



CAMBRIDGE TOWN CONCEPT PLAN REFRESH

ENGAGEMENT SUMMARY

September 2019

PART 1

INTRODUCTION

This report summarises of the activities, results, and details of the engagement for the Cambridge Town Concept Plan Refresh. The following information represents a summary of the feedback received, and how that information influenced the project.

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ENGAGEMENT RECORD

2.1 BE BOLD CAMBRIDGE ROUND 1 PUBLIC ENGAGEMENT

What we did

An online 'Be Bold Waipa' Cambridge Concept Plan survey and interactive web-based map was run for Council by CCASM Ltd for the Cambridge community to comment on. The map and all communications were branded 'Be Bold Waipa' and the community were requested to provide their big ideas to council for future planning. The surveys ran from 8th October to 2nd November 2018 and are summarised in the CCASM report Cambridge Town Concept Plan – Community Summary Report dated November 2018.

The survey was created in Social Pinpoint using qualitative/quantitative questions through surveys and layered maps to prompt people to think openly about what big ideas they had to contribute. The Dynamic Spaces map prompted people to drop pins with their big ideas.

As well as the online forum, 'Be Bold Waipa' face-to-face open sessions with branded boards were run as follows:

- **THURSDAY 11 OCTOBER** Stall outside BNZ – 11:30am – 1:30pm
- **THURSDAY 11 OCTOBER** Drop in session – Cambridge Council office – 3:00 – 6:30pm
- **FRIDAY 12 OCTOBER** Stall outside BNZ – 11:30am – 1:30pm
- **SUNDAY 14 OCTOBER** Cambridge 'Trash n Treasure market' – 8:00am – 12:00pm
- **WEDNESDAY 17 OCTOBER** Drop-in session – Leamington Rugby club – 3:00 – 6:30pm
- **THURSDAY 18 OCTOBER** Stall outside BNZ – 11:30am – 1:30pm
- **FRIDAY 19 OCTOBER** Stall outside BNZ – 11:30am – 1:30pm
- **TUESDAY 23 OCTOBER** Drop-in session – Cambridge Town Hall – 2:00 – 6:00pm

What we heard

The top three themes mentioned when asked what were the 'first things you see or hear' for future Cambridge were:

- 1 **Horses and bridle trails** (49 mentions)
- 2 **Pedestrian friendly** (31 mentions)
- 3 **Nature; trees, parks, gardens and birds** (30 mentions)

Other high-ranking themes mentioned for the 'first things you see or hear' included 'vibrant retail and cafes, bustling, preserved history and community/family-friendly' (approx. 12-15 mentions).

There were 1,735 'big ideas' considered as submissions to the Cambridge Town Concept Plan geo-survey.

The most popular topics mentioned within comments were around walking (349 mentions) and cycling (332 mentions), bridges (115 mentions), crossings (155 mentions) and roading (141 mentions), general activities (106 mentions), events (108 mentions) and business/commercial activities (156 mentions).

Locations identified by the community (through the 'big ideas' comments mentioned) were provided for consideration in the Cambridge Town Concept Plan Refresh as follows:

- Goodwood and St Kilda area development and connections
- Cambridge East green belt development for sports and shared recreation
- Cambridge CBD and Empire St development to become pedestrian friendly
- CBD to lake and river connections for visual amenity and recreation
- Development of Karapiro Stream gully wasteland for recreation purposes
- Connections from Leamington to CBD area for access and school commute
- Town Hall and surrounds development for mixed community use

What we did with the information

The feedback received was grouped based on similarity of ideas. This resulted in a long list 65 of ideas and themes for how Cambridge could look in the future. A scoring exercise examined how the ideas were rated using a multi-criteria analysis. Top scoring items were expanded on to create a medium list that was taken forward to the Project Steering Group meetings for further discussion.

2.2 PROJECT STEERING GROUP MEETING — 5 FEBRUARY 2019

A series of Project Steering Group (PSG) meetings were held throughout the project. The PSG was made up of local business owners, members of the community, Council staff, and Councillor representation.

What we did

Discussed the new direction of the project following the result of the 'Be Bold Waipa' campaign, and also discovering the top bold ideas for the PSG. Initially the project scope was to identify and develop concept designs for three to five site specific projects. Following the initial Be Bold public engagement results, it was determined that the project should take a wider approach to examine town-wide initiatives as well as site specific ones.

What we heard

A brainstorming exercise about what the PSG identifies as important design outcomes included:

- Design for people
- Comfortable and safe
- Bustling and vibrant
- Original and quality (iconic and historic)

The following key themes / bold ideas came from the PSG meeting:

- PEDESTRIAN AND CYCLISTS
 - ◆ Sewer bridge becomes cycle/walk bridge?
 - ◆ Victoria Bridge cycle/pedestrian bridge
 - ◆ Extend footpaths and street lighting to 50km/h signs
- IDENTITY
 - ◆ Distinctiveness
 - Who are we? What's our story?
 - ◆ Create the theme; design space for intended use

- TOWN HALL
 - ◆ Town Hall as focal centre of CBD
 - ◆ Social precinct
 - ◆ No cars – cyclists, pedestrians, public transport only
 - ◆ Social, interactive, lively culture
 - ◆ More social events in the town CBD
 - ◆ Make the Town Hall and plaza a living space
- ARCHITECTURAL QUALITY
 - ◆ Buildings should be sympathetic to Cambridge's heritage / character
 - ◆ Hide cars; don't design around car parks
- COMMUTER TRAVEL
 - ◆ Prescribed commuter link
 - ◆ Park and ride; preserve corridor
 - ◆ Cambridge ring road for commuters
 - ◆ Third bridge on ring road
 - ◆ Changing the traffic hierarchy – more pedestrian
 - ◆ Arterial traffic out of the CBD; reduce through traffic
 - ◆ Park on edge of CBD and walk into centre
 - ◆ Identify location for third bridge
- CARTER'S FLAT
 - ◆ Retail
 - ◆ Integrate Carter's Flat with CBD
 - ◆ Encourage commercial exit from CBD and industrial exit from Carter's Flat
- CITY CENTRE
 - ◆ Discourage ground level offices
 - ◆ Encourage apartment living in CBD
 - ◆ Commercial out of CBD
 - ◆ Shared space / pedestrians in CBD
 - ◆ Creating multi-purpose spaces for markets and festivals
 - ◆ Lake Te Koo Utu part of CBD
 - ◆ Boutique retail
 - Local designers
 - NZ products
 - Fresh local produce
 - ◆ Reconsider the CBD boundaries
 - Now Lakewood to Victoria Bridge

- LAND USE
 - ◆ Strategy for hidden parking
 - ◆ Protect hillside views / native bush / productive soil
 - ◆ Pocket parks
 - ◆ Strategic purchase by Council and redevelop CBD buildings
 - ◆ Move retail out of main road – more food and pubs
- BETTER USED RECREATION SPACES
 - ◆ Second green belt
 - ◆ Make better use of lake / river
 - Social spaces, recreation etc.
 - ◆ More green spaces
 - ◆ Activate river
 - New jetty
 - ◆ Karapiro gully
 - ◆ Clean Lake Te Koo Utu
 - ◆ Environmentally friendly – kaitiakitanga
 - ◆ Plant out the green belt

What we did with the information

This information formed the basis for a Council staff workshop on opportunities and constraints and the staff perception of key opportunities for Cambridge. It helped the project team test the medium list against the PSG's priorities to further elaborate on the project ideas to start working towards a short list of ideas.

