The following principles have been considered to assess whether active frontages are appropriate and/or provide benefits to the streetscape:

#### Pedestrian circulation

Active frontages benefit active engagement between street life/pedestrian traffic and ground level use of buildings. They encourage human scale design that is less dominated by vehicles.

Additionally, businesses often rely on foot traffic where active frontages are performing as a sign board to attract customers. Therefore, routes, and business along those routes, that generally have much foot traffic benefit more from active frontages than streets that are predominantly vehicle oriented.

# Legibility

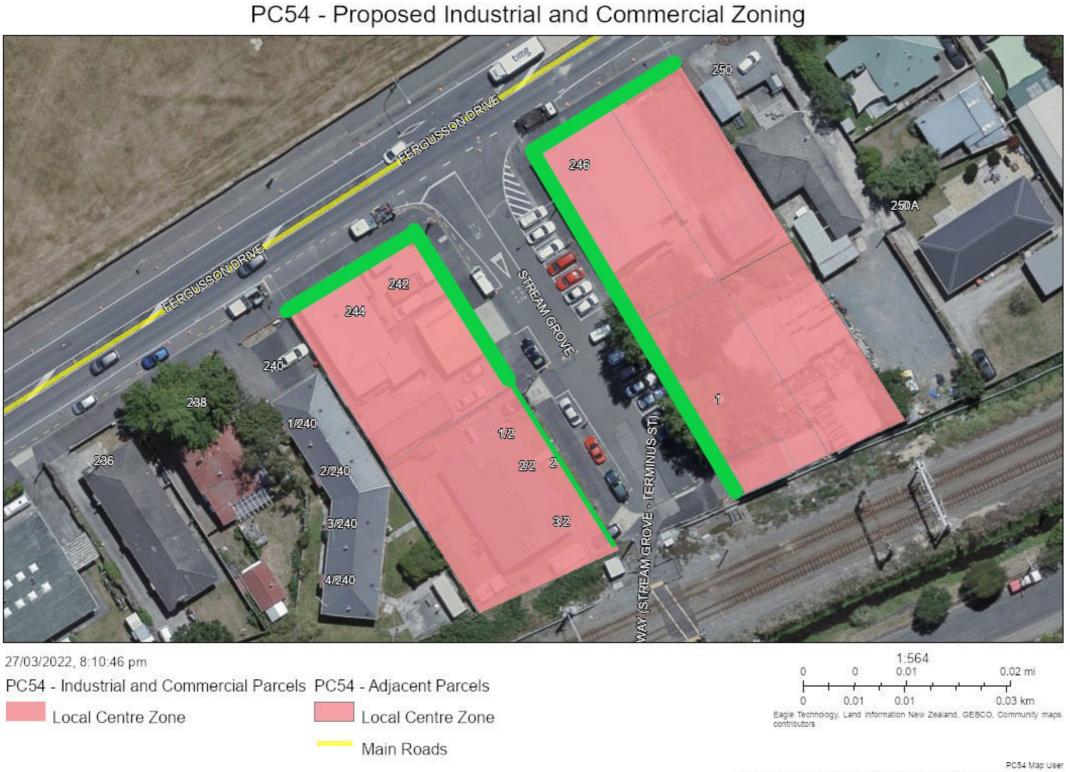
Active frontages can enhance the legibility of the centre. Prominent building frontages that are highly visible from streets or open spaces benefit from having an increased level of interest. Active frontages can contribute to visual interest, and increase the legibility and identity of the centre.

The continuity of active frontages is also an important consideration for active frontages. Gaps in this continuity can have a significant effect on the street scape and the experience of the visitor. Walking along active frontages can perceptually reduce walking times compared to walking along blank facades.

#### Passive surveillance

Active frontages generally result in an increase of activity, social interactions and bi-directional views. This contributes to the safety of the users of the streets, open spaces and buildings. It should be noted that this depends on the type of activity and the times of day that the frontage is active. Business that are predominantly active in the evening (restaurants, bars) will not contribute to the day time street activity at the same level as retail does.

# **LOCAL CENTRE - STREAM GROVE**



### Pedestrian circulation

A low traffic environment with destination traffic predominantly by vehicle, has the opportunity to be an attractive pedestrian environment.

## Legibility

The corner sites and frontage along Fergusson Drive have the opportunity to increase the legibility and identity of the local centre.

#### Passive surveillance

As Stream Grove is a dead-end, activating frontages the full length will benefit passive surveillance by generating activity and improving views of the street from the buildings. Note that this is dependent on the type of activity.

