

## COUNCIL 31. 7. 2014

**REPORT BY THE CHAIRPERSON OF THE  
BURWOOD/PEGASUS COMMUNITY BOARD**

21 JULY 2014

**PART A - MATTERS REQUIRING A COUNCIL DECISION**

**1. DRAFT NEW BRIGHTON MASTER PLAN**

		Contact	Contact Details
<b>Executive Leadership Team Member responsible:</b>	Chief Planning Officer Strategy and Planning Group	N	
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**1. PURPOSE AND ORIGIN OF REPORT**

1.1 The purpose of this report is to:

- 1.1.1 Inform the Burwood/Pegasus Community Board and the Council of the community's response to the Draft New Brighton Master Plan (the Draft Plan);
- 1.1.2 Inform the Burwood/Pegasus Community Board and the Council of the recommendations of the New Brighton Community Advisory Group (CAG) to the Draft Plan;
- 1.1.3 Provide a response by Council Officers to feedback by the community, the CAG and other stakeholders, including proposed amendments to the Plan in the event the Council decides not to hear the submissions; and
- 1.1.4 Recommend whether or not hearings of submissions be held.

1.2 The origins of this report stem from six Council resolutions and a Community Board resolution (see **Attachment 1**).

**2. EXECUTIVE SUMMARY**

2.1 A draft Master Plan ('the Draft Plan') for the New Brighton Centre was prepared and publicly consulted on between December 2012 and February 2013<sup>1</sup>. Three hundred and seventeen submissions were received (see **Attachment 2**). The overall response by submitters to the Draft Plan is positive. Eighty seven submitters have signalled that they wish to be heard should the Council decide to hold hearings (see **Attachment 3**).

2.2 Since submissions closed, several projects and processes have been initiated which are relevant to the completion of the Master Plan, and may have a potential impact on submitter's views and perceptions. These include:

- 2.2.1 The preparation of the 'draft Align plan' in conjunction with the New Brighton Business and Landowners Association (NBBLA);
- 2.2.2 The establishment of a New Brighton Community Advisory Group (CAG) to identify public and private space initiatives which would assist in revitalising the commercial centre;
- 2.2.3 A potential New Brighton Legacy project;
- 2.2.4 The new Eastern Recreation and Sports Facility project; and

<sup>1</sup> Click on the 'New Brighton' icon at [www.ccc.govt.nz/Suburban](http://www.ccc.govt.nz/Suburban) Centres

**COUNCIL 31. 7. 2014**

**1 Cont'd**

- 2.2.5 The District Plan Review and further investigations into the potential consolidation of the commercial centre through land rezoning.
- 2.3 The above projects and processes are relevant to the Draft Plan because individually and/or combined they could potentially impact:
  - 2.3.1 The response by submitters;
  - 2.3.2 The Council's response to submissions; and
  - 2.3.3 The degree to which the final Master Plan demonstrates connections to other significant projects in the locality.
- 2.4 On the basis of the above, Council Officers recommend that submitters are given the opportunity to present their submission at a hearing. Hearings would optimise community participation and engagement during this phase of New Brighton's recovery, and would improve the quality of information needed by the Council to make appropriate changes to the final Plan.
- 2.5 Should the Council decide not to hold hearings, Council Officers have provided a response to feedback by the community, the CAG and other stakeholders, including proposed amendments to the final Plan (see **Attachment 4**). The proposed amendments, in summary, address the following aspects of the Draft Plan:
  - 2.5.1 General detail and clarity of information, including a review and update of the Plan's vision and goals;
  - 2.5.2 The historic and contemporary relationship between Ngai Tahu and the area;
  - 2.5.3 The relationship between the centre and the foreshore;
  - 2.5.4 Alternate options or design concepts for actions 'A2 Road Through the Pedestrian Mall' and 'B2 Develop an Indoor Entertainment Hub';
  - 2.5.5 Further consideration of focal points and features, open space and overarching urban design principles and low impact urban design features; and
  - 2.5.6 New Brighton's economic revitalisation through further investigations into the creation of an 'Economic Development Zone' or 'Business Improvement District, and the potential use of public/private partnerships.

**3. BACKGROUND**

- 3.1 The Suburban Centres Programme was approved by the Council in June 2011 to respond to damage caused by the 2010/2011 Canterbury earthquakes. The scope of the programme focuses on Business 1 and 2 zones of the Christchurch City Plan. Under this programme, seven master plans have been adopted and two are in draft form. The master plans are non-statutory documents that create a vision, framework and action plans for the repair and recovery of the centre.
- 3.2 The Council approved the commencement of the New Brighton Centre Master Plan in April 2012. Following a series of open forums and workshops which collected feedback from the community and a diverse range of internal and external stakeholders, Officers prepared a Draft Plan comprising four 'big picture' themes and seventeen projects/actions.
- 3.3 Public consultation on the Draft Plan took place over nine weeks, from 17 December 2012 to 18 February 2013. Three hundred and seventeen submissions were received. **Attachment 2** contains the Summary of Submissions. A key highlight is that the majority of submitters support the direction of the Master Plan; 88 percent of submitters either agree or strongly agree with the vision, goals and actions. Overall, this is a positive response to the Draft Plan.

**COUNCIL 31. 7. 2014**

**1 Cont'd**

**SUMMARY OF SUBMISSIONS**

- 3.4 Respondents were asked if they strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with various aspects of the Master Plan. Not all submitters provided a response to all of the questions on the submission form. Unless otherwise stated, the percentages shown in this Report are based on those submitters that responded to the question.
- 3.5 In addition to the strong support for the Draft Plan's direction, at least 89 percent of submitters agree or strongly agree with the Draft Plan's four 'big picture' themes. These four 'big picture' themes are:
- Consolidation of the centre through rezoning of land (90 percent support);
  - Enhancing the flow of pedestrians and cycle routes to, through and around the centre (94 percent support);
  - Development of precincts; entertainment, retail/commercial and residential while encouraging mixed-use activities (89 percent support);
  - Reinforcing the river to sea link through the centre and connections to recreation spaces (89 percent support).
- 3.6 Because of the relevance of centre consolidation and land re-zoning for both the Master Plan and the District Plan Review, the Council directed staff to undertake further investigations into land rezoning to support consolidation (see **Attachment 1**, Council resolution 3 October 2013). Investigations are currently underway and, when complete, the findings will be presented to the Board. These will inform 'Stage 2' of the District Plan Review and final amendments to the Master Plan. Should the Council decide not to hold hearings and to approve the Officer recommendations (**Attachment 4**), these amendments may need further refinement once consolidation options are better understood.
- 3.7 Of all Draft Plan actions, the action that has received the most agreement/support from submitters is A5 General Streetscape Improvements (97 percent support). Remaining Master Plan actions typically receive between 81 percent to 94 percent of support from submitters. The exception is for A2 The Continuation of the Road Through the Pedestrianised Mall which achieved an almost even level of support/opposition (46 percent oppose it, 40 percent support it, and 15 percent neither agree nor disagree). Submitter opposition to other Draft Plan actions is dispersed across the rest of the Plan, and opposition ranges from between 1 percent to 14 percent.
- 3.8 In addition to the above results, key improvements suggested by submitters to the Draft Plan relate to:
- 3.8.1 Establishing anchor projects which have a 'wow' factor' that will make New Brighton a destination in its own right, and draw more people to the suburb; and
- 3.8.2 Incorporating the foreshore area into the Draft Plan, to enhance existing assets, strengthen recreation links, and increase connectivity between the centre and the sea.
- 3.9 For the full copy of the Summary of Submissions to the Draft Plan, see **Attachment 2**.

**SUBMITTERS WISHING TO BE HEARD**

- 3.10 Eighty seven (27 percent) submitters signalled they wish to be heard if the Council decides to hold hearings on the Draft Plan. **Attachment 3** contains their response to the Draft Plan's overall direction and actions, to show the extent of their support or opposition. Of the eighty seven submitters who wish to be heard, sixty seven (77 percent) support the direction of the Draft Plan and eleven (13 percent) do not. Nine submitters (10 percent) neither agree nor disagree and eight submitters (9 percent) did not respond to the question.

**COUNCIL 31. 7. 2014**

**1 Cont'd**

- 3.11 For the most part, opposition by submitters wishing to be heard is distributed across a large number of actions. The exception relates to A2 the Continuation of the Road Through the Pedestrianised Mall (46 percent of those submitters who wish to be heard oppose it and 29 percent support it).

**AQUATIC FACILITIES**

- 3.12 A New Brighton waterpark proposal was put forward at the same Board meeting that staff presented the Draft Plan for public consultation. In February 2013, proponents of the waterpark presented a petition to the Council with over 20,000 signatures in support of a waterpark concept being included in the Draft Plan.
- 3.13 Many submitters also requested the inclusion of a water park/recreation and aquatic facility in their Draft Plan submissions. In response to this feedback, the Council decided to further investigate options to integrate a water park concept/aquatic facilities into the Draft Plan before receiving the Officer's report on the Summary of Submissions (see **Attachment 1**, Council resolutions on 26 February 2013, 27 June 2013 and 3 October 2013).
- 3.14 A separate process is now underway to investigate site options across the east of the city for an Eastern Recreation and Sports Facility. Another related process currently underway is the identification of options for a legacy project in New Brighton (see **Attachment 1**, Council resolution 24 April 2014). An Officer's report and recommendations on next steps will be presented to the Board and the Council shortly.

**'DRAFT ALIGN PLAN'**

- 3.15 After public submissions to the Draft Plan closed, a draft plan prepared by a company called "Align Ltd" in collaboration with the New Brighton Business and Landowners Association (NBBLA) was submitted to Council Officers in October 2013. The 'draft Align plan' signalled high level opportunities for the revitalisation of the wider New Brighton suburb, and included several pages copied directly from the Council's Draft Plan for the commercial centre.
- 3.16 Staff have reviewed and responded to Align Ltd, but have recently been advised by the NBBLA that the draft Align plan is on-hold until more funding is found to complete it. In the absence of further information, staff have identified areas of commonality and a number of potential amendments which could be made to the Draft Plan (see **Attachment 4**).

**COMMUNITY ADVISORY GROUP**

- 3.17 To foster community input to the next stages of the New Brighton Centre Master Plan, the Council directed the Board to establish a new Community Advisory Group (CAG) (see **Attachment 1**, Council resolution 12 December 2013). The decision was partly in response to feedback received from submitters that the Draft Plan was lacking a 'wow factor' which would attract visitors to New Brighton and support local community wellbeing.
- 3.18 The CAG's brief was to *"identify key elements of private investment and public place-making initiatives which would assist in revitalising the centre, and funding options to achieve those"*. A related aspect of the brief were ideas and initiatives that offered a 'wow' factor to the Draft Plan and the commercial centre.

**COUNCIL 31. 7. 2014**

**1 Cont'd**

3.19 Through an Expressions of Interest process, the Board established the CAG in February 2014. In addition to Board representation, the CAG comprised representatives of the following organisations:

- New Brighton Project Inc.
- New Brighton Pier and Foreshore Promotion Society
- Renew Brighton
- New Brighton Business and Landowners' Association
- Eastern Vision
- WOW Brighton

3.20 The CAG was chaired by the Board Chair (Andrea Cummings) and an independent facilitator was engaged to provide facilitation services (Carl Pascoe). The New Zealand Police and Mahaanui Kurataiao Ltd (MKT) were also kept informed as honorary members of CAG.

3.21 The CAG met for four hours a week over a nine week period during April and May 2014. The CAG has prepared thirty recommendations to the Draft Plan for consideration by the Board and the Council. These recommendations are attached alongside an Officer response in **Attachment 4**.

**4. COMMENT**

4.1 Since the preparation of a Draft Plan in 2012, Council Officers have received a considerable amount of feedback from the community and other stakeholders through workshops and drop-in sessions, public submissions, the draft Align plan, and the work of the CAG. This feedback presents several positive opportunities for Officers to amend and improve the Draft Plan prior to submitting a final Master Plan for adoption by the Council.