- Green networks – possibilities for connections to Hamilton, gully walks
- Green belt – community space/ gardens, rest and fitness areas
- Pedestrian only zones within Town Centre
- Connections to High Performance Centre
- Public transport link in Hautapu with rail station
- Mixed transport options (walking and cycling) opportunity for tram along Victoria Street
- Gateway features at town entrances
- Tram/ gondolas uphill from Carter's Flat

What we did with the information

Information helped to identify the five key bold ideas' action themes:

- Healthy green network
- Connected People and Places
- Cambridge's Brand
- Family-Friendly Town Centre
- Nodes of Like Activity

A draft vision and objectives for Cambridge was also developed from what we heard at this meeting, the earlier public input from the Be Bold engagement event, and PSG feedback.

2.3 COUNCIL STAFF WORKSHOP – OPPORTUNITIES/CONSTRAINTS, DESIGN IDEAS

What we did

A workshop was held with Council staff on 15 February 2019. The purpose of the meeting was to discuss the engagement survey results and the initial PSG objectives. Mapping exercises were undertaken to discuss some of the opportunities and constraints of the projects, and also further discuss the bold ideas.

What we heard

The mapping exercises identified the following ideas, opportunities and constraints:

2.4 PROJECT STEERING GROUP MEETING – 5 MARCH 2019

What we did

The meeting discussed the public engagement results and key themes from the PSG meeting in February. The following draft vision statement and objectives were presented:

DRAFT VISION AND OBJECTIVES

VISION

In 50 Years **Cambridge is celebrated as a bustling social town with ample high-quality spaces for recreation, relaxation, and sport.**

OBJECTIVES

<p>Town Centre is a family-friendly place with strong walking and cycling links to surrounding neighbourhoods, and is the lively social heart of the community</p>	<p>A variety of housing supply, accessible design, and ample play space throughout the Town supports a diverse and welcoming community</p>	<p>Buildings and spaces express the unique history of the Town, therefore Cambridge's unique identity is strengthened</p>	<p>Environmental features are healthy and accessible for enjoyment by residents and visitors</p>	<p>A comprehensive and quality active modes network means walking and cycling is a pleasure for all ages</p>	<p>People find they can both live and work in Cambridge as land uses shift industrial and big box retail to employment uses</p>
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Figure 1: Draft Vision and Objectives

This vision and objectives were discussed in groups and changes suggested. The following 'bold ideas' action themes were presented:

- Healthy green network
- Connected People and Places
- Cambridge's Brand
- Family-Friendly Town Centre
- Nodes of Like Activity

These ideas were voted on using a dotmocracy technique.

What we heard

The following images show the suggested changes to the draft vision and objectives:

