

Summary of the Draft Ferry Road Master Plan (part of the Ferry Road / Main Road Master Plan*)

PHASE ONE - FITZGERALD AVENUE TO FERRYMEAD BRIDGE

For public consultation 28 January — 28 February 2013



* The Ferry Road / Main Road Master Plan will be compiled from three programmes of work; the Ferry Road Master Plan, the Main Road Master Plan and the Ferry Road Corridor Study.

Forewords

The full Draft Master Plan provides forewords from Christchurch Mayor Bob Parker and the Hagley/Ferrymead Community Board. Both are looking forward to the positive outcomes the Plan will deliver.

Comments on the Plan

This is the first time the community has had the chance to comment on the Plan. This document is a summary of the Draft Master Plan.

The prompt delivery of the Plan will allow funding opportunities to be explored through the Council's Annual Plan and Long Term Plan (LTP), as well as other methods.

How to make a submission

A submission form is included at the back of this document. However, you can make a submission in a number of different ways:

By using the online submission form at:

www.ccc.govt.nz/haveyoursay

By emailing your submission and any attachments to:

FerryRoadMP@ccc.govt.nz

(please ensure your full name and address are included with your submission)

By mail (no stamp required):

Freepost 178
Draft Ferry Road Master Plan
Strategy and Planning Group
Christchurch City Council
PO Box 73012
Christchurch 8154

By hand delivery to:

- Civic Offices, 53 Hereford Street; or
- At the drop-in sessions

Public drop-in sessions will be held on the following dates:

- **Monday 11 February 2013 at Woolston Community Centre**
Woolston Park, Ferry Road, 3.30–7pm
- **Tuesday 19 February 2013 at St Johns Anglican Church Hall**
Corner of St Johns Street and Ferry Road, 3.30–7pm

View the full document

The full Draft Ferry Road Master Plan can be viewed:

- Online at www.ccc.govt.nz/haveyoursay; or from
- Any open Council libraries and service centres. For open Council libraries and service centres see: www.ccc.govt.nz/thecouncil/contactus.aspx

Please make sure your comments arrive before the consultation period closes at 5pm on 28 February 2013.

Anonymous submissions will not be accepted.

Disclaimer: There is no binding commitment on the Council to proceed with any prospective project detailed in this document. The Council's spending priorities are reviewed frequently, including through the Long Term Plan process. All decisions as to whether or not a project will commence remain with the Council.

1.0 Introduction

The Draft Ferry Road Master Plan is part of the Council's Suburban Centres programme. This provides coordinated planning and assistance to help with the rebuild and recovery of suburban commercial centre as focal points for the community. Master plans are being developed for commercial centres with significant levels of damage.

Unlike other master plans in the Suburban Centres Programme, this Plan covers several commercial centres and the road corridor that connects them — the Ferry Road / Main Road corridor.

This Plan includes three groupings of commercial centres (Business 1 and 2 Zones) along the corridor:

- The small group of local commercial centres near the central city;
- The Woolston neighbourhood commercial centre; and
- The Ferrymead neighbourhood commercial centre.

The Plan has been divided into two phases of work (refer to Figure 1):

- **Phase one:** Ferry Road – Fitzgerald Avenue to Ferrymead Bridge.
- **Phase two:** Main Road – Ferrymead Bridge to Marriner Street, Sumner which will begin in 2013.

A detailed Corridor Study is now also underway for Ferry Road which will help determine transport priorities for the road corridor. While the Corridor Study is being progressed, the Council is seeking community feedback on this Draft Master Plan. The Corridor Study will then inform a later final Master Plan.

Further consultation on the final Master Plan may be needed, depending upon the findings of the Corridor Study. The Corridor Study is planned to start in January 2013 and may take up to six months to complete, and will be consulted on separately.



Figure 1: Showing project phasing and extent of the master plan.

Why a master plan?

The Plan has set out the issues that affect this significant corridor and summarised what people want for the future of their area. It not only responds to the damage caused to the corridor and local commercial centres in the 2010 and 2011 earthquakes, but also considers ways to build economic and social resilience in the future.

The Plan presents a future vision, goals and actions for the recovery of commercial centres along Ferry Road. These incorporate the views and contributions of the community to date and reinforce the corridor as a vital lifeline for the city and an asset for local communities.

The Plan fulfils a number of purposes:

- Supports the safe and efficient revitalisation of local and neighbourhood centres affected by the earthquakes.
- Addresses historic pre-earthquake planning issues associated with Ferry Road and Main Road.
- Identifies and realises any opportunities to address the needs of the local community in neighbourhood and local centres.
- Preserves the strategic function of Ferry Road and Main Road as far as is appropriate.
- Supports the delivery of objectives in other Council-led initiatives, adjacent to the area.

Draft Master Plan preparation

The preparation of this Plan included community drop-in sessions and 11 meetings with key stakeholders. The workshops and drop-in sessions were attended by more than 200 people including NZTA, emergency services, disability interest groups, community interest groups, Environment Canterbury and the Taxi Federation, all of whom have an interest in the Ferry Road corridor. An ‘Inquiry by Design’ process followed and allowed technical experts to explore the issues and identify possible design solutions in addition to a wider series of improvements to support recovery. The release of the Draft Ferry Road Master Plan for is now an opportunity for the community to provide further feedback.

2.0 Vision: "Reconnection: Recovery: Resilience"

Based on feedback received from stakeholders and the community, the following vision describes how the Ferry Road corridor might look and function in 10 to 15 years time.

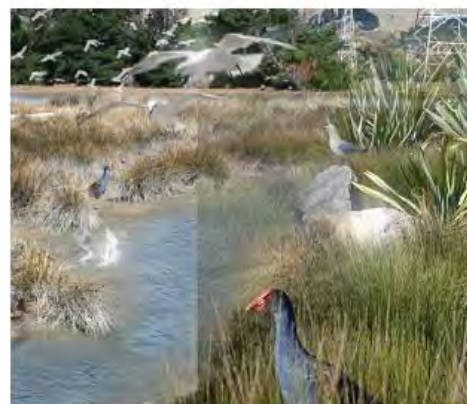
The Vision:

Ferry Road recovers from earthquake-related impacts to become a safe and pleasant road corridor, connecting the city with the sea and linking a number of attractive commercial centres. The road remains an important route, carrying large numbers of vehicles, but is an enjoyable road to travel along for all users.

The public spaces along the route are interesting and add vibrancy to the area. They reflect the changing natural and physical environment and reinforce the individual identity of each commercial centre.