4.2 Should the Council decide not to hold hearings of submissions, **Attachment 4** provides the basis of Officer recommendations for proposed Plan amendments. The recommendations generally seek the following changes to the Draft Plan:

- 4.2.1 General detail and clarity of information and its presentation/layout, including updates to text and illustrations which may now be out of date, or no longer critical for inclusion in the final Plan (e.g. contents of Appendices);
- 4.2.2 Additional opportunities to appropriately reflect the historic and contemporary relationships between Ngai Tahu and the area (as previously indicated on page 14 of the Draft Plan);
- 4.2.3 Strengthening of references to the relationship between the centre and the foreshore area (e.g. acknowledge the foreshore is an existing New Brighton 'precinct' with associated recreation, open space and tangata whenua values and opportunities);
- 4.2.4 Alternate options or design concepts for New Brighton Mall currently identified as the action 'A2 Road Through the Pedestrian Mall';
- 4.2.5 Alternate options or design concepts for the area/action currently identified as the action 'B2 Develop an Indoor Entertainment Hub';
- 4.2.6 Additional opportunities for community focal points and features, flexible open space, weather protection, overarching urban design principles and the use of low impact urban design features;
- 4.2.7 Additional opportunities for the economic revitalisation of the New Brighton centre through the inclusion of a new action for further investigations into the creation of an 'Economic Development Zone' or 'Business Improvement District'.
- 4.2.8 Additional detail and/or opportunities for 'Section C' of the Draft Plan 'Recovery Together' actions (e.g. for potential public-private partnerships).
- 4.2.9 Review and update of the Plan's vision and goals to ensure they appropriately reflect final amendments to the Draft Plan.

**COUNCIL 31. 7. 2014**

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**HEARINGS**

- 4.3 Finalising the Plan with these proposed amendments would accelerate completion of this work and allow implementation to commence in earnest. However, there are several benefits to holding hearings first, and finalising the Plan in 2015. The rationale for holding hearings is as follows:
- 4.3.1 It is now well over a year since submissions to the Draft Plan were received. Several important projects/processes have been initiated since the Draft Plan was prepared and publicly consulted on (i.e. the CAG, the potential New Brighton Legacy project, the new Eastern Recreation and Sports Facility project, and further investigations into land rezoning for centre consolidation). These projects/processes may have a direct or indirect impact on the Master Plan, and could impact:
- 4.3.1.1 The response by submitters to the Draft Plan;
  - 4.3.1.2 The Council's response to submissions; and,
  - 4.3.1.3 The degree to which the final Master Plan demonstrates connections to other significant projects in the locality.
- 4.3.2 Generally speaking, hearings encourage community participation and engagement in planning processes and, in this situation, earthquake recovery. It is especially important that the community and stakeholders are given ample opportunity to express their views, and to be actively involved in the recovery phase. This is important not only for community wellbeing and resilience, but also for fostering the partnership approach that is needed between the Council, the community and other stakeholders for Plan development and implementation. Any matters raised through hearings that are beyond the scope of the master plan may be useful in informing the development of other projects in New Brighton.
- 4.4 Additional reasons for holding hearings in the current New Brighton context are:
- 4.4.1 Many submitters believe the Draft Plan is missing an anchor project with a 'wow' factor that would make New Brighton a destination in its own right. It is important for submitters to have the opportunity to explain their submission and their expectations for the Draft Plan. Furthermore, it could provide submitters with the opportunity to comment on either the CAG recommendations and/or proposed changes to the Draft Plan prior to its adoption by the Council, especially given that the CAG was to contribute ideas and initiatives that bring a 'wow' factor to the Draft Plan.
- 4.4.2 Community perceptions about the long term decline of the suburb are impacting its expectations for post-earthquake recovery of the commercial centre, and application of the Master Plan. As explained in Paragraph 4.3.2, hearings would provide submitters the opportunity to fully express themselves and their views, further explain their submission points and rationale, and achieve a sense of involvement and participation in local government decision making processes that will shape their suburb in the near future.
- 4.5 If the Council agrees with this rationale and the need for hearings, it would be appropriate for CAG recommendations to the Draft Plan to be distributed to all submitters, and for all submitters to be given another opportunity to indicate whether or not they wish to be heard. As the Community Board submitted on the Draft Plan and two Elected Members have indicated that they wish to be heard if hearings are held, it would also be appropriate for the Council to establish an independent Hearings Panel.

**COUNCIL 31. 7. 2014**

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**5. FINANCIAL IMPLICATIONS**

- 5.1 Preparation of the Plan within the Strategy and Planning Group's budget was confirmed through both the 2012/2013 and 2013/14 Annual Plan process. Completion of the Plan will now fall into the 2014/2015 financial year, whether or not the Council decides to have hearings.
- 5.2 One capital improvement project recommended in the Draft Plan with a value of \$2.2 million has been included in the Council's Three Year Plan (TYP). This is for the purchase of land for a new road extension at Oram Ave (action "A1").
- 5.3 The majority of funding for implementation of the Plan will need to be considered through the 2015-2025 Long Term Plan process. Hearings will need to be held, reported on and a final direction for the masterplan agreed by no later than the end of December 2014 to inform the Long Term Plan.
- 5.4 An independent hearings panel will incur additional costs on the project budget. These additional costs relate to time and expenses associated with engaging up to three independent panel members. To reduce estimated costs, which might range from \$20-25 thousand, the Council could engage a sole commissioner to run the hearings.

**6. STAFF RECOMMENDATION**

- 6.1 It is recommended to the Council that:
  - 6.1.1 The Report and **Attachments 1 to 4** are received;
  - 6.1.2 Hearings of submissions on the Draft Plan are held, and all submitters to the Draft Plan are sent **Attachment 4** and given another opportunity to indicate whether or not they wish to be heard; and
  - 6.1.3 If hearings of submissions on the Draft Plan are held, an independent hearings panel or a sole commissioner is engaged to hear submissions;
  - 6.1.4 The membership of the independent hearings panel or a sole commissioner is to be approved by the Mayor; and Chief Executive.

**7. BOARD CONSIDERATION AND RECOMMENDATION**

On the advice of staff the following staff recommendation was added.

- 6.1.5 Authority will be given to the independent hearings panel or sole commissioner to make recommended changes to the Draft Plan, to the Council.

At the request of Evan Smith, CAG and Eastern Vision member, an illustration was tabled showing the reverse pier and piazza/square concept, as an addition to **Attachment 4**.

- 7.1 It is recommended to the Council that:
  - 7.1.1 The Report and **Attachments 1 to 4** are received noting that the Community Board particularly endorses **Attachment 4** as providing direction for finalising the New Brighton Master Plan.
  - 7.1.2 Hearings of submissions on the Draft New Brighton Master Plan are not held.
  - 7.1.3 The Council ensure that the New Brighton Master Plan is in place to enable consideration in the Long Term Plan.
  - 7.1.4 If hearings are to take place, authority be given to the Mayor and Chief Executive Officer to appoint members of the independent hearings panel or sole commissioner to recommend changes to the Draft New Brighton Master Plan, to the Council.

## COUNCIL 31. 7. 2014

## ATTACHMENT 1 TO CLAUSE 1

## Relevant resolutions of the Council and the Burwood Pegasus Community Board

Council, 6 December 2012:

- (a) Approve the content of the draft New Brighton Master Plan (Attachment 1) for public consultation.
- (b) In 2013, receive a consultation report on submissions and consider and recommend whether to conduct hearings prior to adopting the final version of the Plan.
- (c) Note that the presentations made by David East, Tim Sintes, Alan Direen and Tracey Knox at the Council meeting of 6 December 2012 will be considered as part of the consultation process and invite community comment.

Council, 26 February 2013:

- (a) Request a report to the Planning Committee on the Draft New Brighton masterplan, to address the process and steps required to integrate the masterplan and waterpark concepts at New Brighton.
- (b) Request staff to consult with key stakeholders in the New Brighton community as part of the report to Council, and recommend a process to Council on their ongoing engagement through the process.

Council, 27 June 2013.

- (a) Receive the information in this report
- (b) Approve the commencement of work outlined in Supplementary Information Attachment 2 (as detailed in Attachments 3 and 4) from the 5 June Officers Report) to assess the economic feasibility and revitalisation potential of a number of Waterpark/Eastern Recreation and Sports development scenarios, including but not limited to the scenarios listed below:
  - A waterpark in New Brighton that incorporates a Council Eastern Recreation and Sports Facility – noting that an Eastern Recreation and Sports Facility would include other non-aquatic facilities such as a fitness centre, basketball courts, etcetera;
  - A New Brighton waterpark, additional to a Council Eastern Recreation and Sports Facility located elsewhere in the east of the city;
  - A Council Eastern Recreation and Sports Facilities (i.e. no New Brighton waterpark), located either: (i) in New Brighton; or (ii) elsewhere in the East of the city;
  - A blend of services, locates and scale of facilities – for example: (i) a boutique salt water pool in New Brighton to complement an Eastern Recreation and Sports Facility elsewhere; and (ii) all entertainment elements in New Brighton and a reduced scale Eastern Recreation and Sports Facility elsewhere.

**(Note:** The evaluations undertaken do not imply any financial commitment by the Christchurch City Council to the waterpark, at this stage).

**COUNCIL 31. 7. 2014**

- (c) Request that the results of the work undertaken in (b) be reported to the September Planning Committee and Council meeting. Note that a workshop will be held with the Burwood – Pegasus Community Board ahead of the Planning Committee meeting.
- (d) Request that staff report back to the Council (and Burwood – Pegasus Community Board) at a December 2013 meeting on: (i) the recommended amendments to the Draft New Brighton Centre Master Plan, incorporating any relevant aquatic/entertainment factors agreed to in (c) above; and (ii) the preferred locations and scope of an Eastern Recreation and Sports facility, as agreed to in (c) above.
- (e) In evaluating specific sites in New Brighton (conducted as necessary following recommendation (c)), adopt an Inquiry by Design process, and include key stakeholders and affected landowners.
- (f) Ensure the outcomes of the September Council meeting inform the Draft Master Plan work and the final site selection process for the Eastern Recreation and Sports facility.

Council, 3 October 2013:

- (a) Receive the report.
- (b) Direct staff to consider the options for consolidation of commercial zones in New Brighton in accordance with the proposals of the Draft New Brighton Centre Master Plan.
- (c) Support in principle the development of a variety of appropriately-sized privately funded attractions and public place-based initiatives in New Brighton, where these assist revitalisation of the commercial core, are economically feasible and complement the functions of other Council facilities.
- (d) Continue to work with key stakeholders to develop a preferred model of smallscale public and private aquatic facilities (e.g. such as salt water pools, splash pad) that support/match the revitalisation of New Brighton as a functioning but unique neighbourhood centre, together with improvements to the public realm (streetscape), the private realm (landowner and business investment) and funding options.
- (e) That the Council approach the Prime Minister's Earthquake Fund to explore the opportunity to utilise the proposed \$6.5m grant separately from the Eastern Recreation and Sport Facility.

Council, 12 December 2013:

1. Approve the formation of a Stakeholder Team, chaired by a member of the Burwood - Pegasus Community Board, to consider public and private initiatives for revitalising the commercial centre, with members of the Stakeholder Team to be confirmed by the Community Board in 2014.
2. Agree to a process for finalising the Draft Master Plan that incorporates the following actions and anticipated timeframes:
  - 2.1 Stakeholder Team meetings/workshops – April 2014;
  - 2.2 Workshop with the Burwood - Pegasus Community Board – May;

**COUNCIL 31. 7. 2014**

- 2.3 Proposed amendments to the Draft Master Plan reported to the Community Board and Council including a recommendation as to whether or not to hold hearings – end July;
- 2.4 If no hearings are held, the Master Plan be finalised and adopted – November 2014.

Burwood Pegasus Community, 17 February 2014:

- 18.1 To appoint a representative from each of the following organisations to the Community Advisory Group, who will inform the development of the New Brighton Centre Master Plan:
  - New Brighton Project
  - New Brighton Pier and Foreshore Promotion Society
  - Renew New Brighton
  - New Brighton Business and Landowners Association
  - Eastern Vision
  - WOW Brighton
- 18.2 That the Chairperson of the Community Advisory Group be Andrea Cummings (Chairperson of the Burwood Pegasus Community Board)
- 18.3 That Stan Tawa and Tim Sintes also be members of the Community Advisory Group.

(With respect to CAG memberships, local Police and MKT were also kept informed as honorary members of CAG).

Council, 24 April 2014

- 11.1 Begin a new site selection process (including site criteria and working party membership) for an Eastern Recreation and Sport Centre in the Northeast of Christchurch, with the final decision on the process to be signed off by the Burwood/Pegasus Community Board, the Chairperson of the Community Committee and the Mayor; with an interim report from this group to come back to the Council in May 2014.
- 11.2 Request staff to identify options for a legacy project in New Brighton and report these back to the Council by the end of May 2014.
- 11.3 Request staff to identify opportunities and options for an aquatic facility in the Linwood-Woolston area, possibly in conjunction with the Ministry of Education.

