



CAMBRIDGE TOWN CONCEPT PLAN

Draft Analysis

October 2009

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for Waipa District Council*

Cambridge: PART 1 ANALYSIS

This analysis report summarises the findings of fieldwork carried out in January 2009. Streets were driven and walked, photographs taken, and notes made on base maps reflecting observations and discussions during this exercise.

The following diagrams and comments reflect the community and consultant team's view of the important elements and issues for Cambridge. These are supplemented by future character statements and strategies developed from the work already undertaken by the Cambridge Visioning Group and by the outcomes of the community workshop held in May / June 2009.

The staged analysis (including community feedback) that has formed the foundation for the design stages of the Town Concept Plan has included:

- Step 1, identification of the urban framework (land uses including character areas and activity nodes, vehicle and pedestrian networks, public open space, buildings (built form) scale, and significant opportunity sites)
- Step 2, consideration of the appropriate building (built form) character for different character areas.

This report comments on:

- Land Use and Zoning
- Views and Vistas
- Buildings (built form)
- Historical Buildings
- Streetscape and open space character
- Land ownership and development opportunity sites
- Issues and opportunities
- Spatial vision

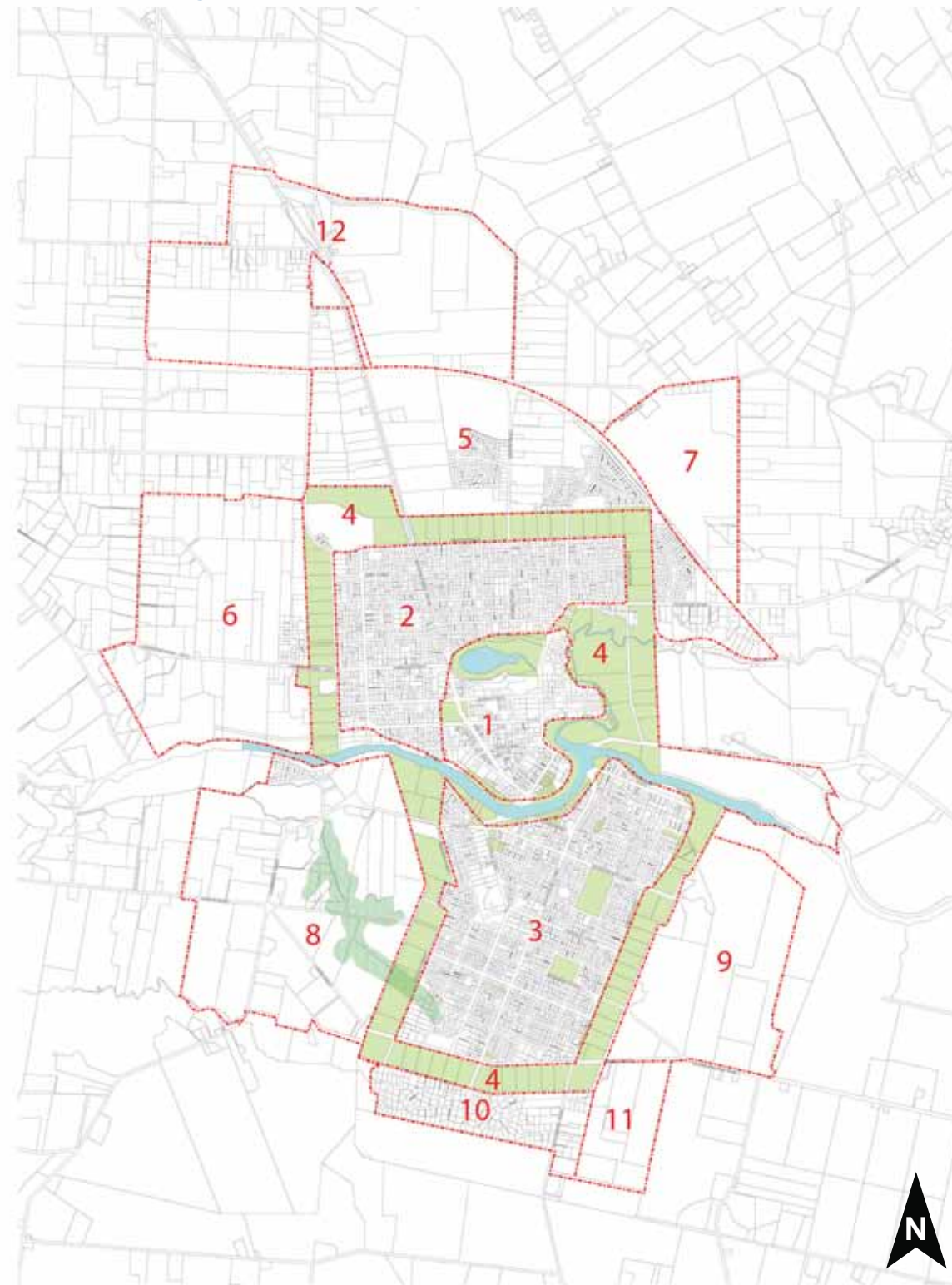


Approaching Cambridge from South of the Waikato River with the warehouse visibly indicating the location of the town centre



Crossing over the high level bridge the avenue of established trees frame the main street, Victoria Street

Cambridge Character Areas



Cambridge Land Use

The land use plan on the next page reflects the land uses identified in the site visit in January 2009.

Land Use

- The town belt that encloses the town, the river running through it that divides the town into northern and southern precincts, the open spaces around the commercial core area, and the large areas of industrial land to east and west, are some of the main structuring elements for the existing Cambridge character.
- Schools are fairly evenly distributed throughout the town, with an apparent 'gap' in the eastern area just south of the river.
- Future residential character areas are indicated on the accompanying map.
- A separate investigation into the future management of the town belt is being undertaken by Council; for the purposes of the Concept Plan a high level strategy for the town belt is outlined and this will be applied to the review of the current Town Belt Management Plan.



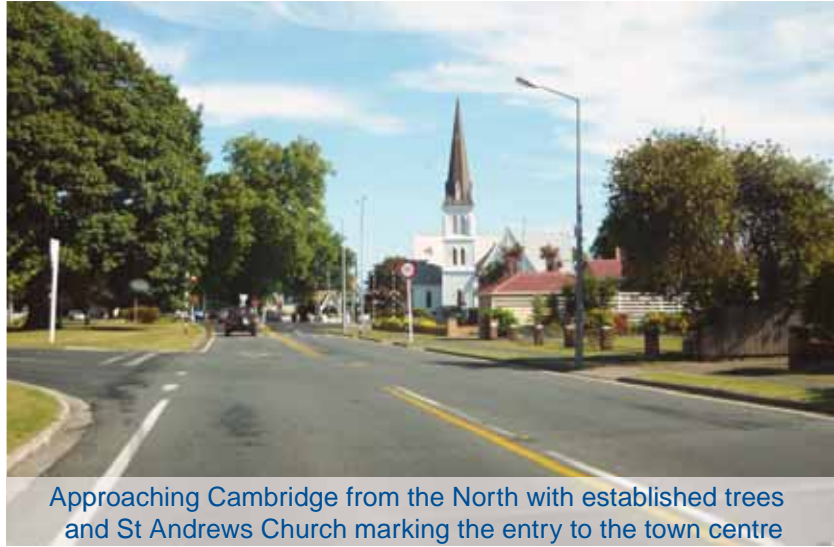
- KEY**
- Open Space
 - Education Facilities
 - P Playground
 - Public Services
 - Retirement Facilities
 - Industrial
 - Retail / Town Centre
 - Other
 - Vacant
 - Parking
 - One-Storey
 - Two-Storey
 - State Highway
 - Footpath
 - Formal Pedestrian Crossing
 - Informal Crossing / Desire Line
 - Through Site Link
 - Awnings
 - Railway Line
 - 1 Historic Buildings / Monuments
 - 1 Character Buildings / Elements
 - Vista
 - 400m indicative 5 minute walk
 - 2025 Town Boundary
 - 2050 Town Boundary
 - Post 2050 Expansion



