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CHARACTER STATEMENTS

1. TE KAUWHATA TOWN CENTRE

1.1 Overview

Te Kauwhata is a small town in the north of the Waikato Region, approximately 40km north of Hamilton and bordered by Lake Waikere and the internationally identified Whangamarino wetland. The area is most noted for its dairy farming, dry stock and extensive horticulture – located within the centre of one of New Zealand's smaller wine-producing regions. The town is experiencing rapid growth due to its proximity to Hamilton and Auckland (both within a commutable distance), affordable land and lifestyle advantages. Te Kauwhata is home to an award-winning local library. The town centre is characterised by:

- Small scale, one to two level buildings along Main Road, built up to the front boundary with active frontages and verandahs (predominantly suspended)
- Flat, mono-pitched or low pitched roofs
- A wide, central Main Road with paved pedestrian footpaths, one formal pedestrian crossing and one pedestrian refuge
- The Te Kauwhata Library / Service Centre providing a gateway and bookend to the town centre at the junction of Main Road, Mahi and Te Kauwhata Road
- Ample provision of angled on-street parking along Main Road
- Some gaps between buildings representing opportunities for new / infill development
- Wooden planter boxes filled with bright flowers and herbs.



View looking north-east down Main Road, with the Library in the foreground.

1.2 Outcomes Sought

The following specific outcomes are sought for Te Kauwhata's town centre (Business Town Centre Zone):

- Maintain the wide and open nature of Main Road
- Encourage new development that is sympathetic to the existing main street built form (height, scale, form), surrounding rural context and cultural heritage
- Better connect the town centre to local attractors and destinations – particularly the nearby Whangamarino Wetland
- Promote mixed use development and the opportunity for new community facilities within the town centre to encourage the vibrancy of the area.



View looking south-west down Main Road



Planter box along Main Road

1.3 Guidelines

The following guidelines seek to assist in supporting the key outcomes for Te Kauwhata's town centre:

- Focus retailing activities along Main Road (between Te Kauwhata / Saleyard Roads and Wira Street) to create a more continuous retailing offering (see Figure 1).
- Design new development along Main Road to:
 - Appear small in scale (one to two storeys with narrow frontages)
 - Contain active frontages / transparent facades at ground level
 - Contain buildings generally built out to the street boundary
 - Provide clearly visible, conveniently located main building entries
 - Provide footpaths sheltered by verandahs
- Encourage new development to be sympathetic to existing built form through:
 - Flat or low pitched roofs
 - Accentuated vertical and horizontal proportions, breaking the building up and providing depth to the facade
 - Suspended (rather than post supported) verandahs where possible
- Locate parking, loading and storage at the rear of buildings and wherever practical and provide vehicle access by a side street or rear lane – to avoid breaks in the continuous retail frontage
- Promote the extension of commercial mixed use activities along Saleyard Road, with residential uses on the upper floors overlooking the street and activating the town centre after business hours
- Provide signage and formalised connections between the town centre and the Whangamarino Wetland / existing trails (along Baird Ave)
- Work with mana whenua to identify and determine sites of cultural significance and opportunities to celebrate / showcase Maaori culture through the design of built form, streetscape and public open space.



Figure 1. Vision for Main Road (looking south-west), with continuous, active retail lining both sides of the street and central landscaping adding character and amenity to the streetscape.



Figure 2. Te Kauwhata Library - a modern interpretation of existing built form, with verandah cover (1), vertical (2) and horizontal (3) modulation and a relatively flat roof form.

