

2.0 The Place

STRATEGIC CONTEXT

Rolleston is located in the Selwyn District, south west of Christchurch on State Highway 1. A key characteristic of Rolleston is its proximity to Christchurch and the role it plays as a service town for rural communities of the District. Rolleston is the largest township in the Selwyn District, due to its central location, links to other townships and proposed long term growth. The Land Use Recovery Plan (LURP) has identified Rolleston as a future growth area and as a Key Activity Centre.

Rolleston represents the largest retail node within the District, with retail the focus for the centre along with the Reserve. Significant retail expenditure currently occurs outside the District, including nearby Hornby. There is an opportunity to expand the retail offer which it has the capacity to do with the growth forecasted. This will allow the town centre to better 'play its role and function' and have economic and employment benefits for the District. Employment in non-retail

activities is low (approximately 22%) and a sector that should experience growth and be accommodated in the town centre with the population in the District increasing over time.

The town centre plays an important district role as a Key Activity Centre. This includes cultural, recreation and housing aspects. Achieving sustainability and quality design outcomes are key objectives for the town as outlined in the Rolleston Structure Plan.

Identification of future transport needs to the southwest and south of Christchurch and associated with growth in Rolleston and other towns in the District through to 2021 is ongoing. The Southern Motorway has resulted in significant improvements to the road network in the southwest and reduced travel times to Rolleston. Within the Rolleston context an inner ring road (Rolleston Drive) and an outer ring road and associated road and intersection upgrades are proposed that will change how people access the town centre.