At the time of writing the following staff recommendation is also relevant. This recommendation is scheduled to be reported to the Burwood Pegasus Community Board in July 2014.

It is recommended:

- 5.1 That the Burwood/Pegasus Community Board recommend to the Council that the following recommendation of the Community Advisory Panel be received:
  - 5.1.1 For the New Brighton legacy project, the Council seed funds a minimum of \$20 million towards a substantial and unique aquatic complex, including all-weather hot salt water pools, to provide a strong commercial and leisure focus and encourage further investment in New Brighton. Noting that this sits within the context of wider development plans for the New Brighton coastal zone.

**COUNCIL 31. 7. 2014**

- 5.2 That the Community Board consider whether there are any legacy project options other than a hot salt water pool complex which it wishes to recommend to Council for further consideration.
- 5.3 That if the Community Board wishes to recommend an all-weather hot salt water pool complex as a potential legacy project for New Brighton, that it recommends to Council that it:
  - 5.3.1 Allocate \$90,000 for a feasibility study to evaluate location and scope options for an all-weather hot salt water pool complex in New Brighton.
  - 5.3.2 Request staff to commission a feasibility study, with further input from the Community Advisory Panel as required.
  - 5.3.3 Request that staff report back to the Council on completion of the feasibility study with options and a recommendation for cost, location and scope of a hot salt water pool complex in New Brighton.
- 5.4 Alternatively, if the Community Board recommends a different legacy project or projects to the Council than indicated in 5.3, that the Council seek advice on feasibility and next steps.
- 5.4 That on completion of the work outlined in 5.3 and/or 5.4 above, the Council confirm the amount, source and timing of funding for any New Brighton legacy project.



ATTACHMENT 2 TO CLAUSE 1

# New Brighton Master Plan

*for public consultation*  
*December - February 2012-13*

## Summary of Submissions



**PREPARED BY**  
AERU – Lincoln University

**PREPARED FOR**  
Christchurch City Council

## Contents

Introduction to this report.....	4
The total number of submissions .....	4
Methodology .....	4
How to read this document.....	4
Overall summary of findings.....	5
Big Picture.....	6
Consolidation of the centre through rezoning of land .....	6
Agree: 90%; Ambivalent: 8%; Disagree: 2%.....	6
Enhancing the flow of pedestrian and cycle routes to, through and around the centre .....	7
Development of precincts: entertainment, retail/commerce and residential while encouraging mixed-use activities.....	8
Reinforcing the river to sea link through the centre and connections to recreation spaces .....	8
Additional big picture themes .....	9
Public Space Actions .....	10
A1 New north-south road corridor.....	10
A2 Continuation of road through the pedestrianised mall.....	11
A3 Bus interchange.....	12
A4 Upgrade of Marine Parade.....	12
A5 General streetscape improvements .....	13
A6 New public toilets.....	14
Additional public space actions .....	14
Private Space Actions .....	16
B1 Relocation of supermarket .....	16
B2 Develop an indoor entertainment hub.....	16
B3 Car parking improvements .....	17
B4 Provision of new pedestrian links.....	18
B5 New residential development .....	18
B6 Design guide for New Brighton Centre .....	19
Additional private space actions.....	20
Recovery together .....	21
C1 A stronger, active business association.....	21
C2 Provision of additional Council customer services .....	22
C3 Prepare a graffiti action plan .....	22
C4 Undertake transitional projects and events .....	22
C5 Appoint a New Brighton Case Manager .....	23
Swimming pool complex development comments .....	24
Swimming pool complex discussion .....	24
Respondent Details.....	25
Total number, percentage and ratio of respondents who wish to be heard.....	25
Actions that those who want to be heard disagree or strongly disagree with (count) .....	25

## **Introduction to this report**

This report presents and summarises the public comments made on the draft New Brighton Master Plan which was made available for public consultation from 17 December through 18 February 2013. Information was gathered through submissions gathered online, by mail, email, in person and through drop-in sessions.

## **The total number of submissions**

In total, 317 submissions were made on the Plan. Three hundred and seven (97%) were provided on the submission form for the Plan or through the Have Your Say form and 10 (3%) as free form submissions. Free form submissions were often in the form of a letter-style submission provided via an electronic (Word) document or by the respondent providing a submission formatted similarly to the official submission form.

## **Methodology**

Information is presented in two ways. Respondents were asked if they strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree overall and with particular actions within the Plan. The results of these responses are presented as charts, showing the frequency of each response. Note that totals don't always add to 100% (either 99% or 101%). This is a result of rounding to a whole number and dropping decimal places. This is a standard way to present frequencies.

The second type of information presented is the comments made by respondents on the Plan. Each comment was categorised into one or a number of themes and topics. The themes were based on the Plan's structure, while the topics evolved from the comments made. Information has been sorted, categorised, analysed and summarised in writing this report. Each comment has been read multiple times by analysts.

This report presents points repeated by multiple respondents and one-off ideas. The report also presents a count of the number of comments made about each topic.

The numbers presented in this report, because they are not randomly collected cannot be considered representative of the whole population. They are though a good representation of the opinions of those who submitted on the Plan.

## **How to read this document**

The structure of this report generally follows the sections contained in the Plan.

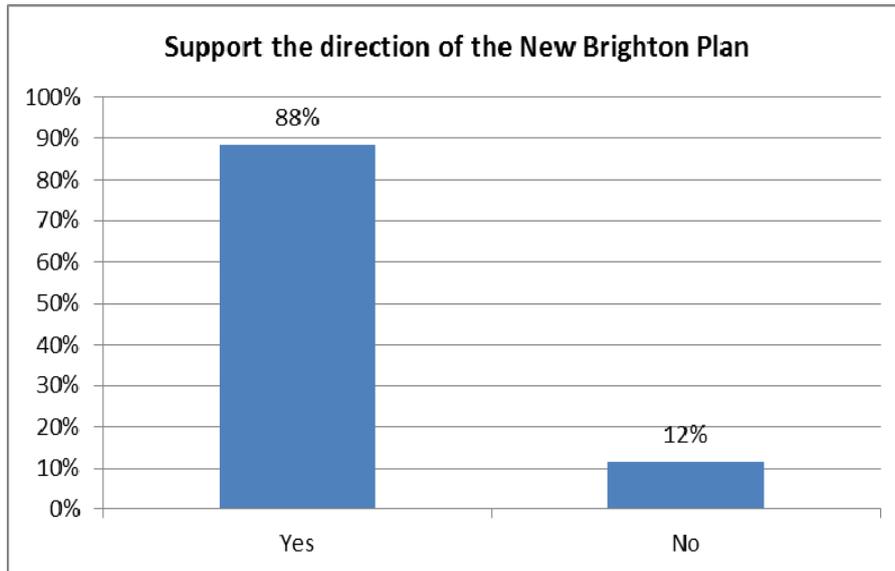
A significant number of comments were received on the development of a swimming complex in New Brighton. While these are considered outside the formal Plan the level of interest warranted including them in this report. A summary of the comments on the swimming pool complex is the last section of this report.

## Overall summary of findings

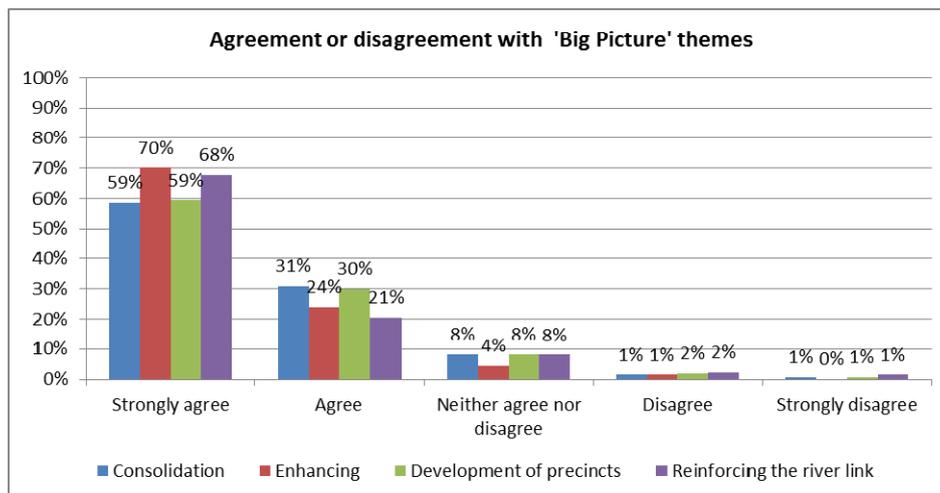
This discussion presents the most discussed topics within the submissions made on the plan.

- There was an 'overall' positive response to the Plan with many respondents indicating an appreciation for the initiative taken by the Council.
- However, with that appreciation, more than half of the respondents commented that the Plan lacked an 'anchor project' with enough 'wow factor' to make it viable.
- Many respondents identified with the alternative Swimming Pool Complex Plan as what it would take for the regeneration of New Brighton. Often, these same respondents suggested that there would be benefits for the South Island's tourist industry by creating a 'world class' seaside venue, thereby, making New Brighton an actual destination. Many cited the loss of Queen Elizabeth II swimming complex for the eastern suburbs, and its replacement potential in New Brighton, to be a logical and appropriate 'anchor project' that could revive the area.
- A large number of respondents who supported the development of an aquatic centre believed that such a complex would be far more beneficial to New Brighton than the 'entertainment hub' as proposed in the Plan.
- Many respondents suggested that another enhancement for New Brighton would be to establish a link from central city to the proposed Avon River Park through to the river's coastal outlet in the New Brighton area. Walking and biking accesses were recommended.
- Most respondents who commented on the topic, supported the idea of condensing the centre through rezoning the land.
- There was some confusion amongst the respondents about opening the Marine Parade, closing the Marine Parade and opening and closing the roads. This was mainly due to some respondents not understanding the concept, from the material presented in the Plan. On the actual issue of closing the road there was mixed opinions.
- There were clear suggestions that most of central New Brighton needed to be 'pedestrian friendly' and thereby, 'community friendly'.
- The suggestion to move the supermarket was very well received. Many of the respondents suggested that the current supermarket site would be a good place for the 'un-proposed pool complex'.
- Creating venues that were sheltered from the easterly wind and/or covered was recommended by many respondents. Landscaping was suggested to be in keeping with a seaside venue and maintaining such in a more exemplary way.

## Big Picture



There was strong support for the direction of the plan. Eighty eight percent of people stated yes when asked if they overall support the direction of the plan.



Respondents were asked how much they agreed or disagreed with the Big Picture Themes. At least 89% of people or more agreed or strongly agreed with each of the Big Picture Themes.

### Consolidation of the centre through rezoning of land

Agree: 90%; Ambivalent: 8%; Disagree: 2%

#### Best aspects

*Comments 49*

Respondents generally supported the consolidation of the centre. Some also provided reasons for their support. Supporting reasons included that it will contribute to a better community feel in the area by making it more efficient, viable, people friendly and interactive.

*The reduction and consolidation of the retail area into a more village like (sic) which will enhance contact amongst community.*

Respondents suggested the number of shops should decrease to ensure the premises are better looked after and that there is a good fit of shops that the residents can support.

*... reducing the number of commercial properties is essential. Rundown/empty shops destroy the momentum.*

Commercial centre consolidation was also supported, because it would create more space for other land uses such as residential.

### **Improvement suggestions**

Comments 10

Improvement suggestions for centre consolidation included the process that will be taken in the rezoning, the scale of the consolidation and future development considerations. Three respondents suggested that the Council should take over control of the land to ensure that a uniformed approach is taken to the rebuild. Others also expressed concern about the amount of time that might be involved in the plan change process.

*That, after rezoning land in accordance with the plan, the Council facilitate redevelopment by establishing a revolving land purchase fund to buy property to amalgamate titles or extinguish existing use rights, the land to be on-sold (or leased) for development under the new zoning.*

Others think that even though consolidation is needed, the scale involved in the plan is too excessive. Respondents stated that there will need to be consideration as to how future development will be allowed for, that if more people are attracted to New Brighton due to the Draft Plan's success then consolidation may be short sighted.