#### Recommendation

Agreed with the suggested frontages. Activating the full length will benefit the safety and passive surveillance of Stream Grove.

Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors |

# **LOCAL CENTRE - FERGUSSON DRIVE**

PC54 - Proposed Industrial and Commercial Zoning



# Pedestrian circulation

High traffic environment with clear pedestrian connections to surrounding residential catchment.

# Legibility

Active frontages in this location will increase the visual presence of the small local centre within the residential context and for traffic along Fergusson Drive.

## Passive surveillance

Of a lesser concern in this location, due to the traffic volumes on Fergusson Drive.

## Recommendation

Agreed with the suggested that any business in this location should have an active street frontage.

Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors |

# **LOCAL CENTRE - CAMP STREET**

PC54 - Proposed Industrial and Commercial Zoning



# Pedestrian circulation

Pedestrian connectivity through Gower Street and Camp Street. Shops currently predominantly accessed by vehicular destination traffic that use the car parking along Camp Street. Due to the connectivity with major traffic routes in the wider area, Camp Street has the opportunity to be more pedestrian friendly.

# Legibility

Active frontages in this location will increase the visual presence of the small local centre within the residential context.

## Passive surveillance

Continuity of an active built edge, with minimal gaps, along the street will enhance the (perceived) safety and comfort for visitors.

#### **Recommendation**

Agreed that any business in this location should have an active street frontage. It is recommended to encourage continuity of an active built street edge to benefit safety.

## **LOCAL CENTRE - ARARINO STREET**

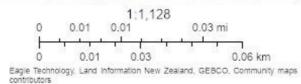
PC54 - Proposed Industrial and Commercial Zoning



27/03/2022, 20:32:16

PC54 - Industrial and Commercial Parcels

Local Centre Zone



PC54 Map User Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors

#### Pedestrian circulation

There is a potential opportunity for a developer to have an internal pedestrian laneway connecting Ararino Street with Totara Street with active frontages along this laneway. However, as the majority of visitors will come in via Ararino Street, it is suggested to utilise this frontage as much as possible and use the Totatara frontage as access for service and delivery vehicles.

## Legibility

Directly opposite the trainstation, active frontages are highly visible to people arriving in Trentham by train and will improve the legibility of the local centre.

#### Passive surveillance

There will be direct views between the commercial activity along Ararino Street and the train station opposide the street, which will improve the safety of the area. This is of a lesser concern along Totara Street. If any future development in this zone were to include internal laneways and increase commercial activity into the site, it would be recommended to encourage developers to provide active frontages along these internal connections as well.

#### **Recommendation**

Agreed that any business in this location should have an active street frontage. It is encouraged for any future development along the street to activate the full length of street frontage.

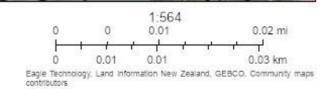
## **LOCAL CENTRE - ISLINGTON STREET**

493 436 F4+3 2/1 484-488 484 4/1 3/1

PC54 - Proposed Industrial and Commercial Zoning

# 27/03/2022, 20:37:34 PC54 - Industrial and Commercial Parcels Local Centre Zone Main Roads

Suggested active frontage



PC54 Map User Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors |

#### Pedestrian circulation

Due to its central location relative to the residential surrounding, it is expected that the centre will be accessed from all directions, both by vehicle, by foot or other modes.

## Legibility

There is an opportunity to increase the legibility of corners on the intersection by enabling active frontage on both sides of the southwestern corner. This would improve the visibility of the centre for people travelling along Fergusson Drive which would benefit the properties in the centre zone on Islington Street. A blank facade along Fergusson Drive should be discouraged.

#### Passive surveillance

As per above I recommend to avoid blank facades along Fergusson Drive. I suggest providing active frontages along Fergusson Drive to enhance the passive surveillance.

#### Recommendation

I suggest enabling active frontage along Fergusson Drive to improve the identity and legibility of the local centre.

#### **LOCAL CENTRE - NICOLAUS STREET**

PC54 - Proposed Industrial and Commercial Zoning





Suggested active frontage

ocal Centre Zone Main Roads

Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributor

0.01

0.01

0.03 mi

0.03

Eagle Technology, Land Information New Zealand, GEBCO, Community mai

#### Pedestrian circulation

With regards to pedestrian circulation, it would be less optimal to split active frontages across both sides of Fergusson Drive due to the traffic volumes splitting the zone in two.

For the northern edge I recommend a continuous frontage that is not interrupted by private driveways The current driveways in this location break the continuity which is less ideal for the pedestrian experience.