The centres are memorable destinations, clearly defined and visually distinct. They are safe and accessible places to visit by walking, cycling, by bus or car. The design and character of each centre expresses its individual history and natural environment. They are popular places to meet and socialise, and are also resilient to changing economic circumstances.

A series of enhanced pedestrian and cycling connections, including heritage trails, leads to and from Ferry Road. These pass through public parks and reserves, along the edge of the Ihutai/Avon-Heathcote Estuary and the Ōpāwaho/Heathcote River.



Detail from artists' impressions of the vision for Woolston and Ferrymead on page 21 and 27.

3.0 Goals for the Master Plan (Phase One)

The following goals illustrate how the vision can be applied under each recovery theme, taking into account the issues and challenges identified for the corridor.

Economy and business

- Recovered and resilient business communities within each commercial centre.
- In each neighbourhood commercial centre, a business community that shares information and works together closely.
- An inviting and memorable shopping experience for both visitors and the local community

Community wellbeing, culture and heritage

- Safe, inclusive streetscape environments and access for all.
- Better access to community services including healthcare and education for the local community.
- High levels of interaction between visitors, residents and local businesses in each commercial centre.
- Local community aspirations are reflected in the design and appearance of buildings and streetscapes.

Natural environment

- A diverse range of high quality ecological habitats along the Ōpāwaho/Heathcote River.
- Fewer impacts from natural hazards such as tidal inundation or rock fall hazards.
- Fewer impacts from soil contamination or other pollution related health hazards.
- Better interpretation and appreciation of local ecology and conservation by the local community.

Built environment

- An increase in the duration of visits by customers to Woolston and Ferrymead commercial centres.
- An attractive, safe, comfortable and convenient streetscape environment.
- Compact commercial centres that are visually clearly defined.
- Efficient use of business zoned land and existing commercial floor area.
- Convenient, safe circulation in public outdoor space.

Movement

- A corridor that still functions as a strategic route but with more emphasis on access for local people, public transport, cycling and people movement within the centres.
- High quality and safe facilities for cyclists along the entire corridor.
- Attractive, convenient, shared recreational pedestrian/cycle routes along the Ōpāwaho/Heathcote River.
- Safer crossing opportunities for pedestrians and cyclists at major intersections, near schools and education facilities.
- Convenient public transport to access and use.
- Strategic traffic and freight makes greater use of the strategic road network and freight network.
- The function of the over dimension route is safeguarded.

4.0 Actions

The following actions are intended to deliver the overall vision. These actions are explained in more detail in the full Draft Master Plan. Please refer to these actions and the appropriate action number when making your submission.

The strategic movement corridor: Connecting city to sea (SA)

SA1 - Investigate and make detailed recommendations for strategic movement corridor improvements including:

- a. Undertake a corridor study to determine how best to manage different forms of transport along the route.
- b. A safer, more comfortable environment for cyclists. Improvements could include improving the existing cycle lanes, creating physical separation between motor vehicles on Ferry Road and shared paths following the Ōpāwaho/Heathcote River.
- c. Targeted public transport priority measures in collaboration with Environment Canterbury.
- d. Investigate new or relocated pedestrian crossings near schools and community facilities.
- e. Improving way finding and orientation along Ferry Road through the use of themed plantings and materials, for example in street furniture, paving and building facades.
- f. Improving safety for road users where required.
- g. Developing a signage strategy to encourage strategic traffic and freight to make greater use of the strategic road and freight networks.
- h. Safeguarding the function of the over dimension route.
- i. Measures specifically for Woolston and Ferrymead commercial centres are addressed under separate actions in CA1, WA2 and FA2.

SA2 - Investigate and make recommendations for an integrated, strategic open space network plan around the Ferry Road corridor, to include:

- a. Repairing and improving the quality of recreational cycle and pedestrian paths along the Ōpāwaho/Heathcote River, and connecting sections to form a heritage trail.
- b. Improving the quality of pedestrian and cycling commuting routes between Ferry Road, surrounding residential neighbourhoods, public open space, schools and community facilities.
- c. Increasing the visual profile of entrances to public open spaces, for example Charlesworth Reserve, Ōpāwaho/Heathcote River.
- d. An interpretation plan for heritage features, sites and points of interest. Measures could include using signage, materials or public art to draw attention to points of interest, and connecting them through the heritage trails.
- e. Improvements in the visibility of public open spaces such as Charlesworth Reserve and Ōpāwaho/Heathcote River from Ferry Road, where possible.
- f. Application of C.P.T.E.D. principles to future development.
- g. Provide well-designed places for people to meet and socialise.

SA3 - Investigate and make recommendations for policy changes as part of the City Plan review, including:

- a. Special provisions for any soil contamination found in properties along Ferry Road as part of the City Plan review.
- b. Considering retail shopping areas in future reviews of the Smokefree Public Places Policy.
- c. Reviewing the District Plan in light of any changes in topography on the extent of Flood Management Areas.
- d. Reviewing and make recommendations on how to improve the provision of public toilets along Ferry Road, under the current Public Toilet Policy.

SA4 - Use the Case Management process to encourage good quality design and planning outcomes including:

