

New Brighton Centre Master Plan

March 2015

A PLAN FOR REBUILD AND RECOVERY





Foreword of the Burwood – Pegasus Community Board



The three-year journey in getting final sign-off of the New Brighton Centre Master Plan has involved hard work, persistence and a huge dose of belief in the future of New Brighton. During this time the Burwood–Pegasus Community Board has learned a lot about the resolve of the local community to see this master planning process through, and we sincerely thank them for their continued interest.

It is said adversity brings people together – in the case of New Brighton this really rings true. There is no doubt the people, landowners and businesses in this community have had it hard. Yet, they have generously given up their time to provide feedback and expertise, attend forums, prepare submissions, and volunteer on advisory panels. Members of the business community have been especially helpful in providing strong leadership.

All of these contributions have strengthened and focused the Plan. It is now fit-for-purpose, with a cohesive vision and actions that support the centre’s future vitality, prosperity, and identity.

The Burwood – Pegasus Community Board look forward to witnessing a new era for New Brighton’s centre. The journey continues...

Andrea Cummings
Chairperson, Burwood – Pegasus Community Board

Disclaimer: There is no binding commitment on the Christchurch City Council to proceed with any actions detailed in this document. The Council's spending priorities are reviewed frequently, including through the Council's Annual and Long Term Plan (LTP) processes. All decisions as to whether or not a Council-funded action will commence remain with the Council.

Table of contents

<i>Executive Summary</i>	v
<i>Introduction</i>	1
Overview-what is a master plan?	2
Master plan scope	2
Master plan contents	2
Master plan framework	3
A brief description of the suburb	4
People and the land: historic and contemporary associations	5
Natural character	6
Leisure, recreation and lifestyle	6
Land use zoning	8
Built character	9
Commercial analysis	10
The movement network	10
Earthquake damage	10
<i>Process and community engagement</i>	13
Iwi	14
Property and business owners, community groups and residents	14
Community Advisory Group	14
Land and business owner workshops	14
Previous regeneration work	14
Issues and challenges, strengths and opportunities	16
<i>Technical considerations and constraints</i>	17
Ongoing natural hazards	18
Future status of the 'Red Zone'	18
Infrastructure repair decisions and timings	19
Central New Brighton School site	19
<i>Vision</i>	20
<i>Goals</i>	23

<i>The 'big picture'</i>	26
Consolidation of the commercial area for a more vibrant centre	28
Precinct development with mixed uses to improve user experiences	28
Reinforced connections through the centre between the river and the sea	29
Enhanced circulation and flow of pedestrians and cyclists to and through the centre	30
<i>Actions</i>	31
Streets, parks and public open spaces	32
A1 Foreshore connections	33
A2 Marine Parade upgrade	36
A3 New north-south corridor	37
A4 New open space and public toilets	38
A5 Brighton Mall upgrade	39
A6 General streetscape enhancements	41
A7 Materials and planting palette implementation	43
<i>Land, buildings and private development</i>	45
B1 New residential development	47
B2 Supermarket relocation	48
B3 New pedestrian links	49
B4 Bus interchange	50
B5 Car parking improvements	51
B6 Urban design code implementation	52
<i>Partnering for recovery</i>	55
C1 New Brighton Business Association	56
C2 Development incentives research	57
C3 Transitional projects and events	58
C4 Graffiti removal	59
C5 Case management	59
C6 Council customer services	59

<i>Master Plan implementation</i>	61
Timeframes	62
Council costs	63
Other funding sources	63
Implementation plan	64
<i>Appendices</i>	67
Appendix 1 – New Brighton Economic Assessment – summary document	68
Appendix 2 – Community Advisory Group’s concept for New Brighton Mall	70
Appendix 3 – List of hardscape materials and plants for the New Brighton Palette	71
Appendix 4 – New Brighton Mall CPTED Improvement Summary report	73

Disclaimer: There is no binding commitment on the Christchurch City Council to proceed with any actions detailed in this document. The Council's spending priorities are reviewed frequently, including through the Council's Annual and Long Term Plan (LTP) processes. All decisions as to whether or not a Council-funded action will commence remain with the Council.

Executive Summary

This Master Plan presents a future vision and sets goals for the redevelopment and recovery of New Brighton Commercial Centre. It has been prepared in response to the damage caused to the centre in the 2010 and 2011 earthquakes. It forms part of the Council's Suburban Centres Programme and has been prepared in consultation with key stakeholders and the local community.

The purpose of the New Brighton Centre Master Plan is to help direct land and business owners in the redevelopment of the centre and to attract private investment. The plan also sets a potential framework for public expenditure. The implementation of the Master Plan's goals and actions will help to bring new optimism and investment to the centre and create a more resilient community. It builds upon an already strong community spirit which has been driving the revitalisation of the centre since before the earthquakes.

Multiple meetings and workshops have been undertaken with Iwi, land and business owners, community groups and residents to help inform the vision, goals and actions for the Centre's recovery. Several positive aspects of the centre were identified that the Master Plan should build upon:

- The beach and pier.
- Good quality cafés.
- Good services in the form of a post shop and banks.
- The natural environment, sea, sand dunes and river.
- The contemporary and ancestral links between Iwi and the area.
- Street furniture – the 'surf board seating'.
- A strong passionate and enthused local community, and good programme of events.

During these sessions, the following issues were identified as being important for the master plan to address:

- The size, function and viability of the commercial centre.
- Appropriate recognition of the cultural values and associations of Iwi with the area.
- A lack of identity or 'point of difference'.
- Long, monotonous blocks of building.
- The need for stakeholder collaboration.
- The poor relationship and connections between buildings and public spaces / car parking areas.
- A lack of an integrated transport interchange.
- Weak connectivity between the centre and the river, sea and parks.
- Concerns regarding safety and vandalism.

This Master Plan introduces the 'big picture' themes that lead through to the specific actions, to address the main issues of the centre. The big picture themes are:

1. Consolidation of the commercial area for a more vibrant centre.
2. Precinct development with mixed uses to improve user experiences.
3. Reinforced connections through the centre between the river and the sea.
4. Enhanced circulation and flow of pedestrian and cyclists to and through the centre.

These themes are key drivers that underlie the majority of Master Plan actions. They have the potential to transform the centre's public and private spaces, and people's experiences of New Brighton as a centre and destination.



Figure 1: Artist's impression showing future vision for the New Brighton Centre.

Executive Summary

Figure 1 indicates the vision identified for New Brighton centre being fun, creative and relaxed and attracting visitors and tourists whilst meeting the day to day needs of the local community. Spatial concepts and physical changes to the centre are shown in figure 2.

Several Master Plan actions focus upon non-physical changes to the centre (see 'C' projects). These actions include supporting the local business association, incentives research, supporting community-led transitional projects, and addressing issues of graffiti and vandalism.

Implementation of this Master Plan cannot be achieved by the Council alone and earthquake recovery requires participation from all sectors of the community, including Iwi, land and business owners, community groups, other government and non-government agencies, and residents living in and beyond New Brighton.

Streets, parks and open spaces

- A1 Foreshore connections
- A2 Marine Parade upgrade
- A3 New north-south corridor
- A4 New open space and public toilets
- A5 Brighton Mall upgrade
- A6 General streetscape enhancements

Land, buildings and private development

- B1 New residential development
- B2 Supermarket relocation
- B3 New pedestrian links
- B4 Bus interchange
- B5 Car parking improvements



Figure 2: New Brighton Centre, overall concept plan.

A long bridge with multiple concrete pillars extends into the distance at night. The bridge is illuminated with warm yellow lights, and the pillars are lit with a vibrant pinkish-purple glow. The lights reflect in the calm water below. The sky is a deep, dark blue.

1.0 Introduction

1.0 Introduction

This Master Plan has been prepared in response to the significant damage caused to the commercial centre in New Brighton in the 2010 and 2011 earthquakes as well as ongoing damage caused by aftershocks. The Plan recognises pre-earthquake issues in the centre and focuses on the need to support the centre's recovery and regeneration.

Overview-what is a master plan?

A Master Plan helps to articulate a community's vision for the future of an area. It provides guidance to stakeholders who can influence that vision, including Iwi, residents, property and business owners, community groups and other agencies.

Master plans are typically underpinned by the following qualities:

- **Integrated:** multiple and sometimes competing issues and interests are brought together to achieve the best outcomes for community wellbeing.
- **Tailored:** every place is treated as unique and reflects an understanding of the specific character qualities, values and dynamics which make a place what it is.
- **Achievable:** people's ideas and aspirations are formed into achievable project actions backed up by a staged implementation schedule i.e. a master plan is not a wish list.
- **Robust yet flexible:** the needs of people and communities are provided for. In the event that circumstances change and unpredictable events take place, the master plan can be amended.

Master Plan scope

The principal focus of the Master Plan is on the commercial shopping centre; an area defined by the Business 1 and 2 zones in the Christchurch District Plan. Appropriate consideration needs to be given to the wider context in which the commercial centre exists. It is practical and sensible for the Master Plan to seek to acknowledge, even optimise, the linkages between the various sites, corridors and assets. The Master Plan therefore has regard to adjacent spaces and important connections between the centre, the Ōtākaro / Avon River, the adjacent New Brighton foreshore/ beach, and surrounding open spaces, community facilities and residential areas.

Greater consideration has been given to the foreshore/beach in this final version of the Master Plan, than was given in the Draft Master Plan. This is largely because of the feedback that was received on the Draft Plan, as well as a developing interest by the community to have a hot salt water complex established on the foreshore.

Master Plan contents

The Plan proposes a vision for the centre as well as actions, both physical and non-physical, that respond to different aspects of the centre and its rebuild and recovery post-earthquakes.

The Plan responds to:

- Loss of business premises.
- Loss of residential catchment.
- The size and viability of the centre.
- Lack of functionality and linkages between spaces within the centre.
- Opportunities for connections between the centre's biggest assets (the sea, river and parks).
- Opportunities for recognition of the role of manawhenua as kaitiaki (guardians) of the takiwa (territory) and the historic and contemporary values and associations important to them.
- The need for effective communication and joint decision making between business owners, stakeholders and residents.
- The need for a strong and positive identity for the centre, to improve people's perceptions of 'the eastern suburbs'.

1.0 Introduction

Master Plan framework

Integrated Recovery Planning Guide

The framework for developing and implementing the Plan follows five themes which are based on the Integrated Recovery Planning Guide, prepared by the Canterbury District Health Board and the Council post-earthquakes. These themes are:

Economy and business

Movement

Natural environment

Community wellbeing, culture and heritage

Built environment

The themes address different components of what makes a great commercial centre, and are broadly aligned with the Earthquake Recovery Strategy prepared by the Canterbury Earthquake Recovery Authority (CERA).

The Canterbury Earthquake Recovery Act 2011 does not require the Council to prepare plans for the recovery of suburban centres. However, the New Brighton Centre Master Plan must be consistent with the Earthquake Recovery Strategy prepared by CERA and give effect to the Landuse Recovery Plan.

Mahaanui Iwi Management Plan (2013)

The Mahaanui Iwi Management Plan is a mandated statement from the six Ngāi Tahu Papatipu Rūnanga in and around Christchurch and Canterbury, for the recognition, protection and enhancement of Ngāi Tahu values and relationships with natural resources.

In accordance with that Management Plan, this Master Plan seeks to:

- Provide for the particular interest of Ngāi Tahu Papatipu Rūnanga in urban and township planning.
- Acknowledge tāngata whenua values in vision, goals and individual implementation actions.
- Recognise that the Te Tiriti o Waitangi is the basis for the relationship between Ngāi Tahu and local Government.

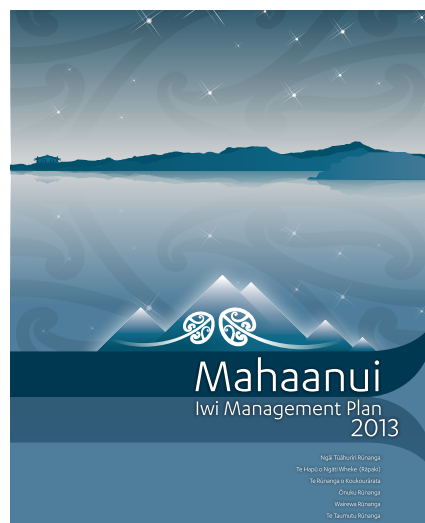


Figure 3: Mahaanui Iwi Management Plan (2013).

Whakaoratia Ōtautahi: Ngāi Tahu Aspirations for Christchurch Recovery and Rebuild

Whakaoratia Ōtautahi describes Ngāi Tahu's aspirations for Christchurch Recovery and Rebuild, and contains guiding principles and objectives expressed in Whakaoratia Ōtautahi. In accordance with that document, this Master Plan seeks to acknowledge the status of manawhenua and promote the protection, restoration, and interpretation of cultural values and sites within the New Brighton Centre and its surrounds.



Figure 4: Scene on the Horotueka or Cam/Kaipoi Pah/Canterbury, 1855 Watercolour on paper - Charles Haubroe.

1.0 Introduction

A brief description of the suburb

New Brighton is a coastal suburb located at the eastern edge of Christchurch City. Its residential catchment extends from Waimairi Beach to the north and to South New Brighton (The Spit) to the south. This catchment would also encompass land to the west of Ōtākaro / the Avon River, much of which is now located within the residential red zone. New Brighton's location close to the sea, Te Ihutai / the Estuary, and Ōtākaro / the Avon River makes a strong contribution to the history, character and appeal of the suburb.

New Brighton is a lower socio-economic area, with a range of demographic diversity along lines of age, gender and ethnicity. Along the beach front and within New Brighton there a number of character properties. Despite its location, close to the sea, and the presence of medium density residential zoning, New Brighton has yet to develop with apartment type accommodation, typical of many seaside locations.

The commercial centre of New Brighton is spread over a large area (approximately 11 hectares), due its historical development as a shopping and tourist destination. From 1946, New Brighton was the only place in New Zealand where shops were allowed to open on Saturdays.