DRAFT VISION AND OBJECTIVES – GROUP 1

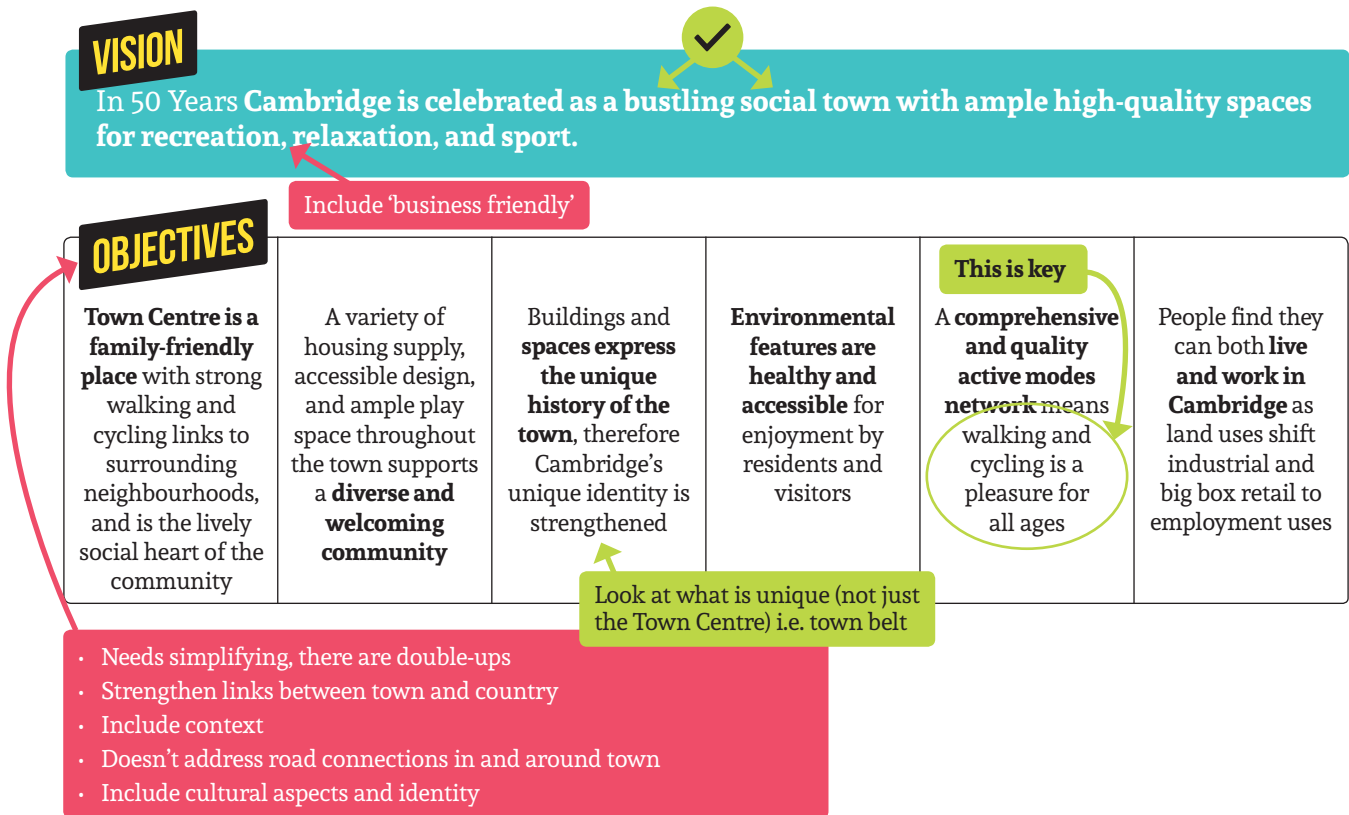


Figure 2: Suggested changes to Draft Vision and Objectives

DRAFT VISION AND OBJECTIVES – GROUP 2

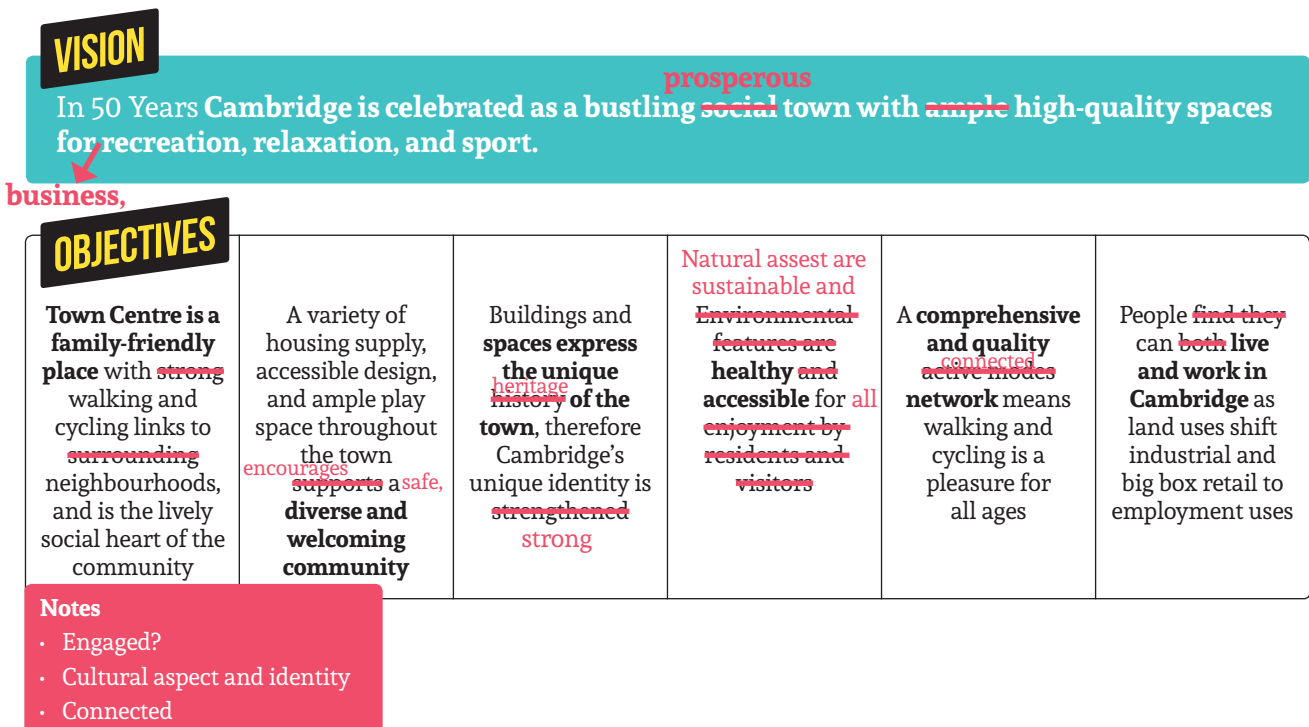


Figure 3: Suggested changes to Draft Vision and Objectives

The following images show the results of the voting on the bold ideas themes areas:

FAMILY-FRIENDLY TOWN CENTRE

Family-Friendly Town Centre

Taking a great town centre and making it a place to take our families, where visitors want to come, and that supports successful businesses and social connections.

Themes and Actions

Victoria Avenue becomes a walkable main street

- Enhance Victoria Avenue through the Town Centre to make the street people-friendly over the thoroughfare movement function of private vehicles. This improvement should encourage local access, while through-trips are more easily taken around the town centre via parallel connections with higher vehicle movement functions (such as via Shakespeare Street bridge).
- Develop a wayfinding strategy specific to the town centre for parking, walking, and historic interpretation of attributes.

Victoria Square becomes an active counterpoint to the busy urban Town Centre

- Activate Victoria Square with a variety of place making opportunities for urban play (ie. Pickle ball, large chess, bocce courts, beach volleyball, playground)
- Develop a civic node that enhances the link between the Old Town Hall, plaza, and Victoria Square.

Link the Town Centre to Lake Te Koo Utu and Waikato River

- Develop walking and cycling routes between these features and the River Outlook, Jetty activities, and Lake Te Koo Utu experience.

Façade Improvements for Retail

- Work actively with big box retailers in the town centre to activate their blank inactive wall frontages through public art and creative interventions.
- Develop an annual façade improvement fund and policy.

Town Centre Plan

Develop a Town Centre Concept Plan to rationalise parking, develop site specific concepts for open space improvements.

- Plan for appropriate mixed use and density in the Town Centre to develop an urban population and vibrant social scene.
- Work with the community and business groups to create a place making strategy that tells the story of the town through improvements and activations of interesting places (alleys, open space landscaping and public art, architecture, and uses).
- Create streetscape concepts for targeted town centre streets to inform eventual street improvements, and amend planning policies to ensure planned redevelopments.
- Improve quality of walking connections from off-street parking and minimise circulation vehicle traffic through the delivery of relevant information for pedestrians – include nicely designed live-feed signage at both ends of town indicating empty spaces.
- Develop a parking strategy for the town centre.

KEY

- Town Centre
- Open Space
- Rivers
- Town Centre Concept Plan
- Transport Spine
- Pedestrian Friendly Streets
- Activity Nodes Improvement Areas
- Big Box Retail

Cambridge Town Concept Plan – Urban Design 2019-03-05

Figure 4: Family-Friendly Town Centre

The top three Family-Friendly Town Centre ideas were:

- Plan for appropriate mixed use and density in the Town Centre to develop an urban population and vibrant social scene.
- Develop a parking strategy for the Town Centre.
- Enhance Victoria St through the Town Centre to make the street people-friendly over the thoroughfare movement function of private vehicles. This improvement should encourage local access, while through-trips are more easily taken around the Town Centre via parallel connections with higher vehicle movement functions (such as via Fergusson bridge).