#### Legibility

Active frontages along Fergusson Drive increase the legibility and identity of the local centre. I agree that Nicolaus Street would benefit less from active frontages in the current context due to it being a dead-end and currently predominant industrial character. However, with the planned mixed use zone here, ground level activation that continues to some length around the corners could improve the legibility and utilise the benefits that corner sites offer.

#### Passive surveillance

The private driveways at the northern edge of Fergusson Drive are adjoined by blank facades and can cause potential safety issues, as passive surveillance can not be expected for the frontages along these driveways due to the private ownership. (There is a potential opportunity as part of any future developments to rationalise the access to the properties in the back into one driveway, resulting in a continuous street front along Fergusson Drive, as suggested in yellow).

Extending active frontages to some length around the corner into Nicolaus Street improves the safety for pedestrians using Nicolaus Street.

#### **Recommendation**

The southern edge appears genererally to be more useful for commercial activity with active frontages due to its northern aspect and larger sites that create better development opportunities. I suggest active frontages on both facades of the corner sites to increase the legibility and visibility of the local centre. Nicolaus Street would benefit from some activity to avoid blank facades for the full length.

On the northern side I recommend a continous frontage that is not interrupted by private driveways. A pedestrian crossing to safely connect the commercial activity on both sides of Fergussion Drive will need to be considered in the future.

# **LOCAL CENTRE - WHAKATIKI STREET**

PC54 - Proposed Industrial and Commercial Zoning



Main Roads

# Pedestrian circulation

Whakatiki Street and Fergusson Drive are both relatively busy streets and important connectors with the wider area, predominantly dominated by vehicles. As a result I consider that from a pedestrian perspective the shops on the western side of Whakatiki Street are somewhat disconnected from the commercial activity on the eastern side. However, due to the location (e.g. corner sites) and development pattern, active frontages on both sides of Whakatiki Street are encourages.

## Legibility

As the centre is located on the intersection of two major streets this has the opportunity to act as a significant anchor and as a gateway for people arriving from SH2 in the north.

#### Passive surveillance

Due to the activeness of the streets, passive surveillance is likely of a lesser issue in this location.

#### Recommendation

I agree that due to the highly visible and busy character of this intersection, the maximum street frontage should be utilised as active frontage.

PC54 Map User

Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors

# **LOCAL CENTRE - MIRO STREET**

PC54 - Proposed Industrial and Commercial Zoning



27/03/2022, 21:04:01

PC54 - Industrial and Commercial Parcels

Local Centre Zone



PC54 Map User

Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors |

## Pedestrian circulation

The area is well connected between Heretaunga College and the Wallaceville trainstation and is serviced by a bus stop.

# Legibility

As a corner site this location is highly visible and benefits from active frontages along both streets.

#### Passive surveillance

As the opposite side of Miro Street currently is a playground that is part of a preschool this currently has no built edge. The local centre would benefit from having active frontages that provide views over the street and playground.

## Recommendation

I agree with the proposed active frontages.

#### **TOWN CENTRE - SILVERSTREAM**

# PC54 - Proposed Industrial and Commercial Zoning



27/03/2022, 21:30:27
PC54 - Industrial and Commercial Parcels
Town Centre Zone

Eagle Technology, Land Information New Zealand, GEBCO, Community mans contributors

PC54 Map User Eagle Technology, Land Information New Zealand, GEBCO, Community maps contributors |

#### Pedestrian circulation

The area is currently serviced by the large car parking area that is accessed from Whitemans Road and an access leg from Kiln Street. As the site is currently predominantly dominated by vehicles, there is an opportunity to improve internal pedestrian circulation for example by keeping vehicle parking centralised separated from the pedestrian network. As the sites are privately owned I acknowledge that this is outside of the District Plan Control. However, if there is an opportunity for Council to influence any future plan in this area, active frontages that benefit internal pedestrian circulation are recommended.

## Legibility

The site has a prominent location at the corner of Kiln Street and Whitemans Road and as such there is a benefit to providing active frontages along both street frontages. Due to the size of the centre and the potential for improved internal pedestrian routes there are opportunities for properties adjacent to any access into the centre to serve as a 'gateway location' by activating frontages to attract people into the site. Commercial activity that fronts any internal pedestrian movement routes should be encouraged to provide active frontages where possible.