People flocked to New Brighton on their day off, but once Saturday trading began nationwide in the 1980s, business dropped off markedly and the centre has spiralled into decline.

The centre's function is now more locally focused, supplying goods and services to local residents. The centre has a supermarket, a range of banks, convenience shopping retailers, cafés, a post office, a local police station, a Work and Income New Zealand office, budget retail stores and second-hand goods suppliers. There are few chain store retailers within the centre, and the last remaining anchor tenancy is Countdown Supermarket.

Despite visitors being attracted to the beach and library in New Brighton, market data and local feedback indicates that people are not necessarily attracted into the main commercial shopping area.



Figure 5: The wider New Brighton context, and key features.

1.0 Introduction

People and the land; historic and contemporary associations

Māori connections

New Brighton suburban area sits within a significant cultural landscape, with multiple values and associations to Māori. Ngāi Tahu are the kaitiaki (guardians) of this takiwa (territory) and holders of traditional and tribal knowledge. Te Ngāi Tuahuriri Runanga represent the collective interests of the whanau and hapu that have interests in the area, and hold 'manawhenua' status.

Te Tai o Mahaanui (the coast and surrounding land), Te Ihutai (the estuary) and Ōtākaro (the Avon River), and its margins, were places of settlement and mahinga kai (food and resource gathering) for Ngāi Tahu and their tūpuna/early ancestors, Ngati Mamoe and Waitaha, for over 600 years. Wāhi tapu (sacred sites) and wāhi taonga (treasures), including Māori archaeological sites, are located in the area.

The area once supported extensive wetlands, and along with the estuaries, were a rich source of various types of fish and shellfish. Sailing (waka) and walking trails between various Ngāi Tahu settlements passed close to the New Brighton commercial centre. The nearest historic settlements are at Te Kai a Te Karoro near the confluence of the Ōtākaro estuary, and Orua-paeroa at Travis wetland.

Landscape values associated with views across and to water bodies, the Port Hills, and the mountains to the west and north are also of cultural significance. Te Tihi O Kahukura (Castle Rock) and Maukatere (Mt Grey) are two examples of such landmarks. These ancestral links and associations with New Brighton are of great cultural significance and value, and remain important to Ngāi Tahu whānau today.

Further details of the relationship between Ngāi Tahu and the area, specifically Ngāi Tūāhuriri Rūnanga, can be found in the Mahaanui Iwi Management Plan 2013 – Part 3 Manawhenua.

European connections

European settlement of the area began in 1860. The area was slow to develop and difficult to access. In the 1880's, New Brighton was still a relatively isolated community. However, as time elapsed, New Brighton began to develop as a weekend seaside resort. A turning point in the development of the area was the completion of a tramline to New Brighton in 1887. This offered regular, reliable transport to the City and living in the area became more appealing.

The construction of the original Pier was completed in 1894 and this served as the terminus of both the New Brighton and North Beach tram lines. However, by 1963, the pier had fallen into disrepair and was demolished in 1965. A new pier (opened 1997) and library (1999) were built by the City Council, and a landscaped area adjacent to these on the beach front contains a clock tower (built between 1921 – 1934), a stone sea wall built between 1923 – 1924, a War Memorial Cenotaph, a small amphitheatre and a half basketball court.

The retail centre area on Seaview Road began to develop at the end of the 1880s, following the opening of the tram service. Despite a law change in 1946 forbidding Saturday trading, New Brighton retained the right to trade on a Saturday. From this time New Brighton developed Saturday trading as a major point of difference from the city's other suburban centres.

In 1977 – 1978 Seaview Road was developed into a pedestrian mall, the longest pedestrian mall in the country at that time. The mall area was re-landscaped in 1991 and large palm trees were planted in the mall. The Mall was subsequently shortened and opened to traffic from Union Street to Oram Avenue in 2006.



Figure 6: Seaview Road, c.a. 1910 (Christchurch City Libraries).



Figure 7: Pre-1850 travel routes

Source: <http://resources.ccc.govt.nz/files/ChChBefore1850-publications.pdf>

1.0 Introduction

Natural character

Prior to European settlement the area surrounding New Brighton featured springs, waterways, wetlands, grasslands and lowland podocarp forests. The sand dunes supported pingao (golden sand sedge), kowhangatara (spinifex), waiū-o-kahukura (sand comprosmia), cottonwood, milkweed and blue milkweed. Some of the local plant species collected by Māori were aruhe (fern root), wiwi (rushes), and harakeke (flax).

Te Ihutai (the estuary) was known to support both common and rare fish life including but not limited to tuna, short finned eel, kanakana (lamprey), inaka (whitebait), pātiki (flounder), ghost shrimp, tua tua and pipi. Te Ihutai also has the largest concentration of Arctic and wading birds on the east coast of the South Island. Local bird life includes geese, swans, Shoveler, Grey Teal, ducks, Oystercatchers, Godwit, Dotterels, Plovers, Stilts, herons, Spoonbills, Shag, Gulls, Terns and many other species of short and long distance migratory birds.

Over the past 150 or more years, the area has been significantly modified through the draining of former wetlands, sedimentation,

loss of indigenous vegetation and the introduction of exotic plants, discharges to land and water, and land clearing for housing, roading, parks and other infrastructure.

With respect to near and distant landforms, there are coastal sand dunes to the east, and distant landforms of the Port Hills, and the mountains to the west and north (i.e. the Southern Alps). With only the sand dunes in close proximity to the centre, the centre has an open and expansive feel. This means that New Brighton is reliant on the built form to provide a sense of enclosure, and to define and shape the centre.

Leisure, recreation and lifestyle

New Brighton serves as a key recreation destination for the Greater Christchurch region as well as providing extensive recreation opportunities for local residents. Many people are drawn to live in the New Brighton area because of the natural environment and the lifestyle, leisure and recreation opportunities it offers.

In addition to surfing, swimming, walking, lawn bowls, and fishing from the Pier, some recreational activities make positive

use of the prevailing easterly wind. For example, kite flying is a common activity at the beach, appealing to all ages and supported by the annual kite festival which is held on the beach. Blow karts are also commonly found operating along the beach.

Every November, a dazzling Guy Fawkes fireworks show takes place from New Brighton pier and draws thousands of people from across the City. The annual World Buskers Festival also draws the crowds every January/February, showcasing a diverse range of quality international circus and comedy acts. Further south on Southshore Spit, an annual event is held to farewell to the Godwits before they fly non-stop to Alaska for the northern summer. A market operates in New Brighton Mall on a regular basis and, on Sundays, sand artist Peter Donnelly creates rich and elaborate patterns on the beach with a simple rake and stick.



1.0 Introduction

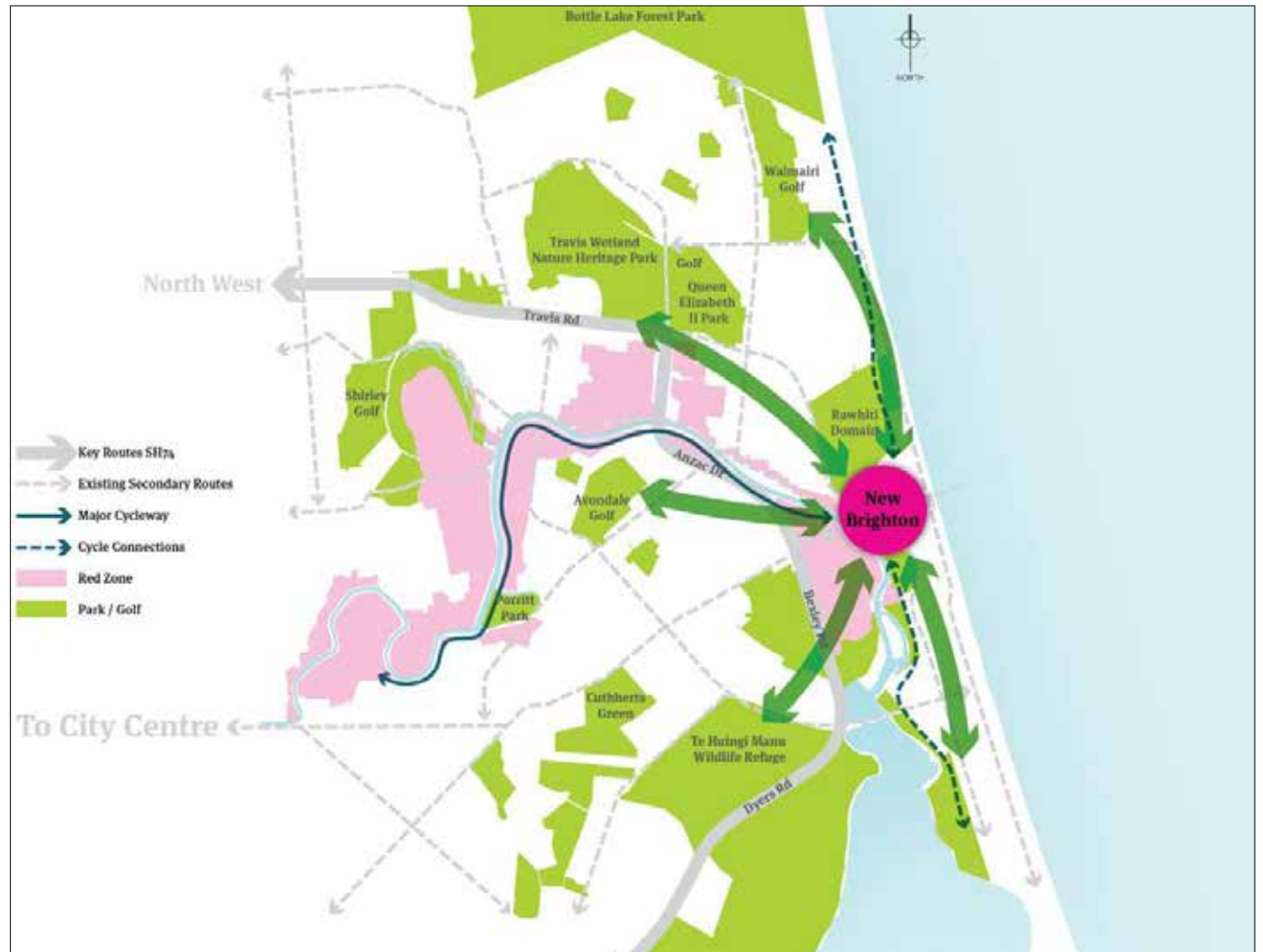


Figure 8: Wider New Brighton recreation context and opportunities.

1.0 Introduction

Land use zoning

The Christchurch District Plan identifies and defines the following land-use zones within New Brighton:

The fringe residential land is zoned Living 3 (Medium-Density Residential) Zone and Living 4C (Central City and Central New Brighton – Character) Zone. These zones enable residential intensification around the centre and along the beach front.

The business zones also allow for residential development to be incorporated as a mixed use development or even as a stand alone residential development. For example, if the Business 2P zone land was not to be used for car parking, the rules for the Living 2 zone would apply. The Christchurch City Council currently owns the majority of this land.

In addition to this zoning, the Canterbury Regional Policy Statement identifies New Brighton as a ‘Key Activity Centre’.

The role of a Key Activity Centre is to be the focal point for retail, business, recreation, community and transport activities.

At the time the adopting this Plan, the District Plan is being reviewed. Zoning is anticipated to change, and new frameworks for commercial and residential activities are anticipated. These changes will reflect the contents of this Master Plan, especially with respect to the extent of commercial zoning.



Figure 9: Existing New Brighton commercial zones.

1.0 Introduction

Built character

Overall, the built character of the centre is predominately small in scale with the exception of a limited number of larger buildings, many of which are no longer fit-for-purpose. The beachfront location has influenced the character of some of the buildings, but this is more prevalent in the design of the streetscape. Away from the beach and the pedestrian mall, there are limited public spaces within the main centre and the amenity has declined in recent years.

The bulk, height and style of buildings within the centre are a reflection of the retail development of the 1970/80s, land ownership patterns and the creation of the pedestrian mall in 1977 – 1978. Along Brighton Mall, continuous low-rise shops are built up to the pavement with fixed awnings that provide an enclosed feeling to the Mall and the use of large exotic palms is suited to the scale of buildings. The corner of Brighton Mall and Marine Parade has a strong built edge facing out to sea and this important location is reinforced by the clock tower on the opposite side of Marine Parade.

Within the remainder of the centre the built form is dominant as there is very little vegetation and large areas of surface car parking. Generally, there is a decrease in the intensity and height of development as one moves away from the beach.

Buildings in the centre generally occupy large footprints, reflecting the success of historic enterprises. Arguably, there is no uniform or consistent character to the centre, with a variety of styles and typology of buildings.

More recent development has included the library building, located on the beachfront at the eastern end of the Mall. The library, and the Pier extending out into the sea in front of the building, are important landmarks for the area.

They serve to extend the centre’s built development into the coastal environment. Although the library’s position limits views of the coast from Brighton Mall, visitors experience these views from inside the building and elsewhere on the foreshore. The Pier can be seen from a great distance along the coastline, helping people locate the centre from afar and forming a key feature within Pegasus Bay.

Within the centre there have been a limited number of new retail developments in recent years. Instead, there has been a move by some retailers to have their shops open onto car parking areas instead of the Mall, drawing activity away from this key street. There are also a number of vacant shops and premises which are in need of attention.



Figure 10: Commercial shop frontages, Brighton Mall.

1.0 Introduction

Commercial analysis

There has been a substantial loss of residential catchment to the New Brighton centre, especially from the areas of Bexley, Aranui and Rawhiti. The long term effect of the earthquakes on New Brighton's total population and demographic composition is currently unknown. In the first few months following the February 2011 earthquake, New Brighton's catchment was estimated to have experienced a population loss of approximately 4.1 per cent (1011 people). This loss in population may have an impact upon the future viability of the commercial centre.

In order to understand the current role that New Brighton has within the retail hierarchy, an economic report was commissioned by the Council to understand how the centre is performing, especially in the post-earthquake environment. The viability of the centre at its current size and format was investigated, and the spending patterns of residents in the centre's catchment were assessed.