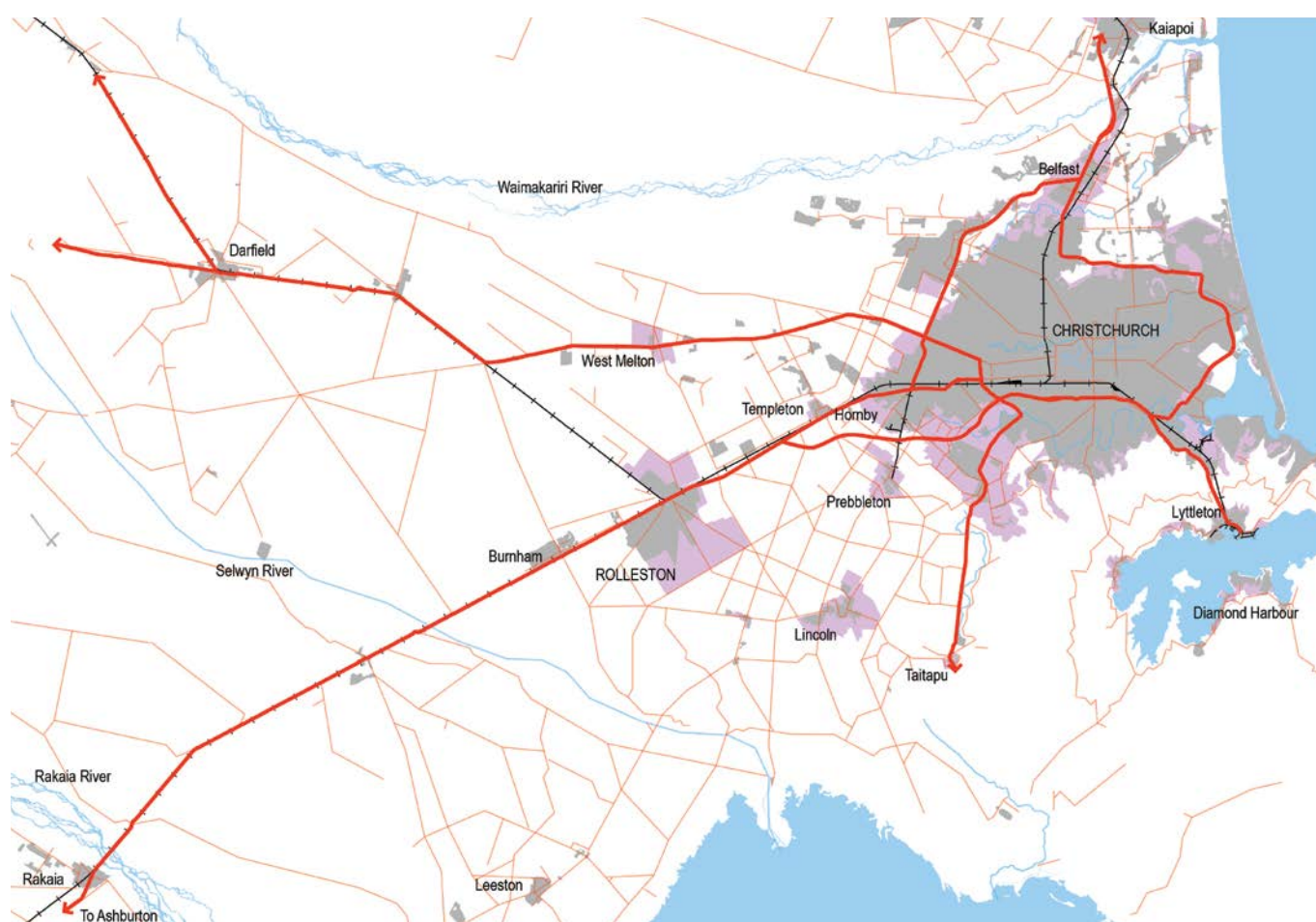


Figure 3: Strategic Context of Rolleston

LOCAL CONTEXT

The existing town centre area is located directly adjacent to SH1, to the south. The Izone Southern Business Park, a major employment area is located to the north of SH1. To the south of the town centre is the site of the Foster Recreation Park, for which a

Masterplan is also being prepared.

Retail activity is focused on the intersection of Rolleston Drive and Tennyson Street. Large format retail units currently dominate the centre, including two supermarkets and the Warehouse.