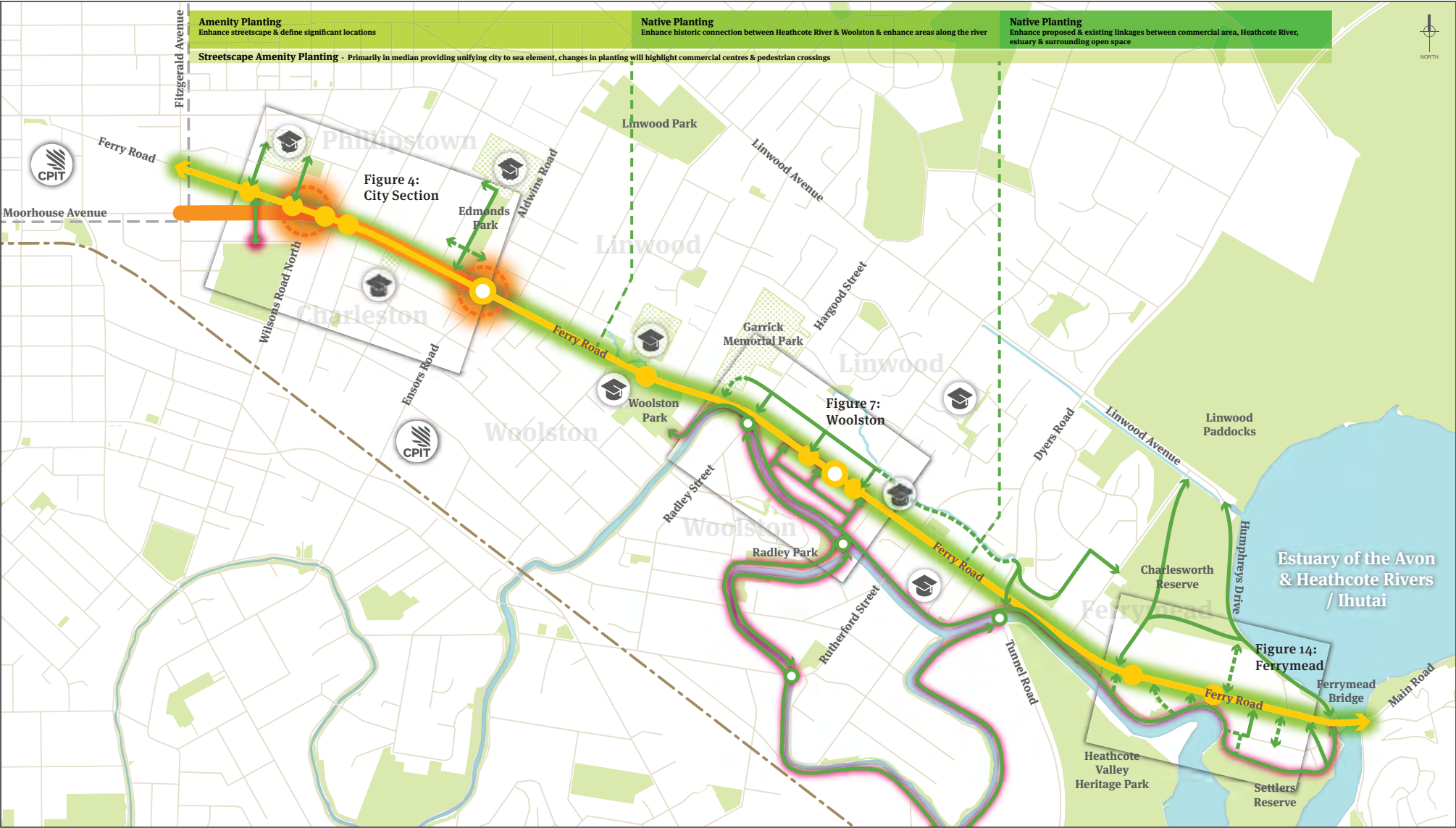
- a. Monitoring the status of damaged commercial properties in Business 1 and Business 2 Zones with landowners and identify any impacts on the effectiveness of actions in the Plan.
- b. Supporting the founding of business forums or associations.
- c. Seeking out community groups such as “Greening the Rubble” to help in temporary transformation of vacant sites in local and neighbourhood centres.
- d. Promoting awareness of Crime Prevention Through Environmental Design (CPTED) principles with property owners and developers.

SA5 - Develop a Business Advisor role for Ferry Road / Main Road to work with business and property owners to:

- a. Work with business owners and the Council to identify better ways of working together, for example by establishing business forums.
- b. Build economic resilience in local business communities.
- c. Encourage business and property owners in commercial centres to network and share information.
- d. Develop business plans for commercial centres along Ferry Road and Main Road.
- e. Facilitate the location of community activities in mixed-use developments to help increase foot traffic for other businesses.
- f. Identify the impacts on local businesses of any ongoing changes in population density in customer catchments








SA6 - Carry out a strategic review of public toilet provisions along Ferry Road.

Figure 2: Strategic proposals for the whole Ferry Road corridor. More detailed plans for the commercial centres are featured on the following pages.



Key: Figure 2

Existing

-  Publicly Owned Open Space
-  Privately Owned Open Space
-  River / Stream / Estuary
-  Railway Corridor
-  Extent Of Central City
-  Road Widening Designation
(Four laning project identified in LTCCP 2015-2017)
-  Education Facility

Potential Opportunities And Ideas

-  Carriageway Improvements
(Including option for Separated cycleway)
-  Location For Bus Priority Improvements
-  Pedestrian & Crossing Improvements
-  Intersection Improvements
(Subject to development proposals & design investigations)
-  Landscape Enhancement
-  Green Link Enhancement
Within Publicly Owned Open Space
(Including pedestrian & cycle path improvements)
-  Green Link Enhancement
Within Privately Owned Open Space
(Including pedestrian & cycle path improvements)
-  Bridge Enhancements
(Including pedestrian & cycle path improvements)
-  Heritage Route

The strategic movement corridor: Connecting city to sea (SA)

Benefits of these actions include:

- Physical improvements at crossings and key intersections for pedestrians and cyclists.
- More efficient bus journey times along the length of the corridor.
- More convenient and better quality access along existing cycle and pedestrian paths between Ferry Road, the Ōpāwaho/Heathcote River, and local parks and reserves.
- Improved access across the Ōpāwaho/Heathcote River for cyclists and pedestrians.
- More amenity planting, with changing themes to reinforce the difference between places which will assist drivers in orientating themselves along the corridor.
- Improved visual amenity where possible by planting additional street trees where space is available outside the over dimension route*.

Where the proposed improvements are located within a commercial centre, they are shown in more detail under the relevant section.

*** Over dimension route:** Over dimension routes are an NZTA guideline which identifies routes in current use by over dimension vehicles and loads. A 10.5 metre wide clearway applies along Ferry Road which must be kept free of any vertical elements that may obstruct over dimension loads.

City section commercial centres: A green boulevard, connecting city and suburbs (CA)

CA1 - Investigate and make detailed recommendations for movement corridor improvements for Ferry Road both the local road section and the arterial road section:

- a. Improve cycling infrastructure and facilities and the provision of cycle stands at centres.
- b. Improve the quality, safety and convenience of pedestrian links by the provision of quality footpaths, lighting, landscape design and street furniture, between Ferry Road and AMI Stadium, CPIT, schools (Safe Routes to Schools and Travel Plans), community facilities and areas of public open space.
- c. Clearly define the extent of the local centre zones through plantings and footpath treatments.
- d. Investigate, with Environment Canterbury, the provision of targeted public transport priority measures along the corridor primarily at intersections.
- e. Improve safety for all road users at intersections and mid-block locations through the provision of dedicated crossing facilities, particularly near schools and community facilities.
- f. Introduce landscape design themes for new shrub planting on median strip and islands within the road corridor; through use of a combination of native and exotic plant species. Incorporate street trees where constraints permit.
- g. Improve safety for road users at intersections and mid-block locations.