The report's findings indicate that the scale of the centre is larger than the surrounding residential catchment can support. The centre has developed from a time in history when New Brighton was a prominent seaside resort and the only place in New Zealand where shops were allowed to open on Saturdays. However, time has moved on and the centre has not readily adapted to changing market conditions.

The report identified the supermarket as a being a key anchor tenant which helps to sustain the viability of the centre, and suggests there is scope for a larger format supermarket to retain local resident spending. The report also concluded that the centre would benefit from consolidation and a more fine urban grain overall. These issues have all been taken into account in the preparation of this Master Plan, whilst acknowledging the centre's ongoing role as a Key Activity Centre.

A summary of the economic report is included in Appendix 1

The movement network

The road network

Following on from New Brighton's role as a Key Activity Centre, the Christchurch Transport Strategic Plan acknowledges the centre as a key transport hub. Marine Parade offers a north-south route into the centre, while New Brighton Road, Hawke and Beresford Streets are the main existing routes into the centre from the city, over New Brighton bridge. The bridge was damaged during the Canterbury earthquakes. Minor repairs to the structure will be undertaken so that it can remain serviceable to traffic for 5 – 10 years before being replaced with a new bridge.

Public Transport

New Brighton is serviced by three bus routes and provides a main terminus for bus layovers (i.e. waiting time between services). Buses currently struggle to find a suitable place to layover. The Christchurch Transport Strategic Plan indicates the need for a transport interchange to be located within New Brighton, helping the centre to better achieve its role as a Key Activity Centre.

Cycleways

The amount of cycle infrastructure in the New Brighton centre is currently very poor. The closest on-street cycle lane is on New Brighton Road some distance from the centre.

A major cycleway is proposed along the route of Ōtākaro / the Avon River which will offer high quality cycling facilities for people wishing to cycle between the city and New Brighton, whether it be as commuters or as recreationalists.

It is envisaged that the cycleway will become a hugely popular link and major asset for eastern suburbs. The alignment and form of the cycleway is subject to future decisions on Red Zone land, Community Board consultation, and sign-off by the Council.

Car parking

New Brighton is well served by car parking and, at times, appears to even have an oversupply. There are almost 600 on-street parking spaces located within the centre. These include time restricted spaces, reserved spaces and mobility parks.

There are two main off street car parking areas for the centre: the Council-owned land on Beresford Street (across three sites), as well as the private car parking areas on Hawke Street. Car parking areas on Hawke Street serve the supermarket and other businesses within the mall. The land ownership of the car parking is divided between multiple businesses and some of it is in poor condition (e.g. pot holes, poorly demarcated etc).

Earthquake damage

New Brighton Centre experienced significant damage during the 2010 and 2011 earthquakes as well as ongoing damage caused by the numerous aftershocks. The map overleaf indicates the location of vacant sites where buildings have already been demolished, as at November 2014.

For this reason, the Master Plan proposes a series of bold changes to the current built form of the centre, to inspire a creative approach to any site redevelopment that may be necessary following further demolition. The majority of demolished properties are located in New Brighton Mall.

1.0 Introduction



Figure 11: New Brighton building demolitions as at November 2014.

1.0 Introduction



Figure 12: New Brighton site analysis.

An aerial photograph of a coastal town, likely New Brighton in Christchurch, New Zealand. The town is built on a narrow strip of land between a large, sandy beach and the ocean. The water is a vibrant turquoise color, and the beach is wide and sandy. The town itself is densely packed with houses and buildings, with a grid-like street pattern. A large, winding river or stream flows through the town, creating a complex network of channels and islands. The overall scene is a mix of natural beauty and urban development.

2.0 Process and community engagement

2.0 Process and community engagement

The master planning process is a partnership between the Council, the Burwood – Pegasus Community Board, Iwi, property owners, businesses, and the local community. This process is summarised in the diagram overleaf and shows there has been a high level of engagement with the community and stakeholders for the preparation of the Master Plan.

Iwi

Prior to undertaking public consultation on the Draft Plan, the Council received feedback from Iwi on the contemporary and historic significance of the area, cultural associations and values. Further feedback was also provided during the preparation of final amendments to the Master Plan.

Property and business owners, community groups and residents

Workshops were held with property and business owners, community groups and residents in early/mid-2012 to gather ideas, discuss concerns and identify potential solutions to the challenges facing the centre. This feedback was then considered, tested and worked-up into a Draft Master Plan by Council staff and put back to the community for further feedback.

Public consultation on the Draft Plan took place over nine weeks from December 2012 to February 2013, and 317 submissions were received. The public's response to the Draft Master Plan was generally very positive. However, a privately-led campaign for a waterpark complex to be established in New Brighton generated a petition of 20,000, which led the Council to place the Master Plan process on hold so that options for aquatic facilities in the east could be further considered over the course of 2013.

Community Advisory Group

By late 2013, following progress on further investigations into eastern aquatic facilities, the Council decided to re-initiate the Master Plan process. The Council empowered the Burwood Pegasus Community Board to establish a Community Advisory Group in early 2014, to identify improvements to the Draft Master Plan including additional public and private realm initiatives, and funding options for achieving those.

The Community Advisory Group (CAG) comprised eight representatives from six local community organisations and members of the Burwood – Pegasus Community Board. Mahaanui Kurataiao Ltd and New Zealand Police were honorary members of the CAG. The CAG members attended an intense series of workshops during the month of April 2014, and prepared 30 recommendations for the Community Board and the full Council to consider. These recommendations are reflected in the final version of the Master Plan (i.e. this version).

Based on the success of the CAG process combined with the positive response received from submitters to the Draft Master Plan, the Council endorsed the Community Board's recommendation not to hold hearings of submissions. As this decision was made in July 2014, it has enabled the final Master Plan to be considered in time for the preparation of the Council's next Long Term Plan.

Land and business owner workshops

Final changes to the Master Plan involved another round of engagement in the form of land and business owner workshops, to discuss potential changes to land use zoning and building heights in the existing commercial centre. The workshops took place over August and September 2014. The output from the workshops is reflected in this Master Plan and will be included in relevant chapters of the Proposed District Plan which will be consulted on in 2015.

Previous regeneration work

The process for this Master Plan has provided an opportunity to revisit the New Brighton Revitalisation Master Plan that was prepared by the City Council in consultation with the community, in 2002. That document included a number of projects that have been implemented, e.g. the slow road and associated landscaping works. As funding for other projects has not been allocated, progress and momentum for several other aspirational projects slowed, e.g. an artificial surf reef. It is important, therefore, that this latest Master Plan sets realistic goals to ensure that projects can be delivered within set timeframes without compromising on the efforts and aspirations that are reflected in this Plan.



Figure 13: Community workshops.

2.0 Process and community engagement

<p><i>Stage 1</i> <i>(May – Jun 2012)</i> <i>Information and assessment</i></p>	<p>Gathering of technical information, including assessing the impact of the earthquakes on New Brighton Centre and identification of key stakeholders.</p>
<p><i>Stage 2</i> <i>(Jul 2012)</i> <i>Community meetings</i></p>	<p>‘Ideas gathering’ workshops are held with Elected Members, property owners, business owners, community groups and local residents. Over 200 people share their concerns, vision, goals, project ideas, and priorities.</p>
<p><i>Stage 3</i> <i>(Jul – Aug 2012)</i> <i>Analysis and design</i></p>	<p>Intensive Inquiry By Design process is held with technical specialists to consider and test ‘Stage 2’ output. Concepts produced at the design workshop are then prepared for inclusion in a Draft Master Plan for public consultation.</p>
<p><i>Stage 4</i> <i>(Dec 2012 – Feb 2013)</i> <i>Consultation</i></p>	<p>Draft Master Plan is approved by the Community Board and Council for public consultation, which generated 317 submissions. Summary of Submissions is prepared. Privately-led campaign for a New Brighton water park launched, and attracted 20,000 petition signatures. Master Plan process delayed so that aquatic facilities in the east could be further investigated.</p>
<p><i>Stage 5</i> <i>(Dec 2013 – Jul 2014)</i> <i>Community Advisory Group</i></p>	<p>A Community Advisory Group (CAG) is established and after completing a programme of workshops, 30 recommendations are submitted to the Board and the Council for consideration . Council decide not to hold hearings based on the feedback from CAG, submitter response to the Draft Plan, and proposed changes recommended by staff.</p>
<p><i>Stage 6</i> <i>(Aug 2014 – Feb 2015)</i> <i>Final changes and adoption</i></p>	<p>Following further input from Iwi, land and business owners, staff made final changes to the Master Plan to present to the Board and the Council for adoption (in early 2015).</p>

Figure 14: Master Plan process and timeline.

2.0 Process and community engagement

Issues and challenges, strengths and opportunities

During Stage Two of the Master Plan process, people were invited to each of the sessions to provide feedback on the issues and challenges facing the centre as well as the positive aspects, strengths and opportunities.

Issues and challenges:

- The size, function and viability of the commercial centre and its appeal to developers and investors.
- A lack of any 'points of difference'.
- The need for sheltered spaces and protection from the weather.
- The need for stakeholder collaboration, and better coordination between land and business owners.
- Unattractive sites and shop frontages, and long, monotonous blocks of building.
- The poor relationship and connections between buildings and public spaces / car parking areas.
- A lack of an integrated transport interchange.
- Weak connectivity between the centre and the river, the coast and parks.
- A lack of trees/greenery, and public seating.
- Concerns about natural hazard risks and impacts.
- A lack of cleaning and maintenance.
- Concerns regarding safety, graffiti and vandalism.
- Few references to the historical and contemporary values and associations between tangata whenua and the area.

Strengths and opportunities:

- The beach, library and pier.
- Good quality cafés.
- Surfing and skating culture.
- Good services in the form of a post shop and banks.
- The natural environment, sea, sand dunes and river.
- Street furniture – the 'surf board seating'.
- A strong passionate and enthused local community, who have a strong sense of identity.



Figure 15: Commercial shop frontages, Brighton Mall.

3.0 Technical considerations and constraints



3.0 Technical considerations and constraints

This Master Plan has been prepared during a time of rapid change for the city and the suburb of New Brighton. The earthquake recovery process involves input from a large number of stakeholders which can mean the recovery may take time to progress. Variables include ongoing natural hazard risks, the future status of the 'Red Zone', infrastructure repair decisions and timings, and the decommissioning of the New Brighton School site.

Ongoing natural hazard risks

The Resource Management Act requires the City Council to control the effects of the use of land for the avoidance or mitigation of natural hazards (s31 and s106 of the RMA 1991). The Building Act and the Building Code also contain specific requirements in areas susceptible to a natural hazard risk (e.g. special foundation design requirements, minimum floor levels requirements).

Like many towns and cities across New Zealand, New Brighton is at risk from the adverse effects of earthquakes, flooding, tsunami and sea-level rise. The greatest impact on New Brighton would come from a distant source tsunami, which would provide sufficient time for people to evacuate. Tsunami warning sirens have been installed in the Centre to alert people to seek higher ground and/or evacuate. Civil Defence agencies also encourage evacuation planning and provide information to households and communities.

Over the next few decades, sea level rise will have increasing importance. The latest report (i.e. November 2014) by the International Panel on Climate Change suggests that sea levels rise will rise by 300mm by 2050. The effects of sea level rise, including passive inundation, will be considered as part of 'phase 2' of the District Plan Review which will be publicly consulted on in 2015.

Future status of the 'Red Zone'

At the time of writing, the Government has not released any decisions on the future of the Red Zone. While uncertainty around the Red Zone has not hampered the preparation of the Master Plan, the future use of this land could facilitate its successful implementation. For instance, increasing the residential catchment and/or creating a strong open space corridor to connect the suburb with the City could be just the catalyst that the New Brighton centre needs to flourish (e.g. a 'City to Sea' river park). The review of the district plan is also considering the appropriate provisions (including zoning and rules) for land use and development in the Red Zone. This will be consulted on in 2015.



Figure 16: New Brighton Beach.

3.0 Technical considerations and constraints

Infrastructure repair decisions and timings

The City Council is working closely with the Stronger Christchurch Infrastructure Rebuild Team (SCIRT), the Canterbury Earthquake Recovery Authority (CERA) and the New Zealand Transport Agency (NZTA) to progress options for transport access and network improvements in and around the New Brighton area. As already mentioned above, the bridge was damaged during the Canterbury earthquakes and minor repairs to the structure will be undertaken so that it can remain servicable for 5 – 10 years. The bridge will then be replaced with a new structure. Decisions on road access to and through the Red Zone are still pending.

Central New Brighton School site

In October 2013, the Ministry of Education announced a decision to merge Central New Brighton School with Freeville and North New Brighton School sites. The merger will initially take effect at the start of term one in 2015. The Crown is yet to make a decision about the future of the Central New Brighton School site.

While the site's future is currently unknown, the underlying zoning in the existing District Plan is residential. The site's future land use zone will be considered as part of 'phase 2' of the District Plan Review which will be publicly consulted on in 2015. However, residential development on the site would be consistent with other Master Plan actions and intentions.



Figure 17: Central New Brighton School site.



3.0 Vision

3.0 Vision

Based on feedback received from stakeholders and the community, the following vision has been developed to address the issues facing the New Brighton centre, and to build upon its key strengths. This vision (below) describes how New Brighton Centre might look and function in 10 – 15 years:

New Brighton is reinventing itself as Christchurch's eastern playground. Its centre is viable, compact, and lively, and it serves the needs of its residents well. Visitors from across the city are drawn to its fun, creative and relaxed atmosphere, and view New Brighton as an ideal destination for leisure and recreation.

Community spirit is strong, resourceful and adaptable. Events and festivals add interest and excitement to community life.

Getting to and around the centre is safe and easy, whether on foot, cycle, bus or by car. Streets, open spaces and buildings contribute positively to the centre's cultural heritage, character and identity. The centre's proximity and position between Ōtākaro / the Avon River, Te Ihutai / the Estuary and sea, and the associated cultural values, are recognised and celebrated.