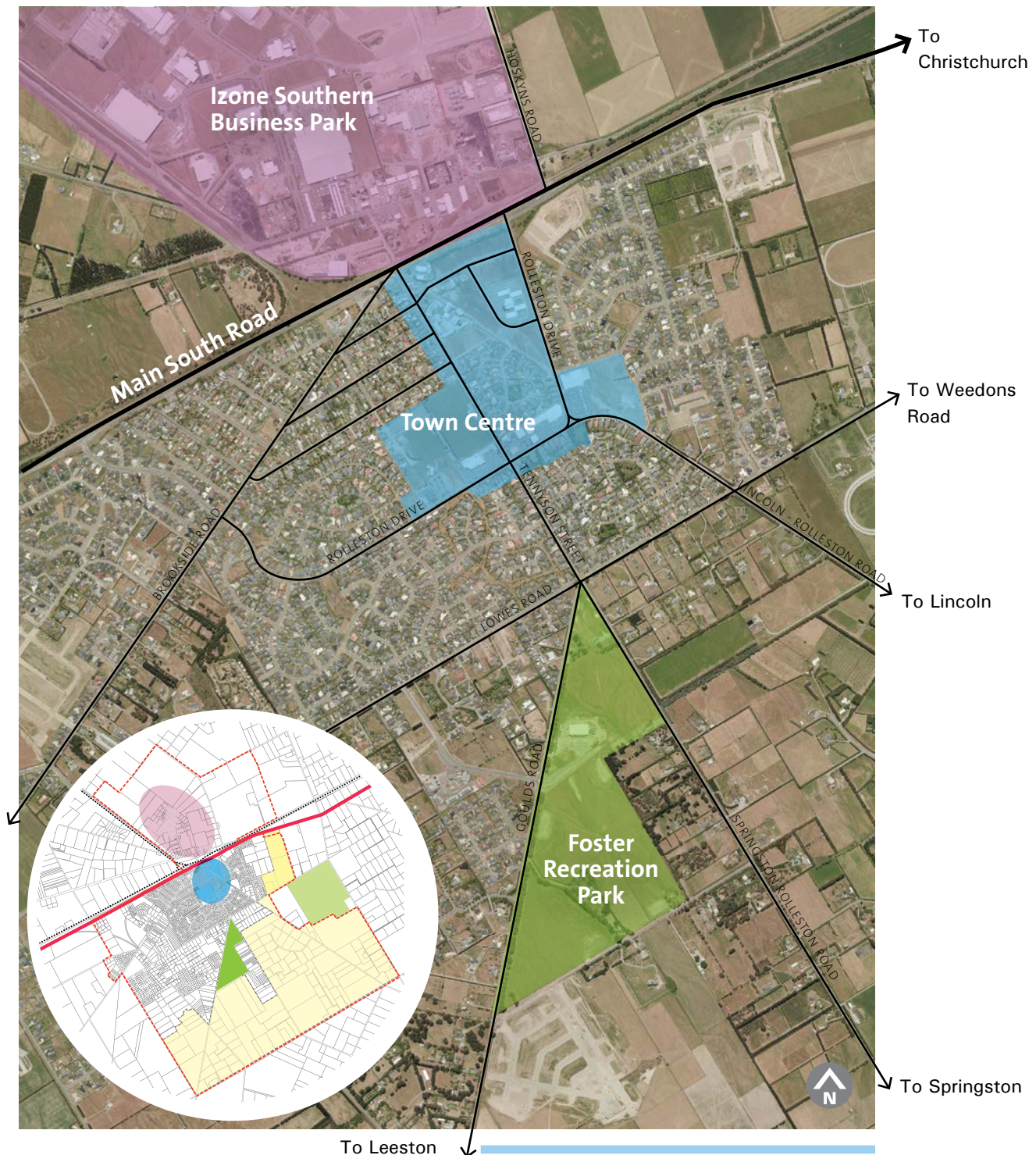


Figure 4: Rolleston Town Centre and Local Context

2.0 The Place

The Rolleston Reserve covers 8.5 ha and is used for active and passive recreation. The Community Centre, which includes the library and gymnasium facilities, is located on Rolleston Drive, adjoining the New World. Selwyn District Council offices and Rolleston Primary School dominate the northern portion of the centre.

Rolleston town centre is anticipated to provide a wide range of facilities and services and act as a focus for the local community. It provides for both employment and living opportunities. It should also include a combination of high

quality landmark buildings of cultural and civic significance, as well as smaller intensively used public spaces and public art.

Currently, the main access into the town centre is from Rolleston Drive and Tennyson Street. In the future, the main gateways into the town centre will be Masfield Drive, Rolleston Drive and Tennyson Street, with Rolleston Drive anticipated to carry the greatest volumes of traffic.



Figure 5: Existing Features in the Town Centre

The Masterplan area includes the following land parcels and zoning:

Area A:

Land between State Highway 1, Rolleston Drive, Kidman Street, Norman Kirk Drive and Tennyson Street.

- Current Zoning: Business 1, Living 1 and Living Z
- Total Area: 14.7 hectares.

Area B:

Land between Rolleston Drive, McCauley Street and Masefield Drive.

- Current Zoning: Business 1
- Total Area: 4.6 hectares.

Area C:

Existing B1 Zone land to north of Rolleston Drive and east of Tennyson Street.

- Current Zoning: Business 1
- Total Area: 2.0 hectares.

Area D:

Existing B1 Zone land to north of Rolleston Drive and west of Tennyson Street, and Rolleston Reserve (including residential areas west of Tennyson Street to State Highway 1).

- Current Zoning: Living 1, Business 1
- Total Area: 13.7 hectares

Area E:

Existing Living 1 Zone land along Tennyson Street, Markham Way, Peel Close, Wilbur Close and Landor Common.

- Current Zoning: Living 1
- Total Area: 6.5 hectares.

Area F:

Existing Living 1 Zone along Rolleston Drive (including Clock Tower Reserve).