### **Enhancing the flow of pedestrian and cycle routes to, through and around the centre**

Agree: 94%; Ambivalent: 4%; Disagree: 1%<sup>1</sup>

### **Best aspects**

Comments 10

Respondents who commented on enhancing the flow of pedestrian and cycle routes stated that they think it is one of the best aspects of the plan. Further explanation of support was limited but included comments that the improved pedestrian and cyclist flow could have other uses such as training areas and be alternative transport option.

*A smaller walkable centre makes a lot of sense. Increased emphasis and provision for cyclists and pedestrians. New Brighton is a small suburb and easily navigable by cycle and foot, providing safe infrastructure for people to walk and cycle will reduce our reliance on the car.*

### **Improvement suggestions**

No respondents commented on how this big picture theme could be improved.

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<sup>1</sup> Note that the frequency numbers don't always add to 100%, this is because of rounding.

## **Development of precincts: entertainment, retail/commerce and residential while encouraging mixed-use activities**

Agree: 89%; Ambivalent: 8%; Disagree: 3%

### **Best aspects**

Comments 20

Development of precincts: entertainment, retail/commerce and residential was generally supported by respondents. Some stated that it would bring more cohesion between different parts of the area.

*The creation of precincts will give the area more cohesion and will hopefully bring new development into the business area.*

Some respondents supported the concept of mixed-use activities, particularly a mix involving retail/office and residential.

*Development of precincts, entertainment, retail/commercial and residential (with mixed-use activities) is also supported...*

### **Improvement suggestions**

Comments 4

There were limited comments from respondents about how this theme could be improved. Statements were made about having mixed-use throughout the area, meaning that residents could play a role in monitoring the area, the need to incorporate more green/open space and make better use of the foreshore by including it in the plan as an entertainment precinct.

*Would like to see a mixed use of residential and commercial all throughout the area e.g. like Sydenham, apartments above. Check out other seaside towns around the world. Not put into separate areas.*

*...Our suggestion is to allow a mixed retail/office and residential zone on Seaview Road's south side between Union Street and Oram Avenue.*

One respondent raised the concern that this theme was entirely dependent on landowners to put into action.

*Theme #3 depends entirely on landowners as to all but the last of these "development stars", so the role of the Council in devising actual business cases is minimal.*

## **Reinforcing the river to sea link through the centre and connections to recreation spaces**

Agree: 89%; Ambivalent 8%; Disagree: 3%.

### **Best aspects**

Comments 24

Respondents were generally in support of reinforcing the river to sea link. Reference was frequently made to the benefit of developing links to the river that would allow people to follow the river from the Central City and all the way out to the sea at New Brighton.

*Linkage to the river park with New Brighton e.g. being able to cycle/run from the city centre to New Brighton along the river park and then swim at the pool would be a great linkage for Christchurch.*

The need to make the most of the natural features surrounding the area was well supported.

*Given its unique location by the sea and near the river, the links to the natural environment should be enhanced as much as possible.*

### **Improvement suggestions**

Comments 6

Improvements that could be made under this theme included increasing the links to the sea through incorporating the foreshore area into the Draft Plan and considering how to best use that space, such as cafés and walkways.

*You really need to consider cafes-restaurants all along the foreshore next to the library, you have a chance here to make this right don't blow it again like they did 10-12 years ago. Don't believe me? Look at every seaside town around the world - look at Australia. Cafes and restaurants will simply transform and make New Brighton a wonderful place again. Don't do it and you will have a revamped sleepy hollow.*

### **Additional big picture themes**

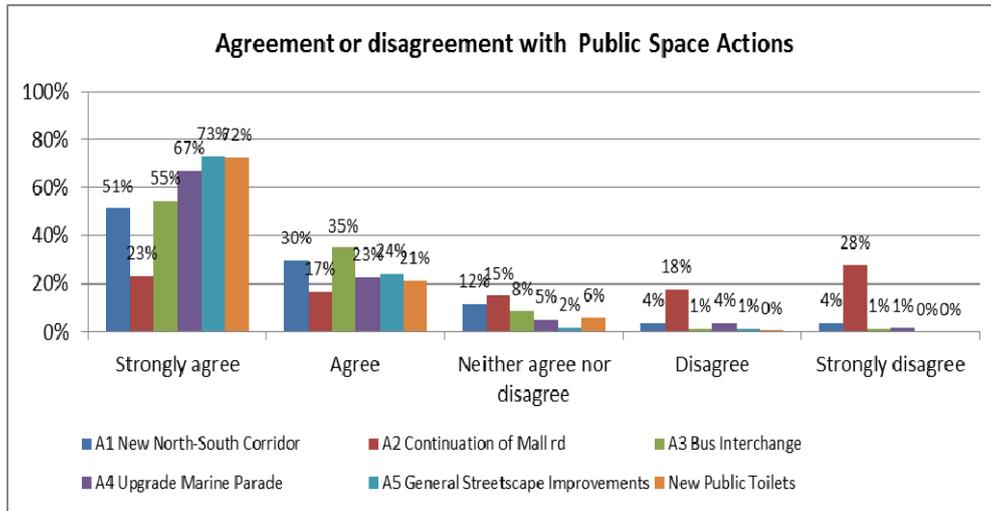
Often respondents included comments about the need to incorporate and consider ways in which people can be attracted to go to New Brighton. The need to be able to provide attractions within New Brighton that bring residents from across Christchurch, as well as national and international tourists, has been highlighted by respondents as a theme that could bring improvement to the Draft Plan. A lack of 'wow' factor is a statement repeated by a number of respondents.

*I love the overall direction of the master plan, and the majority of the goals. However it lacks any real point of difference or wow factor - it runs the risk of being just another suburban shopping area, or worse, 5-10 years after implementation it runs the risk of once again being a run-down out of date mall. It needs something to make it stand out, appeal to tourists and attract locals.*

The ideas put forward for this are generally about attractions that would bring people to the area that are more unique than what has been put forward. Many of these specify a swimming complex as something that could bring a greater focus to the area.

*New Brighton needs a focal attraction that is unique to Christchurch to attract all.*

## Public Space Actions



Respondents were asked how much they agreed or disagreed with the Public Space Actions. A low level of support was received for the action to continue the Mall Road with 40% of people agreeing or strongly agreeing with this action.

### A1 New north-south road corridor

Agree: 81%; Ambivalent: 12%; Disagree: 8%

#### Best aspects

Comments 62

There was a high level of general support from respondents for a new north-south road corridor. Many respondents stated that they thought it was one of the best aspects of the plan. Others provided the reasons why they supported this action. Particular support was given to the way planning the changes to the streets took into account providing shelter from the Easterly wind.

*Improving North to South shopping Roads to hide from the easterly winds would encourage shoppers to New Brighton.*

Other reasons to support the road layout changes were; improving traffic flow to the Centre, opening up space for other developments and that it can lead to diverting traffic away from Marine Parade.

*A1 – Oram Ave extension is a good idea, and is crucial to the Waterpark proposal in terms of road layout. Given that if Marine Parade is closed off or bridged (see A4, below) this road will take a large fraction of the diverted traffic, its design needs to be more robust than is perhaps indicated*

#### Improvement suggestions

Comments 32

Some respondents didn't agree with a new north-south road corridor and others suggested improvements, especially in the way it is handled. The reasons given for not supporting this action included that the area doesn't need more roads and moving the road divides up the mall area and that there is a need for more pedestrian space in general to encourage walking.

*Strongly dislike the proposed roading and access, because the proposed roads will divide up the mall area, separating retail from entertainment. This will make it unfriendly to pedestrians. It will also leave little room for outdoor areas and decent landscaping. I don't think the proposed roading helps achieve the stated goals, particularly those related to making it an attractive public space which is accessible to all users.*

The suggestions that respondents have made in relation to this action include: making the new corridor one way; limiting speeds to 30 km/hr.; stopping the road at the top end of Oram Street; having no on-street parking; ensuring that there are no roads crossing the corridor and that pedestrians take priority. Other options are also suggested such as extending Shaw Ave into Union St. This was another alternative suggestion;

*Oram Ave (currently a massive waste of bitumen) needs to be made the main thoroughfare from Mountbatten/Shackleton Sts to Kepple St, returning to Marine Pd behind the New Brighton Club.*

## **A2 Continuation of road through the pedestrianised mall**

Agree: 40%; Ambivalent: 15%; Disagree: 46%

### **Best aspects**

Comments 22

There were some respondents who supported opening up the mall to traffic, with the main reason being that it would bring more people into the retail area. Two respondents had this thought.

*As we have seen previously, the pedestrian mall has become stagnant and revitalization through the encouragement of traffic flow (pedestrian, cycles and motor vehicles) is, in my opinion, one of the main benefits of this Draft Plan.*

Most comments that supported this action were in support of the general redevelopment of the mall, that any revitalisation would improve the mall aesthetics and therefore bring more people into the area.

### **Improvement suggestions**

Comments 86

A significant number of respondents were strongly opposed to this action, with the main reasons being concerns about safety and the loss of public space for people to meet in, particularly the space for the market to take place.

*"Shared space" is nonsense as both vehicles and pedestrians are inconvenienced. Pedestrians, particularly parents, do not feel safe and relaxed and car drivers are frustrated by delays. The mall should remain pedestrian for the same reasons. Car drivers will gain nothing by being allowed to crawl through the area and all chances of creating an inviting outdoor area for restaurants, street entertainers street markets etc. will be lost. The existing streetscape is very attractive and well established and would inevitably be compromised by introducing traffic.*

Some respondents were concerned that this action would impact on pedestrians' full access to the beach and also that it would have a limited impact on improving retail performance. Suggestions that were made by respondents include: covering the pedestrian area of the mall; limited car speeds along new roads; restricting access during certain hours of the day (e.g. 10am and 5pm); improving shelter along the mall and emphasising a shopping square rather than road mall.

### A3 Bus interchange

Agree: 90%; Ambivalent:8%; Disagree: 2%

#### Best aspects

Comments 49

There was general support for this action, with a number of respondents listing it as one of the best aspects of the plan.

*Bus interchange and new residential development. Both these aspects will bring people in and offer alternative accommodation for those who like to live in small spaces and they won't need a car. Hopefully it will attract a more multi-cultural diverse range of people in New Brighton.*

#### Improvement suggestions

Comments 17

There were some concerns from respondents about the location of the bus interchange, with particular reference to the need for it to be closer to the main public spaces. Also, that just having stops on the roadside would allow the space to be used for other things and the need to consider other road users.

*The location of the bus exchange and cycle links on the same street (Beresford Street) needs some thought to prevent conflict. Buses and bicycles should not meet!*

A number of suggestions were made about what should be incorporated into the bus interchange, including: bus driver layover facilities; sheltered areas and walkways; protection from vandalism; park and ride provisions and cycle lock up facilities.

Two respondents disagreed with this action, stating that it would bring trouble into the area.

*Don't want the bus interchange. Brings the trouble to the area. We don't need lots of buses at one time, just need a regular bus schedule. The bus interchange area could be used for something else.*

### A4 Upgrade of Marine Parade

Agree: 90%; Ambivalent: 5%; Disagree: 5%

#### Best aspects

Comments 40

There was general support for the upgrade of Marine Parade, particularly the improvement of connections between the mall and foreshore areas. The concept of shared space is seen to make this more user friendly.

*I think rerouting Marine Parade traffic and having good pedestrian/family areas that can flow from the mall area to library and the beach will be great.*

#### Improvement suggestions

Comments 53

A number of respondents suggested that Marine Parade should be closed off to traffic between Hawke and Beresford Street, along with some respondents that seemed to have the impression that the Draft Plan proposed to do this.

*Don't close or reduce traffic flow through Marine Parade. Marine Parade is a main Road. When a motorway circumvents a town the town dies. A lot of traffic such as cars with trailers, trucks, refuse trucks, emergency services, passenger cars, etc. use Marine Parade. Diverting traffic through the shopping area would cause traffic jams in the shopping precinct and be dangerous. A traffic count should be conducted on Marine Parade over the summer to gauge the traffic flow volume.*

Some respondents supported the idea of closing Marine Parade to traffic, while others were opposed as they thought it was a vital transport link. Other comments regarding this were about the road layout and how this should be managed in conjunction with other road actions (A1 and A2). For example:

*A4) no vehicles exiting [sic] the mall here. There is not enough room and it is a pedestrian thoroughway. Connection here to library and beach to be enhanced, close Marine Parade from Beresford St. to Hawke St. Cycles and emergency and service vehicles (after hours) only. Add disabled and pram access to library direct from mall. Upgrade space, beautify view of clock tower, war memorial and whale park as places to discover!*

Three respondents stated that the upgrades of Marine Parade should take into consideration the development of a swimming complex, but were mixed regarding where traffic should be directed to.