Cambridge views and vistas

- The town is blessed with a number of stunning views that residents and visitors alike can enjoy. The Waikato River provides the opportunity for many of them, but some, like the views up and down Victoria Street are clearly community-made. At the northern end of Victoria Street, the Clock Tower and Town Hall form a prominent landmark and at the southern end of the street, the Victoria Street Bridge provides a dramatic entrance to the town centre.
- The diagram shows how the regular street grid and large block pattern create long, straight views into and through the town centre. Where there are mature street trees these help frame and enhance the views.
- There is an opportunity to make more of the views along east west streets that do not have such complete tree planting
- The north views towards the park and lake can be improved - this piece of open space has a somewhat hidden character (as a visitor or driving through the town) until quite close to it. Currently this area of Queen Street acts more as a barrier to the visual appreciation and enjoyment of these potential views.





Approaching Cambridge from the North with established trees and St Andrews Church marking the entry to the town centre



The high quality of the streetscape is reinforced with character corner buildings and a high quality landscaped median streetscape



The main street is enclosed by two storey shops (generally with awnings)



On the perimeter of Cambridge there are opportunities for wide sweeping rural views.



The town belt surrounding Cambridge provides opportunities for recreation and play



The street grid provides directed views of the town belt and hills beyond



Views from Upper Kingsley Street looking North capture the residential area and Carters Flat industrial area in the distance



Historic buildings are located at the end points of streets reinforcing their significance



Views across the river to northern Cambridge from the River Gardens development

Cambridge buildings

The places numbered below are identified in Appendix 10 of the Waipa District Plan as 'Buildings, Civic Structures and Items of Cultural Value'.

CAMBRIDGE HISTORIC BUILDINGS / MONUMENTS, ARCHAEOLOGICAL SITES AND CHARACTER BUILDINGS

- | | |
|--|--|
| 1 St Andrew's Hall (1931) | 25 Gowenbank House - 24 Grosvenor St |
| 2 St Andrew's Church (Built 1873/4) | 26 Ferguson House - 32 Hamilton Rd |
| 3 St Andrew's Church | 27 Potts House - 18 Thornton Rd |
| 4 The Victorian Post Box | 28 Band Rotunda |
| 5 Cambridge Country Store (ex-church, 1898) | 29 House - 88 Princes St |
| 6 House - 68 Queen St | 30 Bowling Club Pavilion |
| 7 Cambridge Town Hall (1909) | 31 Water Tower |
| 8 WWI Memorials | 32 High Level Bridge (1907) |
| 9 Clock Tower (1933-34) | 33 House (1905) - 32 Wordsworth St |
| 10 National Hotel (1912-13) | 34 House - 74 Shakespeare St |
| 11 RSA Clubrooms (1877) | 35 Whareora House - 91 Coleridge St |
| 12 Calvert Chambers - 62 Victoria Street | 36 House (Tuck) - 109a Shakespeare St |
| 13 Country Bumpkins Building (1908) | 37 Band Rotunda |
| 14 Salvation Army Hall (1907) | 38 House - 35 Campbell St |
| 15 Legal Chambers (1899) | 39 Trecarne House & Stables |
| 16 Masonic Hotel (1912) | 40 House - 116 Victoria S |
| 17 Cambridge Primary School (1879-21) | i Pa |
| 18 Post Office (1908) | ii Pa |
| 19 Former Courthouse (1909) | iii Military Redoubt / Pa |
| 20 Lockup (1905) | iv Pa |
| 21 Souter House - 19 Victoria St | v Pa |
| Refer to previous wider Cambridge map | vi Pa |
| 22 Valmai House & Gazebo / Conservatory | vii Pa |
| 23 House - 150 Victoria St | viii Flour Mill (Hallys) |
| 24 House - 62 Williams St | ix Pa |
| | x Borrow Pits |



KEY

- Open Space
- Education Facilities
- P Playground
- Public Services
- Retirement Facilities
- Industrial
- Retail / Town Centre
- Other
- Vacant
- Parking
- One-Storey
- Two-Storey
- State Highway
- Footpath
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- Railway Line
- 1 Historic Buildings / Monuments
- 1 Character Buildings / Elements
- Vista
- 400m indicative 5 minute walk

Cambridge buildings

These images illustrate the buildings (built form) that characterise Cambridge as well as the vistas present from existing walkways.



Wide footpaths with characteristic suspended awnings give protection for pedestrians



Some new developments retain the central planted median however the directed views evident within the town belt are lost with the curvilinear street layout



The single level shops in Leamington lack the awnings and building height of shops in central Cambridge. There is an opportunity to provide for enhanced public amenity



A pivotal corner in Cambridge provides an open area for sitting with active uses (cafes) opening onto the area increasing the vitality of the space



A continuous facade of shops line the main street of Cambridge framing views through the town



Vistas across the river can be gained from walkways within reserve areas

Cambridge historical buildings

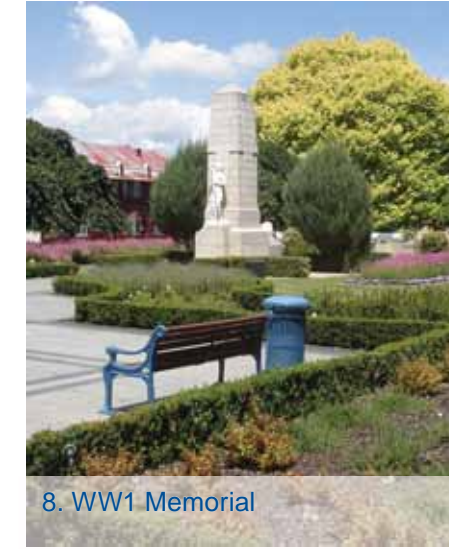
- In the CBD, historic building facades have been retained and provide the town centre with a strong sense of place. A few modern buildings have been designed without any reference to classical architectural details and are incongruous with this environment. Other new buildings have tried to retain the character provided by the historic buildings in their design and this has proven effective. The latter sort of development should be encouraged and historic buildings protected from inappropriate development.
- Some of the buildings that are historical and listed in the District Plan are illustrated on this page, the location of these buildings is shown on the map on the previous page.



