

# Background & Vision

## Background

Mangawhai Heads township has seen unprecedented growth over the past 20 years. Known for its eateries, markets, coastal walkways and swim spots, the township sees a heavy annual influx of holidaymakers during the peak summer season. The number of permanent residents has also grown exponentially as Mangawhai provides a desirable spot for holidaying and retirement not too far from Auckland City. This growth has seen the current infrastructure struggle to manage the amount of vehicular traffic coming into town, at the cost of pedestrian safety and amenity of residents. A number of issues have been identified at the Wood Street shopping area that demonstrate the degree to which the infrastructure in this area is beginning to struggle to meet the demands of growth.

With the neighbouring Mangawhai Central development taking shape and the large population growth expected to come with it. The Wood Street shopping area needs a future plan, a strategy to upgrade and implement infrastructure that copes with the holiday population swell while maintaining the Mangawhai Heads unique coastal town character.

## Vision Statement

The purpose of the Wood Street revitalisation project is to provide upgrades to the public realm environment —increase the safety for pedestrians, control vehicle movements within the area, and establish a pedestrian friendly boutique shopping and eatery experience. These upgrades will help ensure the Wood Street shopping area remains a core component of the Mangawhai commercial experience moving forward into the future.



## Key Issues Identified at Wood Street

- |   |  |  |
|---|--|--|
| ① Congestion at Wood St. / Molesworth Dr intersection   | ⑤ Unclear parking with no formal footpath reducing pedestrian amenity & safety | ⑩ Erratic parking & no footpath on Ellen St        |
| ② Congestion & erratic parking on Wood St leading to dangerous parking manoeuvres                           | ⑥ Poor wayfinding to amenities at the rear of site                             | ⑪ Erratic parking on Wood St's flood prone berm    |
| ③ Erratic parking outside of Wood St Four Square  | ⑦ Informal parking (grass)   | ⑫ Fagan Pl. gets congested during busy periods     |
| ④ Erratic parking outside of liquor store and fishing shop. Compounded risk through poorly defined footpath | ⑧ Playground not well utilised   | ⑬ Erratic overflow parking on Margaret St          |
|   | ⑨ Fire station site presents opportunities within the shopping precinct        | ⑭ Grass parking gets wet & muddy in wetter seasons |
|   |  | ⑮ Shopping centre is car dominated                 |





# Engagement Process To Date

## Why We Need Your Voice



Prior to undertaking any expensive or time consuming permanent works, Kaipara District Council and the design team are using an approach to implement and test ideas through a process called 'tactical urbanism'.

Tactical urbanism is often described as the 'lighter, quicker, cheaper' or 'participatory placemaking' design methodology and engagement strategy that involves implementing a number of temporary 'trial interventions' or 'tactical demonstrations' to test designs with the community in real time.

Where traditional consultation typically involves presenting community members with what they are going to receive, implementing trial interventions to test a design such as a street closure, in a low-cost, low-risk and low-commitment way allows the community to try the design out for themselves and provide invaluable feedback. The aim is that these trials are measured for effectiveness and those solutions that work are implemented more permanently and those that don't are discarded.

The next step in the Wood Street revitalisation project involves improving upon what we've learnt from the summer trial and creating a more long term installation with more durable materials and opportunities for community driven creativity. The next stage of the design process will be installed for a minimum of 12 months to allow feedback & data collection from a longer duration, assessing its viability in both the quiet *and* busy periods of the year.

## Summer 2019/20 Trial

During the Summer Holiday period of 2019/2020, a trial design was implemented to test safety improvements and traffic management in and around the Mangawhai Heads town centre. Now we're looking forward to the next phase of the project, building upon our successes and learnings from the initial trial and seeking to work with local business owners and residents to collaborate on the vision of making Mangawhai Heads livable, safe, vibrant and welcoming.