CA2 - Use ongoing case management process to encourage good quality design and planning outcomes:

- a. Discuss with the owners of earthquake damaged properties what potential there is to apply CPTED principles and enhance the quality and level of pedestrian activity in vicinity of the commercial buildings.
- b. Discuss with the owners of key heritage sites what potential there might be to reflect historical association and values, eg. owners of the Lancaster Hotel site.
- c. Encourage more attractive and efficient on-site parking solutions through redevelopments that support high quality streetscape design outcomes.

CA3 - Investigate and make recommendations for a set of Design Guidelines for the local commercial centres, including:

- a. Built form that supports more social interaction along the road as it passes through the commercial centre.
- b. Built form that makes greater use of energy efficient technology such as solar power, heat exchange and passive ventilation.
- c. Retail development that is designed to increase the duration, quality and frequency of shopping activity.
- d. Examples of how heritage can be interpreted in the design of streetscape elements and building facades, for example in themed palettes of materials and amenity planting.
- e. Encouraging development that can be adapted as market conditions change, or appeal to a range of markets.
- f. Encourage more attractive and efficient on-site parking solutions through redevelopments that support high quality streetscape design outcomes.

CA4 - Collaborate with the Friends of Edmonds Factory Gardens to investigate and make recommendations for updating the Management Plan for the Edmonds Factory Garden.



Figure 3: An elevation of showing examples of how traditional and modern building facades can compliment one another visually in the Business 1 Zoned commercial centres, located between Fitzgerald Avenue and Aldwins Road.



Sample images showing potential cladding and treatments to building facades in the city sector.

City section commercial centres: A green boulevard, connecting city and suburbs (SA)

Benefits of these actions include:

- Safety improvement measures for cyclists and pedestrians at key junctions and where pedestrians are crossing Ferry Road away from signalised junctions.
- More cycling facilities in each local commercial centre and safer cycle routes along the corridor.
- Amenity improvements, including additional, themed shrub and tree planting, to give the local commercial centres more presence.
- More opportunity for visitors to interpret local history at Lancaster Park and Edmonds Factory Gardens.

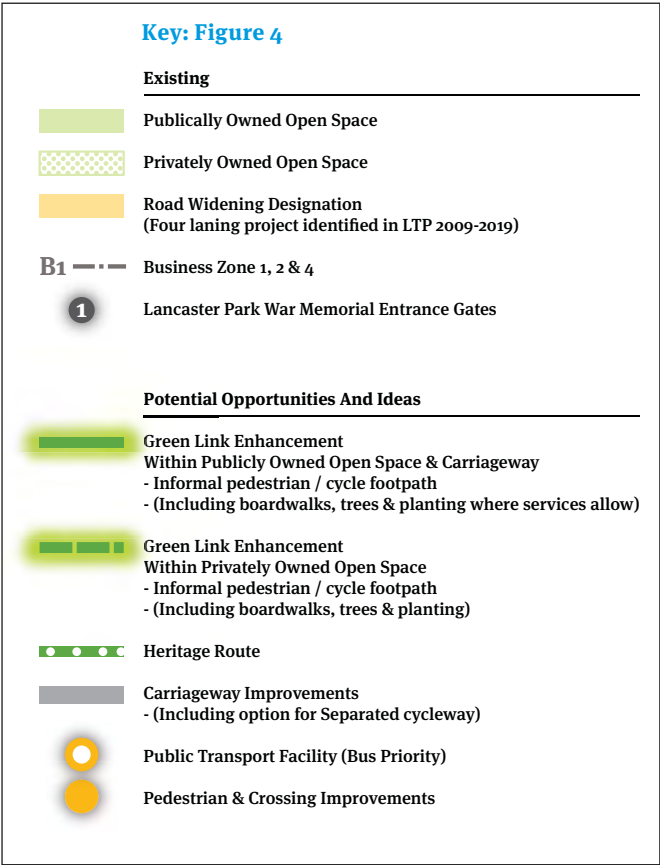
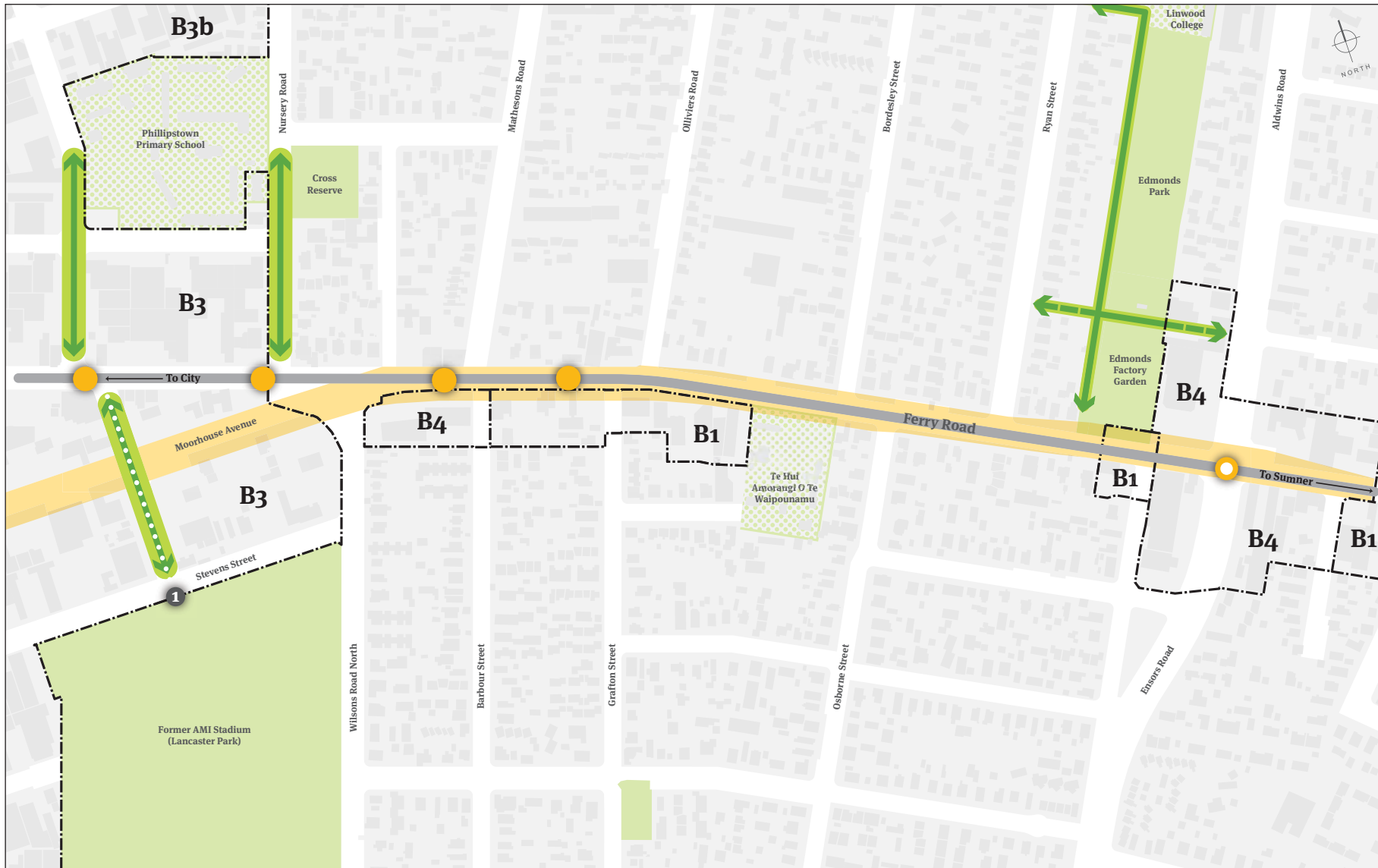