NODES OF LIKE ACTIVITY

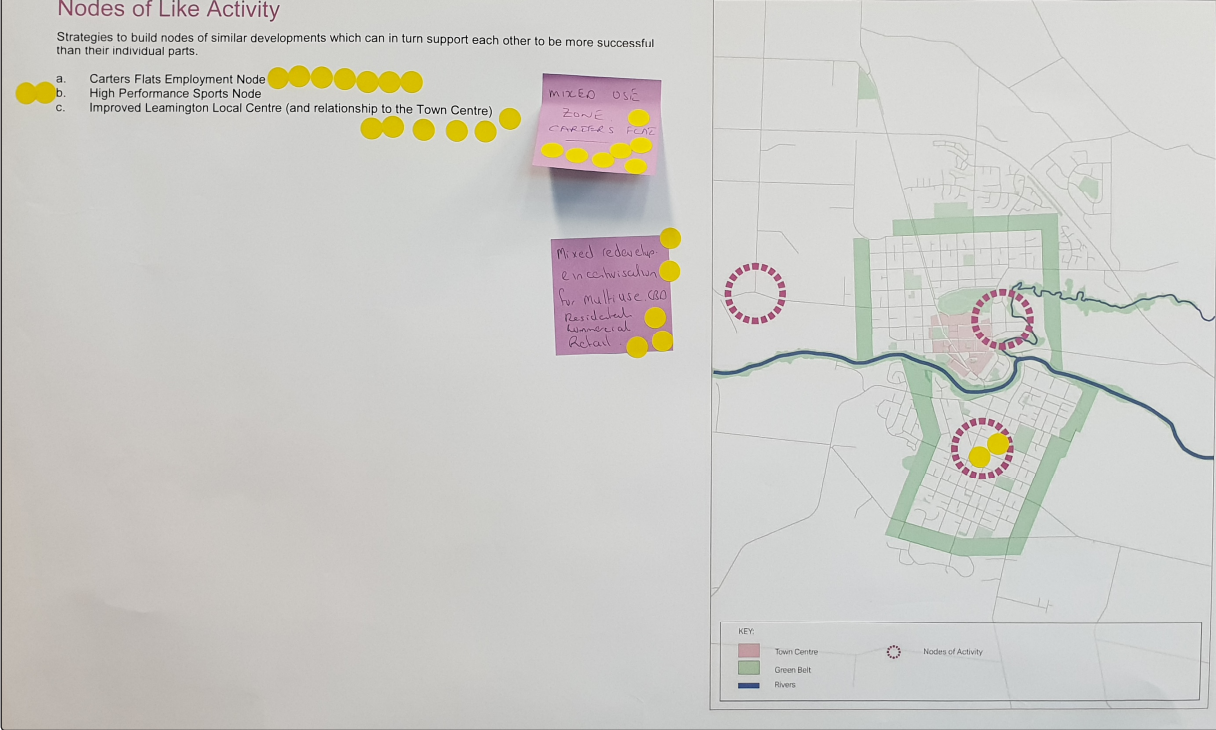


Figure 5: Nodes of like activity

The top nodes of like activity ideas were:

- 1= Carter's Flat employment node
- 1= Mixed use zone Carter's Flat.
- 2 Improved Leamington local centre (and relationship to the Town Centre)

HEALTHY GREEN NETWORK

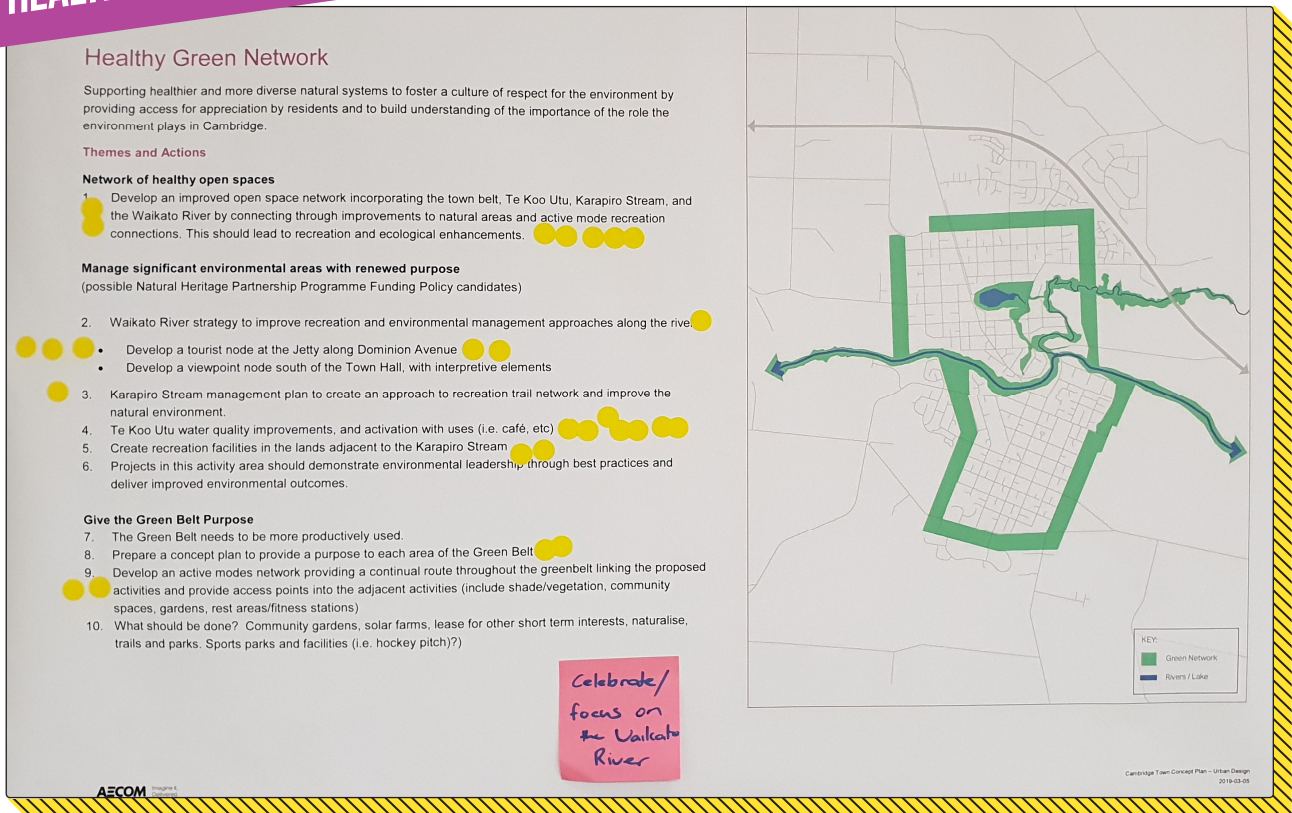


Figure 6: Healthy Green Network

The top healthy green network ideas were:

- 1= Develop an improved open space network incorporating the town belt, Te Koo Utu, Karapiro Stream, and the Waikato River by connecting through improvements to natural areas and active mode recreation connections. This should lead to recreation and ecological enhancements.
- 1= Te Koo Utu water quality improvements, and activation with uses (i.e. café etc.).
- 2 Develop a tourist node at the Jetty along Dominion Avenue

CAMBRIDGE'S BRAND

Cambridge's Brand

Build a stronger image of the Town through legibility improvements and place making efforts.

A brand is the shared system of beliefs and values that define an organization and attract others to it. Place branding is a set of place-based elements that range in scope from logos place attributes including promotional and marketing activities, expressions of place through the built and natural environments, actions and attitudes of Waipa District and key community stakeholders, and the quality of local infrastructure.

This Bold Idea is a cross-cutting one that is impacted by the other ones, and which can strongly influence the approach taken towards delivering bold ideas. Well executed it should encourage more tourism and business growth, and foster a stronger sense of community ties.