- Current Zoning: Living 1
- Total Area: 2.5 hectares

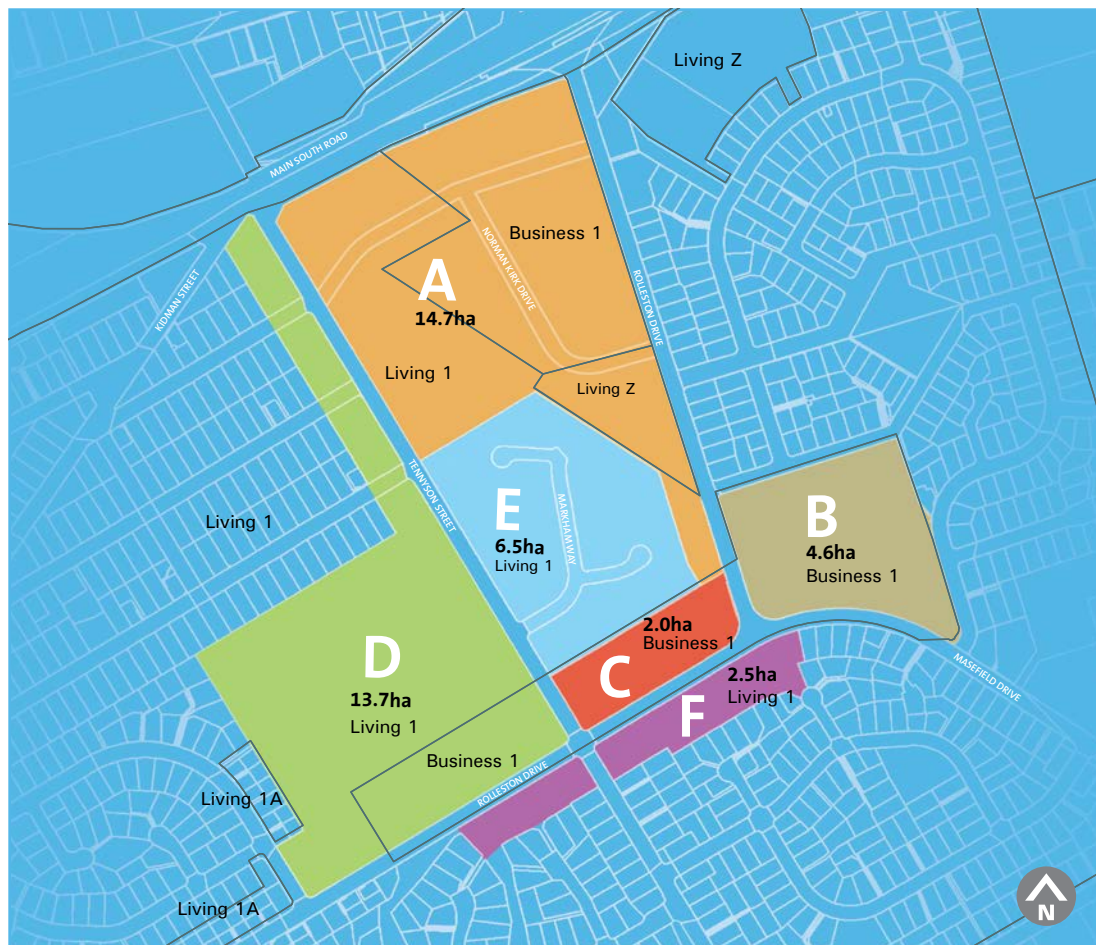


Figure 6: Town Centre Area and Zoning Provisions

OPPORTUNITIES AND CHALLENGES

The Town Centre faces a number of **constraints and challenges** that this Masterplan seeks to address:

- **Planning for Growth** – Commercial development has occurred in a piecemeal fashion, there are a number of landowners in the centre, underutilisation of site and no clear vision has been set out. Future development needs to deliver a stepped change in the role and function of the centre and enable the centre to be 'stitched' together.
- **Limited Retail Offer** – The current town centre is dominated by large format retail and includes a limited range of smaller developments. Due to the limited nature of the centre many residents shop and socialise outside Rolleston. Greater variety of development and higher amenity levels will attract people to the centre.
- **Lack of Identity and Focus** – The centre does not have a specific character and identity and although the Reserve is a focus of activity it lacks activity around the edge and integration with the centre. The centre is not considered a key destination where people want to come and a number of key sites are currently underutilised, Gateways into the centres are not well defined. Creating an urban structure and built form which is distinctive and has a sense of place will be a catalyst for the long term success of the centre.
- **Poor Pedestrian Amenity** – Limited priority has been given to pedestrian connectivity and amenity including linkages with the wider town centre. Car parking currently dominates the environment. The Selwyn District Council offices and Rolleston Primary School are isolated from other community and commercial activities in the town centre and achieving better integration will promote a more walkable centre.
- **Environmental Sustainability** – The Structure Plan lays the foundation for a number of future sustainability initiatives and the ability to showcase Rolleston as a sustainable town. Innovative approaches to urban design, architecture and landscape within the town centre and a commitment to an efficient public transport system is a key step to achieving environmental sustainability.

The existing play areas within the Reserve are not well overlooked by other activities or well integrated with other developments



The junction of Rolleston Drive and Masefield Drive raises a number of safety concerns



Rolleston is changing in character and is growing up. Due to its size as the biggest town in Selwyn and its close links to Christchurch, the future growth of Rolleston will need to adopt more urban approaches.