Figure 4: Ideas for the city section of Ferry Road.



Woolston Village: Reconnecting people, the river and heritage (WA)

WA1 - Undertake streetscape and movement corridor improvements in Woolston's commercial centre to include:

- a. Improved cycle facilities through either the introduction of increased physical separation between vehicles and cyclists or on road wider cycle lanes. Improved functionality for cyclists, for example more cycle stands.
- b. Subject to the outcomes of a parking study and strategy, recommend changes to on-street parking that prioritise cycle priority, and on-street spaces for mobility parking, short stay parking, servicing and loading.
- c. Support economic resilience by making informal pedestrian crossing between businesses on opposite sides of the road easier and more convenient, for example using median strips and footpath build outs.
- d. Use of themed palettes of materials and finishes for street furniture such as seating, that references aspects of Woolston's built, social and natural heritage.
- e. Use themes for the amenity planting that includes plants with heritage associations such as shrub roses and flax (harakeke) and the planting of additional street trees where possible.
- f. More opportunities for interpretation of local ecology and pre-European history.
- g. Investigate, with Environment Canterbury, the provision of targeted public transport priority measures for Sumner bound bus movements in the evening peak period.
- h. Introduce measures such as planting beds and median strips to make the carriageway feel narrower, encouraging drivers to both reduce their speed and exercise more caution.

WA2 - As part of the recommendations in Section 6.1 of the full Draft Master Plan for the integrated, strategic, open space network plan:

- a. Improve the quality and provision of recreational pedestrian/cycle routes along the Ōpāwaho/Heathcote River, through reserves and conservation land and along the heritage trail, routes to Sumner, residential areas and surrounding reserves.

- b. Provide detail design proposals for an esplanade/boardwalk/heritage route along the Ōpāwaho/Heathcote River as it runs past Woolston's commercial centre.
- c. Introduce plantings and water quality initiatives along the Ōpāwaho/Heathcote River to benefit biodiversity and mahinga kai value.
- d. Increase the amount of habitat creation by increasing plantings around the commercial centre to improve the area's amenity and enhance its historic character.
- e. Refurbish the playground at Woolston Park in conjunction with access improvements across Ferry Road, including upgrading the children's play equipment at Woolston Park.
- f. Investigate the potential to extend a green link along Steam Wharf Stream, through Council-owned residential land damaged by the earthquakes.

WA3 - Develop Design Guidelines for Woolston commercial centre to:

- a. Promote Woolston's unique identity – a blend of heritage and riverside character – in use of materials, design of building facades and landscape design of sites, to help reinforce Woolston's branding.
- b. Show how facades on new retail buildings can be designed to provide space for shoppers to socialise and rest, while remaining within sight of shop fronts.
- c. Show how more public space and opportunities for socialising can be achieved through slightly increasing the set back of buildings or designing development around public space.
- d. Show examples of how development can be adapted to appeal to a range of markets and changing market conditions.
- e. Show how attractive and efficient off-street parking solutions can support pedestrian circulation and activity.
- f. Encourage the use of energy efficient technology in commercial buildings.
- g. Illustrate how CPTED principles can be applied by property owners.

WA4 - In conjunction with other actions, investigate and make recommendations for changes to the City Plan where appropriate to achieve:

- a. An increase in the number of potential customers living within a five minute walk of shops.
- b. An increase in the number of mixed-use commercial buildings that can be adapted for a range of residential, commercial or light industrial purposes.
- c. More efficient use of commercial floor area in Business 1 and Business 2 Zoned properties. Encourage the use of energy efficient technology in commercial buildings.

WA5 - Work with Recover Canterbury, business owners and property owners to:

- a. Reconvene a business forum. This forum will support business owners, by:
 - ◇ Distributing publicly available information such as economic forecasts for the region.
 - ◇ Developing a programme of networking events and discussion forums for property and business owners to encourage business and property owners to share information and concerns, for example finding ways to manage anti-social /drunken behaviour in public.
 - ◇ Developing a business plan for the entire commercial centre.
 - ◇ Delivering public promotional/marketing events.
- b. Encourage and promote sustainable levels of commercial activity in Woolston's commercial centre, for example recommendations and advice on tenant mix.
- c. Encourage more efficient use of existing commercial floor area in Business 1 and Business 2 Zoned properties.
- d. Promote mixed-use buildings that can be adapted for either residential, commercial services or light industrial purposes.

WA6 - In the short-term, use the case management process to:

- a. Achieve good quality design and planning outcomes in the redevelopment of sites, for example:
 - ◇ Woolston Community Library site, Salem Community Church and the Salvation Army Family Store.
 - ◇ Business 2 Zoned supermarket at 7 St Johns Street.
 - ◇ Demolished Business 4 Zoned property in at 19-25 Heathcote Street and 580 Ferry Road.
 - ◇ Any future proposals for the supermarket on St Johns Street.
- b. Liaise with owners of vacant commercial sites and discuss the potential to apply CPTED principles in a series of quick wins, including additional, temporary safety measures such as security lighting or removing graffiti.
- c. Promote more energy efficient design outcomes such as solar power, heat exchange and passive ventilation.