*If the pools go in Marine Parade should not be closed off. It is the only through road from North Beach to Southshore and you don't want through traffic going around shopping streets. It's time wasting and dangerous.*

Respondents suggested improvements to Marine Parade which include; open courtyard area between mall and library, cafes and retail development along Marine Parade, allowing traffic through only on weekdays, enhancing the clock tower, exploring the possibility of a boardwalk and improving the area around the library.

## **A5 General streetscape improvements**

Agree: 97%; Ambivalent: 2%; Disagree: 1%

### **Best aspects**

*Comments 49*

There was general support for improving streetscape. Overall, tidying up and revamping the area was supported. Specific support was given to the water sculptures and play features, which respondents thought are an excellent idea. Some respondents also supported the proposed planting and street furniture.

*Looks visually appealing and welcoming. Will draw people from outside the Brighton area which will bring more money into the area and businesses. Great mix of retail and pleasure activities for all the family. Trees, love the idea of more green areas!*

### **Improvement suggestions**

*Comments 27*

Respondents made suggestions about the types of planting and street furniture that should be incorporated into the plan. These included: retaining all the palm trees; quick growing trees suited to dry sandy soils; fruit trees on public land; a focus on native plantings; greenways; removal of concrete kerbs; unique playgrounds; signage with interesting or historical facts; appropriate materials; quality lighting and artwork, pedestrian crossings; and plans in place to keep the streetscape well maintained.

## A6 New public toilets

Agree: 93%; Ambivalent: 6%; Disagree: -

### Best aspects

Comments 31

There were a number of comments in support of new public toilets, with some expressing specific support for the location of the toilets in a central location.

*I strongly support new public toilets that are centrally located, thoughtfully designed, safe and attractive.*

### Improvement suggestions

Comments 15

Respondents made suggestions of what needs to be included in the design of toilets, in particular; baby change and disabled facilities, the need for them to be bigger and more creative or themed.

*A6- New Public Toilets: These are well placed but far too small. The design needs to be expanded to include a family change room and to be well lit at night. The design could be creative, minimise vandalism and be innovative reflecting a beach or water front theme.*

There was also concern expressed about the need to retain toilets close to the beach and that there is a need for more toilets in that area.

## Additional public space actions

Comments 70

A range of different actions or ideas were put forward by respondents about public space actions. Some of these were suggested regularly and others less frequently or just by one respondent. The most supported actions were:

- an aquarium;
- the need for Saturday or indoor market space;
- an amusement park or arcade;
- improvements to the Pier and how it is used;
- picnic or recreation spaces

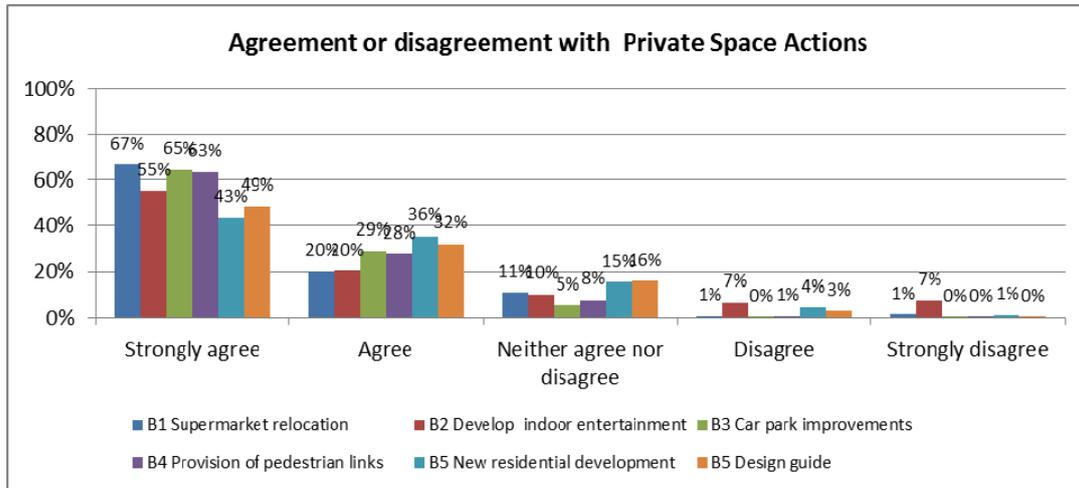
There were also comments relating to the need to improve the police presence and CCTV security cameras to prevent crime.

Other actions that a smaller number of respondents mentioned were:

- small cinema;
- meeting places for young mothers and toddlers;
- better provision for the elderly;
- covering the concrete steps alongside the library for an entertainment area or multi-purpose stage;
- community centre;
- youth facility;

- strengthened wind breaks;
- improved beach access particularly for the disabled;
- places to park bicycles;
- an arts centre that could have galleries and workshops.

## Private Space Actions



Respondent were asked how much they agreed or disagreed with the Private Space Actions. At least 79% of people or more agreed or strongly agreed with each of the Private Space Actions.

### B1 Relocation of supermarket

Agree: 87%; Ambivalent: 11%; Disagree: 2%

#### Best aspects

*Comments 62*

With regard to relocation of the supermarket, retrieval of a prime location and better utilisation of the beach front were two of the best aspects most commented on by respondents. There was a generally strong positive feedback with little additional input other than one comment suggesting that perhaps underground parking for the supermarket might be considered.

#### Improvement suggestions

*Comments 15*

There were several comments that suggested the site of the old supermarket might be a good position for the pool (not explicitly included in the plan). One comment suggested Countdown should build and finance their own building; the need to attract an additional supermarket; and another comment suggesting Central New Brighton School should be allowed to expand into the old site. There were only two negative comments about moving the supermarket because of the cost involved.

### B2 Develop an indoor entertainment hub

Agree: 75%; Ambivalent: 10%; Disagree: 14%

#### Best aspects

*Comments 69*

The bulk of the respondents on this topic thought that a covered entertainment venue would be particularly beneficial for alleviating the adverse weather conditions that diminishes the appeal for New Brighton as a destination. However, most of the respondents qualified the entertainment hub's appeal by the desire to have a swimming facility, as the following comment reflects:

*The entertainment hub has huge merit, but it would be an even better draw & enhancement if the water sports venue as put forward by a Burwood/Pegasus councillor was located as part of the hub and linked to the beach. This would be stunning and [do] so much to revive New Brighton. It would also make the landlords to start upgrading housing.*

And, those who did not point specifically to the alternative plan still remarked about the need for a pool, as the following comment reflects:

*I am so impressed with the proposal; I so would love the indoor entertainment hub to go ahead (cinema, ice skating, playground etc.). The only thing I would love to see added is an outdoor swimming pool on the beach front just like they have around the playgrounds in Surfers (Australia). New Brighton is such a unique area it so needs to be updated and upgraded.*

### **Improvement suggestions**

Comments 70

Most people commented that the proposed entertainment hub was not geared for a suburb of swimmers and water enthusiasts. A few commented that it was not well designed for an aging population. Several respondents worried that the entertainment hub would pull in few to no investors and provoke a negative outcome as the following comment suggests:

*Entertainment / leisure hub. This will simply become a 'hangout' for youth not necessarily to do positive things and even with this in such a prime area it is not going to attract significant 'outsiders' and will have limited attraction of investors / tenants in surrounding spaces. The leisure pool facilities as promoted by others will attract not only local people but those remote.*

Most respondents requested that a 'water focused facility' and 'aquatic theme' would make a more viable option, as follows:

*The pool complex (as suggested by Dave East and Tim Sintes) needs to be the focal point of New Brighton - the rest needs to go around it. I like the idea of an entertainment hub but it is not enough to attract large numbers of visitors both domestic and international. The idea of reducing the mall in size is short sighted when you consider the pool complex as part of the NBMP.*

As well as, the following:

*The proposed entertainment hub lacks the 'wow' factor. The biggest natural feature of New Brighton is the beach and the ocean and this naturally lends itself towards a swimming/aquatic facility in New Brighton, such as that proposed by Community Board Members Dave East and Tim Sintes.*

### **B3 Car parking improvements**

Agree: 94%; Ambivalent: 5%; Disagree: -

#### **Best aspects**

Comments 33

Generally, respondents who commented on car park improvements were in favour of improved car parking spaces, with most expressing praise for the ideas outlined. Some also indicated support of better landscaping for car parks and streetscapes, particularly the ideas for plantings, and it was suggested that these plantings be suited to adapting to the harsh easterly sea-side wind.

**Improvement suggestions***Comments 35*

While the ideas for new car parking facilities were generally well received, a small number deemed these inadequate. Some respondents suggested ways in which these ideas could be improved. Many felt that the current car parking facilities are unsightly and wished for improvements in appearance. Additional to this, the current car parking area was thought of as not 'user-friendly' or 'safe', and there was a clear desire for better, more pedestrian-friendly access. While new car parking was viewed as necessary by most respondents, there appeared to be a division of opinion between whether more or less car parking space is necessary.

The specific division in parking opinion was that some thought that there is currently too much, whereas others raised the question of where will people park if New Brighton does attract more visitors.

**B4 Provision of new pedestrian links**

Agree: 91%; Ambivalent: 8%; Disagree: 1%.

**Best aspects***Comments 40*

There was a strong support for the proposal to incorporate new pedestrian and cycle links into the future layout of New Brighton. Easy, 'walkable' pedestrian access was viewed as inherently important for the future of the area, and many respondents wished for priority to be given to pedestrians and cyclists, especially around retail and entertainment areas.

**Improvement suggestions***Comments 14*

Although the plans for new pedestrian links were considered necessary by most respondents, many also felt that more could be done to make such features as useful as possible to the public. Respondents expressed concern that the area around Marine Parade would be dissected and 'divided up' if roads were to be allowed to pass through.

One respondent did not believe that the idea of shared space for pedestrians and vehicles had any merit, while another warned that a road would 'get in the way'. It was highlighted that such an arrangement would not be 'user-friendly' and would cause safety concerns. Hence, there was a desire among many for Marine Parade and its adjacent areas to be 'pedestrianised'.

Other suggestions put forward by respondents included a need for sheltered walkways between public places such as shops, handrails and ramps to cater to the needs of disabled members of the public, and a 'central cycle way' to provide ease of movement for cyclists.

**B5 New residential development**

Agree: 79%; Ambivalent: 15%; Disagree: 5%

**Best aspects***Comments 28*

There was general support for new residential development. Respondents that commented on this action supported the transfer of unused commercial areas to residential.

*The plan to rezone part of the commercial area for residential purposes is to be commended.  
The economic assessment makes it abundantly clear that New Brighton has far more*

*commercial space than it requires, and the surplus of commercial premises used for low-grade commercial activity detracts from the viability of the centre as a whole. Replacement of non-viable commercial buildings by housing would be positive socially and commercially.*

### **Improvement suggestions**

Comments 20

There were a number of respondents who commented on the need to incorporate housing with the commercial area to improve the use of the area and provide a higher level of surveillance for security, especially at night time.

*New Residential development is an improvement but we feel the area along the south side of Seaview Road from Union Street to Oram Avenue should also include residential living to reduce the crime issues currently exacerbated by the lack of activity in this area, leaving dead spots and dark spots. Apartments above the retail shops would reduce this concern.*

Respondents also expressed concern about the types of housing development in the Draft Plan. Some suggested that mid-level priced housing would be more appropriate, while a few stated the need for improved affordable housing.

*Why have low cost housing? we are not all poor over here for many it is a lifestyle choice. Mid-level housing would add appeal and uplift the area. Low cost housing reeks of potential slum type living. Low rise quality apartments for professional couples and smaller quality homes that will attract back older people who have been forced from their homes but wish to stay in the area*

One respondent suggested the Council should take on the role of a proactive investor, or be involved in joint ventures to encourage development in the area.

## **B6 Design guide for New Brighton Centre**

Agree: 81%; Ambivalent: 16%; Disagree: 3%

### **Best aspects**

Comments 21

There appeared to be a general consensus among respondents that, in the words of one respondent, making New Brighton a destination is 'vital'. Praise was given for ideas relating to building colour and modern designs and utilising the existing natural beauty of the area. The design guide was also described as being good for 'linking parts together', consolidating retail areas and making them modern and tidy. The design guide was also viewed as delivering 'visual consistency' to supplement the written plans for New Brighton.