2. St Andrew's Church



5. Cambridge Country Store (ex church)



8. WW1 Memorial



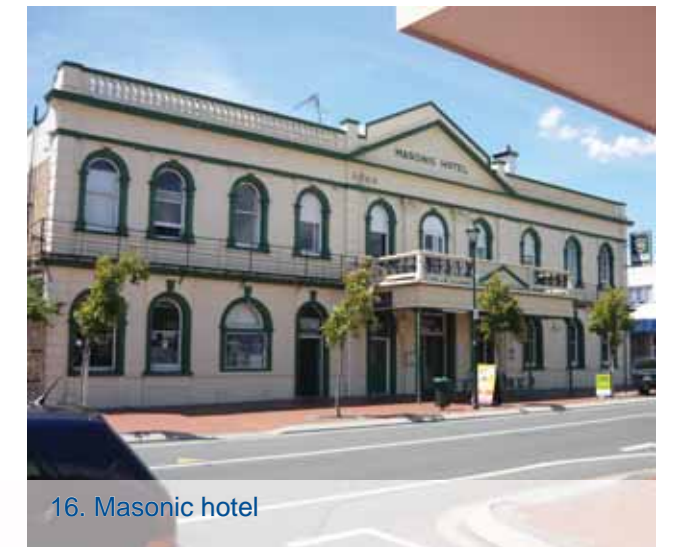
9. Clock Tower



10. National Hotel



14. Salvation Army Hall



16. Masonic hotel



17. Cambridge Primary School



18. Cambridge Post Office



19. Former Courthouse



31. Water Tower

Cambridge streetscape and open space character

- Mature trees in grass verges line nearly all roads in Cambridge outside the CBD, and together with those in its many parks, they create a feature of the town that is very distinct from the open fields that surround it.
- There is a wide variety of housing types and ages in virtually every block in the town. While there are differences in housing quality between various neighbourhoods, a more significant feature is the similar diversity of housing types in all of them; from historic Victorian houses to 1950's state houses to modern suburban style houses.
- Neighbourhood parks appear to be very well maintained. This demonstrates a sense of ownership for the community facilities.
- The "grid" pattern of the major streets in Cambridge, further dissected by random cul de sacs and loop roads, forms a distinctive layout to the community. The CBD is distinctly different from this, which adds an element of surprise and intrigue for those using it.
- The CBD (particularly Victoria Street) has a high amenity and appealing streetscape with wide paved footpaths, awnings, landscaping and street furniture.
- The images on the following page illustrate the streetscape and open space character found in Cambridge.







Cambridge land ownership and development opportunity sites

- Land owned by Council includes reserve areas and other land holdings. These provide the potential for catalyst projects or the potential for increased linkages between them.
- A range of development sites were identified for further examination following consultation with community groups and the town centre plan visioning workshops. These are shown on this page.

DEVELOPMENT OPPORTUNITIES

- 1** Carters Flat
- 2** Former Railway Reserve land
- 3** Gateway area
- 4** Higher density link to residential area
- 5** Leamington
- 6** Area around Gwyneth Common
- 7** Leamington mixed-use
- 8** Victoria Road Entry
- 9** Compact Residential
- 10** Additional Retail
-  400m radius indicative 5 minute walk
-  800m radius indicative 10 minute walk



Cambridge issues and opportunities

The following issues and opportunities were identified following the site visit in January 2009 and are outlined below. These along with the vision workshops have informed the development of the Town Concept Plan. The issues and opportunities are illustrated on the following pages. These maps were presented as part of the public consultation / visioning workshop, for review and discussion. The maps have not been updated following the workshop as their intended function was to stimulate discussion and draw out any issues and opportunities identified by workshop participants.

	Issue	Opportunity (refer diagram)
Town Belt	The town belt which previously confined Cambridge has been crossed in order to accommodate a growing population and new residential developments. Currently the new developments located on the outside of the town belt have poor physical and visual linkages to the original town located within. The town belt effectively acts as a barrier between old and new, rather than as the link between them that it could be.	The town belt could provide an opportunity for a place of interaction between housing areas on either side of the town belt (old and new). Clear pedestrian and cycle linkages could be made across the town belt enabling ease of access and inclusion of new housing areas to the rest of the town. Road connections should be considered where appropriate. Facilities could be provided in key areas in order to emphasise and encourage this linkage, such as walkways, playgrounds, picnic areas, possibly even a neighbourhood shopping area within the town belt or fringing it.
Neighbourhood parks	Neighbourhood parks located in Cambridge appear to be in good condition and well maintained. However, at the time of the site visit (the afternoon of the 21st January 2009 – a hot, sunny day), it did not appear that these parks were being used, with few (if any) people present in them. Given the extent of the “greenbelt” around the town it could be that they are well used but because there is so much open space in the town it just appears that they are underutilised	While neighbourhood parks are well maintained they appear to be under utilised. These parks should be a place of community interaction and perhaps need additional features to attract people to them (perhaps provision of barbeque / picnic areas, playgrounds etc) or compact residential to increase potential users.
New residential development areas	New residential areas are being developed in pockets around the edges of Cambridge. These new developments are often well laid out, but can be poorly serviced with community facilities such as parks, schools and neighbourhood shops. They also reflect none of the “grid” road system character of the original town and have no relationship to it. The large lot residential developments outside the town belt have the potential to create the same type of barrier to future development beyond them that the existing town belt now creates.	In order to better integrate new residential developments with the rest of Cambridge, it is considered that: <ul style="list-style-type: none"> • Services should be provided within new developments, or good pedestrian / cycle linkages should be made to nearby established services. • Clear linkages should be made between old and new so that new developments do not appear as stand alone islands, but residential areas that are part of planned neighbourhoods within the overall town framework. • The character of Cambridge should be retained in new developments. This can occur through provision of a variety of housing types and styles, extension of existing street “grid” patterns, and street landscaping in line with that which is currently present. • The linear streets in Cambridge extending to the town belt provides visual relief and directed views to the countryside beyond. Repeating this model in new areas would ground these developments in the Cambridge context.
Neighbourhood shops: Leamington and North Cambridge	The shops located in Leamington are not designed for neighbourhood pedestrian shoppers since they are now split in half by Shakespeare Street, a heavily trafficked (and hazardous) main road. While they are central to the neighbourhood they are intended to serve, they are undersized, poorly laid out and poorly maintained. Northern Cambridge lacks a similar neighbourhood shopping area to serve the day to day needs of its local residents.	Focussing vehicle oriented shops along the east side of Shakespeare Street and pedestrian oriented shopping along the west side would reduce pedestrian traffic across the road and improve pedestrian safety. Future expansion of the Leamington shops on the west side of Shakespeare Street could better integrate the new development occurring along Campbell Street and create a neighbourhood hub. A site for a similar neighbourhood oriented shopping centre should be identified in Northern Cambridge, possibly adjacent to the town greenbelt or near a school rather than adjacent to the proposed State Highway bypass, to encourage use by much more than the local neighbourhood. Any major retail development that served more than the immediate residential neighbourhood would seriously impact upon the central area of Cambridge. Strengthening existing neighbourhood shops is the first step in strengthening these centres as neighbourhood nodes.