WA7 - Investigate and make recommendations on the feasibility and potential benefits of establishing a community hub including:

- a. Whanau Ora approach to delivering an integrated health care facility.
- b. Potential locations for other community and social service providers.

Figure 5: Woolston streetscape design ideas: **We are seeking your views on these two options.** Please identify in question 6 on the submission form at the back of this Plan which idea you agree with most.

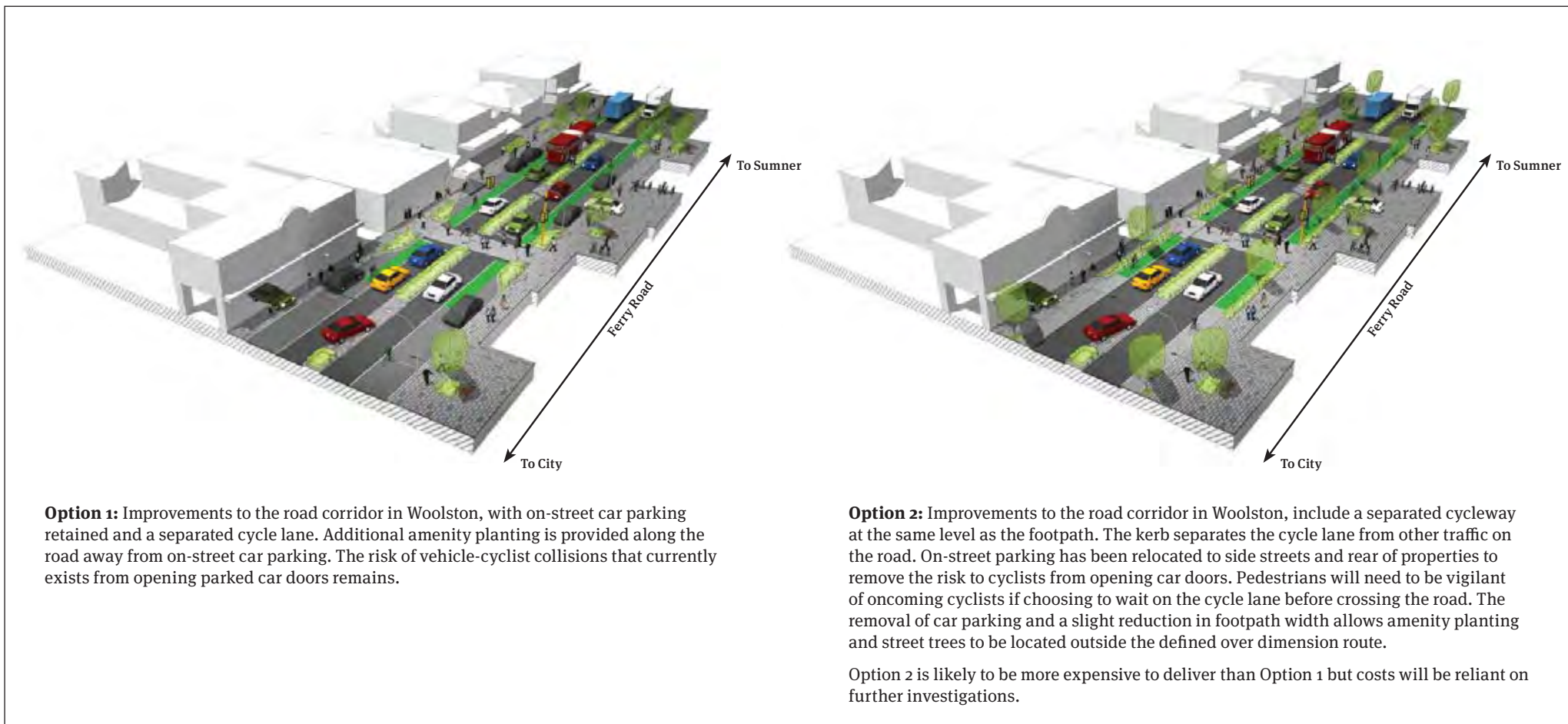




Figure 6: An elevation showing examples of building facades that could feature in Woolston. The facades are intended to provide a harmonious mix of modern and older architectural styles. Facades on retail buildings are intended to invite more interaction between interior shopping spaces and passers by on the outside but be adaptable depending on weather conditions.



Figure 7: A vision for Woolston's commercial centre.















Figure 8: A vision for the Ōpāwaho/Heathcote River in Woolston.

Figure 9: A plan showing potential improvements to both publicly owned and private land in Woolston.











Key: Figure 9

Existing

-  Publically Owned Open Space
-  Privately Owned Open Space
-  River / Stream / Estuary
-  Heathcote River 30m Setback
-  Business Zone 1, 2 & 4
-  CCC / ECan Well
-  Approximate Location Of Christchurch Quay (Public wharf)
-  Approximate Location Of Aikmans Wharf (Private wharf)
-  Approximate Location Of Langdowns Wharf (Private wharf)
-  Approximate Location Of Thackers Landing (Private wharf)
-  Approximate Location Of Union Wharf (Private wharf)
-  Building Footprint

Potential Opportunities And Ideas

-  Green Link Enhancement
Within Publicly Owned Open Space & Carriageway
- Informal pedestrian / cycle footpath
- (Including boardwalks, trees & planting where services allow)
-  Green Link Enhancement
Within Privately Owned Open Space
- Informal pedestrian / cycle footpath
- (Including boardwalks, trees & planting)
-  Heritage Route
-  Carriageway Improvements
- (Including option for Separated cycleway)
-  Public Transport Facility (Bus Priority)
-  Pedestrian & Crossing Improvements
-  Location For Community Facilities
-  Building Footprint

Woolston Village: Reconnecting people, the river and heritage

Benefits of these actions include:

- More convenient access and improved safety in Woolston for cyclists and pedestrians through:
 - ◇ Traffic calming measures.
 - ◇ Central median to assist pedestrians to cross safely.
 - ◇ More efficient management of available road width space for all users.
- A more engaging and memorable shopping experience using:
 - ◇ Building facade design, themed palettes of suggested materials, planting and finishes for furniture and paving.
 - ◇ Design guidelines for Woolston, showing how principles of good design can be applied by property owners.
- More efficient movement of public transport through Woolston.
- Encourage greater use of riverside shared paths for cyclists and pedestrians by:
 - ◇ Highlighting points of access to the river by using distinctive amenity planting and paving.
 - ◇ Using amenity planting, improved paving and historic interpretation signage along the river.
 - ◇ Enhance amenity and biodiversity through more ecological planting along the river.
- Support the economic recovery of the commercial centre by:
 - ◇ Supporting and facilitating the process of reconvening the local business association.
 - ◇ Providing better access to business advice, developing a marketing strategy and economic recovery information.
 - ◇ Investigate with the Canterbury District Health Board the feasibility of a community hub to include a new home for a range of community services.