### **Improvement suggestions**

Comments 21

The main aspects of the design guide which appeared to be of concern to respondents was the consistency of buildings. It was suggested that separate ownership of buildings in New Brighton may make it too difficult to establish consistency, or a 'theme'.

While some emphasized that there was a need to retain some older buildings for character, new, quality buildings were also an important requirement for the future of New Brighton. It was also suggested by some that new shops ought to be of a higher quality, instead of the current presence of second-hand shops.

Others expressed that they would like to see a focus on building quality sea-front structures and updating pier side buildings. Finally, respondents indicated concern that there was an apparent lack of attention given to 'accessibility for all' in the design guide, while others urged consistent upkeep and maintenance in the future for all buildings.

### **Additional private space actions**

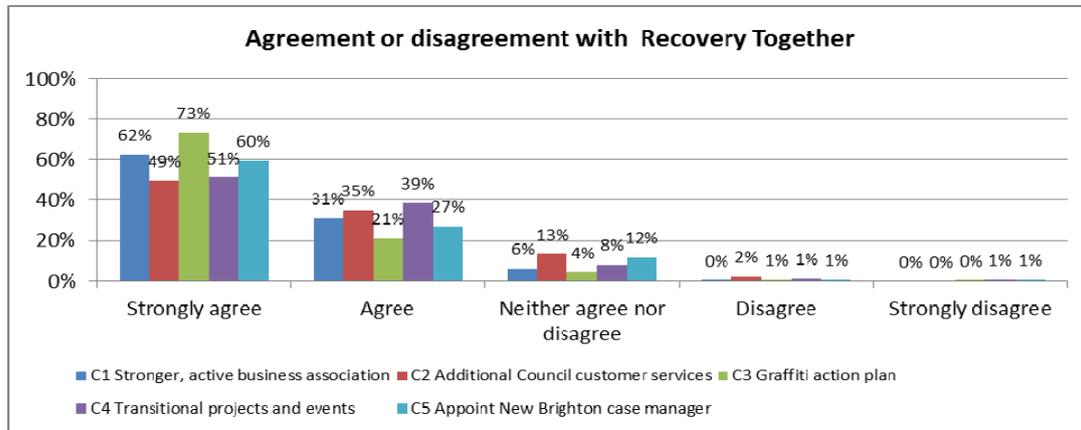
*Comments 17*

Respondents made suggestions about additional private space ideas including:

- the need for cafes and restaurants along the foreshore;
- that the 'Wave' pub should be moved from opposite the library;
- provision for retirement complexes;
- no more liquor outlets or pokies;
- the possibility of large scale retailers establishing outlet shops in an outlet shopping precinct and an ice cream parlour.

A number of respondents made statements about the need to consider future accommodation provision, such as: resort style; high rise apartments incorporating conference facilities; and DOC style camping facilities.

**Recovery together**



Respondent were asked how much they agreed or disagreed with the Recovery Together actions. At least 84% of people or more agreed or strongly agreed with each of the Recovery Together Actions.

**C1 A stronger, active business association**

Agree: 93%; Ambivalent 6%; Disagree -

**Best aspects**

Comments 5

There were very few comments about a business association, but there was one positive comment that suggested they were pleased that there was some work being done with the business association and one comment that stated:

*Strengthened Business Association: New Brighton needs to have an active business association supported by its land owners and business owners and should be provided with resources to support its establishment. A business activity compatibility guide could prevent inappropriate tenancies within the Master Plan area.*

**Improvement suggestions**

Comments 7

There were several comments suggesting the need to oversee what types of businesses and how many of each type would be allowed after revitalisation. One comment suggested a Chamber of Commerce might be in order and another said:

*The business association needs to be supported with good resources and advice. I would like to see a leasing guideline adopted (similar to Mall lease contracts) to keep the focus on entertainment, leisure and art/creativity. Let's not have the junk shops get a foot in the door again.*

## C2 Provision of additional Council customer services

Agree: 84%; Ambivalent: 13%, Disagree: 2%

### Best aspects

Comments 11

The few who responded felt that including additional Council customer services would be good, for the same reasons as stated by this respondent:

*Including additional council services met with strong support as for decades now, the only counter services available have been at The Palms which is stressful and inconvenient for parking.*

### Improvement suggestions

Comments 4

Some thought that there was a need to add to the current services that are provided, in the form of more Council and community Open days for meeting and developing creative ideas. Another thought that a Council Function Centre is need and another though a Service Centre should be located in New Brighton.

*Council customer services is a must. The Palms service centre is under pressure for parking access and the library. The ideal placement for a second service centre is New Brighton.*

One respondent thought that the Council already spends too much money and that building in the future will be unaffordable. They suggested less discretionary spending of rate payer funds.

## C3 Prepare a graffiti action plan

Agree: 94%; Ambivalent: 4%; Disagree: 1%

### Best aspects

Comments 13

Respondents agreed that there was a need for a graffiti action plan, one which should incorporate cameras and a 'no tolerance' policy. However, one respondent suggested:

*The inclusion of "green fences" would be a great deterrent. Working with the local Art Gallery's mural team to provide art lessons to develop from graffiti vandal to artist could be further developed.*

Another respondent suggested that providing a 'canvas' or designated area for graffiti art may help to alleviate the current problem with graffiti.

### Improvement suggestions

Comments 9

The few respondents who commented in this area believed there is a need for providing more walls as 'canvas' for the purpose of graffiti art, as well as increasing security.

## C4 Undertake transitional projects and events

Agree: 90%; Ambivalent: 8%, Disagree: 2%

**Best aspects**

Comments 5

Overall, there were very few comments in response to undertaking transitional projects and events. Several respondents put forth their own ideas as development of some container shops, reclaiming the 'City to Surf' to finish in New Brighton, and a proposal for an event called 'Noel Festival'.

**Improvement suggestions**

Comments 12

A couple of respondents were worried about the ongoing noise resulting from events in the New Brighton area. One respondent summed up their concerns, as:

*...urge caution and argue for a limitation of bureaucracy here. Consents for events and associated temporary structures tend to be the bane of community organisations who suggest them, only to find themselves saddled with fees, Traffic Management Plans and other imposts which take a good deal of volunteers time to wade through, and which demand a high level of familiarity with Council processes.*

*Often, faced with these obstacles, these groups then decide to go under the radar or to abandon the proposal. Neither are useful outcomes, and the CCC needs to introspect and make these proposals much easier and cheaper for community groups to navigate through. Customer responsiveness is the call, here.*

**C5 Appoint a New Brighton Case Manager**

Agree: 87%; Ambivalent: 12%; Disagree: 2%

**Best aspects**

Comments 9

Respondents were in favor of a new case manager, with one respondent suggested a particular person as a possible candidate and one respondent stated.

*The Board strongly agrees with this intention as it will provide a single point of contact with the Council for business operators, land owners and developers.*

**Improvement suggestions**

Comments 3

Several comments suggested that the case manager should be a local, with local knowledge, passion and an ability to see the 'big picture'. It was also suggested that this person be answerable to New Brighton residents. One comment suggested:

*If you are going to appoint a specific case manager make sure you appoint an advisory group made up of a mix of residents (cultural, age, gender, SES etc.) and other experts (recreational) to advise this person so they don't take off on tangents. The reporting to the advisory group should be regular and outcome focussed.*

## Swimming pool complex development comments

This section has been included because of the high level of interest in the community expressed by the large number of comments made on this topic.

### Swimming pool complex discussion

Comments 322

There were an over-whelming number of respondents that took exception to the Draft Plan's omission of a swimming pool complex. Many of the respondents interchanged various ways of referring to a 'water facility' as indoor/outdoor swimming complex; aquatic facility; water park; waterpark concept; aquatic centre; aquatic centre plan; water leisure activity centre; aquatic leisure centre; water based activity centre; water park proposal; pool complex; swimming pool complex; salt water pool complex; aquatic development; water park features; aqua park; swimming pool and recreation complex; waterpark plan; swimming pool and recreation complex; and aquatic salt water pools idea. A large portion of the respondents were in agreement with the following statement:

*In general I do support the Draft New Brighton Centre Master Plan... BUT only with the inclusion of the pool complex that has been proposed by Burwood-Pegasus Community Board members David East and Tim Sintes.*

This water park plan was supported and designated as an 'anchor project' that would make New Brighton a destination in its own right; replace the much loved and missed QEII; as well as bring back the confidence to the business community to invest in New Brighton. One comment that summarizes the many comments is as follows:

*Overall the plan is a good start. New Brighton is at the point of confident growth if commitment is given for some positive and lasting developments. With the demise of a large part of sporting fixtures (QE2) in this area the whole of the city will ultimately gain with well applied plans and development like the Aquatic Centre. There is the ability to enhance the area to what it should be. People will come when there is something to come for, the community will grow and business prosper when the people come, New Brighton and the surrounding areas/suburbs will also grow and improve as the wave of positivity extends out from the New Brighton 'hub'.*

There were a couple of comments that did not want the money from QEII to be spent on the proposed swimming complex. Other comments suggested the community should not have to wait too long for a swimming pool because of the health and safety provisions that a pool complex brings to the community for the next generation of swimmers.



31. 7. 2014

- 35 -

## ATTACHMENT 3 TO CLAUSE 1

## List of Submitters Wishing to be Heard and Their Response to Draft Plan Actions

ID	Name & Organisation	ID	Name & Organisation
9	Dave Evans	179	Tracey Knox
10	Eliseo Dayo	183	Melanie Glass
17	Michael Stewart	187	Louise Wedlake
20	Pete	189	Natasha Rae
22	Lesley Fulford	192	Evan Smith
24	Kim Jackson	197	Stephen Livesey (Shoreline Fitness)
25	Julie O'Rourke	203	Jana Druery
28	Amanda Coton	204	Jacqui Tood
29	Joel Browne	205	Jim Holmes
33	Michael Robinson	211	Neil Pattinson
41	Ben Sainsbury	212	Murray Irvine
42	Straton Logan	213	Simon and Dulcie Brown
49	Angela Chamberlain	217	NR Chamberlain
51	Chris Sheppard	223	Jill Summer
57	Deborah Urwin	226	Andrew Williamson
62	Leonie Cook	232	Michele McCormack
67	Warner Mauger	237	Darren Rooney (South Brighton Res. Assoc.)
69	Barbara Dolamore	239	Adrienne Lingard (Avondale Res. Assoc.)
72	Costa Kerdmelidis	245	Tim Scott
75	D. Kingi-Patterson (Tuatara Films)	247	Jennifer Heller
79	Wendy Dobson	251	Rebecca May (Renew Brighton)
81	Liarne Tamaiparea	252	David Close
85	Gemma Smith	253	M. Beanland & D. Percy (Dallington Res. Assoc.)
86	Simon McBrearty	256	Linda Stewart
91	Darin Millar	258	A. Kennedy (Environment Science & Mgmt)
92	Andrew Smyth	259	David East
101	Lynne Newman	261	Sarah Butterfield (New Brighton Project)
110	Cliff Dunn	264	Blair Hughes (Paper Plus New Brighton)
120	Abby Norton	265	Paul Zaanen (NBBLA.)
122	Phil Adamson	266	Mike Graham
133	Jason Muru	274	Rachael Tobeck (Tamara Park Res. Assoc.)
136	Kristin	277	Jason Mill (Pivnice Architecture)
138	Allan Collins	280	Michael Ward
139	Vickey Rapley	282	David Baines (Parklands Res. Assoc.)
141	Brett Hawkes	289	Peter V Haughey
143	Amanda	291	Fay Birch
145	Yvonne Curtis	294	Bryan Ritchie
146	Mrs Royds	295	Douglas Reid
147	Nicholas Laxton	303	Lesley and Richard Ahomiro
152	Jocelyn Smith	305	David Gower (Braille Signs Ltd)
153	G Cox	306	Wayne Dharen
158	Todd Carnines	316	Christine Bell
165	Tina Mackie	317	Nicole Reddington
177	James Davis		

31. 7. 2014

- 36 -

## List of Submitters Wishing to be Heard and Response to Draft Plan Cont.

	Project Area	Project name	Support (Strongly Agree/Agree)	Neither agree nor disagree	Oppose (Strongly Disagree/ Disagree)
	Overall direction		67	9	11
	Big picture theme	Consolidation of the centre	69	5	5
	Big picture theme	Enhancing the flow of pedestrians and cycle routes	73	4	2
	Big picture theme	Development of precincts	68	8	3
	Big picture theme	Reinforcing the river to sea link	67	9	3
	Public space projects (A)	A1 New north-south road corridor	61	7	10
		A2 Continuation of the road through the pedestrian mall	25	12	40
		A3 Bus interchange	70	6	1
		A4 Upgrade of Marine Parade	65	7	5
		A5 General streetscape upgrades	74	2	1
		A6 New public toilets	74	4	0
	Private space projects (B)	B1 Relocation of the supermarket	64	11	3
		B2 Develop an indoor entertainment hub	57	8	13
		B3 Car parking improvements	74	3	1
		B4 Develop new pedestrian links	70	6	2
		B5 New residential development	58	12	6
		B6 Design guide for New Brighton Centre	60	13	6
	Recovery together (C)	C1 Develop a stronger, active business association	73	4	0
		C2 Investigate providing additional Council services	63	12	1
		C3 Prepare a graffiti action plan	72	3	2
		C4 Undertake transitional projects and events	68	7	2
		C5 Appoint a New Brighton Case Manager	67	8	1

31. 7. 2014

- 37 -

## ATTACHMENT 4 TO CLAUSE 1

## Stakeholder Feedback to the Draft Plan, Officer response and proposed amendments

This table contains a summary of the feedback received from:

- (i) submissions to the Council's Draft New Brighton Centre Master Plan;
- (ii) a draft plan prepared by Align Limited in conjunction with the New Brighton Landowner and Businesses Association; and
- (iii) the Community Advisory Group (CAG) for Sumner, which was established by the Burwood Pegasus Community Board.