Cambridge issues and opportunities

	Issue	Opportunity (refer diagram)
CBD Parking	After 10am it is difficult to find parking on the main street. While a couple of car park areas exist in the CBD, these are not immediately obvious to visitors and are poorly signposted.	Additional parking areas may need to be set aside for future growth. A multi-level parking complex should not be ruled out to cater for future parking needs. The current parking situation could be improved by better signage to existing parking lots and clear pedestrian linkages back to the main street. On-street parking could potentially be metered to ensure turnover of those vehicles utilising the parks in the centre of the town although lack of metering is seen as positive attribute of Cambridge CBD by some.
State Highway and the CBD	<p>State Highway 1 through the northern end of the CBD and the existing motor vehicle oriented land uses that straddle it such as Countdown, Briscoes, KFC and the new Bunnings development, form a significant pedestrian barrier between activities along the highway in this area and the town centre. The activities in this area generate a significant number of “transient” pedestrians, but until the State Highway 1 bypass is in place the area will not be easy to integrate with the existing pedestrian area of the current CBD. Nonetheless, improved pedestrian access would be desirable.</p> <p>State Highway 1 also severs pedestrian access to the Te Ko Utu Reserve which is already hidden by vegetation around the street edges.</p>	<p>Additional traffic calming measures could help to overcome the existing pedestrian barrier created by the State Highway and its surrounding motor vehicle oriented uses. The streetscaping of the northern end of Victoria Street is not of the same quality as the central part of the town centre (paving, awnings, street furniture etc), and the extension of this could help to integrate this area in to the rest of the town.</p> <p>While the pedestrian barrier problem caused by the highway is not likely to be fully overcome in the short term (until the bypass is built), this does not mean the large area of poorly utilized land north of the highway adjacent to the Te Ko Utu Lake Reserve must remain as it is. Assuming the rail reserve issue can be resolved, this site would be ideal for an intense form of pedestrian oriented development that at the ground level might fit in with surrounding highway oriented activity, but toward the park and on upper levels could house an attractive intensive residential development utilising both the site’s proximity to the park and to the downtown of Cambridge.</p>
CBD Streetscapes	<p>In most areas of the town centre, footpath paving and awnings drop off on either side of Victoria Street and the feeling of being in the centre of town is rapidly lost within a very short distance of the main street.</p> <p>The current State Highway through town from Victoria Street to Duke Street at the bottom of the hill along Albert Street is entirely out of character with the rest of Cambridge. It contains few trees and other landscape improvements. As an “industrial” or “motor vehicle” oriented area, it creates the kind of “entrance” that detracts from the remainder of the community. One other similar area that seems totally out of character with the remainder of Cambridge is the collection of industrial looking activities in the vicinity of the Shakespeare Street and Cook Street intersection.</p>	<p>First, the continuation of existing streetscaping (paving, awnings, street furniture etc) in the CBD away from Victoria Street would help to create a distinctive town centre, rather than a distinctive main street.</p> <p>Second, improving the streetscape of the State Highway between Victoria Street and Albert Street, as well as the industrial looking area in the vicinity of the Cook Street - Shakespeare Street intersection would improve two areas that now detract from the otherwise verdant character of the town.</p>
















Cambridge issues and opportunities

	Issue	Opportunity (refer diagram)
Housing density	<p>At present, all development in the town centre is only one or two storeys and the average residential dwelling in the CBD is just one storey. Along Victoria Street building height is a major determinant of local character and it will need to be carefully controlled to ensure local character is preserved. However the area also needs much more intensive use over more hours of the day to keep it viable in the long term. The two needs are in potential conflict.</p>	<p>While it is important to protect the character of central Cambridge and focus pedestrian streetscape improvements along the main road, there is a significant amount of nearby land that could be better utilized. Away from the main shopping street it would be possible to introduce more intensive, compatible residential development into the CBD. This would be valuable for a number of reasons.</p> <p>First, as demonstrated by many larger towns and small cities around New Zealand, encouraging people to live in the centre of communities, helps to guarantee the long term survival of town centres in the face of competition from future shopping malls and other major retail developments.</p> <p>Second, people living near or in the town centre after normal shopping hours increases the commercial viability of existing activities, reducing vandalism in the area, expanding the potential for future activities and giving the area a life that could never be achieved without it.</p> <p>Finally, more intensive development near the protected Victoria Street area could help to finance future improvements such as new public parking buildings or streetscape improvements away from the main street. They could also make future major pedestrian oriented retail developments away from Victoria Street viable as well.</p> <p>More intensive development would need to occur in locations that would enable easy access to amenities such as green space and other services. For example, a multi-levelled town house complex could be located along the western edge of Victoria Square. Screening in this location would be provided by the existing trees edging the park, and due to the height of these trees, the height of the new buildings wouldn't be as pronounced as it would be in some other locations. Other possible locations include off James Street adjacent to the river in the area between Commerce and Fort Street, on the lower level between Fort Street and Williamson Street and the site south of Te Ko Utu Reserve mentioned above.</p>
Views and visual connections	<p>There is currently poor visual connectivity between the town centre and the river. Along Wilson Street, the 'Warehouse', library and Council Offices (all popular destinations for those living or visiting Cambridge) back directly on to the river, yet do not publicly embrace this proximity or view.</p>	<p>At the moment there are several excellent existing public views of the Waikato River valley and downtown Cambridge, particularly from the Victoria Street Bridge and from along Pope Terrace. It will be important to maintain these views for future generations, but any new opportunities to integrate the River with new developments should not be ignored, as the river at present is an undervalued feature of Cambridge.</p> <p>For instance, if prominent and new buildings along the riverside opened up public visibility of the river through well designed entrances, windows, courtyards, verandahs etc, this would provide an enhanced opportunity for visual connectivity to the river.</p>

Cambridge issues and opportunities

The following two diagrams show broad scale opportunities for Cambridge. These maps were presented as part of the public consultation / visioning workshop, for review and discussion. The maps have not been updated following the workshop as their intended function was to stimulate discussion and draw out any issues and opportunities identified by workshop participants.

The relevant maps are shown on the next two pages.

- KEY
-  Proposed gateway
 -  Existing (informal) gateway
 -  Focal point of town
 -  Car parking
 -  Connections through car parks
 -  Under-utilised lots
 -  Neighbourhood node
 -  Historic building / monument
 -  Culturally significant area
 -  Landscape / streetscape opportunities
 -  Flood hazard area
 -  Potential for higher density residential
 -  Neighbourhood shops / retail
 -  Mixed use development
 -  Existing barrier
 -  State highway
 -  Potential improvements for pedestrians
 -  Protect / enhance significant vista
 -  Stronger connection