Ferrymead commercial centre: Reconnecting people with the natural environment (FA)

FA1 - Undertake streetscape improvements in road reserve adjacent to Business 2 Zoned land to include:

- a. Improved cycle facilities through increased physical separation between vehicles and cyclists.
- b. Installing a median strip and footpath build outs on Ferry Road to increase safety for pedestrians crossing Ferry Road.
- c. Using a unique blend of contemporary architecture and estuarine/coastal character, in themed palettes of materials, finishes and landscape plantings.
- d. Emphasising Ferrymead's natural, estuarine character in themed palettes of materials, street furniture, finishes and landscape plantings.
- e. Providing seating, shelter and places to rest for shoppers on Ferry Road.
- f. Delivering a public transport "Superstop" in partnership with Environment Canterbury.
- g. Provide cycle parking, where required.

FA2 - As part of the recommendations in Section 6.1 of the full Draft Master Plan for the integrated, strategic, open space network plan include the following measures for Ferrymead:

- a. Improve the quality and provision of recreational pedestrian/cycle routes along the Ōpāwaho/Heathcote River, through reserves and conservation land and along the heritage trail, routes to Sumner, residential areas and surrounding reserves.
- b. Introduce plantings and water quality initiatives along the Ōpāwaho/Heathcote River to benefit biodiversity and mahinga kai value.
- c. Increasing the amount of habitat creation by increasing shrub planting along the road corridor to help improve the appearance of the commercial centre.

FA3 - Develop Design Guidelines for Ferrymead commercial centre to:

- a. Promote Ferrymead's local identity – a unique blend of contemporary architecture and estuarine character, in materials and landscape plantings, to help reinforce the 'branding' of Ferrymead.
- b. Show how facades on new retail buildings can be designed so façade set back, overhead shelter, outside seating, retractable full width french doors and other features can provide opportunities for shoppers to socialise or rest in the vicinity of shop fronts.
- c. Show how more public space and opportunities for social mixing can be achieved through planning the layout of buildings around public space.
- d. Show how attractive and spatially efficient off-street parking solutions can support pedestrian activity.

FA4 - Work with Recover Canterbury, business owners and property owners to:

- Reconvene a business forum. This forum will support business owners, by:
 - a. Distributing publicly available information such as economic forecasts for the region.
 - b. Developing a programme of networking events and discussion forums for property and business owners to encourage business and property owners to share information and concerns, for example finding ways to manage anti-social/drunken behaviour.
 - c. Developing a business plan for the entire commercial centre.
 - d. Delivering public promotional/marketing events.

FA5 - Investigate and make recommendations for plan changes and policy reviews including:

- a. Review the current provisions for sea level rise.
- b. Make recommendations on changes to take into account areas affected by natural hazards.
- c. Review and make recommendations on better off-road connections between Business 2 and Business 4 Zoned land.



Figure 10 : An example of what a new pocket green in Figure 11 could look like within the Ferrymead commercial centre.



Figure 11: Perspective facing south, showing road corridor improvements to Ferry Road through Ferrymead, including a separated cycleway, new low amenity planting, pedestrian refuges and the retention of limited on street parking are provided.



Figure 12: An elevation showing examples of contemporary building facades that could feature in Ferrymead. These facades make use of materials associated with the surrounding natural environment. For example the use of basalt or the red-brown hues of ash layers in nearby cliff faces for cladding to structural parts, detailing for windows and balconies made from unfinished hardwood that becomes bleached or faded like driftwood, concrete or plaster that emulates the hues of sand. The use of glazing enhances the visual interaction between visitors on the inside and passers by on the outside of buildings. The planting is ecologically appropriate but species are selected for their glossy leaves and rich green colouring to enhance the qualities of materials used in the facades.



Figure 13: A vision for Ferrymead's commercial centre.



Figure 14: A vision for Ferrymead along the Ōpāwaho/Heathcote River.

Figure 15: Improvements that may be achieved by the Council and the owner of Business 2 Zoned land in Ferrymead.



Key: Figure 15

Existing

-  Publically Owned Open Space
-  River / Stream / Estuary
-  Heathcote River 30m Setback
-  B2 Business Zone 2 & 4
-  Building Footprint

Potential Opportunities And Ideas

-  Green Link Enhancement
Within Publicly Owned Open Space & Carriageway
- Informal pedestrian / cycle footpath
- (Including boardwalks, trees & planting where services allow)
-  Green Link Enhancement
Within Privately Owned Open Space
- Informal pedestrian / cycle footpath
- (Including boardwalks, trees & planting)
-  Heritage Route
-  Carriageway Improvements
- (Including option for Separated cycleway)
-  Public Transport Facility (Bus Stop)
-  Pedestrian & Crossing Improvements
-  Location For A Ecological Interpretation Centre
-  Location For A Footbridge
-  Building Footprint

Ferrymead commercial centre: Reconnecting people with the natural environment (FA)

Benefits of these actions include:

- More convenient access and improved safety in Ferrymead for cyclists and pedestrians using:
 - ◇ A separated cycle route and more efficient management of available road width space for all users.
 - ◇ Central median to assist pedestrians to cross safely.
 - ◇ More cycle facilities, such as cycle stands near the entrances to shops offering food.
- A more engaging and memorable shopping experience using:
 - ◇ Improvements, in general accordance with the Outline Development Plan*, that link the commercial centre with the reserve and estuary edge.
 - ◇ Building façade design, themed palettes of suggested materials, planting and finishes for furniture and paving along the road corridor.
 - ◇ Design guidelines for commercial buildings, public space and streetscape, showing how principles of good design can be applied by property owners.
 - ◇ More opportunities to interpret local history and ecology through signage and public art.
- More convenient access to two bus routes via the double super stop, in conjunction with Environment Canterbury.
- Encourage greater use of riverside and estuary shared paths for cyclists and pedestrians by:
 - ◇ Highlighting points of access to the river by using distinctive amenity planting and paving where possible.
 - ◇ Improving the quality of surfacing for cyclists through areas of public open space along the river and estuary edge.
 - ◇ Using amenity planting, improved paving and historic interpretation signage along the river and estuary edge.
 - ◇ Enhance amenity and biodiversity through more ecological planting along the river and estuary edge.
- Support the economic recovery of the commercial centre by:
 - ◇ Supporting and facilitating the process of reconvening the local business association.
 - ◇ Providing better access to business advice, developing a marketing strategy and economic recovery information.
 - ◇ Retaining on-street car parking on the south side of Ferry Road.

