

CLiP finds its way into towncentre

The second of Taupō District Council's new 'wayfinding' sculptures will find its way onto Ferry Road next week and is the first of 11 to be positioned in the town centre in time for Rugby World Cup 2011. The first 'CLiP' sculpture was placed in Spa Thermal Park only last month and already the bright red 4m high paperclip statue is making waves. Together the sculptures form the new wayfinding project and will be positioned at key pedestrian locations in the town centre, Tongariro Domain and boat harbour.

Wayfinding combines elements of art, directional signage and story telling that contributes a higher quality of communication to the person on the street. "In its most simple form it is art," says Urban Designer Chris Bailey, "but it is so much more than that. Through the use of directional maps and symbols, CLiP will guide tourists around the town centre and the interchangeable story boards will

tell us what events are coming up and share stories about our rich history." The 3.1m sculptures destined for the town centre will be lit up with special LED lights, so will be clearly visible and identifiable in the dark. "At night is when they will really take on their true sculptural form."

CLiP is totally unique, although the idea of wayfinding is not and is taking off internationally. Wayfinding will also play a major role in the rebuild of the Christchurch CBD.

Why a paperclip? Paperclips have held information together functionally and effectively since the mid 1800's. "New Zealand has a tradition of supersizing everyday objects, and the humble paperclip is one of the simplest and most useful inventions ever created."

All construction of the new CLiP sculptures is being done locally, including the fabrication of the steel, installation and the creation of the story-boards.

Chris says CLiP is a mechanism for delivering the three R's of the recently adopted Commercial Industrial Structure Plan (CISP); Refresh, Renew, Reconnect. "CLiP is really a community project at the end of the day, so we need your stories to make it come to life," says Chris. If you have a story to share, send an email to cliptaupo@hotmail.co.nz or find CLiP on Facebook, just search "clip taupo".



As a local retailer in the Taupō district the mid-winter blues definitely do take bites from our turnover. This year, visitor numbers have been down for the entire country.

This is why I'm very pleased to have seen Destination Great Lake Taupō and Towncentre Taupō working together to drive the "Grab-it" Taupō promotion. This will soon be followed with the magnificent "Fill ya fridge" shop local campaign being driven by RadioWorks. We see, time and time again, that no matter how tough times are, there are people in our district constantly working to take positive steps forward for the district.

"The Taupō district needs its local boutique shops and enterprises."

It is also good to see the investment in new buildings and refurbishments in the Taupō CBD. This investment from pro-active landlords is a sign of confidence they all have in the long term future of our district.

This leads me on to the new proposed district plan rules currently being consulted on by Council. There are many aspects of interest. The proposed combination of allowing increased building heights and removing on-site car parking restrictions in the CBD aims to encourage further investment. This, aligned with the tighter zoning requirements proposed for the residential environment, will potentially stop the leakage out of the CBD. I personally believe that this leakage in the past has been more damaging than any future development adjacent to the ETA.



The proposed zoning rules for property development adjacent to the ETA are also robust in their intention. The "trailer based" clause prohibits the retail base of Taupō leaving the CBD on mass. To be honest, I think there would be very few retailers that would take the gamble and move to the ETA. Around 80 percent of business turnover in the Taupō town is generated by locals. But it is

very important that we get to hear your views on these proposed changes.

Finally, as a commercial landlord myself for over a decade in the Auckland market, I personally would like to see a conscious mind-shift taken up by some of our local landlords. The tough times are continuing and I want to encourage our landlords to work even closer with their tenants. The Taupō district needs its local boutique shops and enterprises. They are our point of difference in an over crowded market and help define us as a destination.

My personal philosophy has always been that my tenants are my customers. In fact, in some cases they are my very best customers. So accordingly, I treat them as such.

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IMPORTANT DATES

30 August	Council Meeting, 1.00pm Council Chambers
31 August	The Gruffalo – live musical show, 1.30pm Great Lake Centre
1 September	RWC 2011 Host Coordinating Committee Meeting, 10.00am Council Chambers

Football fever hits Taupō

Taupō district has caught a dose of football fever! Two intense weeks of football, all hosted at Taupō's Crown Park, started this Monday with the New Zealand Women's Secondary Schools Football Tournament. The tournament is on until Friday and involves more than 650 of the country's best female football players.



Then, on Monday 29 August, is a week-long training camp for the New Zealand Football Under-23 squad. The highlight of the week is the New Zealand Olympic Trial match on Saturday, 3 September.

On the same weekend, 3-4 September, is the New Zealand Junior Football Club Cup, which gives NZ junior football teams the chance to play in a professionally run tournament. The Football Cup games involve more than 750 football players aged between 10 and 14 years.

Make sure to head along to Crown Park on Saturday, 3 September at 2.00pm to see 32 of New Zealand's finest football players fight for a chance to represent their country at the 2012 London Olympics.

THE GRUFFALO

Beloved children's book The Gruffalo comes to life for two shows only at the Great Lake Centre this Wednesday 31 August.

The magical musical adaption of the award-winning picture book is an adventure sing-a-long your children will love. Whether their favourite food is roasted fox, owl ice cream, scrambled snake or Gruffalo crumble, audiences eat up this delectable tale about the adventures of a clever little mouse in a forest full of predators.

The first show has already sold out, but tickets to the afternoon performance are still available. Tickets through Ticketek or from the Great Lake Centre.



Email your elected members at councillors@taupo.govt.nz

FOR MORE INFORMATION, CALL 07 376 0899 OR VISIT WWW.TAUPO.GOVT.NZ

