town centre





What happens next?

Successful places happen over time. The next phase of Flaxmere's development will require a coordinated effort between council, private land-owners, developers and the community. Council owns large tracts of land in the town centre, as well as the streets and parks, and can help influence future development by:

- Investing in capital works (e.g. street upgrades, new parks, lighting)
- Development briefs to define what should happen on council land
- Design guidelines for anyone buying or developing on council-owned land or other significant sites
- Working with business operators on securing new opportunities (e.g. supermarket)
- Planning ahead for budgets and long term plans
- Working with community and schools to identify needs around library and other community facilities
- Collaborating with local artists on special features in public spaces and buildings
- Providing development standards to reflect more sustainable ways of building roads through reviewed Code of Practice
- Working with transport operators on bus services to improve services to the town centre
- Co-ordinating car parking so it works across the various uses in the town centre

This urban design framework shows some options of how the Flaxmere town centre can become a more attractive and useful heart for the community. It illustrates some ideas of how the centre can become more like the main street, with easy access and a mix of activities, and opportunities for future development.

The next steps for Hastings District Council are to:

1. Political approval for the process forward and timing as well as links to other projects (alignments and disconnects)
2. Consult with community, land owners and businesses about what's good (or needs improvement) in the design options
3. Work with economic and development specialists to refine the most realistic and affordable options
4. Work with business operators and developers on the phasing and timing of development
5. Identify a work programme and budget for council over the coming three years (part of council's Long Term Community Council Plan for the next cycle).

what happens next



credits