* **Outline Development Plan (ODP):** An Outline Development Plan usually contains general planning requirements that will apply to future development in a specific site.

Implementation Plan

The Implementation Plan explains how the vision can be delivered. For each proposed action, it identifies who might take the lead and who can support, whether this is the Council, property owners, community groups or other organisations. The Implementation Plan also identifies broad categories of cost and timeframes.

The actions proposed in this master plan will continue to evolve through further consultation and stakeholder engagement, as all parties work toward successful delivery of the vision for Ferry Road.

Refer to the full Draft Ferry Road Master Plan for the Implementation Plan.

Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
----------------	-------	---------------------------	----------	-------------------

Actions	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Strategic Movement Corridor: Connecting city to sea (SA)					
SA1: Investigate and make detailed recommendations for strategic movement corridor improvements (refer to sub points a-i, page 8).					
SA2: Investigate and make recommendations for an integrated, strategic open space network plan around the Ferry Road corridor, (refer to sub points a-g, page 8).					
SA3: Investigate and make recommendations for plan changes and policy reviews relevant to the whole road corridor (refer to sub points a-d, page 9).					
SA4: Use the Case Management process to encourage good quality design and planning outcomes (refer to sub points a-d, page 9).					
SA5: Develop a Business Advisor role for Ferry Road / Main Road to work with business and property owners (refer to sub points a-f, page 9).					
SA6: Carry out a strategic review of public toilet provisions along Ferry Road (refer to page 28).					
Please explain further your reasons for your answers in SA1-SA6:					







3. Which SIX ACTIONS do you think are the MOST important for achieving the overall vision in the Draft Master Plan?

Strategic Movement Corridor (SA)	✓
SA1: Strategic movement corridor improvements.	
SA2: Integrated, strategic open space network plan around the Ferry Road corridor.	
SA3: Plan changes and policy reviews relevant to the whole road corridor.	
SA4: Use the Case Management process to encourage good quality design and planning outcomes.	
SA5: Develop a Business Advisor role to work with business and property owners.	
SA6: Carry out a strategic review of public toilet provisions along Ferry Road.	
Local commercial centres near the Central City (CA)	
CA1: Corridor improvements for Ferry Road both the local road section and the arterial road section.	
CA2: Case management process to encourage good quality design and planning outcomes.	
CA3: Design Guidelines for the local commercial centres.	
CA4: Update the Management Plan for the Edmonds Factory Garden.	
Woolston Commercial Centre (WA)	
WA1: Streetscape improvements in Woolston's commercial centre.	
WA2: Measures for Woolston as part of the integrated, strategic, open space network plan described in SA1-SA3.	
WA3: Design Guidelines for Woolston commercial centre.	
WA4: Policy changes relating to Woolston as part of the City Plan review.	
WA5: Support business owners in Woolston.	
WA6: Case management to support good quality design and planning outcomes.	
WA7: Investigate establishing a community hub.	
Ferrymead Commercial Centre (FA)	
FA1: Undertake streetscape improvements in road reserve.	
FA2: Measures for Ferrymead as part of the integrated, strategic, open space network plan.	
FA3: Develop Design Guidelines for Ferrymead commercial centre.	
FA4: Support business owners in Ferrymead.	
FA5: Review current City Plan provisions for sea level rise; make recommendations on changes to take into account areas affected by natural hazards.	



4. What are the best aspects of the Draft Master Plan?

Please explain why:

5. Which aspects of the Draft Master Plan need improvement?

Please explain why:

6. Which street design option for Woolston do you prefer and why? (refer to Figure 5 on page 18).

☐ Prefer option 1 (keep on street parking) ☐ Prefer option 2 (separated cycle lane)

Please explain why:

7. Do you have any other comments about any aspect/s of the Draft Master Plan or process?



8. What is your opinion on providing additional cycling priority measures along the whole of Ferry Road?

How to make a submission

You can make a submission in a number of different ways:

By using the online submission form at:
www.ccc.govt.nz/haveyoursay

By emailing your submission and any attachments to
FerryRoadMP@ccc.govt.nz
(please ensure your full name and address are included with your submission)

By mail (no stamp required):
Freepost 178
Draft Ferry Road Master Plan
Strategy and Planning Group
Christchurch City Council
PO Box 73012
Christchurch 8154

By hand delivery to:

- Civic Offices, 53 Hereford Street; or
- At the drop-in sessions

Public drop-in sessions will be held on the following dates:

- **Monday 11 February 2013 at Woolston Community Centre**
Woolston Park, Ferry Road, 3.30 – 7pm
- **Tuesday 19 February 2013 at St Johns Anglican Church Hall**
Corner of St Johns Street and Ferry Road, 3.30 – 7pm

View the full document

The full Draft Ferry Road Master Plan can be viewed:

- Online at www.ccc.govt.nz/haveyoursay; or from
- Any open Council libraries and service centres. For open Council libraries and service centres see: www.ccc.govt.nz/thecouncil/contactus/asp

Please make sure your comments arrive before the consultation period closes at 5pm on 28 February 2013.

Anonymous submissions will not be accepted.



Contact details

Name: _____

Organisation (if representing): _____

Organisation role: _____

Postal address: _____

Postcode: _____ Phone – home/work/mobile: _____

Email (if applicable): _____

Signature: _____ Date: _____

If submissions on the Draft Master Plan are heard by the Council, do you wish to be heard?

☐ Yes, I would like to be heard ☐ No, I would not like to be heard

Local People and organisations can be well placed to lead or assist with the implementation of Draft Master Plan actions:

(a) Yes, I wish to assist with the implementation of the following actions: _____

(b) I wish to assist as:

☐ An individual
☐ A member of the following organisation: _____

NB: No anonymous submissions will be accepted.