Themes and Actions

Consider the Town's place brand, and how this can be expressed through:

1. Holistic wayfinding strategy (signage) for pedestrians and cyclists
2. Develop gateways at town centre thresholds to delineate low speed environment and pedestrian friendly areas
3. Celebrate the most important gateways through urban design place-making initiatives (e.g. public art, landscaping, signage)



Figure 7: Cambridge's Brand

The top three Cambridge's Brand ideas were:

- 1 Celebrate the most important gateways through urban design placemaking initiatives (e.g. public art, landscaping, signage)
- 2 Holistic wayfinding strategy (signage) for pedestrians and cyclists
- 3 Develop gateways at Town Centre thresholds to delineate low speed environment and pedestrian friendly areas

CONNECTED PEOPLE AND PLACES

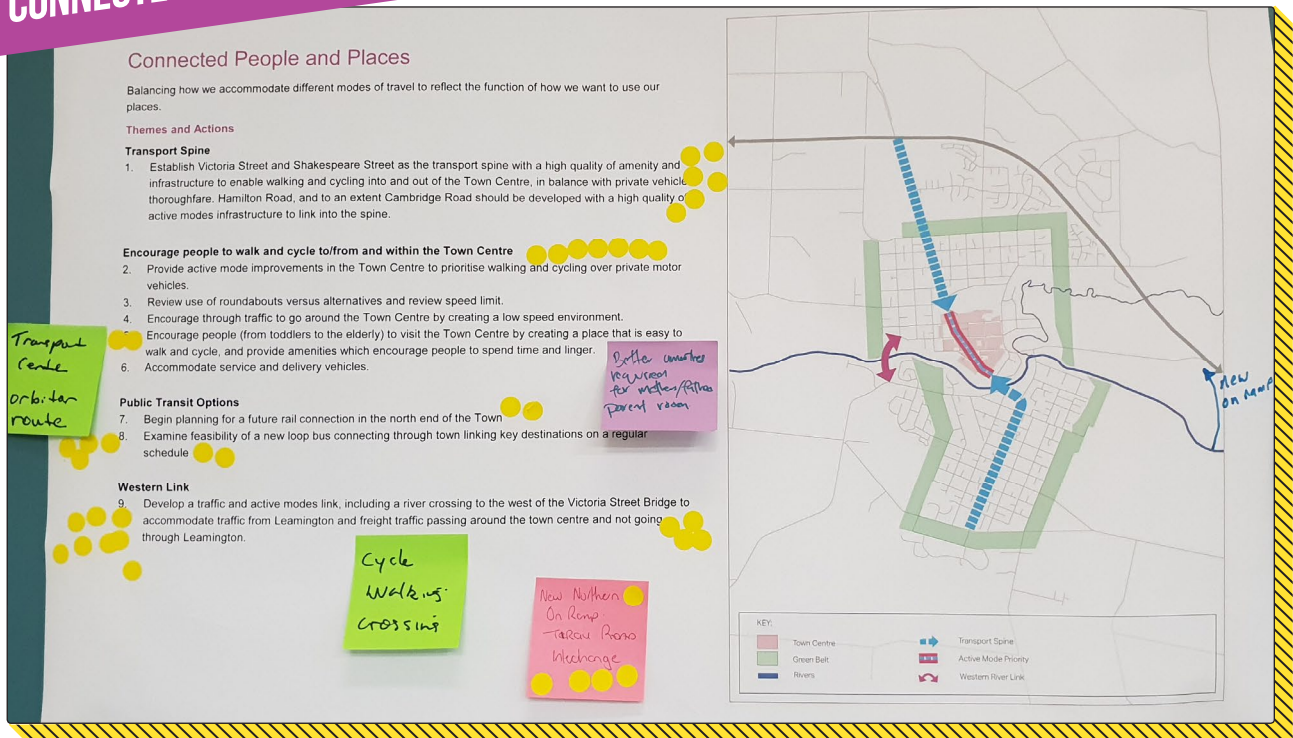


Figure 8: Connected People and Places

The top three Connected People and Places ideas were:

- 1 Develop a traffic and active modes link, including a river crossing to the west of the Victoria bridge to accommodate traffic from Leamington and freight traffic passing around the Town Centre and not going through Leamington
- 2 Provide active mode improvements in the Town Centre to prioritise walking and cycling over private motor vehicles
- 3= Establish Victoria St and Shakespeare St as the transport spine with a high quality of amenity and infrastructure to enable walking and cycling into and out of the Town Centre, in balance with private vehicle thoroughfare. Hamilton Rd, and to an extent, Cambridge Rd should be developed with a high quality of active modes infrastructure to link into the spine
- 3= Examine feasibility of a new loop bus connecting through town linking key destinations on a regular schedule

What we did with the information

This information helped to form a preliminary short list of ideas and to establish a refined vision and objectives for Cambridge.

2.5 STAKEHOLDER MEETING – 20 MARCH 2019

What we did

Stakeholder groups were identified to include the following, and an invitation was sent for a stakeholder meeting regarding this project.

- Cambridge Historical Society
- Grey Power
- Creative Waikato
- Cambridge Museum
- Cambridge Arts Society
- Cambridge Community Board (note: members already sit on the PSG)
- Cambridge Tree Trust
- Lions
- Rotary

The first four stakeholder groups sent representation to the meeting, while the rest did not attend. The purpose of the meeting was to discuss the engagement process to date and the key action themes (Family-friendly Town Centre, activity hubs, healthy green network, Cambridge's character, connected people and places). Initial reactions were sought from the stakeholder group to help refine the approach and to elaborate on the vision and objectives.

What we heard

Discussions were held in a group format with the following main points recorded:

- Transportation choice is important, for the elderly especially.
- The bus service is not very good locally now.
- More of Cambridge's stories should be told.
- More interaction with the river is supported – example given of Victoria on the River in Hamilton.
- The potential of a third river crossing was discussed.
- Opportunity to become known as a “market town”, with boutiques and a substantial arts and cultural aspect. Opportunity to become known as a town of festivals. This could include periodically shutting down the main street to traffic.
- Feedback on the vision and objectives needing to be stronger on Cambridge's culture.

What we did with the information

The stakeholder feedback was used to refine the vision and objectives and understand the priority of these groups as design themes and ideas were developed.

2.6 HUI – 7 APRIL 2019

What we did

A hui was held with Ngati Koroki Kahukura and Ngati Haua representatives to discuss the engagement to date and how iwi can provide a cultural overlay as Mana Whenua.

What we heard

The following were the key message from the hui:

- Representation during the implementation of the projects will be important to achieve outcomes sought
- Cultural lens is an important overlay to this project
- Mana Whenua are keen for Cambridge to “No longer be a washbowl of sorrow, but a washbowl of celebration”
- Important to promote the Māori history of Cambridge as well other perspectives
- Preference noted for engagement at earlier stages of the project to a greater level
- Cambridge should cater for all ages/abilities, not currently doing this very well
- Cambridge should be a welcoming and safe place for all cultures, including Māori
- Cambridge should remain different to Hamilton and keep its small-town feeling despite growth that is planned.
- At a high level the vision and objectives align with the cultural overview and values of the iwi present.