The table also contains Officers' response to this feedback and proposed amendments to the Council's Draft Master Plan before it is adopted by the Council.

Ref	Description	Stakeholder feedback	Officer Response and proposed amendments
	Overall MP direction	<b>Submitters</b> - Overwhelming support (88% submitter support).	Retain direction, however, review and update the Draft Master Plan's vision and goals to ensure they appropriately reflect changes to the Master Plan arising from the following proposed amendments.
		<b>Align</b> – no specific comments.	
		<b>CAG</b> – no comment	
	Big Picture Theme - Centre consolidation through rezoning	<b>Submitters</b> - Overwhelming support (90% submitter support).	Retain in principle (i.e. principle of consolidated commercial activity in some shape or form) but review and amend final Plan if necessary based on the findings of further investigations into centre consolidation and land rezoning.
		<b>Align</b> – The draft plan shows an exact copy of the Council's consolidation proposal/plan. It also indicates mixed-use development to the north of the existing centre, extending north along Marine Parade (currently L4C zone), and west along Hawke Street past Shaw Ave.	Expansion of mixed use commercial opportunities beyond the centre contrasts/conflicts with the findings of the economic analysis, which recommend centre consolidation (i.e. a reduction in the size of the existing commercial centre).
		<b>CAG Recommendations</b> – 1.1 "Support the Draft Master Plan's big picture theme for consolidation of the commercial centre"	Retain in principal but review and amend final Plan if necessary based on the findings of further investigations into centre consolidation and land rezoning
	Big Picture Theme - pedestrian and cycle flow	<b>Submitters</b> - Overwhelming support (94% submitter support).	Retain but investigate opportunities to increase detail and clarity in order to strengthen this theme.
		<b>Align</b> – The draft plan shows a copy of the Council's illustration/plan for pedestrian	Strategic connections are referenced in the Draft Master Plan. However, Align's proposed level of connectivity is beyond the scope of the

31. 7. 2014

- 38 -

		and cycle links copied straight from the Draft Master Plan. The draft plan also indicates an extension to the Coastal Pathway to connect with a Residential Red Zone-Estuary walking route, as well as an implied tramway link.	existing Draft Plan which focuses on the commercial centre.
		<b>CAG Recommendation – N/A</b>	N/A
	<b>Big Picture Theme – precinct development</b>	<b>Submitters</b> - Overwhelming support (89% submitter support).	Retain but review Entertainment precinct concept (refer comments on Action B2), identify alternate option/s for the redevelopment of this site, with and without a supermarket relocation, and insert in the final Master Plan. Also acknowledge the foreshore as an existing precinct (with associated recreation, open space and tangata whenua values). Strengthen references to mixed use development opportunities within the commercial centre providing this is consistent with the policy direction of the District Plan Review.
		<b>Align</b> – The draft plan shows an exact copy of the Council's precinct plan/concept. It also shows two other precinct concepts; two areas of mixed-use development (to the north and to the west of the existing centre).	Expansion of mixed use commercial opportunities beyond the centre contrasts/conflicts with the findings of the economic analysis which recommend centre consolidation (i.e. a reduction in the size of the existing commercial centre).
		<b>CAG Recommendation – N/A</b>	N/A
	<b>Big Picture Theme – River to sea link and recreation connections</b>	<b>Submitters</b> - Overwhelming support (89% submitter support).	Retain but investigate opportunities to increase detail and clarity in order to strengthen this theme, especially with respect to Ngai Tahu's historic and contemporary relationships to the area.
		<b>Align</b> – The draft plan shows an exact copy of the Council's consolidation proposal/plan. It also indicates development within the foreshore area e.g. a hot pool facility, a water park, a new stage area and a re-landscaped lawn/paved area.	The foreshore area itself is outside the scope of the Draft Master Plan. Similarly, a water park and hot pool proposal on the foreshore is outside the scope of the existing Draft Plan. The hot pools proposal is more relevant to the potential Legacy Project and the waterpark proposal is more relevant for the Eastern Recreation and Sports Facility for which separate processes are currently underway. Changes to the foreshore could be considered in any future foreshore redevelopment/improvement plan. In the meantime, the Draft Plan does show connections between the foreshore and

31. 7. 2014

- 39 -

			commercial centre (i.e. a commonality between both plans). Explore opportunities to strengthen foreshore linkages in the Plan through text changes and/or illustrations for the final Master Plan.
		<b>CAG Recommendation - 5.1</b> "Investigate new options for more public space projects, features, focal points, gateways and landmarks. Project objectives include drawing visitors to the commercial centre, creating centre gateways/arrival points, expressing local character and identity, and assisting visitor wayfinding".	Further explore opportunities for public space projects, features, landmarks, gateways and signage, and prepare any necessary amendments to text/drawings in the final Master Plan.
<b>A1</b>	<b>New North-South Road Corridor</b>	<b>Submitters</b> – Strong support (81% submitter support).	Retain
		<b>Align</b> – the draft plan supports this concept	Commonality between the Draft Plan and the draft Align plan.
		<b>CAG Recommendations</b> – 1.2 "Explicitly acknowledge the north/south reorientation of the eastern portion of the commercial area. 2.1 "Explicitly refer to the proposed Oram Ave extension/new road as the number one priority of the Master Plan because it allows for a north/south orientation, opening the area up for commercial development" 2.2 "Explore all possible options, including the Public Works Act if necessary, to acquire private land for the road extension in the short term, and allocate short term capital funding* in the next Council Long Term Plan" *(for road construction) 2.3 "Ensure that land either side of the new Oram Ave road extension will contain active edges <sup>2</sup> (i.e. ensure this through related District Plan rules and requirements for	Minor text amendments can be made to the final Master Plan to clarify this project's priority status.  A1 has already been signalled as a high priority by the Council as funding set aside in the Council's current Three Year Plan. Any use of the Public Works Act to acquire land would require a Council resolution. Ensuring sufficient funds are allocated funding in the Council's next Long Term Plan for road construction would further reinforce the project's prioritisation.  Alignment and consistency between the final Master Plan and the District Plan Review is necessary to achieve consistent outcomes for the centre, and Officers are coordinating on these matters.

<sup>2</sup> 'Active edges' is an urban design term often used to refer to the use of building features which provide good visual connections between building facades and adjoining public spaces (e.g glazing, doorways and balconies). Emphasis is given to ground-floor level features, however, the phrase is also used in relation to features on upper levels.

31. 7. 2014

- 40 -

		adjacent land use/urban design and/or the acquisition of sufficient land by the Council adjacent to the roadway).	
A2	Road Through Pedestrian Mall  Amend to: 'Upgrading the Pedestrian Mall'	<b>Submitters</b> - Divided support/opposition (40% in support and 46% in opposition).	Relatively even level of support and opposition by submitters to the introduction of a slow road through this part of the Mall. Officers recommend that the Master Plan is amended to show a retention in the medium term as a pedestrian mall, with funding established through the LTP for upgrading, but indicating that in the longer term (10 – 15 years) there remains an option to consider introducing a slow road once the effect of other Master Plan actions is known e.g. the success of A1 and re-orientating the centre on a north-south axis. Improvements to the Mall would ideally be those which will enhance activity, connectivity and weather protection. Any necessary amendments to text/drawings will be prepared for the final Master Plan.
		<b>Align</b> – The draft plan indicates that New Brighton Mall remains a fully pedestrianised area.	As per comments above:
		<b>CAG Recommendations</b> – 3.1 "As a second priority to the Oram Ave reorientation, create a new village square/piazza, framed by buildings and which provides good shelter from the weather on Seaview Road at New Brighton Mall." (This recommendation would require the removal of action A2 from the Master Plan). 3.2 "In association with the square/piazza, create a 'reverse pier' linking the library/foreshore area to the commercial centre over the road, at first floor level (as per the drawing distributed to CAG by Evan Smith dated 06/04/2014)" – refer images at the end of this document. (iii) "Introduce an 'Eat Street' <sup>3</sup> concept (outdoor cafes etc) to	Officers recommend this concept is presented as an alternate option in the final Master Plan, rather than a preferred option. This is because: (a) it is uncertain if the proposed piazza design would achieve weather protection from the easterly winds as hoped; (b) it is recommended that energy and investment is invested into the A1 for the reorientation the centre along a north/south axis; and (c) it is extremely difficult for first floor retail to succeed, as was evident in the Central City prior to the earthquakes and New Brighton centre has an even smaller retail catchment. (The prioritisation of A1 does not necessarily preclude the Council and adjacent property owners from making improvements to the Mall space). The north/south reorientation of the centre (i.e. A1) is well supported by submitters, Align and the CAG. And, the "Eat Street" concept could be facilitated as part of the A1, given it will have a more sheltered and sunnier orientation.

<sup>3</sup> In this context, the "Eat Street" describes a theme or brand for street or space which has a predominance of eateries, food stalls, cafes and restaurants. "Eat Street" could describe a partially covered or fully open-air food market, or a row/parade of buildings that open out onto the street (i.e. with tables and seating placed on the footpath), or a combination of the above.

31. 7. 2014

- 41 -

		New Brighton, similar to the one in Rotorua"	
<b>A3</b>	<b>Bus Interchange</b>	<b>Submitters</b> - Overwhelming support (90% submitter support).	Retain but ensure bus stop locations en route to the interchange are centrally located and support businesses and pedestrian flow.
		<b>Align</b> – no specific comments/illustrations.	N/A
		<b>CAG Recommendations</b> – 4.3 Ensure the primary interchange bus stops: (a) are in or proximate to the commercial centre; (b) optimise connectivity and access for bus users; (c) provide appropriate facilities and infrastructure for passengers and staff; and (d) is safe". 4.4 "Ensure the site and location of a separate bus layover area is designed in a way that it avoids/reduces negative impacts on adjacent properties/landowners".	Review existing Draft Master Plan text and make any necessary amendments to support these two recommendations.
<b>A4</b>	<b>Marine Parade Upgrade</b>	<b>Submitters</b> - Overwhelming support (90% submitter support).	Retain but clarify and strengthen the text and concept design to show good connectivity and retention of the Mall as pedestrian space in the short-medium term.
		<b>Align</b> – The draft plan indicates the removal of some areas of landscaping, including the median strip along Marine Parade. Appears to show partial closure of Marine Parade between Hawke Street and Beresford Street, and implies a flexible space concept (i.e. road closure for events).	Draft Master Plan shows re-landscaping of Marine Parade and describes a slow road concept along the Parade in proximity to the commercial centre. Consider flexible space concept for Marine Parade and make any necessary amendments.
		<b>CAG Recommendation</b> – 4.1 "Create a pedestrian priority shared space along Marine Parade through the commercial centre between Hawke Street and the Cenotaph. The purpose of this is to ensure that priority is given to connectivity between the commercial centre, library and foreshore and ensuring multipurpose and flexible use of the space".	The Draft Master Plan (and A4) already refers to the proposed upgrade of Marine Parade to a more shared space environment, for pedestrian and cycle priority. The Draft Master Plan also refers to the use of design features and principles to improve the connectivity of the commercial centre with the foreshore, and to increase the flexibility of the space for other uses. However, Officers could review the text/drawings to ensure this concept is explicit and make any necessary amendments.