Cambridge issues and opportunities

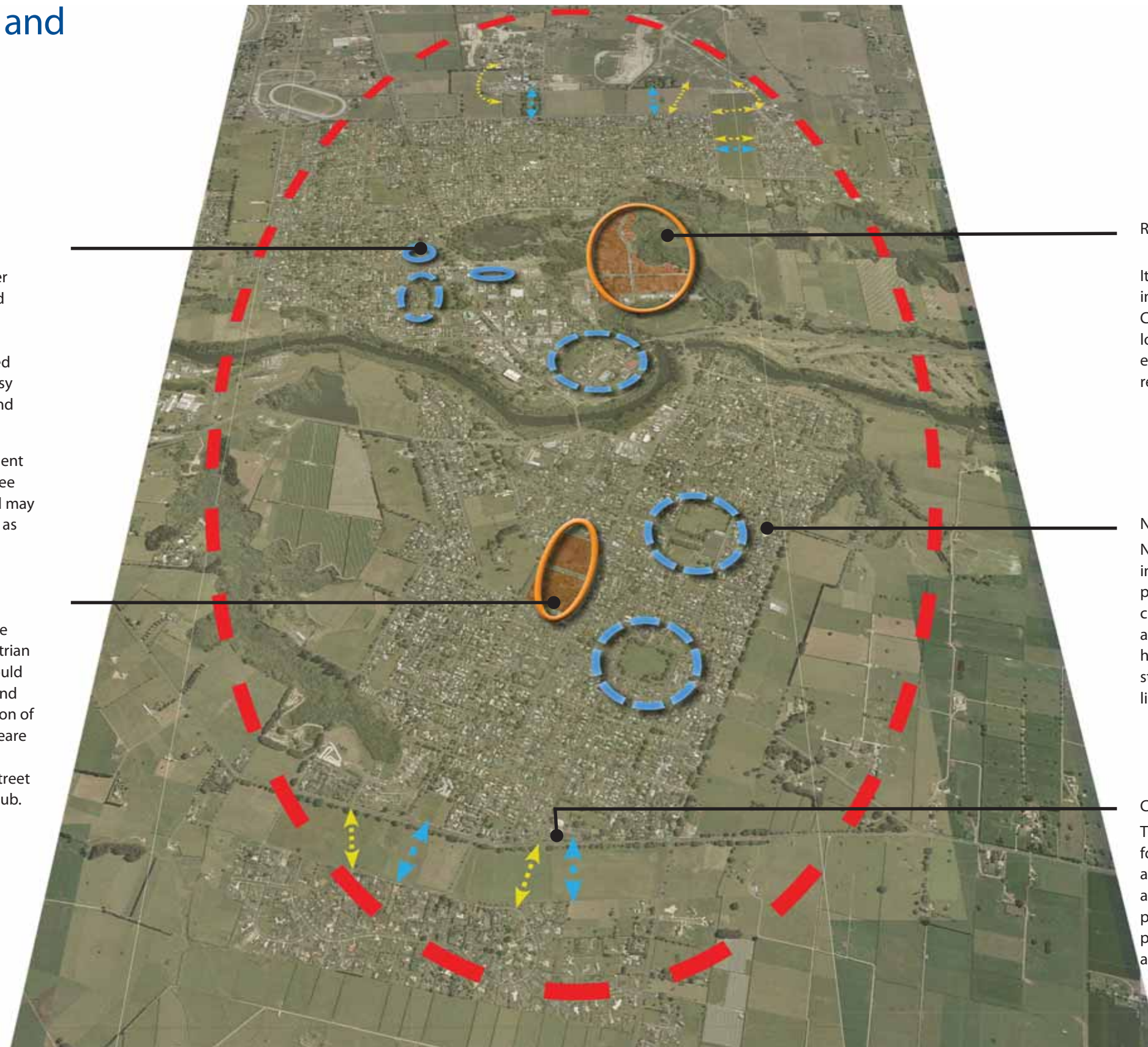
Housing Density

There are areas of land that could be better utilised in Cambridge. In key areas it would be possible to introduce more intensive, compatible residential development into Cambridge. Such development would need to occur in locations that would enable easy access to amenities such as green space and services.

An advantage of higher density development in the CBD is that it often helps to guarantee the long term survival of town centres and may help to finance future improvements such as public parking or streetscaping.

Leamington Shops

Focussing vehicle oriented shops along the east side of Shakespeare Street and pedestrian oriented shopping along the west side would reduce pedestrian traffic across the road and improve pedestrian safety. Future expansion of Leamington shops to the west of Shakespeare Street could better integrate with new development occurring along Campbell Street and create an improved neighbourhood hub.



Replacing Central Industrial with other uses

It is considered that the large section of industrial land located to the north east of the CBD could be replaced with highway oriented/ low pedestrian count, large format shops. The existing industry in this location should be relocated outside of the town belt.

New Residential Development

New residential developments should be better integrated into the rest of Cambridge through provision of services and clear linkages. The character of Cambridge should be retained in any new developments through provision of housing types and styles, extension of existing street 'grid' patterns, and street landscaping in line with that which is currently present.

Crossing the Green Belt

The town belt could provide the opportunity for a place of interaction between housing areas on either side of the town belt (old and new). Such opportunities include: clear pedestrian and cycle linkages, playgrounds, picnic areas, and possibly even a local shopping area.

Cambridge CBD issues and opportunities

Town Centre Entrances

- (A) The northern town centre entrance is currently located at the corner of Victoria and Alpha Streets, but it is considered that this entrance should be located at the corner of Victoria Street and Hamilton Road (B)
- (C) The corner of Anzac and Queen Street could form the north-eastern CBD entrance landscaped gateway
- (D) The southern entrance is already well established, as Victoria Street Bridge is crossed over

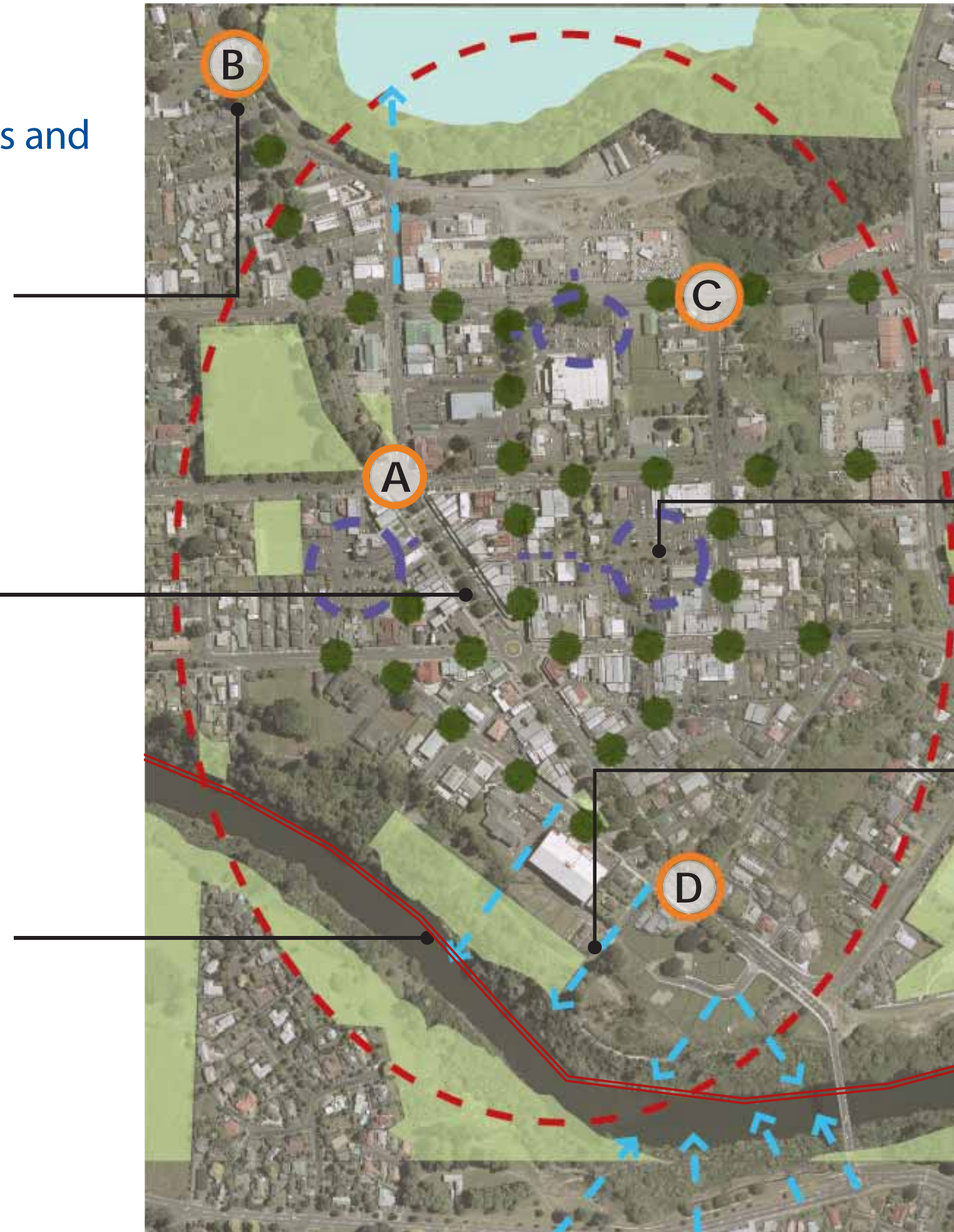
Extension of streetscape

There is potential for:

- Continuing existing streetscaping (landscaping, paving, awnings, street furniture etc) in the CBD, beyond Victoria Street.
- Improving the streetscaping of State Highway 1 between Victoria Street and Albert Street.