The current town centre provides a number of exciting **opportunities** for Rolleston, the District and the Region:

- **Growing Economy** – Rolleston is growing fast and this provides opportunities to enhance the existing retail and community facilities within the town centre and introduce new activities.
- **Room to Grow** – The centre includes undeveloped and underutilised land and therefore has the opportunity to grow. With the development of the Foster Recreation Park as the key sporting facility in Rolleston there are opportunities to utilise some of the reserve land for the development of new community facilities.
- **Highly Accessible** – Rail and motorway connections to the town centre make it highly accessible and an efficient location for business. Further improving connections, including for pedestrians and cyclists within Rolleston and developing a public transport hub will reinforce its accessibility.
- **Distinctive Place and Character** – The SDC offices and the Rolleston Aquatic Centre suggests a possible local character and a proactive approach to the built form and landscape will enable the creation of a point of difference and the building blocks for creating a future destination. Rolleston Reserve is located at the heart of the town centre area and is well used and liked. It offers great potential for creating a special atmosphere and character.
- **Pedestrian-Friendly** – Building on the existing grid pattern, a series of local, pedestrian-friendly pleasant streets and a mix of functions will make the town centre different from a shopping mall. It will provide a character and identity and support accessibility.
- **Mix of Uses** – There is great potential and the need to develop a mix of uses within the centre, including retail, commercial, civic and cultural, open space and residential to develop a lively and diverse centre.



Large blank wall of the existing New World Supermarket is unattractive and highly visible from the Reserve

Existing retail within the centre is 'car based retail', with limited pedestrian facilities



EXISTING SITE ANALYSIS

Analysis of the existing town centre and its surroundings has been undertaken to identify its strengths and weaknesses.