1\_ Tightened Entry into Wood Street



2\_ Additional Parking Entry



3\_ Improved Pedestrian Access



4\_ Additional Parking Facilities



5\_ Additional Parking Facilities



6\_ Wood Street - One Way



7\_ Redefined Pedestrian Space



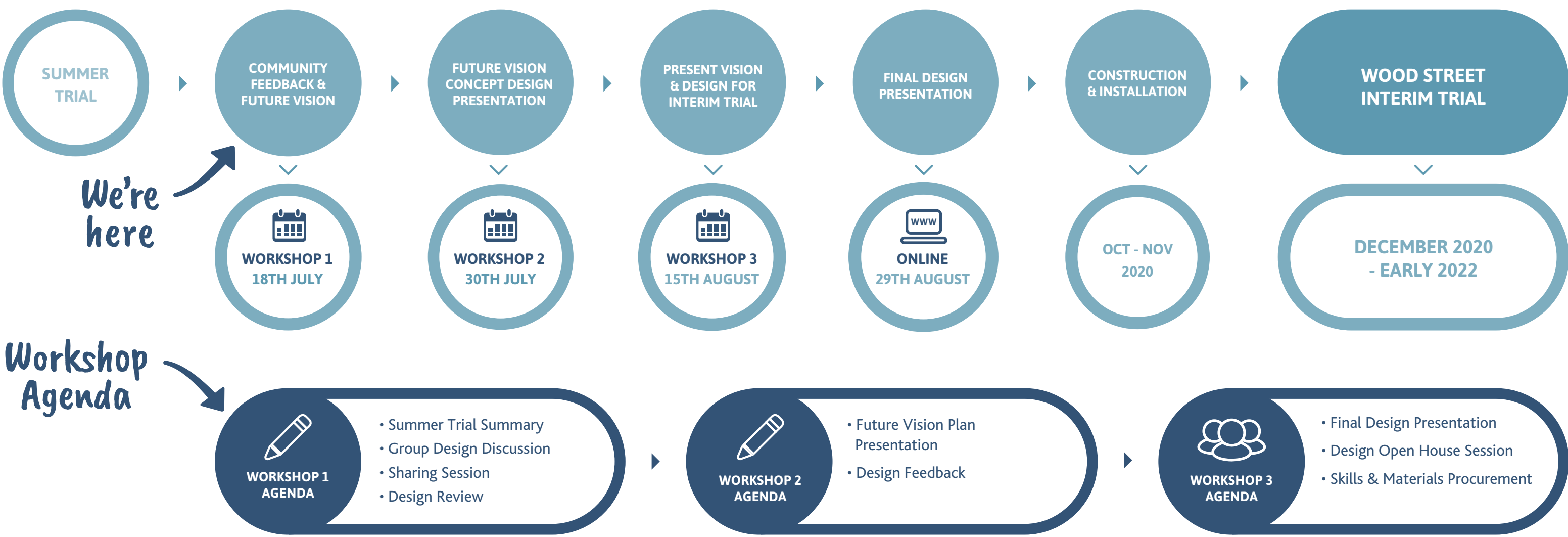
8\_ Ellen Street Parking Changes





# Wood Street Revitalisation - Next Steps

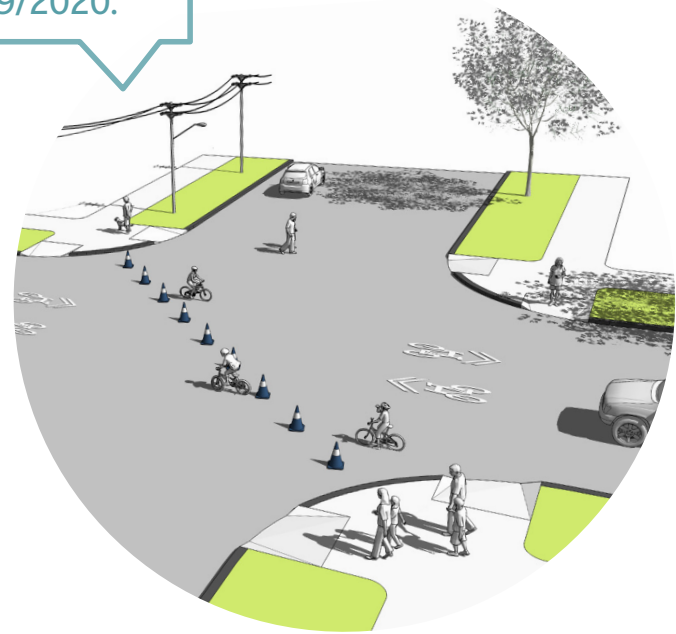
## Project Timeline



## Tactical Urbanism Process

An interim design for Wood Street is the next step toward testing the future vision for wood street shops. After working with the Mangawhai community to set a high level spatial vision for Wood Street shops the design team will backcast to develop an interim design to test the key concepts contained in the spatial vision. The interim design will be in place for 6-12 months and will be monitored to confirm successful aspects of the proposed spatial vision and those aspects that require tweaking in the final design. Funding for the interim design has been secured through an application approved by Waka Kotahi NZ Transport Agency through their Innovating streets initiative from which Waka Kotahi NZ Transport Agency will provide 90% of funding with 10% to come from Kaipara District Council.

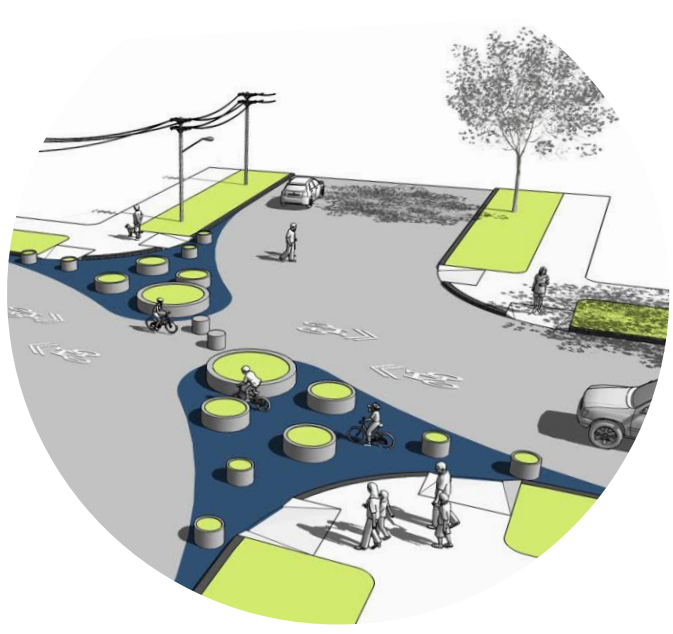
Completed as a summer trial in 2019/2020.



### Demonstration Event

A small event is staged over one - two days to socialise and test a proposed use or a series of alternate uses and explore the potential of the project. Successful features and lessons learnt are incorporated into the next phase of the project. The areas of the design that don't work are refined and re-tested through an interim design.

### Currently Here



### Interim Installation

An updated design is installed for 6 -12 months with more durable materials to observe and test changes in behavior, potential safety issues and effects on the road network and further refinements are made to the design.



### Permanent Installation

Lessons learnt from observation and community feedback during the interim installation are fed into the final design of the permanent installation. A clear, tested and approved redevelopment strategy is formed and will guide the formation of a permanent installation.

## Going Forward: Key Moves





# What We're Doing Today



Forming A Vision For  
Wood Street Shops

What do we want Mangawhai Heads to look  
like in the future?

What aspects are important to you,  
the business owners and residents of  
Mangawhai?

## Workshop Process