Barrier to river

The steep slopes of the river banks prevent vehicular or pedestrian access to the river edge.



State Highway barrier

Additional traffic calming measures could help overcome the pedestrian barrier created by the State Highway and its surrounding motor vehicle oriented uses. Alternatively, the relocation of the State Highway to the north of Cambridge may lead to fewer vehicle movements in the future and a better environment for pedestrians.

CBD Parking

Existing car parking may need to be relocated within buildings in order to accommodate future requirements. Parking should be buffered by active uses to optimise valuable street retail frontage. Parking areas should have clearly visible and direct linkages through to surrounding (main) streets. Multi-level car parking is one option.

Visual and physical connections

Existing views and access points to the river can be kept and enhanced. With new development there is potential for improved vantage points.

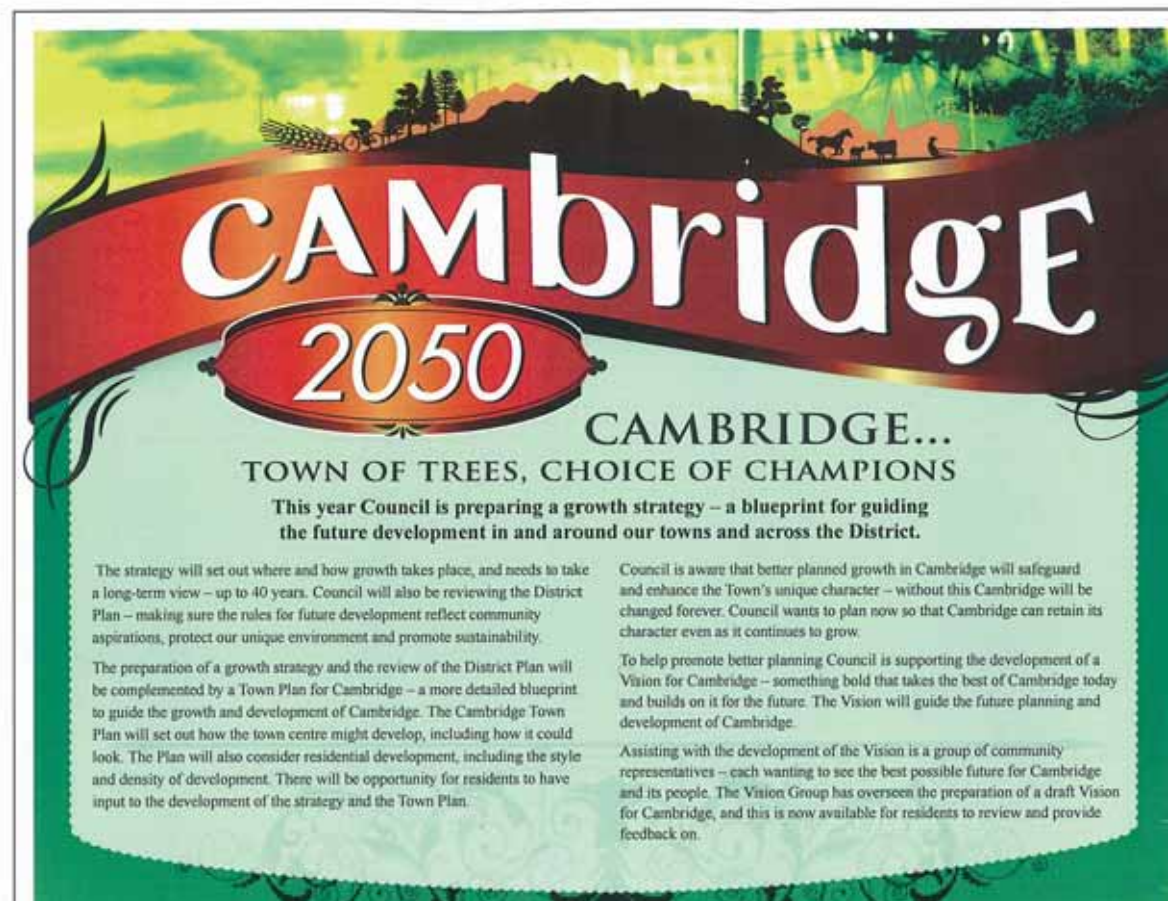
Cambridge spatial vision (desired future character)

A visioning workshop for Cambridge was held on 30 April 2009. The agenda included a welcome and introduction by the Mayor, short presentations from Waipa District Council and the consultants, and two workshop sessions. The first session comprised group discussions of key issues affecting the participants, with a focus on likes, dislikes, needs and challenges. The second session was preceded by a presentation from the Cambridge Visioning Group (summarised in the shaded box) and led to vision statements being developed by each worktable for the town. The vision statements were prompted by the phrase "In 40 years' time, Cambridge will be / will have....."

Some fifty people attended the workshop.

The outcome of the workshop is summarised in Appendix A.

Below is the Cambridge Vision Statement prepared by the Cambridge Vision Group presented at the workshop.



OUR VISION

Cambridge is universally acknowledged as an outstanding place to live, work and visit. Its reputation is founded on quality, showcasing sustainable development, unique heritage, a boutique environment and internationally recognised recreational facilities.

This year Council is preparing a growth strategy – a blueprint for guiding the future development in and around our towns and across the District.

A vibrant town centre – the Heart of Cambridge – that exudes a quality historical ambience. Wide footpaths and pedestrian areas offer an effective and efficient linkage between all areas of the town centre. The shopping and dining experience is intimate and unsurpassed, meeting the needs of residents and visitors alike.

Wide tree-lined streets provide a continuous link to an extensive network of well-used green spaces that support a range of passive and active recreational opportunities. Connections between the town and the Waikato River are well developed and actively enjoyed and celebrated by citizens. Parks and gardens are meticulously maintained and presented to a high standard.

A diverse, open and inclusive community, where residents and visitors feel safe, and neighbourhood means caring and supportive citizens. There is a strong sense of identity and pride. Citizens are empowered, taking an active interest in the development of their community, and leadership and success is fostered at all levels.

A well-defined town boundary effectively separates the compact urban area from an uncluttered productive rural hinterland. The equine industry calls Cambridge 'home', yet there is a healthy diversity in the rural economy. Landscapes have been preserved, providing a stunning backdrop with rolling hills and bush-clad peaks.

Economic activity, development and growth are planned and managed in harmony with the environment, while meeting the needs of a diverse community. Development is harmonious, sustainable and facilitates social, environmental and economic connection. Design standards are high, yet the nature of community activity is focused on minimising the town's ecological footprint. Community and education facilities and services are first class, with Karapiro and Maungatautari offering unique and world class experiences for residents and visitors alike. Activities that add vibrancy and promote economic, cultural and social well-being are a feature of a quality annual events calendar.

Maungatautari is taonga – a treasured national storehouse of biodiversity. Ecosystems are healthy and productive forming interconnected corridors supporting an abundance of indigenous flora and fauna within the urban environment.

The transportation network supports efficient methods of travel, where walking and cycling become preferred methods of local travel. Through traffic is separated from local traffic, and quality public transport options provide for effective connections with Hamilton City.

Entrances to the town are welcoming and designed to reflect all that is special about Cambridge. Cambridge is synonymous with an exceptional quality of life and is a 'must see' destination for visitors.