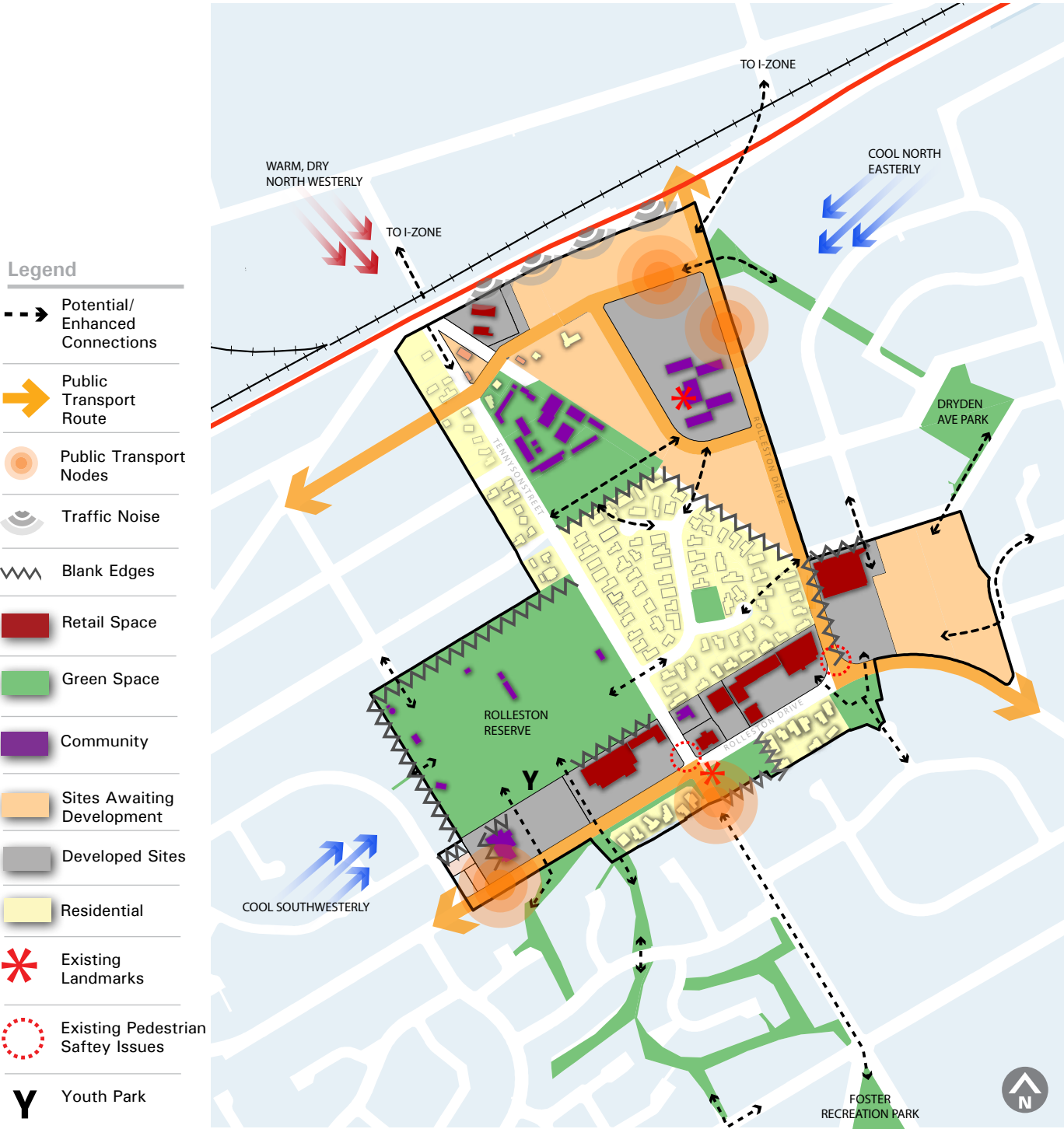


Figure 7: Analysis of Existing Town Centre

3.0 Community Input

As part of the development of this draft Master Plan, the Council consulted with key stakeholders and the community. This included a series of public drop-in sessions in September 2012. The purpose of the consultation was to identify the issues, aspirations and priorities regarding the town

centre from a range of perspectives within the community. This information has been used to inform the draft Master Plan. All of the feedback received from the drop-in sessions is included in Appendix 1, with a brief summary of the thoughts and ideas outlined below.



Next steps...

What would you like to see in the town centre?

Your ideas are vital

Consultation is an important stage in the masterplanning process and enables the Council to gather ideas for what you would like to see in the town centre. The timeline below outlines the next steps in the process.

Public Drop-in Events

- Wednesday 19 September 7:30-9:00pm
- Sunday 23 September 1:30-3:00pm
- Venue: The Lounge at the Rolleston Community Centre

Timeline:

- August / September 2012: Background analysis, Public and stakeholder consultation
- October / December 2012: Development of Town Centre options
- December 2012 / February 2013: Consultation on the town centre options
- March 2013: Public Hearing
- April 2013: Pegasus Masterplan
- May 2013: Masterplan for Council for their consideration

The Rolleston Town Centre Masterplan Steering Committee has been established to fulfil an advisory role for the project. The Committee includes Council staff, elected members and representatives from the Rolleston Residents Association, Community Centre, Reserve Committee and the Selwyn Central Community Board.

Want to find out more information or share your ideas on this project...

www.selwyn.govt.nz/rollestontowncentre

visit your local library or Council Offices

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Rolleston Town Centre Masterplan

Your Town...Your Future

Share your ideas

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Selwyn Urban Development Strategy

Figure 8: Public Consultation Brochure September 2012

What people would like to see in the town centre?

Activities

- Cafés and outdoor dining
- Cinema
- Parks, green space, sporting facilities and water features
- Small, friendly shops
- Niche retail
- Entertainment, cultural and community activities and facilities, including a bowling alley
- Medium density housing
- Rapid transport facilities



Public Spaces

- A town square/piazza with indoor/outdoor dining, and bars and opportunities for a market
- Water fountains, sculptures and art
- Botanical gardens
- Man-made lake
- Walkways/laneways around shopping areas (like Restart Mall)
- Hockey turf

Streets and Parking

- Pedestrian-friendly streets
- Better connected street network between different parts of the town centre (could close off Tennyson Street)
- Cycle routes between the town centre and Izone Southern Business Park
- Traffic free areas
- Access to SH1 that is safe and does not cause hold-ups
- Free parking

Character and Design

- A showcase for Selwyn – A destination for people from out of town to come to
- Modern architecture
- Sculptures
- Compact town centre (which is not a strip development extending from the existing Community Centre to Council Offices)
- Connected, attractive, light and spacious
- 'Green' in concept and management
- Commercial development along Kidman Street

Figure 9: Feedback from Public Drop-in Session September 2012