The following ideas and mechanisms were identified at the hui:

- Bilingual signage
- Representing Māori history through sculptures and murals
- Incorporating stories into the design of projects and improvements –
 - ◆ noted that Lake Te Koo Utu has particular relevance (Second Māori King)
 - ◆ Gateways are good opportunities, some names already established through expressway project

- Town centre should be more people focused, less emphasis on cars. Include facilities for children
- Education about Māori history and its representation in the Town through art and interpretive elements to share stories of past
- Karapiro stream – noted that there are ancestral remains here
- Iwi would like to be part of eventual procurement for the projects that come out of this plan to ensure co-governance approach

What we did with the information

This information provided helped the project team more clearly understand the importance of the lake, stream and river in Cambridge from a cultural perspective. It helped develop thinking around how Māori heritage can be represented through built form and in the public realm. It also indicated some approaches for project implementation in terms of how iwi would like to be involved.

2.7 PROJECT STEERING MEETING — 16 APRIL 2019

What we did

The purpose of this meeting was to inform the PSG of the approach to public engagement and check that the content was right prior to wider public engagement.

What we heard

The following images show the changes proposed to the public engagement content:

Public engagement content

Family-Friendly Town Centre

Make our town centre a great place to take our families, that visitors want to come to, and that supports successful businesses and communities.

1. Plan for the right mix for development of the Town Centre, to grow our urban population and vibrant social scene
2. Look at how parking in the Town Centre can work best for everyone
3. Enhance Victoria St through the Town Centre as a people-friendly place **thoroughfare**

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Cambridge Be Bold

Public engagement content

Activity Hubs

Strategies to build nodes of complementary similar developments which can in turn support each other to be more successful than their individual parts.

1. Carter's Flat Commercial Employment Node that is ancillary to the CBD
2. High Performance Sports Node
3. Improved Leamington Local Centre (and relationship to the Town Centre)
4. Mixed redevelopment and incentives for high quality multi-use CBD –residential, commercial, retail.

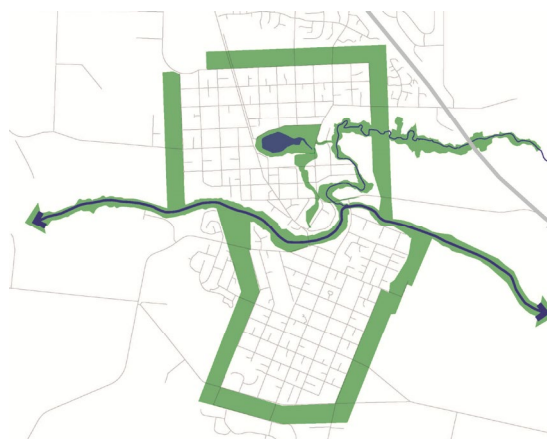


Public engagement content

Healthy Green Network

Support accessible diverse natural areas, to highlight the importance of our natural environment in Cambridge.

1. Develop a better-connected open space network incorporating the town belt, Lake Te Koo Utu, Karāpiro Stream and the Waikato River by improving natural and active recreation areas
2. Te Koo Utu water quality improvements, and activation with uses that encourage interaction (e.g. i.e. café etc.)
3. Develop a tourist node at the Jetty along Dominion Avenue

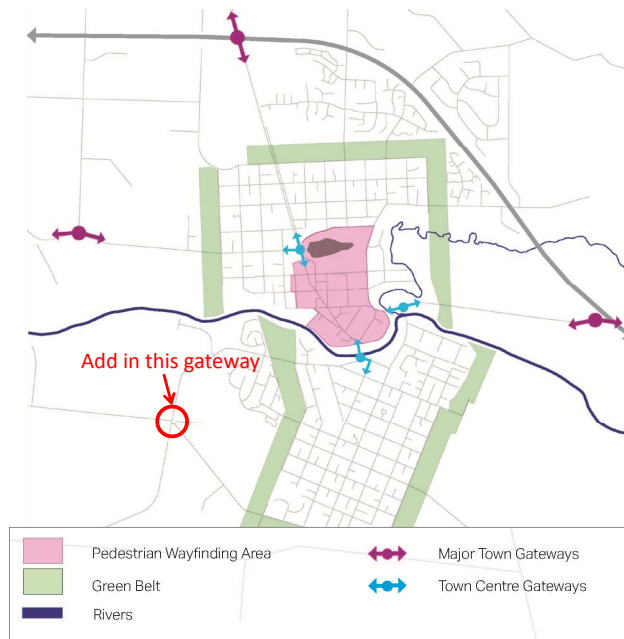


Public engagement content

The Cambridge Welcome

Building a stronger image of the town through use of wayfinding signage and cues for all modes of transport, as well as defined gateways at the entrances to the town and the city centre.

1. Celebrate the most important gateways through urban design initiatives (e.g. public art, landscaping, signage)
2. Help people more around our town through improved signage and wayfinding for pedestrians and cyclists
3. Develop gateways at town centre thresholds to delineate low speed environment and pedestrian friendly areas



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Cambridge Be Bold

Public engagement content

Connected People and Places Movement

Ensuring we have the right mix of transport options for a growing town.

1. Strengthen the traffic, walking and cycling links between the north and south across the river, with special focus on the transport spine (Victoria Road to Shakespeare Street)
2. Prioritise walking and cycling over private motor vehicles in the Town Centre; commuter traffic goes around
3. Examine feasibility of a new loop bus connecting through town linking key destinations on a regular schedule



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Cambridge Be Bold

What we did with the information

This information was used to confirm a preliminary short list of project ideas that was taken to the Be Bold public engagement second round

2.8 BE BOLD CAMBRIDGE — ROUND 2 PUBLIC ENGAGEMENT

What we did

An online tool was used which listed the five key areas that Cambridge residents highlighted, and each key area had a number of ideas which can be ranked in priority. These ideas are shown in the images below

Be BOLD CAMBRIDGE

FAMILY-FRIENDLY TOWN CENTRE

Make our town centre a great place to spend time with our families and friends, which visitors want to come to, and supports successful businesses and communities.

Victoria Square gets a facelift with play features, improved surfaces, and picnic facilities to let people relax and enjoy the park

KEY

- Town centre
- Open space
- Rivers
- Town centre concept plan
- Pedestrian friendly streets
- Activity nodes

HOW WOULD YOU RANK THESE IDEAS?

- get the right mix of residential and business development in the town centre to grow our urban population and create a vibrant social scene
- look at how we optimise parking in our town centre in the long term
- enhance Victoria St through the town centre as a people-friendly place

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Be BOLD

CAMBRIDGE

ACTIVITY HUBS

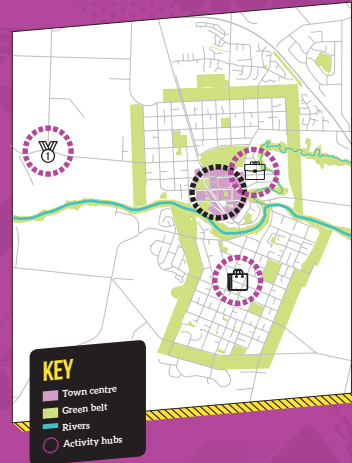
Grouping complementary businesses together so they support each other to be more successful than each business could be on their own. These sort of actions can help develop a stronger and more resilient local economy.