3.0 Vision



4.0 Goals



4.0 Goals

Economy and business	A more viable, sustainable and consolidated commercial centre with a good range of businesses.
	New anchor/chain businesses to support the viability of smaller niche businesses.
	A lively daytime and evening economy stimulated by an increase in residential, hospitality and entertainment activities.
	A positive and proactive business community which collaborates and innovates to attract investment and increase performance.

Movement	A safe and accessible centre for all transport modes, especially for pedestrians, cyclists, and users of public transport.
	A well designed public transport interchange with quality infrastructure throughout the centre.
	Well designed and well located cycling infrastructure to encourage recreation and commuter cycling.
	A highly walkable centre with a network of interesting and conveniently located pedestrian lanes and corridors.
	Improved on and off-street car parking facilities so that they invite visitation without dominating the centre.



4.0 Goals

Natural environment	Recognition and mitigation of natural hazard risks.
	Low impact design principles are used to reduce adverse environmental effects and to reflect cultural values.
	Natural and cultural landscape values are expressed in street furniture, public art, interpretation and signage.
	A materials and planting palette which supports local biodiversity, reflects cultural values and strengthens the identity of the area.

Built Environment	A more fine grain, human-scale development with more mixed-uses and medium-density housing.
	A new north-south orientation to optimise sunlight, shelter and people-flow.
	Creative solutions to the easterly wind, focusing on the opportunities it brings more than its constraints.
	Attractive and flexible public spaces that are well-connected, uncluttered, and encourage interaction.
	Consistent street furniture design, made from quality low-maintenance materials to reinforce area identity and character.
	Principles of Universal Design and of Crime Prevention Through Environmental Design (CPTED) are applied to public and private development.

Community	A fun and safe centre that appeals to all age groups, and contains facilities which cater to a variety of users.
	Collaboration between community groups to promote transitional and permanent events, and improvements to the centre.
	Recognition, respect and celebration of cultural values and associations.
	Recognition and provision for Ngāi Tahu Reo, kawa (protocol), tikanga (customs), matauranga (knowledge), history, arts and mana through active and ongoing involvement and partnership.





5.0 The 'big picture'

5.0 The 'big picture'

The 'big picture'

This section describes four 'big picture' themes which have been developed to respond to the community's feedback about New Brighton's issues and challenges, strengths and opportunities. These 'big picture' themes reflect the Master Plan vision and goals, and are key drivers that underlie the majority of Master Plan actions. The four 'big picture' themes are:

1. Consolidation of the commercial area for a more vibrant centre.
2. Precinct development with mixed uses to improve user experiences.
3. Reinforced connections through the centre between the river and the sea.
4. Enhanced circulation and flow of pedestrians and cyclists to and through the centre.



Figure 18: Master Plan rationale.

5.0 The 'big picture'

1. Consolidation of the commercial area for a more vibrant centre

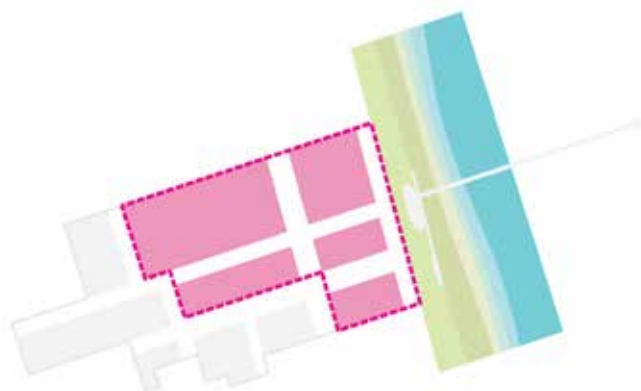


Figure 19: Centre consolidation plan.

As previously outlined, the New Brighton Centre has been underperforming for some time and has struggled to maintain viability. Following the earthquakes, this situation has deteriorated further. The significant loss of residential catchment has increased the strain on the centre and may compromise its ability to perform as a Key Activity Centre within the retail hierarchy.

The economic report prepared for the centre indicated that the centre is too large, and an area of between three and four hectares is considered to be sustainable for the centre to operate successfully. The centre currently contains 11 hectares of business zoned land.

The first step to achieve this would be through the rezoning of commercial land as part of the District Plan Review. Figure 19 above shows the consolidation of the centre close to the sea front, with the land to the west of the centre, predominantly zoned Business 1, being rezoned for other purposes. It is acknowledged that this change would not occur immediately and existing business owners retain their current use rights.

If business owners are encouraged to move into the core of the centre then the residential environment anticipated by the Master Plan could emerge over time. Residential use close to and within the centre is considered necessary to help support its function, while also helping to limit the impact of the loss of housing from the Red Zone.

2. Precinct development with mixed uses to improve user experiences



Figure 20: Precinct development plan.

Figure 20 above signals the desire to create precincts within the New Brighton Centre, to focus activity types. This will help to cluster activities to cater for the needs of different users (e.g. residents versus visitors), and improve the experience of the centre. While the precincts encourage clusters of activity at ground floor level, visitor accommodation and residential activity could be accommodated at above ground level across much of the centre, creating opportunities for much more mixed-use development than what currently exists.

Consideration has been given to using a regulatory approach to implement the precinct approach within the new commercial centre zone boundaries, to reduce/avoid potential adverse environmental effects or outcomes that are contrary to the Plan. However, because this could eventually become a deterrent to development, a non-regulatory approach is preferred and it will be largely up to land and business owners to give effect to these precincts through leasing and development decisions. On the other hand, mixed-use development will continue to be enabled through the District Plan in the centre.

5.0 The 'big picture'

Mixed-use hospitality and entertainment

Hospitality and entertainment activities could be focused towards the sea front so that connections between the beach and land uses within the mall can be improved. Cafés, bars and restaurants would be encouraged to establish in this area, along with other entertainment venues such as a cinema, games arcade, or a bowling alley. These activities could help to increase the consistency and vitality of this location, and provide indoor options for the colder/wetter times of the day or year.

Creating a hospitality and entertainment precinct would also help to promote a night time economy that would make the centre more vibrant after dark. Currently many local residents feel unsafe at night in the centre and this is mainly due to a lack of social activity. If restaurants, bars and entertainment venues were to open later, more people would be present in the centre and this would help to alleviate the unsafe feeling by promoting active surveillance. Above-ground residential and/or visitor accommodation is encouraged in this precinct to optimise sea/beach views, to increase passive surveillance and create a day through to night-time economy.

Mixed-use commercial core

This precinct would extend west from the new road and, unlike the hospitality and entertainment precinct, would contain more of people's day to day needs for commercial services and community facilities. The precinct would benefit from having one or more anchor tenancies (ideally a larger, relocated supermarket and several chain stores) supported by a range of smaller footprint stores, that can help the centre become more functional and competitive within the retail hierarchy. Small scale office activity, visitor and residential accommodation could be provided for above ground-level.

Low to Medium density residential

Associated with the proposed rezoning of commercial land in the next District Plan, the remaining area would be rezoned for residential uses and provide for a mix of housing typologies including low and medium density housing comprising, for instance, attached/semi-attached townhouses, low-rise apartments (i.e. 2 – 3 storeys) and/or retirement housing. It is envisaged that the conversion from business to residential uses would occur over time.

Increasing New Brighton's residential population would bring new energy to the suburb and to community-life, benefit businesses within the consolidated commercial core, and potentially increase the property values of land in and around the centre.

3. Reinforced connections through the centre between the river and the sea

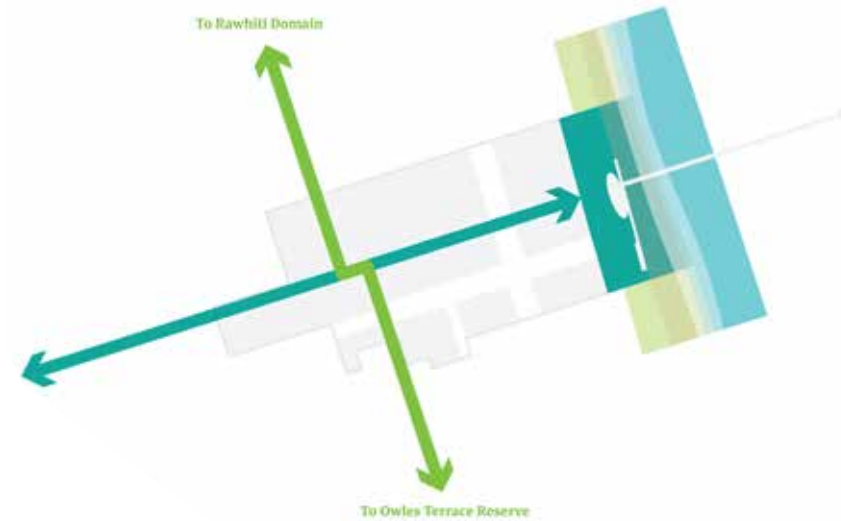


Figure 21: River to sea connections plan.

Within or immediately adjacent to the centre, the Mall, the pier, the foreshore and the sea are highly valued spaces for people to enjoy leisure and recreation. Beyond the centre lie the important recreation and community assets of Rawhiti Domain, Thompson Park and Bottle Lake Forest (north), Ōtākaro / the Avon River 'Jubilee Walkway' (east), Owles Terrace Reserve and the 'Estuary Walk' (south). These spaces contain facilities for a huge range of activities such as bowls, golf, tennis, netball, skating, cricket, play and picnic areas.

Through the consultation process many people identified with New Brighton as the 'playground for the east'. Reinforcing a fun and lively image is a key part of the Master Plan vision. The sentiment can be built upon by recognising the importance of activities and events that take place in and around the commercial centre, on the beach and within the wider catchment. Sand art, kite flying, blow cart racing, bird watching, walking, cycling, golf, sea kayaking, surf life saving, and the skate and surf culture are all prominent in New Brighton and can contribute to the centre's image and character.

5.0 The 'big picture'

In addition to leisure and recreation, a useful concept which could express the 'river to sea' link is through consistent and well-designed landscape plantings using coastal and riparian plant species. Within the New Brighton centre, these plantings could occur as part of Council streetscape projects (e.g. within rain gardens, planter boxes, kerb build-outs and public open spaces) and reinforced through landscape projects on private land.

Another way to express the 'river to sea' link is through the theme of water. There are already existing references to the theme of water and the coast, including surf board seating, coastal plantings (palm trees) and water play equipment. This theme could be further promoted by restoring water quality and riparian areas, reducing stormwater flow and improving stormwater treatment, and optimising views to the sea and river. The water theme could also be given expression through various design elements and features (e.g. signage, seating, lighting, paving etc).

Water has significant spiritual and cultural importance, especially to Iwi. Its expression through artworks and design elements will, therefore, not only help reflect important cultural values and associations but it will also enable broader community awareness and enjoyment.

4. Enhanced circulation and flow of pedestrians and cyclists to and through the centre

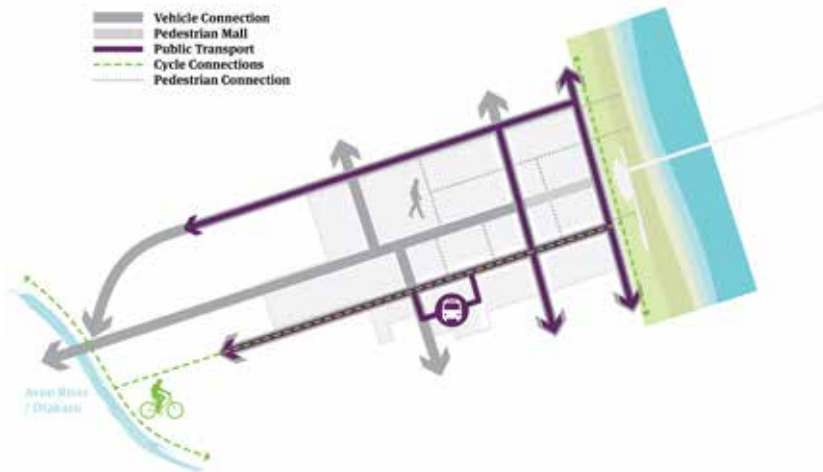


Figure 22: Centre movement network plan.

Access and movement through the centre is currently constrained by long blocks and poor quality spaces, especially between New Brighton Mall and car parking areas on Hawke Street. When observing pedestrian trends through the centre, the Hawke Street car park is well utilised but this does not correspond with pedestrian foot flow within the mall. The block between Marine Parade and Shaw Avenue is also very long.

A major change to the layout of the centre sees the introduction of a new corridor that would run north-south from Hawke Street to Brighton Mall, linking with Oram Avenue (A3). This would aid people flow through the centre, especially along a more sunny and sheltered north-south axis. The Oram Ave link would also support the redesign of Marine Parade as a more flexible space for community activities and events, when combined with temporary road closures.

A major cycleway is proposed along the route of the Avon River (the 'Avon-Ōtakaro route') which will offer high-quality cycling facilities for people wishing to cycle between the city and New Brighton, whether it be as commuters or as recreationalists. It is envisaged that the cycleway will become a hugely popular link and major asset for eastern suburbs. The alignment and form of the cycleway is still subject to future decisions on Red Zone land, Community Board consultation, and sign-off by the Council.

There are also opportunities to improve cycling and pedestrian links in and through the centre, by providing designated cycle lanes and by creating new or enhancing existing pedestrian arcades/laneways. These links will be aided by the use of consistent materials and 'themed' design elements (e.g. landscaping, seating, lighting and/or paving and art) and signage, which can also contribute to a 'sense of arrival' in the centre, and therefore its identity. As some of the land for pedestrian links is held in private ownership, the Council will offer to provide planning and urban design advice to land owners to assist with the delivery of these goals.

*Toitu te marae nui o Tane
Toitu te marae nui o Tangaroa
Toitu te iwi*

*When the domain of Tane (the forest/land) flourishes; and
When the domain of Tangaroa (the ocean/sea) flourishes;
So too will the people flourish*

6.0 Actions



6.0 Actions

This section outlines the key actions which will enable the vision for New Brighton to be implemented. The actions are grouped into the following project areas:

- Streets, parks and open spaces.
- Land, buildings and private development.
- Partnerships for recovery.