Cambridge: Appendix A

Cambridge

Outcomes from Cambridge – Town Plan Vision Workshop

Eight community visioning workshops were undertaken in the following towns / villages during the months of May and June with the following groups:

- Cambridge
- Te Awamutu / Kihikihi
- Ohaupo
- Pirongia
- Hui with iwi representatives
- Te Awamutu College
- Cambridge High School
- Kihikihi residents

The purpose of these workshops was to introduce the local communities to the Town Concept Plan phase of the Waipa 2050 Project.

The workshop agenda was as follows:

Overview of how the town concept plans fit with the Growth Strategy, by WDC (Fiona Hill – Project Manager Waipa District Plan Review)

Presentation by Beca summarising analysis / issues / opportunities of the town / village (Lynne Hancock/Annette Jones)

Presentation by Cambridge Vision Advisory Group on the Draft Cambridge Vision Statement and the process for preparing the statement (Peter Carr)

PART A – KEY ISSUES

Workshop participants were split into groups (each group at a separate table). They were asked to discuss what they see as the major issues affecting their area.

Workshop participants were asked to answer the following questions:

- What do you like most about your area?
- What do you like least?
- What do you think the town needs – and where?
- What are the barriers or challenges to achieving improvements?

A facilitator recorded the discussion and reported back at the end of the session.

PART B – DESIRED FUTURE CHARACTER

Workshop discussion

Groups were asked to review the draft vision statement – and note if there is anything they wanted to change or add.

Refine the vision statements

Taking the presentation of the vision statement as a starting point, individuals were asked to record their own 'wish list' for the future, focusing on the issue that's most important to them. This could take the form of "In 40 years' time [my town or area] will be / will have...."

The facilitator put all the vision statements on a large piece of paper.

Workshop discussion

Groups were then asked to discuss how they see the issues they identified being addressed; - how can we get from 'now' to the future that's described in the vision statement? Groups were also asked what specific actions they would take.

Report back

Conclusion and Thanks

Results from the Workshop

The outcomes from the visioning workshops, including the key issues (likes and dislikes), needs and challenges, and the desired future character, are outlined below.

Attendees

The Cambridge Visioning Workshop was attended by 51 people. These people were split into seven tables for the workshop discussion.

Key Issues

All groups were asked to identify the key issues currently affecting their town. This was broken down into a list of both likes and dislikes. Below gives a general outline of the key issues raised, before outlining the key likes and dislikes of the towns / areas as identified by participants.

Cambridge residents are fiercely proud of their town and this was acknowledged many times throughout the Cambridge workshop evening. The character of Cambridge is amongst the most liked aspect of the town. This character is derived from the historical buildings, large section sizes, village green space and wide footpaths. The traffic was identified as one of the biggest dislikes, with many participants providing suggestions on how to improve the traffic in and around the town.

Likes and Dislikes

Land Uses

The heritage buildings, the town hall and green space are well liked by Cambridge residents. The absence of malls is also seen as a positive aspect. The provision of services and activities in the town were liked by many groups. Large section sizes were also noted as a positive aspect of the town, therefore unsurprisingly infill housing is disliked by many. Other landuse forms which are disliked by residents are 'inappropriate' businesses in the CBD (light industrial ie Beaurepaires). A lack of employment opportunities for young people was also noted. The differing zones throughout Cambridge were also perceived as confusing and disliked by some participants (i.e. rural residential zone and deferred residential zone).

Built Form

The width of the streets, quality of the streetscape (including the canopies down the main street) and the colonial character of Cambridge were liked by most participants. The good standard of housing around the town was seen as contributing to an overall feeling of quality in Cambridge. The National Hotel however was said to be an 'eyesore' by one participant. Other built form dislikes included; the overhead phone and power lines, the rough footpaths, buildings that were perceived as out of character and ugly (big box retail) and the poor state of some older buildings in the town. High rise buildings and new buildings blocking older character buildings were also identified as dislikes.

Natural Character

The natural character of Cambridge was mentioned by all groups as a positive. The trees, access to the river, open space and greenbelt were brought up consistently by participants. The natural character was seen as adding to the overall feel of Cambridge, being both 'historical & green'. The houses on the side of Maungakawa were disliked by one group.

Trees and Landscaping

As mentioned above, the trees and greenbelt around the town are highly valued and are seen as contributing to the colonial character of Cambridge. However, trees overhanging footpaths were identified by one group as irritating.

Traffic and Parking

Participants of the workshop were happy to announce that one of the best things about Cambridge was the lack of traffic lights and no parking meters. The width of the streets was also acknowledged. One group felt that traffic flows through Cambridge reasonably well, though this view was not shared by all. The over dominance of cars on the main street and problems with linking the two sides of the river were raised. State Highway 1 is seen to be a barrier to safe and easy traffic flows and the high level bridge was said to be responsible for traffic congestion in the town. More parking would be desirable for many participants.

Pedestrian safety and amenity

The easy walking in and around Cambridge was recognized by a couple of groups. Access to the shops, lake, river and schools was seen to be really good. The recreation reserves around Cambridge were also liked for their ability to walk dogs and for children to play. Dislikes included; a lack of street lighting, broken or slippery street tiles (when wet), the lack of footpath on Milton St and lack of rubbish bins in and around the Polo field.

Access to surrounds

As mentioned above, access in and around Cambridge is seen to be generally good. However, one group mentioned that some new developments do not provide alternative access to the mainstreet. A more legible connection between the town centre and the Lake was desired, and more walkway / cycle ways to outer areas (e.g. St Peters School) and the greenbelt were requested. A lack of public transport was seen to be a huge problem in Cambridge and many participants felt improving public transport is essential.

Village Character

As mentioned above the historical / colonial character of Cambridge is the most highly regarded aspect identified by the workshop participants. Each of the above points either contributes to, or has an adverse effect on the overall village character that Cambridge currently possesses.

Other issues

The rapid growth in Cambridge was seen to be a concern by one group.

Needs and Challenges

Along with the likes and dislikes, participants were asked to identify what they thought their town / villages needs. They were also asked to identify the barriers or challenges to achieving these improvements.

Needs

A number of needs were identified by participants. These needs include:

- A third bridge
- Increased pedestrian amenity in the main street.
- Public transport
- Safe pedestrian crossings over State Highway 1.
- Playground for older children
- More pedestrian, cycle links and horse trails between 'suburbs' and main street away from the road.

- Communal green spaces – community gardens
- Recognition of Maori culture
- More retail services and commercial zoning
- More compelling signage
- Extended footpath development
- Clean up the river and Lake Te Ko Utu
- Landscaping and more parking at Carters Flat
- Better use of railway land
- Enlarge heritage area

What came across from the workshop was not to significantly change Cambridge town, rather to enhance what is already there.

Challenges

The challenges and barriers identified by workshop participants were similar across the groups. Unsurprisingly, funding was identified as the greatest challenge. Other challenges identified by the participants included:

- Bureaucracy
- Community resistance to change
- Traffic issues
- Lack of planning
- Opening hours of businesses
- Retaining the village atmosphere with so much growth
- Zoning
- Attracting commercial / industrial organizations
- Connectivity with greenbelt and Cambridge East

Desired Future Character

Participants were asked to draft up a vision statement for their town / village. The vision statement looks towards the future and provides a statement which represents how they want their town / village to look and feel in 40 years time. The following is a list of vision statements produced by individuals.