Walking and cycling improvements along Victoria Street and through Leamington Town Centre mean that walking and biking are even more popular



waipadc.govt.nz/haveyoursay



KEY

- Town centre
- Green belt
- Rivers
- Activity hubs

HOW WOULD YOU RANK THESE IDEAS?

- Carter's Flat becomes a commercial area focused on large format retail that supports the town centre
- high performance sports centred around the Velodrome
- improve the Leamington local centre to not only service the local community, but also to attract people visiting town
- developing the town centre as high quality mixed use space (mixing residential, commercial, and retail for a vibrant and social place)

Be BOLD

CAMBRIDGE

HEALTHY GREEN NETWORK

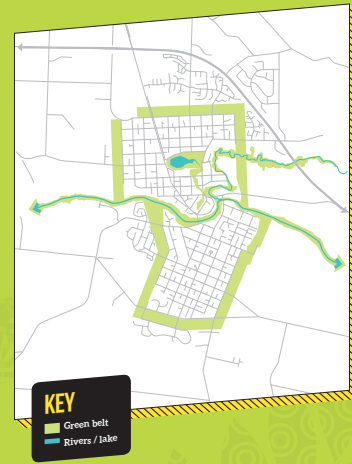
Support accessible diverse natural areas, to highlight the importance of our natural environment in Cambridge.



The green belt provides opportunities for pockets of activity like parks, public orchards and gardens, and a connected walking and cycling trail



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KEY

- Green belt
- Rivers / lake

HOW WOULD YOU RANK THESE IDEAS?

- develop a better-connected open space network incorporating the green belt, Lake Te Koo Utu, Karāpiro Stream and the Waikato River by improving ecological health, making better walking and cycling conditions, and improving the quality of day use facilities
- help increase people's use of Lake Te Koo Utu by improving natural health of the lake, telling its history, and creating business activity to draw more people to the lake
- develop a tourist hub at the Jetty along Dominion Avenue

Be BOLD

CAMBRIDGE

THE CAMBRIDGE WELCOME

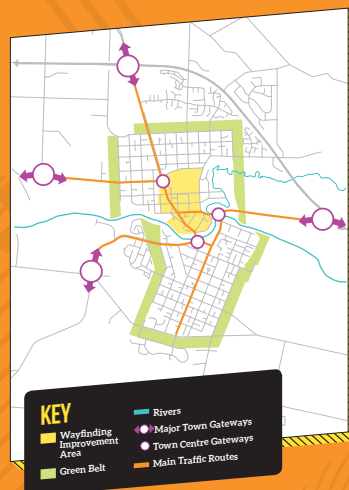
These actions result in people feeling welcomed to Cambridge and communicate the heritage and culture that makes the town unique - helping people get to know our story.



Welcoming people to Cambridge with a gateway feature helps to tell the community's story



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HOW WOULD YOU RANK THESE IDEAS?

- celebrate the main entranceways to the town through urban design initiatives (e.g. public art, landscaping, signage)
- help people move around our town through improved signage and wayfinding, in particular for pedestrians and cyclists
- improve gateways at the town centre edges through urban design initiatives to let traffic know they are in a low-speed environment and the town centre is a pedestrian-friendly place

Be BOLD

CAMBRIDGE

CONNECTED PEOPLE AND PLACES

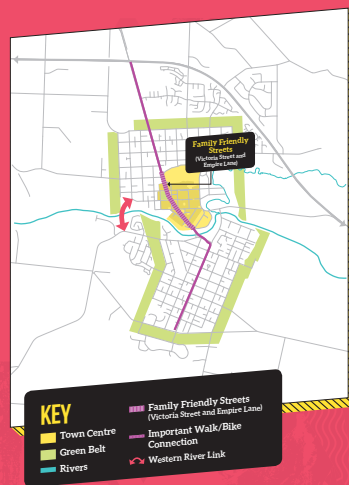
Ensuring we have the right mix of transport options for a growing town.



Focusing the town centre on people, and offering different parking solutions, can help create an even stronger social heart to Cambridge



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HOW WOULD YOU RANK THESE IDEAS?

- strengthen the traffic, walking and cycling links between the north and south across the river
- make walking and cycling the best way to move around the town centre, and encourage through-traffic (i.e. commuters) to go around the town centre
- create a new loop bus service that connects through town to link key destinations with a regular scheduled service.

An open day was held on 22 May 2019 to provide an in-person forum for the public to discuss the engagement materials. On 23 May 2019 another open day was held, and Council staff also set up stands throughout the Town Centre and talked with passers-by for several hours. Surveys were available at both events.

What we heard

The following provides an overall ranking of the ideas:

ORDER OF OVERALL RANKINGS

Rank	Category	Idea	Rank score
1	Healthy Green Networks	develop a better-connected open space network incorporating the green belt, Lake Te Koo Utu, Karapiro Stream and the Waikato River by improving ecological health, making better walking and cycling conditions, and improving the quality of day use facilities	1.48
2	Family-Friendly Town Centre	enhance Victoria St through the Town Centre as a people-friendly place	1.71
3	Healthy Green Networks	help increase people's use of Lake Te Koo Utu by improving natural health of the lake, telling its history, and creating business activity to draw more people to the lake	1.75
4	Connected People & Places	make walking and cycling the best way to move around the Town Centre, and encourage through-traffic (i.e. commuters) to go around the Town Centre	1.76
5	Cambridge Welcome	improve gateways at the Town Centre edges through urban design initiatives to let traffic know they are in a low-speed environment and the Town Centre is a pedestrian-friendly place	1.81
6	Connected People & Places	strengthen the traffic, walking and cycling links between the north and south across the river	1.95
7	Family-Friendly Town Centre	get the right mix of residential and business development in the Town Centre to grow our urban population and create a vibrant social scene	2.01
8	Activity Hubs	developing the Town Centre as a quality mixed use space (mixing residential, commercial, and retail for a vibrant and social place)	2.04
9	Cambridge Welcome	celebrate the main entranceways to the town through urban design initiatives (e.g. public art, landscaping, signage)	2.08
10	Cambridge Welcome	help people move around our town through improved signage and wayfinding, in particular for pedestrians and cyclists	2.09
11	Family-Friendly Town Centre	look at how we optimise parking in our Town Centre in the long term	2.25
12	Connected People & Places	create a new loop bus service that connects through town to link key destinations with a regular scheduled service	2.26
13	Activity Hubs	improve the Leamington local centre to not only service the local community, but also to attract people visiting town	2.35
14	Activity Hubs	Carter's Flat becomes a commercial area focused on large format retail that supports the Town Centre	2.52
15	Healthy Green Networks	develop a tourist hub at the Jetty along Dominion Avenue	2.75
16	Activity Hubs	high performance sports centred around the Velodrome	3.05

What we did with the information

The prioritised ideas have informed the development of a short list of actions and projects that are recommended in the draft action plan.

2.9 PROJECT STEERING GROUP INFORMATION – 25 JUNE 2019

What we did

The 25 June 2019 PSG meeting was rescheduled for August. The results of the 'Be Bold' Campaign were issued to the PSG as information.