The Integrated Recovery Themes (see Introduction) are evident in each of these project areas and these help to inform the individual actions set out in this section.

Each action is introduced and the rationale explained for its inclusion in the Plan. A concept drawing helps to portray the proposed changes and where applicable the staging for each action is outlined, including ‘next steps’ and/or implementation methods.

Actions relating to public spaces (i.e. streets and open space) are explained before initiatives on private land as the Council has greater control and influence in public realm. And, while the majority of projects are very closely interconnected, these next sections are not presented in order of perceived priority or importance.

Streets, parks and open spaces

This section looks at the streets, parks and open spaces. The Master Plan aims to build on previous plans and projects that have sought to improve the look and function of street and public spaces. However, this Plan places greater emphasis on creating stronger visual and physical connections, improving the overall look and feel of the centre, creating a stronger sense of place, identity and character, applying sustainability principles, and respecting and reflecting important cultural associations and values.

• A1 Foreshore connections	• A5 Brighton Mall upgrade
• A2 Marine Parade upgrade	• A6 General streetscape enhancements
• A3 New north-south corridor	• A7 Materials and planting palette implementation
• A4 New open space and public toilets	



Figure 23: Streets, parks and open space concepts.

6.0 Actions

Action A1 Foreshore connections

Description

The action responds to feedback received on the Draft Master Plan from stakeholders and the wider community for stronger connections between the foreshore and the commercial centre. It also responds to an opportunity which has emerged since the Draft Master Plan was originally prepared: the potential development of a hot salt water pool complex (the 'Legacy Project') located within or in close proximity to the foreshore.

The New Brighton foreshore is owned and maintained by the Council. In proximity to the commercial centre, the foreshore contains the following features: public toilets, change sheds, a children's playground and paddling pool, green open space, a library forecourt area, an amphitheatre and half-basketball court, a memorial clock tower, sea walls and pier-ramps, and two off-street car parking areas at either end (i.e. north and south of the centre). To the north is the New Brighton Surf Club.

Subject to Council resources, and future decisions on the Legacy Project, there is scope to investigate small scale physical improvements to the foreshore to facilitate people flow to and through the area, and into the commercial centre. These improvements could include new landscape treatments such as new plantings, pathways, and/or the installation of new furniture (e.g. seating, lighting, public art, cycle stands etc).

In exploring opportunities for new physical improvements, further consideration could also be given to Ngāi Tahu cultural values and the expression of these values through, for instance:

- Art and design concepts.
- Views to the sea, mountains and other sites of cultural significance.
- The design and use of open space for cultural performances and events (e.g. powhiri and kapahaka).

(Note: Taonga plants species are already included in the Master Plan's landscape palette).

Rationale

The foreshore is arguably the most important precinct in this Master Plan and the success of the commercial centre is closely connected with that asset. It is of special significance to Iwi and the New Brighton beach, pier, library and Whale Pool are highly valued by both locals and visitors. Furthermore, improving the foreshore is consistent with the Master Plan's 'big picture' theme of reinforced connection between the river and the sea (i.e. theme number three).

Next Steps

- Subject to Council-decision making on the potential legacy project and/or the future upgrade of the children's playground, investigate small scale landscape improvements which enhance people flow to and along the foreshore, and between the foreshore and the centre.
- Liaise with Iwi and other stakeholders over any future improvement works.
- Secure funding, and prepare development plans for public consultation where appropriate.
- Implement.

Related Project – Children's Playground: Prior to the earthquakes, public consultation was undertaken on a proposed redevelopment of the children's playground (see figure 25). The proposal is yet to be approved by the Community Board with respect to funding and implementation.

Related Project – The New Brighton Legacy Project: The community has expressed the desire for hot salt water pools to be established in New Brighton, preferably on the foreshore in proximity to the commercial centre. At the time of writing, the Council had initiated an Expression of Interest (EOI) process to invite potential project partners to come forward and the outcome of the EOI process is not yet known.

6.0 Actions



Figure 24: Indicative concept plan showing improved foreshore connections, looking south and across the existing children's paddling pool.



Figure 25: Children’s playground upgrade concept (consulted on pre-earthquakes).

6.0 Actions

Action A2 Marine Parade upgrade

Description

Marine Parade is a centre gateway, providing a key north-south route to and through the centre. At its intersection with Brighton Mall, Marine Parade is also an important space for pedestrians moving between the foreshore and the commercial centre, in an east-west direction (and along the 'river to sea' route).

This action involves creating a slow-road along the section of Marine Parade between Hawke and Beresford Streets through changes to landscaping and paving. The slow-road will create a safer and more welcoming environment for pedestrians and cyclists without compromising vehicle access to and through the centre. Furthermore, combined with the proposed new north-south corridor proposed for Oram Ave (A3), this action creates opportunities for temporary road closures for community festivals and events. Changes to the wider road network (i.e. for directional flow) may be necessary to optimise the perceived benefits of the project.

Rationale

The existing design and layout of Marine Parade creates a barrier between the foreshore and the commercial centre. Furthermore, motor vehicles often travel at speed along the Parade despite the presence of a pedestrian crossing opposite the library. Upgrading the road to act as more of a shared-space slow road would improve pedestrian and cycle safety, provide a stronger visual connection between the commercial centre and the foreshore and enhance the circulation and flow of pedestrians.

Changing the priority to pedestrians is not anticipated to have a significant impact on motor vehicles as the provision of the new north-south road (Action A3) would help to redirect many vehicles through the shopping mall and could potentially take some or all bus services off Marine Parade.

Next Steps

- Confirm project timing and allocate funding via the Long Term Plan.
- Liaise with Iwi, other stakeholders, and adjacent business and property owners over the preparation of a detailed design concept, and project timing.
- Undertake public consultation.
- Commence construction.



Figure 26: Indicative concept of the Marine Parade upgrade, and improved foreshore connections, looking north-west.

6.0 Actions

Action A3 New North – South corridor

Description

This action is considered by many people as a priority under the Master Plan and it works in tandem with the upgrade of Marine Parade described above (A2). It proposes the development of a new movement corridor extending from Oram Avenue (to the south) towards Keppel Street (to the north).

The new corridor would form part of the hospitality and entertainment precinct identified in 'big picture' theme number 2 and, because of its north-south orientation for sunlight and shelter, it could be an ideal location for hospitality uses with seating that spills out onto the pavement (i.e. cafés, bars and restaurants). It is therefore important that development on both sides of the corridor contain active edges.

If hospitality uses were to cluster in this locale, the corridor could be marketed as an 'Eat Street'; a concept that has been used in other town centres in both New Zealand and Australia. Instead of outside stalls and caravans, however, the 'Eat Street' concept would ideally take place within buildings.

Rationale

This action intends to help break up the long block of land between Brighton Mall and Hawke Street and address the poor north-south links through the centre. In this way, the action gives effect to the 'big picture theme' above for improved pedestrian and cycle flow through the centre (see theme number 4). The action would also provide the type of sunny and sheltered space not as easily achieved by the east-west orientation of New Brighton Mall, given the effects of the easterly wind.

If established as a road corridor (which is the preferred option versus a pedestrian link), the action would also help to ease vehicle movement and slow traffic along Marine Parade. Marine Parade currently serves as the main north-south link which limits opportunity to unite the commercial-land use with the sea front.

Next steps

- Allocate funding via the Long Term Plan for road construction.
- Purchase land for the new road (note: funding for the land purchase has already been allocated in the Three Year Plan).
- Include planning and urban design provisions in the Proposed District Plan to support the development of active edges along the corridor.
- Liaise with Iwi, affected business and property owners over project timing and the preparation of a detailed design concept.
- Undertake public consultation.
- Commence construction.



Figure 27: Indicative concept of the Oram Ave corridor extension, looking south from Hawke Street.

6.0 Actions

Action A4 New open space and public toilets

Description

There is an opportunity to establish a new open space and modern public toilets adjacent to the new north-south corridor (A3). The toilets would be located in a prominent position so as to maximise active surveillance and create a safe and usable facility. It is possible that land would need to be purchased in association with the new road corridor to help provide this facility.

Given cultural issues associated with these facilities, further liaison with Iwi is necessary before a final decision is made on the precise location and orientation of new toilets.

Rationale

The two public toilet facilities for New Brighton centre are currently located on the sea front and Shaw Avenue. The toilets are poorly located for users of the centre.

The position of the existing toilet blocks can be intimidating for users, particularly at night time, and have occasionally attracted minor vandalism and graffiti. Community feedback has highlighted the need for toilets to be centrally located.

Next Steps

- Confirm project staging and allocate funding in the Long Term Plan.
- Liaise with Iwi and affected land and business owners.
- Complete detailed design and undertake consultation.
- Commence construction.



Figure 28: Indicative concept of a new open space and public toilets, and new internal pedestrian connections, looking east.

6.0 Actions

Action A5 Brighton Mall upgrade

Description

Brighton Mall and Seaview Road is a key 'river-sea connection' as described in 'big picture' theme number three. In the short term, this action proposes a simple upgrade to Brighton Mall to improve its visual amenity and enjoyment by users. This would be achieved through removing elements which create visual and physical clutter to the space and by improving landscape plantings, sheltered seating areas, lighting and (if necessary) new paving along the southern side of the street (i.e. the sunnier side).

This concept involves removing palm trees from the more shaded side of the Mall (i.e. the northern side) and, where practical, replanting them at the western end of the Mall. This will help open up views through the Mall to the foreshore (and vice versa).

Low-impact design features (e.g. rain gardens) could be investigated as part of the upgrade, to address stormwater runoff and drainage. Rain gardens help improve water quality by intercepting stormwater runoff and filtering pollutants through plants and soils; an approach which helps to address cultural concerns about the discharge of pollutants.

Furthermore, rain gardens in Brighton Mall could help give expression to the water theme described in the section above on 'big picture' themes (see theme number 3).

The design and layout of the street would ensure that pedestrian activity (including outdoor seating) is provided for on the sunny (south) side of the street, whilst the movement corridor was located on the north (and shadier) side of the street.



Figure 29: Indicative concept of the Brighton Mall upgrade, looking south-west.

6.0 Actions

A development concept submitted by the Community Advisory Group for a piazza area enclosed by buildings offers an alternate idea for the redevelopment of the Mall over the long term (see Appendix 2). The implementation of this concept is, however, highly dependent on the support of adjacent property and business owners, as well as the Council allocating more funding for another Mall upgrade at that point in time.

Rationale

The western part of Brighton Mall was upgraded with the implementation of the slow street in 2006, and it is currently the most active and successful area of the centre. The east end of the Mall (i.e. the pedestrian-only section) currently has a rundown appearance. Considering its prime location close to the seafront, Brighton Mall could be expected to be more vibrant than it currently is. The Mall's overall amenity is not helped by the presence of several vacant premises and/or buildings in a poor state of repair. A street upgrade will help to generate new energy and confidence in the area, hopefully amongst property owners and investors and especially amongst local residents and businesses.

Next steps

- Confirm project principles and project staging, and allocate funding via the Long Term Plan.
- Liaise with Iwi, other stakeholders and user advocacy groups, and affected business and property owners over the preparation of a detailed design concept of an improved pedestrian mall.
- Undertake public consultation.
- Commence construction.



Figure 30: Indicative concept of the Brighton Mall upgrade, looking west.

6.0 Actions

Action A6 General streetscape upgrades

Description

In light of other proposed actions and in order to provide a coherent and consistent sense of local identity, other streets within the New Brighton centre will require upgrading. While this action primarily relates to Beresford Street and Hawke Street, it also includes Seaview Road, Union Street, and Shaw and Oram Avenues.

The action provides the opportunity to define the proposed new boundary of the commercial centre (i.e. the consolidated centre), and to highlight gateways and entry points to the centre at key intersections. These help to create a 'sense of arrival' for centre visitors and/or returning residents.

General streetscape upgrades also create the opportunity to better recognise cultural values and principles of sustainability. This can be achieved through the use of taonga plant species, and low-impact urban design features such as rain gardens and stormwater swales. Ideally, rain gardens and swales would be used throughout the centre. However, due to potential cost constraints as well as the presence of other infrastructure, their use may be restricted to strategic locations such as Brighton Mall and key intersections.



Figure 31: Indicative concept of the Beresford Street upgrade, looking east.

6.0 Actions

Other general opportunities created by this action are:

- Addressing problematic design features which are currently causing vehicle damage (i.e. on Seaview Road).
- Exploring opportunities to reflect the relationship between the area and manawhenua through design, naming, interpretation and story telling.
- Addressing visual clutter and/or physical barriers which are currently creating problems for pedestrians, the sight-impaired and/or limited mobility, cyclists and vehicle users.
- Introducing better signage, wayfinding and interpretation through the centre where appropriate.
- Improving the overall safety of the area through 'CPTED' improvements and increased lighting.
- Improving cycle infrastructure such as cycle stands and cycle lanes.
- Increasing art and other creative initiatives and details into the landscape.



Beresford Street:

Streetscape enhancements along Beresford Street are proposed to provide a main cycle link to and from the centre. It is envisaged that Beresford Street would include a segregated cycle lane in each direction which would act as the link between the River corridor and seafront and beyond to a potential cycle route along the Ōtākaro / Avon River corridor. This reinforces the concept of uniting the two important natural features either side of New Brighton centre. Beresford Street has been selected as the preferred route for cyclists in order to create a more user-friendly experience by being segregated from the road. This will mean that cyclists are not competing with cars and pedestrians through Brighton Mall. Furthermore, a bus interchange located on Beresford Street could help to promote an integrated public transport system where bike users can use buses for longer journeys.