31. 7. 2014

- 42 -

A5	General Streetscape Improvements	<b>Submitters-</b> Overwhelming support (97% submitter support).	Retain but amend text and images to increase detail, to clarify individual streetscape treatments and design principles.
		<b>Align</b> – The draft plan contains few details but does include a small amount of indicative street tree planting. It also shows a boardwalk concept, to connect the foreshore area with the commercial centre.	‘B6’ of the Master Plan is for the preparation of a Design Guide and future design vision for New Brighton. The project will identify suitable features, materials and styles which reflect and strengthen New Brighton’s character and identity, and potentially visitor wayfinding and legibility.
		<b>CAG Recommendations</b> - 5.2 “Adopt a complete replacement approach for existing hardstand areas (paving and footpaths etc), and introduce more attractive and locally appropriate street trees and landscape plantings to the commercial centre”. 5.3 “Strengthen environmental design principles in streetscape improvement and asset replacement projects. For example, where feasible, introduce rain-gardens and other Low Impact Urban Design (LIUD) options for stormwater treatment”. 4.2 “Retain the slow road along Seaview Road, however, undertake a necessary upgrade to the road to remove problematic design features which are currently damaging vehicles”.	The Draft Master Plan (and A5) explains the extent of proposed streetscape improvements to the commercial core. However, Officers could review the text/drawings to increase clarity of: (a) overarching design principles (b) specific problems associated with certain areas or streets, and (c) priorities and timelines for individual upgrade projects. Furthermore, recent progress made on the Avon River Stormwater Management Plan provides an opportunity to include new information in the final Master Plan on the potential use and location of rain gardens.
A6	New Public Toilets	<b>Submitters</b> - Overwhelming support (93% submitter support).	Retain.
		<b>Align</b> – no specific comments/illustrations.	N/A
		<b>CAG Recommendation</b> – 3.3 “Ensure adequate and modern public toilet facilities are available in the commercial centre. Consider the best location for such facilities along with decision making about the location of the Bus Interchange and the New Brighton Legacy Project”.	Review existing Draft Master Plan text and, if necessary, make amendments to support this recommendation.

31. 7. 2014

- 43 -

B1	Supermarket Relocation	<b>Submitters</b> - Overwhelming support (87% submitter support).	Retain but develop alternate options and development concepts in the event that the supermarket does not relocate. Ensure consistency within Master Plan text between B1, B2 and the 'big picture theme' for precinct development. The concepts should aim to provide shelter, create strong active edges/frontages and increase pedestrian connectivity between the Mall and adjacent spaces/facilities (see also comments for A2).
		<b>Align</b> – no specific comments/illustrations.	N/A
		<b>CAG Recommendation</b> -	N/A
B2	Indoor Entertainment Hub	<b>Submitters</b> - Strong support (75% support, 14% opposition). Many submitter comments suggest this site/facility is suitable for a water park.	While there is an adequate level of support for this project, Officers recommend that alternate options be explored for this block, as part of amendments to the final Master Plan (as per comments for B1 above). Options should aim to provide shelter, create strong active edges/frontages and increase pedestrian connectivity between the Mall and adjacent spaces/facilities.
		<b>Align</b> – no specific comments/illustrations.	N/A
		<b>CAG Recommendation</b> – see recommendations for A2 above	As for B1 and A2 above, Officers recommend that alternate options are explored for inclusion in the final Plan.
B3	Car Parking Improvements	<b>Submitters</b> - Overwhelming support (94% submitter support).	Retain.
		<b>Align</b> – The draft plan indicates the removal of (public) car parking on the foreshore (for a water park/hot pools), and less (private) off-street car parking in the centre core.	The Draft Master Plan shows indicative areas and layouts for both on-street and off-street parking areas. These are high level concepts only. Action B3 in the Draft Plan describes the need to disperse well managed, well designed private parking spaces around the centre in manageable areas to best serve commercial activities.
		<b>CAG Recommendation</b> – 4.7 "Explore ways to improve the overall appearance, function and management of off-street car parking spaces behind New Brighton Mall on Hawke Street to provide coherent, consolidated management/ownership. E.g. options such as Council	Further investigate this recommendation with the Council's Parking Operations Team and make any necessary amendments to support this recommendation.

31. 7. 2014

- 44 -

		ownership, or Council lease/ management arrangement or another approach"	
<b>B4</b>	<b>New Pedestrian Links</b>	<b>Submitters</b> - Overwhelming support (91% submitter support).	Retain.
		<b>Align</b> – The draft plan includes a boardwalk concept, along the foreshore and connecting the foreshore to the centre. It also uses boardwalk concept to imply internal block connects (e.g. via lanes)	The concept of improved internal block connections/lanes is an area of compatibility between both plans. 'B6' of the Master Plan is for the preparation of a Design Guide and future design vision for New Brighton. The project will identify suitable features, materials and styles which reflect and strengthen New Brighton's character and identity, and potentially wayfinding and legibility for visitors.
		<b>CAG Recommendation</b> – N/A	N/A
<b>B5</b>	<b>New Residential Development</b>	<b>Submitters</b> - Strong support (79% submitter support).	Review and update based on the findings of further investigations into centre consolidation and land rezoning, and ensure consistency with the policy direction of the District Plan Review.
		<b>Align</b> – The draft plan appears to support greater residential development/intensification.	The Draft Master Plan suggests further residential development also (i.e. a commonality). If appropriate, identify further opportunities to strengthen this intention/objective in the Plan (e.g. changes to text and/or illustrations).
		<b>CAG Recommendation</b> – 3.5 "Explore opportunities to promote New Brighton as a live-work destination"	As above, further investigate this recommendation with the District Plan Review Team and make any necessary amendments to ensure consistency across Council policy.
<b>B6</b>	<b>Design Guide</b>	<b>Submitters</b> - Strong support (81% submitter support).	Retain.
		<b>Align</b> – no specific comments/illustrations.	N/A
		<b>CAG Recommendation</b> – N/A	N/A
<b>C1</b>	<b>Business Association</b>	<b>Submitters</b> - Overwhelming support (93% submitter support).	Retain.
		<b>Align</b> - no specific comments/illustrations	N/A
		<b>CAG Recommendation</b> – N/A	N/A
<b>C2</b>	<b>Additional Council Services</b>	<b>Submitters</b> - Strong support (84% submitter support).	Retain.

31. 7. 2014

- 45 -

		<b>Align</b> - no specific comments/illustrations	N/A
		<b>CAG Recommendation</b> – N/A	N/A
<b>C3</b>	<b>Graffiti Action Plan</b>	<b>Submitters</b> - Overwhelming support (94% submitter support).	Retain.
		<b>Align</b> - no specific comments/illustrations	N/A
		<b>CAG Recommendation</b> – N/A	N/A
<b>C4</b>	<b>Transitional Projects/Events</b>	<b>Submitters</b> - Overwhelming support (90% submitter support).	Retain.
		<b>Align</b> - no specific comments/illustrations	N/A
		<b>CAG Recommendation</b> - NA	N/A
<b>C5</b>	<b>Case Manager</b>	<b>Submitters</b> - Overwhelming support (87% submitter support).	Retain.
		<b>Align</b> - no specific comments/illustrations	N/A
		<b>CAG Recommendation</b> – 6.3 "Endorse Draft Master Plan project C5"	Retain .

#### Additional CAG recommendations

Ref	Description	CAG Recommendation	Officer Response
1.3	Document layout	"Reorder the document layout of the Master Plan contents to emphasise the primary importance of residential, commercial and mixed-use development following by public space improvement projects, and projects which will improve connectivity and access".	Further consider this recommendation as part of final amendments to the Master Plan.
1.2, 1.4	Language	1.4 "Use stronger language in the Master Plan with respect to project actions, timelines/delivery dates, and Council funding commitments to create greater certainty and commitment by the Council to implement the Master Plan e.g. allocate funding in the next financial plan to	Further consider this recommendation as part of amendments to the final Master Plan. Review existing Draft Plan text to ensure the relationship between the Master Plan and the Council's financial plans is clearly explained.

		construct the Oram Ave road extension".	
4.5, 4.6	Traffic flow	<p>4.5 "Investigate creating Beresford Street as a pedestrian priority shared space between Oram Ave and Marine Parade for greater pedestrian and cycle amenity, and to optimise the use and enjoyment of the adjacent public space located over Marine Parade on the foreshore".</p> <p>4.6 "In association with the above recommendation for Beresford Street pedestrian priority shared space, investigate making Hood Street and/or Shackleton Street southern feeders from Marine Parade or Oram Ave".</p>	Further investigate this recommendation with the Council's Road Network Planners and Engineers. (Preliminary analysis suggests that a slow road concept may be more appropriate, i.e. safer, than a shared space concept on Beresford Street).
6.1, 6.2	Economic revitalisation	<p>6.1 "Introduce a 'Economic Development Zone' to New Brighton's consolidated commercial centre by offering property developers and/or landowners one or more of the following incentives for a set time period (e.g. 10 years):</p> <ul style="list-style-type: none"> <li>(a) Rates remission for new commercial and new mixed-use development;</li> <li>(b) Development contribution reductions or waivers for new commercial and mixed-use development;</li> <li>(c) Building and/or resource consent fee reductions or waivers for new commercial and new mixed-use development;</li> <li>(d) Fee reductions or waivers for costs associated with traffic management plans for public events;</li> </ul>	<p>Further investigate Recommendation 6.1 with the Council's Policy Team, and Funds and Finance Team, as part of amendments to the final Master Plan.</p> <p>Recommendation 6.2 is possibly already being pursued by the New Brighton Business Association, however this text can easily be inserted into the final Plan (into existing action C1).</p>

31. 7. 2014

- 47 -

		<p>(e) Recognise the commercial impact of delay by expediting consenting processing timeframes, which do not compromise relevant codes and building health and safety standards (e.g. all consents to be processed within the statutory 20 working day limit);</p> <p>(f) Other assistance (financial or otherwise) to help to reduce costs for new business start-ups and/or innovation/incubator space for (small) businesses”</p> <p>6.2 Create an economic attraction/marketing plan or programme”</p>	
7.1, 7.2, 7.3	Funding options	<p>7.1 Pursue Public Private Partnerships (PPPs) for new facilities.</p> <p>7.2 Council funding determinations include recognition of the New Brighton Master Plan.</p> <p>7.3 That Council support applications to non-Council funding sources via advocacy, for projects associated with the Master Plan.</p>	Review existing Draft Master Plan text to ensure the relationship between the Master Plan and the Council's financial plans is clearly explained. Consider including references to PPP opportunities for new facilities, and supporting in principle applications (by community groups) for non-Council funding for Plan-related projects.
6.4, 1.5	Partnerships	<p>6.4 Establish an agreement/accord between the Council, stakeholders and property owners regarding New Brighton's regeneration (and regeneration projects).</p> <p>1.5 Convene the Community Advisory Group in six months time, then on an annual basis for the next three years to create ongoing community engagement, to share information and progress updates, and to discuss potential issues.</p>	In many respects, the Master Plan comprises a shared vision for the centre's regeneration and its attached Implementation Plan signals leadership and partnerships roles amongst stakeholders. Further opportunities for public consultation/engagement will occur during the detailed design phase of capital projects. Any public-private partnerships developed for capital projects will also be a basis for stakeholder agreements. The Community Board could create an ongoing role for the CAG if deemed

31. 7. 2014

- 48 -

			desirable or necessary. A community-based "pledge" might help to solidify stakeholder and community buy-in to New Brighton's regeneration but ideally this would be a community-led initiative, with the Council as a signatory. (Discuss this concept with the Business Association).
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**Additional Proposed Amendment:** Page 14 of the Draft Master Plan refers to Council liaison with Ngai Tahu over the appropriate reflection of historic and contemporary relationship between tangata whenua and the area for the final Master Plan. Early liaison was undertaken while drafting the master plan, but officers recommend further discussion and that appropriate amendments are made to relevant sections of the Master Plan (e.g. to sections for 'History and Heritage', 'Vision' and/or 'Goals', 'Big Picture Themes', individual Actions/projects, and Plan Implementation).

31 7. 2014

- 49 -

Reverse pier concept relating to CAG recommendation for A2, Draft New Brighton Centre Master Plan



31. 7. 2014

- 50 -