2.10 COUNCIL MANAGERS WORKSHOP ON IMPLEMENTATION – 11 JULY 2019

What we did

The purpose of this meeting was to provide an update on the project and to validate the list of actions / projects and get alignment on internal priorities (what projects are most important) and programme.

What we heard

The first exercise was around validating the key themes and ideas and making sure that these were correct, and nothing was missing. The group was split into two and used post it notes to comment on the map of Cambridge. The feedback from this can be separated into the following themes:

- Play
- Cycle / pedestrian facilities
- Streets and public open spaces
- Green open spaces and greenbelt

The next exercise was to rank the projects and understand the priorities of Council. Each person was given paper money and asked to vote on where it should be spent. The results of this are shown in the table below.

BE BOLD CAMBRIDGE - IMPLEMENTATION PLAN

Managers' Workshop - (Feedback Record)

SRank	Staging	Project Actions	Description
Right Now Actions			
0	Right Now <12 Months	Reserves management plans for main park assets and open space areas	Address an unclear vision for the open spaces and reserves, including overall purpose, needed facilities improvements, and alignment of uses between sites
Short Term (1-3 Yrs) Actions			
410	Short Term 1-3 Years	Public parking lot and alley ways aesthetic improvements	Increase legibility or parking areas on the transport network, with improved wayfinding and legibility, improve appearance of alleyways and reduce/manage pedestrian-vehicle conflict points
395.8	Short Term 1-3 Years	Biking and Trails Network Plan - Project Implementation	Delivery of the projects highlighted in the biking and trails network plan
311	Short Term 1-3 Years	Ecological health strategy for Lake Te Koutu + Karapiro Gully	Work with WRC to establish and fund a programme of work to improve the health of the lake, including a regular monitoring programme for water quality
250	Short Term 1-3 Years	Lake Te Koutu - facilities improvements	Link to Te Ara Wai and telling iwi heritage, event space/food truck site, parking lot improvement, clear to surroundings
200	Short Term 1-3 Years	Town Centre Design Strategy	Could include Victoria Street town centre pedestrian enhancement, town centre roundabouts walking and cycling improvements
165	Short Term 1-3 Years	Traffic calming measures at town centre gateways	Notifying vehicles that they are entering a different urban environment - a low speed one, is important to supporting walking and cycling in and around the town centre
110	Short Term 1-3 Years	District Plan - assess policies for fit with vision	Review the District Plan to ensure policies align to the outcomes sought by this plan
100	Short Term 1-3 Years	Leamington town centre - pedestrian and biking accessibility improvement	Improving accessibility in the Leamington centre as part of the walking and cycling spine initiative
41.6	Short Term 1-3 Years	Walking and cycling spine on Victoria Street	Provide a high level of service for both walking and cycling along Victoria Street throughout the town.
40	Short Term 1-3 Years	Public arts strategy	Determine how public art should feature in capital projects and in public spaces, funding could come from capital project budgets and private sector donations
Medium Term (4-6 Yrs) Actions			
561.2	Medium Term 4-6 Years	Victoria Square Improvement at Town Centre corner	Small scale children's play area with upgraded benches, revamp of stairs and surfaces in vicinity of Alpha St/Victoria St
309	Medium Term 4-6 Years	Wayfinding strategy (vehicles, biking, walking) and implementation	Better direct traffic to destinations and around town centre, establish pedestrian and cycling wayfinding approach. Delivery of signage.
195.6	Medium Term 4-6 Years	Playgrounds - destination playground or several smaller ones in town belt	There is a noted lack of playground areas which should be addressed as either stand alone projects or as part of the reserve management plans
159	Medium Term 4-6 Years	Jetty area tidy up	The Jetty area at Achilles Ave / Dominion Ave is in need of improvements to appearance and facilities to make it more usable and safe
40	Medium Term 4-6 Years	Victoria Square, Town Hall, Victoria Street public realm interface improvement	Public realm improvements, aligned with the Town Hall seismic improvement and upgrade project, to help improve the usability of these assets
0	Medium Term 4-6 Years	Town Centre Design Strategy Projects	Focused on Victoria Street corridor improvements but also on wider town centre including parking strategy, place making / public arts, staging plan to establish framework for redevelopment
Long Term (7+ Yrs) Actions			
40	Long Term 7+ Years	Facade improvement programme and design themes	Establish an annual renewed budget where Waipa will match funding to a cap for renovated facades on businesses provided they meet a set of design criteria

\$Rank	Staging	Project Actions	Description
Discarded from categorise exercise, but valued actions			
225		Biking and Trails Network Plan	There is a lack of a connected on and off street biking network that enables people to bike safely to where they want to go
160		Public space events coordinator	Establish events coordinator role for Town Centre, develop community events strategy, and fund projects
120		Developers forum to contribute to District Plan policy review	Commentary from developer's industry on barriers to infill and mixed use
15		Work closely with the Chamber of Commerce	The Chamber of Commerce can help represent business and industry interested by strategy and projects
Discarded actions in both exercises			
0		Small scale streetscape refresh on Victoria St and Empire Lane	Beautification efforts to update planter boxes, flags, signage
0		Pocket park(s) in town centre for children	Develop a small play area on public land in the town centre area for children's active play
0		Town centre design strategy reference group	Establish a town action plan reference group to help administer the design strategy
0		Public reference group to help guide the Reserves Management Plans	There is a high degree of public and stakeholder interest in the parks and open spaces in Cambridge. A reference group can help guide the RMPs

What we did with the information

The feedback from the managers' group provided examples of projects the Council is already undertaking that the action plan can align to better reflect the community desires. It highlighted those areas that the Council staff see having the most benefit and priority from an operational and capital project perspective. It also indicated those areas that have little support amongst staff

2.11 HUI – 13 JULY 2019

What we did

The results of the engagement to date were discussed and how the plan will be implemented and how iwi would like to be involved going forward.

What we heard

The following provides a summary of the key findings from the hui:

- Relationship between Mana Whenua and Council – Council staff come and go but Mana Whenua are always here.
- Opportunity to for Mana Whenua to have real input and for this to work it needs to be a harmonious and meaningful partnership.
- Going forward with projects, need to take back to whanau and discuss before making changes.
- Tell the Maori story in Cambridge
 - ◆ Te reo street signs
 - ◆ Pou
 - ◆ Lake Te Koo Utu

- Cambridge Town Concept Plan
 - ◆ Pleased to see top-ranked idea about environmental enhancement
 - ◆ General support for Plan
 - ◆ Mana whenua keen to co-present with staff when draft plan taken to Council
 - ◆ Mana whenua – request first right of refusal for any commercial activity at Lake Te Koo Utu

What we did with the information

This information has been used to inform the implementation approach in the plan, as well as highlight some areas where Maori priorities align strongly with the wider community. It was also helpful to refresh ways in which the iwi can work as Council's partners in Cambridge.

2.12 PROJECT STEERING GROUP MEETING – 6 AUGUST 2019

This meeting provided an opportunity for the Project Steering Group to receive the final recommended actions and discuss their reactions with the project team.