Shaw Avenue and Union Street:

Within this action, Shaw Avenue and Union Street are particularly important streets given their potential role for creating a new zoning boundary between the consolidated commercial core and proposed new residential areas. The corridor also provides a positive connection between the commercial centre and Rawhiti Domain, a significant public open space. Because of this role, there is an opportunity to create a 'gateway'/landmark on Shaw Avenue at the intersection with Hawke Street (see the Rationale Diagram at the beginning of 'The big picture themes' section). This could be achieved through special treatment plantings and/or other features.

Rationale

Generally speaking, streets in and around New Brighton's commercial centre are run down and uninviting spaces. With the exception of Seaview Road and Brighton Mall, landscaping is sparse and there is little, if any, infrastructure for pedestrian and cyclists.

Beresford and Hawke Streets are notably wide and cater mainly to vehicle traffic. While Shaw Avenue and Union Street are narrower and, therefore, potentially more pedestrian-friendly, neither offer an attractive space for people to use or linger.

Streetscape upgrades with new paving, landscape planting, lighting and street furniture will not only create safer and welcoming environments, they will help to strengthen New Brighton's character, identity and 'sense of place' and, of course, a 'sense of arrival' for visitors and residents alike.

Next Steps

- Confirm project staging and allocate funding via the Long Term Plan.
- Confirm the design concepts for each street.
- Liaise with Iwi, stakeholders and user advocacy groups, and affected land and business owners over the preparation of detailed design schemes.
- Undertake public consultation.
- Commence construction.

6.0 Actions

Action A7 Materials and planting palette implementation

Description

This action intends to respond to local aspirations for increased public realm amenity and consistent use of quality materials, trees and plants. The intention of the materials and planting palette is to provide design guidance that enhances the character of the New Brighton Centre through both hard and soft landscape treatments. As is the case with the design code that has been prepared for New Brighton (see B6 below), it is anticipated that the materials and planting palette will support a 'look and feel' that is readily identified with New Brighton.

The principles that have informed the development of the planting and materials palette, and sample pictures, follow. For a full list of plants and hardscape materials, see Appendix 3.

Planting palette

The following principles informed the development of the planting palette:

- Growing conditions – plants must be suitable for the growing conditions of the river/estuarine, coastal, streetscape and rain garden environments of New Brighton Centre.
- Amenity – plants have been chosen to enhance the pleasantness of the centre in terms of colour and texture, sun and wind shelter, and the definition of differing spaces.
- Ngāi Tahu taonga species – using appropriate, locally occurring, native plants to recreate and enhance natural habitats and mahinga kai areas, and as a way to acknowledge tangata whenua and their ancestral relationship to those species.
- Natural ecology and biodiversity – plants have been chosen that support and are appropriate to New Brighton's past and present natural heritage.
- Safety – plants have been chosen given consideration to 'Crime Prevention Through Environment Design' principles, to help create welcoming and safe streetscapes and open spaces.



Figure 32: Planting palette specimens, from clockwise, ice plant, euphorbia, kowhai, toetoe, cottonwood and muehlenbeckia.

6.0 Actions

Materials palette

The following principles informed the development of the materials palette:

- Durability – street furniture and other materials must be durable and withstand the New Brighton climate, in particular, corrosion from salt laden air. Preference will also be given to materials and elements that can be easily and cost-effectively maintained.
- Sustainability – consideration will be given to the re-use and re-purposing of materials, especially locally sourced materials, to add to the organic and somewhat untamed character of the coastal environment. Life-cycle costs shall also be considered, rather than merely the up front costs.
- Safety and accessibility – furniture and other structures will be selected to ensure a safe and accessible environment, both within the streetscape and open spaces.
- Amenity – materials and elements will be chosen to enhance the pleasantness of the centre and its existing character. Colour and texture will be used to accentuate features and differentiate spaces. Over time, new materials and elements will be considered, providing they complement and build on New Brighton’s character in a coherent way.
- Expressive – consideration will be given to contemporary and historic associations and relationships in the selection of elements, materials and furniture to acknowledge cultural relationships and values.
- Protection and shelter – the protection and shelter from the sun and wind will be given consideration during the selection of materials for structures and other elements.



Figure 33: Master Plan ‘look and feel’ images.

Rationale

Good landscaping can increase the appeal of an area, its sense of enjoyment and its sense of place. This can then lead to improvements being made in terms of economic prosperity and social vibrancy.

If applied successfully in the years ahead, New Brighton will develop a more identifiable landscape character in a way that reflects cultural values and community aspirations.

Next steps

- Promote the use of materials and planting palette to Council and non-Council designers.

6.0 Actions

Land, buildings and private development

This section looks at land and buildings adjacent to public open space and roads, and private development. It also looks at the redevelopment of Council-owned sites.

Many of the actions in this section will rely on the help of the land and business owners to help bring the Plans vision to reality. Although the Council has limited influence over the implementation of some of these projects, it is possible for the Council to enable some actions to be progressed through targeted strategic land purchase (refer Public Space Action A3 – New north-south corridor).

Some existing private spaces within the New Brighton Centre contain vacant or underutilised buildings that have been difficult to lease to businesses. Some of these spaces contain large footprint stores which are not considered sustainable or economic to meet current leasing needs. A finer grain of development with small to medium size stores could help to reinvigorate the centre, especially if anchored by a larger full service supermarket and highly popular chain stores. Therefore, there is an opportunity for existing vacant land or buildings, and other sites which become available for redevelopment, to improve the vitality and viability of the centre through an improved functional layout.

A key issue for users of the centre is the poor pedestrian connections between existing car parking areas and the mall, especially north-south where there is limited access between the mall and Hawke Street Car Park. Improving links within the private space is important to create more activity through the mall and help create a more user-friendly pedestrian environment.



Figure 34: Existing commercial properties and street views.

Key

<ul style="list-style-type: none"> • B1 New residential development • B2 Supermarket relocation 	<ul style="list-style-type: none"> • B3 New pedestrian links • B4 Bus interchange 	<ul style="list-style-type: none"> • B5 Car parking improvements • B6 Urban design code implementation
---	---	--



Figure 35: Indicative development concepts on private land.

6.0 Actions

Action B1 New residential development

Description

The loss of residential catchment to the 'Red Zone' has impacted the viability of the centre. There is the potential for some of the surplus commercial zoned land to be rezoned for medium density residential accommodation close to the heart of the centre, to help combat this loss of residential catchment from the 'Red Zone'.

This accommodation could include retirement housing, quality affordable housing, and exemplary sustainable housing developments. It may take the form of apartments, terraced housing and/or townhouses. It could also include visitor accommodation. An existing backpackers is located within the centre and appears to be well patronised.

Examples of sites that could be rezoned for residential use are sections of the Council-owned car park on Beresford Street, and the old supermarket site on the corner of Shaw Avenue and New Brighton Mall. A higher density of development could be anticipated, due to the close proximity to the centre.

Rationale

As discussed within the 'big picture' section, if the centre were to be consolidated into a smaller compact area, some of the surplus commercial land would need to be rezoned for other uses.

The centre's location near the coast is an obvious attraction for both residents and tourists alike. If the area offers a range of housing typologies, accommodation options and prices, this will help to attract new residents to the area which, in turn, will help revitalise the centre.

Next Steps

- Draft changes to the District Plan and undertake public consultation as part of the notified Proposed District Plan in mid-2015.



Figure 36: Indicative concept for new residential development, looking east back towards the commercial centre.



Figure 37: Medium density housing.

6.0 Actions

Action B2 Supermarket relocation

Description

This action works in tandem with the 'big picture' theme number 2 for a proposed hospitality and entertainment precinct opposite the beach, and involves the relocation of the supermarket to another site further west, as indicated in the indicative concept plan. The number of earthquake damaged properties in the centre presents the opportunity for land amalgamation to help make bold concepts such as this deliverable.

The supermarket would be accessed primarily via Hawke Street, but would also include strong linkages with the New Brighton Mall as well as through to the proposed new bus interchange on Beresford Street (see action B4). The building footprint and illustrated site area is indicative of what would be required for a fully functional supermarket with associated car parking and service areas. To help maintain an active street frontage on Shaw Avenue and Brighton Mall, there is potential for smaller format stores to wrap around the supermarket building.

The car parking area for the supermarket could be located off Hawke Street in the same space that is currently the main car parking area for the mall. This car parking area is currently in multiple ownership, divided between the land parcels and associated businesses within the mall. The area is currently in a poor state of repair and does not operate to its best ability mainly due to the multiple ownership.

If the operation of the car parking area was to be controlled by one owner or via a collaborative agreement then there is potential for this area to be upgraded and for improved connections to be created through to the mall. Landscaping planting would help soften and break up the spaces, creating a more attractive and pedestrian-friendly environment.

The relocation responds to current constraints for the supermarket to redevelop/expand in its current location, largely a result of fragmented land ownership within the block.

Should it be decided that the supermarket will be expanded in its current location, however, it is vital that frontages do not de-activate the street edge.

Rationale

The economic report (see Appendix 1) highlights the need for the centre to retain an anchor tenant. The key anchor tenant currently is the supermarket, however, the economic analysis highlights the need for a larger space for this business to be fully functional and effective as a key anchor tenant.

The relocation of the supermarket would enable the redevelopment of this block as prime coastal land and facilitate

the future hospitality and entertainment precinct comprising businesses that will attract people to the centre (e.g. cafés, restaurants and bars). These activities work well in proximity to a beach and foreshore environment.

Next Steps

- Organise further meetings with the supermarket to discuss a possible new location and related requirements for site/ space, linkages and, where relevant, active edges at the street-edge.
- Organise meetings with other property owners to work through the concept and potential staging.



Figure 38: Indicative concept showing the potential supermarket relocation, looking west.

6.0 Actions

Action B3 New pedestrian links

Description

Potential exists to improve pedestrian access by creating more interesting and accessible spaces that are also sheltered. This could be achieved by upgrading existing lanes and creating new laneways and courtyards in strategic areas, to connect important facilities and key attractions (e.g. action B4 for the proposed bus interchange and action B2 for the relocated supermarket).

Successful examples of laneway and courtyard-style developments were evident in the Central City before the earthquakes (e.g. 'Lichfield Lanes' and 'Sol Square') and, more recently, the 'Strangers and Co' development at the intersection of High, Manchester and Lichfield Streets.

This form of development heavily relies on the strong interest and commitment of landowners and developers. It also requires high footfall. The Council can provide support to landowners and developers by providing urban design guidance and advice and through supportive District Plan provisions.

Rationale

Large street blocks currently dominate the centre with very few quality connections between Hawke Street and Beresford Street. As part of the rebuild, there is an opportunity to create new linkages on sites where buildings have been demolished to increase pedestrian access and permeability to other sites and businesses. Lanes and linkages would potentially create a more viable centre, by creating finer urban grain and providing shops and businesses with the opportunity to open out onto the lanes (i.e. activating the edges).

Next Steps

- Include new pedestrian links on the relevant maps in the proposed District Plan, and enable their development through proposed District Plan provisions.
- Organise meetings with property owners to work through concepts and potential staging.



Figure 39: Indicative concept of new pedestrian linkages through the centre, looking south.

6.0 Actions

Action B4 Bus interchange

Description

A bus interchange has been included in the Plan as appropriate for New Brighton to address current issues associated with bus layovers and New Brighton being at the end of the route. Several options were considered for the location of the interchange, on both public and private space. However, in considering the existing bus routes and other proposed changes to the centre, the preferred option is to be sited within the existing Council car parking area on Beresford Street (see Figure 40).

In addition to being Council owned, the preferred site is relatively central, and parking spaces at the site are often underutilised. Some car parking will, however, be retained to provide a buffer between adjacent residential activities and to mitigate parking losses that can be expected elsewhere in the centre as the centre redevelops.

The interchange will be complemented by strategically located on-street stops within the commercial centre that have quality infrastructure for bus users (e.g. they will be well-lit, sheltered, provide adequate seating and ideally display real-time bus information). The integration of bus stop waiting facilities within compatible business or community facilities may also be possible.

Rationale

There are currently issues with how buses operate within the centre, especially for layovers (times when buses need to wait) with New Brighton being at the end of the route.

Up to four buses could be laid-over within any one time and the layover period is generally between 10 and 20 minutes, sometimes longer. Buses currently wait within the car parking area on the sea front, and there are no driver facilities provided. Creating a new interchange on Beresford Street will help to create a central point for visits to, and from, the centre and assists in achieving the objectives of a Key Activity Centre.

In addition, the Christchurch Transport Strategic Plan indicates the need for a transport interchange to be located within New Brighton. A functional interchange could also encourage the use of public transport and limit the reliance on car use.

Next Steps

- Provide for the development of the bus interchange in the Proposed District Plan.
- Allocate funding through the Long Term Plan.
- Continue to liaise with Environment Canterbury over further concept development and detailed design of facilities.
- Consult affected property owners.
- Commence construction.



Figure 40: Indicative concept of the bus interchange, looking north-east.

6.0 Actions

Action B5 Car parking improvements

Description

This action looks to disperse private car parking areas around the centre in more manageable and attractive spaces that would serve the retail and commercial spaces in the centre. These car parking areas would be well landscaped and have better pedestrian links to the centre through the laneways identified in Action B3. Vehicle crossings would be rationalised to improve pedestrian safety and, ideally, CPTED principles would be incorporated into the detailed design. Car parking areas need to be pleasant to use, safe, well lit and legible so that they support the centre and do not detract from it.

Figure 41 shows the areas of car parking spread through the centre and in particular shows a strong east-west pedestrian walkway connecting the foreshore, the new north-south corridor (A3), open space and public toilet (A4) and a relocated supermarket (B2).

Rationale

Whilst the overall number of car parking spaces may decrease overall under this concept and future vision, the centre will be consolidated into a more compact and landscaped area. The occasional demands of a large-scale public event should not drive car parking supply, and parking supply should be more tailored to the centre's day to day needs.

Space management will ideally prioritise people with restricted mobility, and shorter-stay visitors to encourage regular parking turn over. Creating a more pleasant street environment with consistent and interesting shop frontages will help to reduce drivers' negative perceptions about walking a few metres further from/to their parked vehicle.