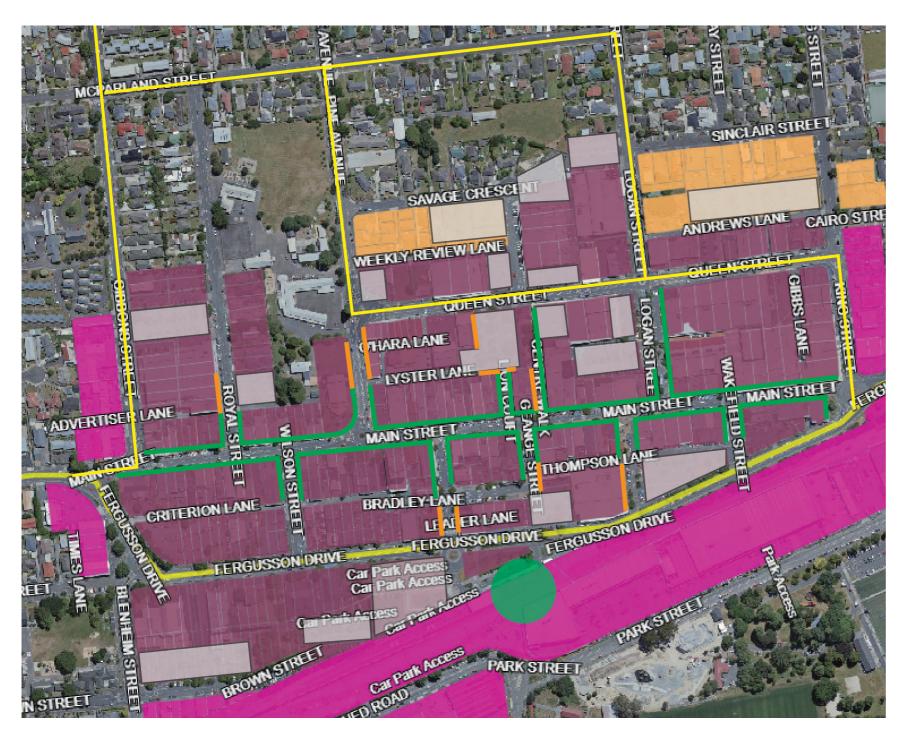
#### Passive surveillance

The opposite sides of Kiln Street and Whitemans Road are currently either reserve or a school building. Therefore, in order to promote views over the public street I consider it beneficial for the edges of the zone along Kiln Street and Whitemans Road to be activated. Internal routes through the centre zone are recommenedd to be activated where possible to discourage blank facades along internal routes.

# Recommendation

I agree with the proposed active frontages and consider to encourage future developers to activate any (potential) internal (pedestrian) routes, separated from vehicle movemenents where possible.

#### **CITY CENTRE**



Major ro

Train station

Current (large) parking locations

Proposed active frontage (UEP)

Suggested active frontage

#### Pedestrian circulation

The map shows a rough markup of the largest parking areas in the city centre (note that this is taken from the aerial and not taking ownership into consideration) and the location of the train station. Routes between parking areas/train station and shops are expected to have increased pedestrian movements. Providing active frontages along these routes benefits both pedestrians (safety, comfort, attractiveness) and businesses (increased footfall).

Considering the existing road network, there is an opportunity for Main Street to be more pedestrian friendly in the future and promote pedestrian movements by providing continuous active frontages along the full length.

#### Legibility

With a continuous active frontage on both sides of the street Main Street provides as a clear shopping destination. It is connected with parking areas and the train station by a number of side streets. I suggest activating the frontages as much as possible along these main routes into the city centre.

Three key locations of note are:

- lower Princes Street as 'gateway' from the train station to Main Street
- the Lyster Lane car park into Main Street through Lion Court and Centre Walk. Due to its aspect and location I consider that this car park and its southern edge have an opportunity to be an attractive (green) and active space that could benefit from businesses opening out to this side.
- Similarly as Lyster Lane Lower Pine Avenue can serve as a gateway into Main Street, particularly if in the future through-traffic from Main Street can be diverted around the Centre. I consider Pine Ave a more suitable area for active frontages than Lower King Street which only would have retail on one side of the street.

## Passive surveillance

I suggest considering activating Centre Walk on both sides to improve passive surveillance. This could potentially compromise service access into businesses between Lion Court and Centre Walk, but I consider that a fine grain of commercial facility (e.g. hospitality rather than large scale retail) that are perhaps less relying on large scale service vehicles would be suitable for this location.

#### Recommendation

I suggest locating active frontages primarily along Main Street, to encourage this as a pedestrian friendly shopping precinct, as well as activate the main routes from parking and public transport stops to Main Street. I consider that even though these frontages have been identified to be activated, all uses at ground level along main streets will generally benefit from some level of activation, which can be managed through the design guide, while service access should preferably be located along service roads or away from pedestrian circulation routes.