In 40 years time Cambridge will be / will have:

A vibrant heritage town with all types of development commercial, industrial and residential to be part of good urban design to complement the town.

Cambridge will be a vibrant community that is well served by public transport and has retained its qualities of location.

Cambridge will be a thriving city with well thought out infrastructure, well designed cohesive architecture and well protected characteristics with a community bound together by a desire for harmony and well being.

Cambridge will be a town with a strong sense of community, heritage environment and autonomy.

Cambridge will have a compact CBD that is well connected to the residential & commercial areas by walkways, cycleways, public transport and multi purpose greenspace with new housing in keeping with the existing character.

Cambridge will continue to be universally acknowledged as an outstanding place to live, work and visit. Its reputation will be founded on quality, sustainable development, unique heritage and internationally recognized recreational facilities.

Cambridge will be a vibrant, welcoming, well educated town separate from Hamilton, a tourism destination and top class hospitality and accommodation.

How do we get there?

Participants were asked what actions need to be put in place to champion the visions. The following actions were identified:

- Strong leadership
- Forward thinking / planning by leaders (Town Concept Plans)
- Co-operation
- Funding
- By having world class accommodation and facilities to attract tourists and visitors
- Promotion of the town
- District Plan – enable protection and guidance

Cambridge School

Outcomes from Cambridge High School – Town Plan Vision Workshop

Eight community visioning workshops were undertaken in the following towns / villages during the months of May and June with the following groups:

- Cambridge
- Te Awamutu / Kihikihi
- Ohaupo
- Pirongia
- Hui with iwi representatives
- Te Awamutu College
- Cambridge High School
- Kihikihi residents

The purpose of these workshops was to introduce the local communities to the Town Concept Plan phase of the Waipa District Growth Strategy.

The workshop agenda was as follows:

Fiona Hill did a short presentation to the students before directing the students on what they were to discuss.

PART A – KEY ISSUES

Workshop participants were split into groups (each group at a separate table). They were asked to discuss what they see as the major issues affecting their area.

Workshop participants were asked to answer the following questions:

- What do you like most about your area?
- What do you like least?
- What do you think the town needs – and where?
- What are the barriers or challenges to achieving improvements?

A facilitator recorded the discussion and reported back at the end of the session.

PART B – DESIRED FUTURE CHARACTER

Vision statements

Individuals were asked to record their own 'wish list' for the future, focusing on the issue that are the most important to them. This could take the form of "In 40 years' time [my town or area] will

be / will have...". Groups were asked to review the draft vision statement – and note if there is anything they wanted to change or add.

The facilitator put all the vision statements on a large piece of paper

Workshop discussion

Groups were then asked to discuss how they see the issues they identified being addressed;

- how can we get from 'now' to the future that's described in the vision statement? Groups were also asked what specific actions they would take.

Report back

Conclusion and Thanks

Results from the Workshop

The outcomes from the visioning workshops, including the key issues (likes and dislikes), needs and challenges, and the desired future character, are outlined below.

Attendees

A group of around seven students, ranging from Year 10 to Year 13 participated in the workshop.

Likes and Dislikes

The fresh air, trees, historic buildings (character) and the community atmosphere were the most liked aspects of Cambridge according to the high school students in attendance. Other positive aspects of Cambridge were the large recreation areas (for playing and dog walking), the skate park and the town pool. The old buildings, heritage and character were brought up by numerous students emphasizing the importance of these elements of Cambridge. Students believe Cambridge is an interesting place for others to visit. Recycling was also noted as a positive aspect.

On the other hand Cambridge was said to be too small and does not provide enough activities for younger people both during the day and at night (ie movies, ten-pin bowling). The distance to main centres (such as Hamilton) was also seen to be a problem because of a lack of public transport. A lack of shopping areas and a problem with traffic and parking in Cambridge after school hours were also raised by the students.

Needs and Challenges

Along with the likes and dislikes, participants were asked to identify what they thought their town / villages needs. They were also asked to identify the barriers or challenges to achieving these improvements.

Needs

A number of needs were identified by the participants. These needs include:

- More urgency placed on finishing the new pool
- Movie theatres
- More food outlets (takeaways)
- Better public transport system
- Theme park
- Paddle boats / pontoon on the lake
- A zoo
- Events centre
- Bowling alley
- Supermarket in Leamington
- Mall
- More community activities

Challenges

The challenges and barriers identified by participants differed from other groups. These challenges include:

- Coping with the growth predicted in the future
- Using the lake to the communities advantage
- Parking spaces
- An increased traffic flow
- Families living on smaller sections
- May need traffic lights if roundabouts cannot cope with more traffic

Desired Future Character

Participants were asked to draft up a vision statement for their town / village. The vision statement looks towards the future and provides a statement which represents how they want their town / village to look and feel in 40 years time. The following is a list of vision statements produced by individuals.

In 40 years time Cambridge will be / will have:

Be more like Hamilton.

Cambridge will have a cinema, train from Cambridge to Hamilton and more activities available at night for youth such as cinema and bowling alley.

Cambridge will be a lot more populated, be extended toward Hamilton, have more industrial and community facilities and have better public transport systems.

Cambridge will have improved recreational facilities, a better transport system which will enhance and maintain the green image of Cambridge and thus keeping the community spirit we already have.

Cambridge Wananga

Draft Outcomes from Wananga – Town Plan Vision Workshop

A wananga was held at the Raukawa Trust Board offices in Te Awamutu on 12 June with approximately 15 members of local iwi. The purpose of this was to gather input on likes and dislikes, needs and challenges and vision for the future of each town. This workshop was organised and run in a similar way to the Town Concept Plan Vision Workshops with an overview of how the town concept plans fit with the Growth Strategy, by WDC (Fiona Hill – Project Manager Waipa District Plan Review) followed by a presentation by Beca summarising analysis / issues / opportunities of each of the towns / villages (Fiona Murray). The following is a summary of the outcome of the workshop;

Likes and Dislikes

A number of positive aspects of Cambridge were raised by the participants, these focused around the beauty of the town, specifically, the trees and old buildings in the town as well as the presence of the equine industry and dairy industry. A number of specific places were identified as being particularly liked, including, Lake Te Ko Utu, Maungatautari and the Karapiro Sports Domain.

Despite the positive outlook, there were a number of things that participants disliked about Cambridge. These include the high level bridge and concerns over traffic on this bridge, the level of accessibility around the main street and a perceived sense of confusion on the roads and streets. The disparity between Leamington and Cambridge was raised as an issue. Other dislikes included the incorrect spelling of Maori place names and the lack of acknowledgement of Māori history throughout the town. The unused buildings in the main street, the plantings on roundabout, which obscure vision for drivers and the lack of acknowledgement of cultural components of the buildings in the town were also raised by the group. Another key issue was the River. Many participants noted that the river is not used and enjoyed as much as it could be.

Needs and Challenges

The Cambridge group identified that Maori art, murals and a brighter colour scheme will improve the visual amenity of the town. Beautification and better access to the river were also noted as very important. Other needs / wants included more adventure playgrounds (one at Lake Te Ko Utu) and a picture theatre. The high level bridge and celebration of the river were considered to be incredibly important along with the correct Maori spelling on signage in the area.

The barriers to these needs / wants were money, a lack of skilled people and a perceived elitist attitude of some residents.

Vision for the the future

In 40 years time Cambridge will be multi-cultural, where Maori and Pakeha have good relations, have well balanced resources, there will be no transport issues and it will be named Kemureti or Te Oko Horoi o Kingi Tawhaio, The Washbowl of King Tawhaio.

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