Furthermore, the introduction of the bus interchange (B4) and improved cycle and pedestrian links (B3) should assist in promoting alternative means of transport to, and from, the centre. This will be particularly important during large-scale public events.

Unfortunately, several private off-street car parking areas have a run down appearance and detract from the centre's future vision and image. Fragmented ownership can mean that physical improvement works and ongoing maintenance are challenging. In many respects, the Council is only able to be an advocate for such changes. The local Business Association, on the other hand, may be in a strong position to influence property owners.

Next Steps

- Liaise with property developers over their site redevelopment and ongoing management plans.
- Liaise with property owners of existing car parking sites to identify opportunities for improving the use, layout, security/safety and overall appearance.

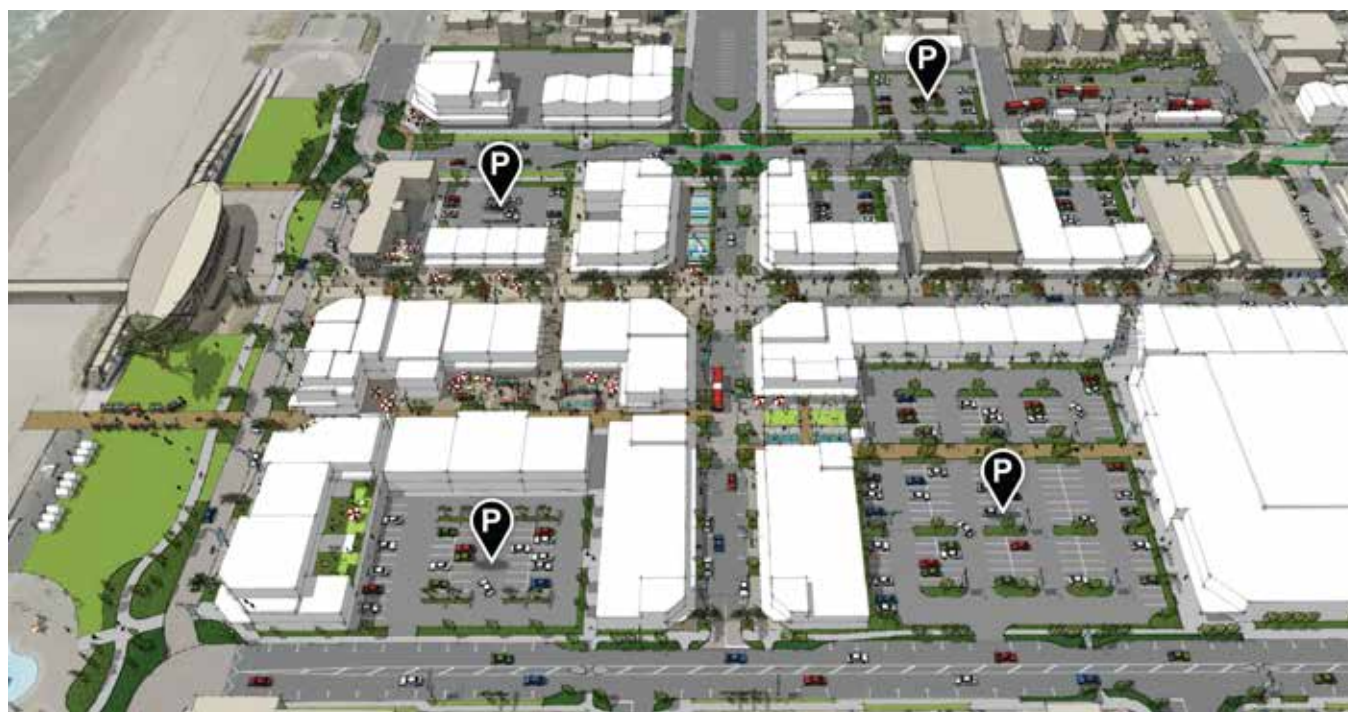


Figure 41: Indicative concept of off-street car parking areas, looking south.

6.0 Actions

Action B6 Urban design code implementation

Description

The action responds to local aspirations for New Brighton centre to have a more coherent built style and stronger village character.

The intention of the urban design code, which follows below, is to offer a number of simple design ideas that can be incorporated into each new building (or retrofitted into existing buildings). It is intended that the code is used by property owners, developers, designers and the community. Over time it is anticipated that the code will culminate in the 'New Brighton Style', providing a village feel and character that is readily identified with New Brighton, becoming its signature.

Existing character

The following attributes are identified to help describe the centre's character:

- The centre fronts onto New Brighton beach, with some views of the water. The Library and seafront activities create a focal point.
- The centre is known for its artistic, quirky and diverse character and easterly winds.
- The centre extends back from the beach towards the river and focuses around New Brighton Mall.
- Buildings range in quality and character. Some incorporate common seaside details, colours and the clock tower and Esplande buildings have an art deco style.
- Brighton Mall is currently dominated by an avenue of Phoenix Palm trees.
- Large areas of car parking dominate the Hawke Street frontage and Beresford Street has an openness, largely due to its street width.
- The majority of buildings are single storey, with some two storey buildings at key locations within the centre.

Broad design principles

The following principles are identified to ensure that new development contributes positively to the appearance and function of the commercial centre:

- Draw inspiration from the natural setting and cultural heritage of the area.
- Use strong and simple architectural forms and durable materials to respond to and complement the landscape.
- Contribute to town centre vibrancy and activity, and provide opportunities for social interaction.
- Reinforce a human scale and avoid large-scale monolithic building forms.
- Apply the principles of Crime Prevention Through Environmental Design (CPTED).
- Champion sustainability and environmental responsiveness, including the use of recycled materials, low impact design principles, shelter and shading.



Upper level terrace provides additional outdoor space and opportunities to enjoy views of the sand dunes and sea.

Verandas provide cover within the shopping environment and should be integrated with the architecture of the building. Porthole windows, sail canopies and a curved roof draw reference from the beachfront location.

6.0 Actions

Building form

Simple built forms are encouraged in the centre. Decorative elements can be included which highlight the street and block corners and can be achieved through the use of increased height, feature doors and windows, wrap-around balconies and corner chamfering.

Building facades

Building facades should include details to add interest and character. Examples of these details are:

- Integrated or painted features:
 - ▶ Use of frieze or fresco incorporating stylised decorative patterns - with influences including tukutuku panels (these are often made of Pingao – which is indigenous to New Brighton), the marine environment.
 - ▶ Keystones – creating stylised symbols of New Brighton.
- Windows and doors, and their arrangement within the building façade:
 - ▶ Inset windows – to create the sense of depth to the building, creating shadows providing interest and articulation in the building façade.
 - ▶ Arched or feature windows, divided into smaller window panes.
 - ▶ Inset and decorative doorways.
- Street façade, to create a balance of wall space to glazing and doorways (i.e. solid to void) and to create texture and depth to the street façade. Fully glazed façades or curtain glazing should be avoided.

- Balconies at upper levels to provide outdoor space, interest and diversity, and interaction with the street:
 - ▶ Juliet, a lightweight decorative balcony.
 - ▶ Projecting, providing activity and interest at the first floor and above.
 - ▶ Inset, within the form of the building.
 - ▶ Rooftop, with the top floor inset behind the line of the main façade of the building.
- Parapets, simply highlighted to finish the upper façade of the building.
- Lightweight verandas, to provide separation between ground and first floors of a building.

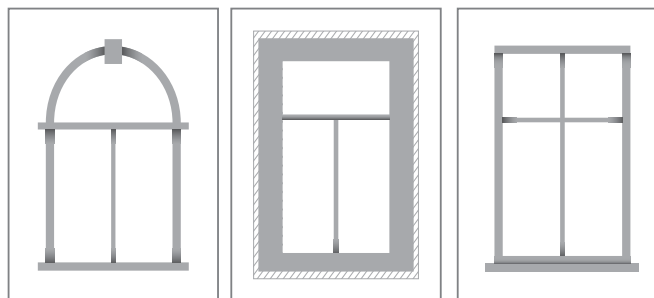


Figure 42: Urban design code, indicative window detail.

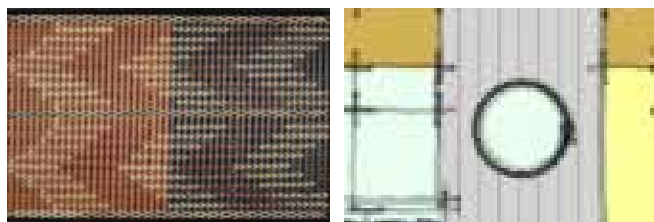


Figure 43: An example of a tukutuku panel.

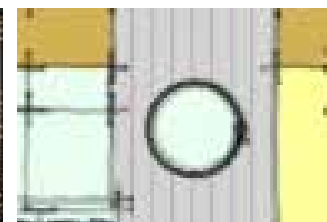


Figure 44: Arched, porthole or feature windows provide interest and detail.



Figure 45: Projecting verandas, balconies and decorative windows contribute to the street appeal.



Figure 46: Corner detail, including chamfering and a balcony adds to the overall interest of the buildings.



Figure 47: Curved walls and shade sails draw reference from the beachfront location.

6.0 Actions

Colour and materials

The unique beachside location and character can be reinforced by building colour and materials:

- The colour palette ranges from neutral and recessive to pastel colours, turquoise, blues and yellow.
- Accent colours could be used on window trims, doorways, balconies and architectural features to help create depth and interest in the street, whilst adding to the vibrancy of New Brighton.
- The use of materials such as concrete, timber and stone is evident in New Brighton.

Rationale

Good urban design and landscaping can increase the enjoyment and use of an area, its character and its sense of place. This, in turn, can lead to improvements in an area's economic prosperity and social vibrancy.

As the code provides non-regulatory guidance, it complements the urban design provisions in the District Plan by providing greater detail but in a flexible manner. If applied successfully, New Brighton will have a stronger more identifiable built character in the years ahead, in a way that reflects cultural values and community aspirations.



Figure 48: Urban design code: indicative built character, materials and colour.



Porthole window draws reference to the centres beachfront location.

Feature doors highlight building entrances and building style draws reference from the simple beach hut form.

Additional height on corner buildings help to define the street block.

6.0 Actions

Partnering for recovery

This section focuses on the role of the local community in the recovery of the centre. It is recognised that the recovery of the centre is not just about physical resources but also relies on a passionate local community who are willing to provide time, effort and commitment into ensuring that New Brighton Commercial Centre can fully recover and grow to be the heart of the community.

The Council has a role to support the community and to facilitate a collaborative approach to achieving their goals.

The actions within this section recognise the importance of existing community groups and identify tools to promote the success of these groups in achieving their goals. Existing community services are prominent in the centre, with the library and church groups being prominent assets. It is essential to build on these and explore opportunities for future growth.

The plan also introduces tools to aid businesses and landowners with the rebuild and recovery of the centre. If local business owners work together to help the recovery of the centre, a collective team effort is more effective than isolated attempts to attract business. Creating a brand for New Brighton and a marketing campaign can help to attract local custom as well as attract visitors from beyond Christchurch. It can also go a long way to 'kick starting' activity and creating a much needed point of difference when competing for investment and custom from other centres around the City.



Actions:

- C1 New Brighton Business Association
- C2 Development incentives research
- C3 Transitional projects and events
- C4 Graffiti removal
- C5 Case management
- C6 Council Customer Services

6.0 Actions

Action C1 New Brighton Business Association

Description

A strong and active business association, where businesses can work together for the overall benefit of the centre, is key to its future success and recovery. There is an existing business association operating in New Brighton which has become extremely proactive since the earthquakes.

The association is networking and sharing information, brokering land sales/purchases, targeting new businesses, exploring synergistic partnerships, organising a healthy calendar of festivals and events, and promoting regular cleaning and maintenance by property owners as well as the Council. The association also provides an important link between businesses and the Council, and contributes valuable feedback to the Council on various plans and policies.

There is a role for the Council to support the business association in its liaison with Council Units, for example, over maintenance issues, the design and layout of sites, or for consenting matters. Furthermore, the Council and the business association could partner to undertake further market research (e.g. an opportunities and gap analysis, customer analysis), a business attraction and marketing programme, a mainstreet caretaker initiative and/or a storefront improvement programme. Funding for such initiatives would need to be secured.

Other ideas offered up to the business association include a community-based “pledge” between businesses and existing/future customers, which builds on the people’s passion and generates shopper-loyalty within the suburb. And finally, where Public Private Partnerships (PPPs) are an appropriate vehicle for developing and delivering certain community infrastructure/services, the business association could potentially offer useful feedback and advice to the Council.

Rationale

Benefits of an active business association include better coordination and communication flow, greater innovation and support, more efficient use of resources, and greater opportunities for strategic partnerships. They bring a valid and necessary perspective to urban regeneration discussions and initiatives, and are a positive vehicle for stakeholder engagement. They also have the added advantage of being the ‘eyes and ears’ of the centre; identifying changes, ongoing issues and positive opportunities which the Council may not recognise as quickly as the association.

Next Steps

- Ongoing liaison between the business association and the Council through various forums, meetings, presentations and service requests.

6.0 Actions

Action C2 Development incentives research

This action involves new research into suitable incentives to encourage specific outcomes in all or parts of the New Brighton centre and/or to create a 'business-friendly' development model. Incentives could be aligned with Master Plan actions for residential, mixed-use, and/or precinct development that satisfy certain criteria and/or 'bottom lines'. Alternatively, incentives could support New Brighton as a new hub for business start-ups, for employment growth, live/work lifestyles, and/or as a focal point for art and culture.

The research would involve scoping of a range of incentives and tools to stimulate both the demand and supply of certain development typologies, i.e. incentives for developers and incentives for tenants or new purchasers. Incentives which could be researched could include rates remissions, targeted rates, deferred fee payments, fee reductions, fee waivers, low rent agreements, low interest loans, deferred repayments, loan underwriting, up front grants, assisted shared ownership, shared equity, a Council 'right-to-buy' partnership scheme, land swaps, and land amalgamation/aggregation assistance.

If structured correctly, incentives could become rates neutral over the long term if they generate development that may not have otherwise occurred. Alternatively, the Council could collect a targeted rate from New Brighton business owners for reinvestment into a New Brighton 'Business Improvement District'.

Project steps would involve further 'problem definition', project goals, spatial extent, performance indicators, evaluation criteria, a risk assessment, estimated costs and revenue sources, spatial parameters, and project timeframes. Idea testing of options and preferences with potential candidates for any future incentives scheme would also be necessary.

Rationale

New Brighton faces a unique set of circumstances and challenges which requires a different approach than other suburbs. It has struggled as a commercial centre now for over two decades. The combined effect on the centre arising from earthquake damage, residential displacement, Red-Zone land, and restricted road access has been significant and had a knock-on effect on the confidence of investors, land and business owners, and the wider community.

A positive aspect of pursuing an incentives programme is that it can help achieve other objectives and outcomes for the local economy and community. While the Council-led actions in the Master Plan will improve the public realm, changes to the private realm are less certain. Without direct intervention through tools and incentives, the Council's role will be relegated to persuasion and advice only. Community feedback suggests that more direct intervention in the centre's recovery is necessary if the desired results (e.g. the Master Plan vision) are to be achieved.

Next steps:

- Engage with the business association, land and business owners to determine the level of interest for researching incentives.
- Prepare a project brief and commence research on a BID and/or other incentives.
- Prepare a report for the Council, with recommendations.
- Implement the Council's decision.



Figure 49: Earthquake damaged building, New Brighton.

6.0 Actions

Action C3 Transitional projects and events

Description

Transitional projects are a way for the community to invigorate vacant space on a temporary basis, to test ideas, and to draw people to the commercial centre.

New Brighton has a very creative and artistic community who could be given more expression within the centre. Several transitional projects have already been initiated and/or completed in the New Brighton community. Examples include projects within Brighton Mall, and the use of demolished building sites for seating areas, community gardens and children's play space.

The lead for transitional projects like this will remain with the local community, however, there is a role for Council officers to liaise with other Council units to provide advice for the design and layout of sites and any consenting process that may be required.

Rationale

There are a number of vacant sites and spaces that have become available following the demolition of buildings. This number is expected to rise. The rebuilding process can take time, and it is possible that some sites may remain vacant until insurance and rebuilding plans are resolved.

Since the demolition of some buildings in the centre, there has been a greater presence of murals on vacant sites, which help add colour and character to the centre. Ideas like these can be built upon and incorporated into the design of buildings to help create a stronger identity for New Brighton.

Next steps:

- Support community initiated transitional projects and events, as and where appropriate.



Figure 50: Wall and street pavement art, New Brighton.

6.0 Actions

Action C4 Graffiti removal

Description

This action confirms the Council's ongoing support for the community to continue to coordinate with the police to address graffiti issues in the New Brighton Centre. The community is already very active in reporting and cleaning up graffiti and appears to be willing to retain a lead role in dealing with this issue; there are many volunteers who offer their time to paint over walls and fences where it has occurred.

As part of this action, property owners are encouraged to create well designed spaces with active edges and good lighting when undertaking rebuild projects. This will help to limit opportunities and spaces where graffiti can take place.

Rationale

Graffiti has been identified as a significant issue within the New Brighton Centre. Whilst it is a long-standing issue, the closure of buildings and presence of derelict/vacant sites has seen an increase in the incidence of graffiti. A CPTED (Crime Prevention Through Environmental Design) report prepared during the preparation of the master plan highlights the issue of graffiti and associated crimes in greater detail and discusses the key issues which lead to this activity occurring more frequently (see Appendix 4).

Next steps:

- Provide ongoing support to property owners and the community for removal of graffiti.

Action C5 Case management

Description

As part of the Suburban Centres Programme, the Council has been providing a case management service to all centres that have suffered earthquake damage and disruption. The case management service offers a single point of contact to commercial property owners, developers and businesses to help them make decisions for their property and navigate Council consenting processes. The precise nature of the service will likely vary over time.

Case managers are available to respond to general queries, liaise with urban design and consent staff for advice, and connect property owners with other stakeholders and/or agencies involved in property development and earthquake recovery.

Rationale

This approach helps the Council to provide streamlined advice, and facilitates the consistent application of the Master Plan. It also helps to achieve a collaborative approach to the rebuild of the centre, by encouraging land and business owners to communicate with one another for 'joined-up' thinking, and the sharing of resources where appropriate and possible.

Next Steps

- Continue to provide a case management service in New Brighton centre.

Action C6 Council customer services

Description

The library is a fantastic facility for locals and also attracts visitors and tourists from outside of the neighbourhood catchment due to its unique location on the seafront. Subject to Council resources, there may be scope to investigate the provision of additional Council services within the New Brighton centre. This would most likely be co-located with the library, and might comprise a self-help kiosk. The provision of additional services at the library would need to be assessed against the 'Libraries 2015 Facilities Plan'. It would also be subject to funding decisions as part of the Council's Long Term Plan.

Rationale

The nearest service centres for local residents to access council services is at The Palms in Shirley and the Linwood Service Centre. This results in people having to leave the New Brighton area to access key Council services. It also means that people may shop and do business in other centres rather than staying local to New Brighton. While this action is not a Master Plan priority, the opportunity may prove worthwhile should the right resources be available.

Next steps:

- As and when appropriate, and subject to resources, explore opportunities to improve and expand access to Council services in the New Brighton centre.

6.0 Actions



Figure 51: New Brighton Library.

7.0 Master Plan Implementation



7.0 Master Plan implementation

The Implementation Plan and associated timeframes are important for giving effect to the Master Plan's vision, goals and actions. This section sets out the responsibilities, priorities and potential dates for each action described above. Ongoing engagement with Iwi, stakeholders and the wider community may be necessary, and will help to ensure that implementation of this Master Plan remains relevant, appropriate and participatory.

Each action within the Plan aligns with the goals for redevelopment of New Brighton Centre and one or more of the themes for Integrated Recovery Planning: natural environment; community wellbeing; culture and heritage; movement; economy and business; and built environment. The Implementation Plan also identifies anticipated timeframes, lead and support partners and potential funding requirements (for instance, if a project is to be funded from Council capital or operational budgets).

Earthquake recovery and master planning implementation involves working with multiple partners and key stakeholders involved in the recovery process – including the Council, Iwi, local residents, property and business owners, associations, organisations and other government and non-government agencies. It is recognised that the Centre's recovery and redevelopment will take time and, in many instances, it could be a complex and challenging process.

Timeframes

The pace of implementation will be influenced by a range of factors, many of which are yet to be fully determined. Wherever possible, 'quick wins' are necessary to boost community confidence and create momentum for the Centre's recovery.

The actions set out in the Plan are divided between public and private space. Several actions are driven by the community with support from the Council.

It is easier to provide timeframes on the development of public land, however, much of the funding required is yet to be secured. Development on private space is much less certain and some of the larger projects will require further investigation and collaboration between stakeholders. Others may require the staging of development to optimise coordination efforts and/or involve regulatory processes (e.g. for resource and/or building consent). There may also be a need for further public/stakeholder consultation and land owner consent.

Despite the uncertainty surrounding funding and timing, the actions in this Master Plan are organised into four streams:

1. Priority actions for immediate progress (i.e. 0 – 2 years).
2. Short term actions to ensure good progress continues and the pace is maintained (i.e. 3 – 6 years).
3. Medium term actions to further strengthen the success of earlier actions and to progress the goals and vision (i.e. 6 – 10 years).
4. Ongoing and long term actions to achieve remaining actions and secure the success of the Master Plan (i.e. 0 – 10 years plus).

It is intended that the Plan's priority and short term will become catalysts for some of the more complex medium or long term actions. Many of the priority and short term actions relate to the public realm and are designed to encourage private investment which, in turn, will help draw people back to the centre.

7.0 Master Plan implementation

Council costs

Council budgets are shown as Opex (operational costs) indicating staff/consultant time and Capex (capital costs) which relate to physical works such as street upgrades, open space enhancements or development of Council land/assets. Capex costs must be secured through the Council's Annual Plan process, unless they are deemed to be minor works which can be funded through existing work programmes and budgets.

Council activities and priorities change over time and therefore the projects will be contestable as part of the review of the Long Term Plan, which is undertaken on a three yearly basis. This review involves the identification and prioritisation of projects across the whole city.

All decisions as to whether or not a Council-funded action will commence remain with the Council and there is no binding commitment on the Council to proceed with any actions identified in this Master Plan.

Other funding sources

Private and/or community-based funding sources may provide alternate funding options for the implementation of projects which are directly or indirectly related to Master Plan actions. These alternate funding sources may come in the form of private investment, private loans, fundraising, sponsorship, grants, donations, and collective investment schemes/equity crowd funding.

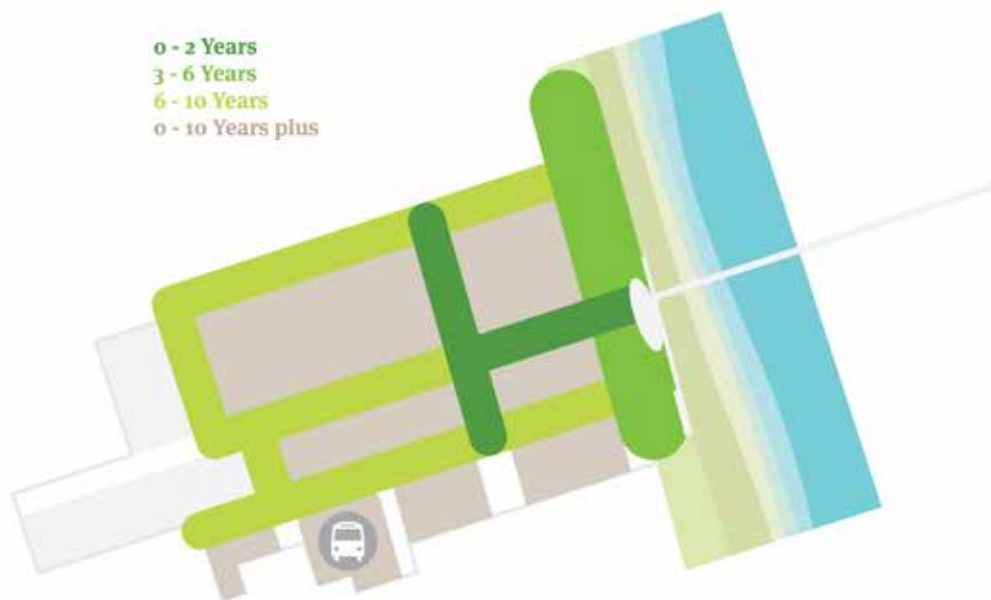


Figure 52: Indicative staging plan, showing priority projects, and short-long term initiatives. Note: this is an aspirational plan only. All funding decisions are subject to the Council's Long Term and Annual Plan decision making.

7.0 Master plan implementation

Implementation plan for the New Brighton Centre Master Plan

Recovery theme / goal	Streets and public space actions	Starting timeframes	Lead agent	Support partners	Council cost?
N, C, B	A1 Foreshore connections	Short term (3–6 years)	Council	Iwi, community	CAPEX
B, M	A2 Marine Parade upgrade	Short term (3–6 years)	Council	Iwi, property owners, community	CAPEX
B, M, E	A3 New north-south corridor	Priority project (0–2 years, construction to follow land purchase).	Council	Iwi, property owners, community	CAPEX
B, M, C	A4 Brighton Mall upgrade	Priority project (0–2 years)	Council	Iwi, property owners, community	CAPEX
B, M, N	A5 General streetscape enhancements	Medium to long term (6–10 years plus)	Council	Iwi, property owners, community	CAPEX
B, C	A6 New open space and public toilets	Short term (3–6 years)	Council	Iwi, property owners, community	CAPEX
B, E, N	A7 Materials and planting palette implementation	Ongoing short to long term (0–10 years plus)	Council	Iwi, property owners, community	CAPEX

B = Built environment, E = Economy and business, N = Natural environment, C = Community wellbeing, M = Movement.
(OPEX) refers to operational costs. (CAPEX) refers to capital costs.

7.0 Master plan implementation

Implementation plan for the New Brighton Centre Master Plan

Recovery theme / goal	Land and development actions	Starting timeframe	Lead agent	Support partner	Council cost?
B, E, C	B1 New residential development	Ongoing short to long term (0–10 years plus)	Property owners / developers	Council	
B, E	B2 Relocation of supermarket	Short to long term (3–10 years)	Property owners / developers	Council	
B, M	B3 New bus interchange	Short term (3–6 years)	Council	ECAN, community	CAPEX
B, M	B4 New pedestrian links	Ongoing short to long term (0–10 years plus)	Property owners / developers	Council	
B, E, M	B5 Car parking improvements	Short to long term (0–10 years)	Property owners / developers	Council	
B, E	B6 Design code implementation	Ongoing short to long term (0–10 years plus)	Iwi, property owners / developers	Council	OPEX

B = Built environment, E = Economy and business, N = Natural environment, C = Community wellbeing, M = Movement.
(OPEX) refers to operational costs. (CAPEX) refers to capital costs.

7.0 Master plan implementation

Implementation plan for the New Brighton Centre Master Plan

Recovery Theme	Recovery Together actions	Starting timeframe	Lead agent	Support partner	Council cost?
B, E	C1 A stronger, active business association	Ongoing short to long term (0–10 years plus)	Business Community	Council	OPEX
E, B	C2 Economic development incentives	Priority project (0–2 years)	Council	Business association Property owners	OPEX
C	C3 Transitional projects and events	Ongoing short to medium term (0–6 years)	Community, Property owners	Property owners, Council	OPEX & CAPEX
N	C4 Graffiti removal	Ongoing short to long term (0–10 years plus)	Community	Council	OPEX
B, E, C	C5 Case Management	Ongoing short to medium term (0–6 years)	Community, Businesses / landowners	Council	OPEX
B, E, N, C, M	C6 Council customer services	Medium to long term (6–10 years plus)	Council		OPEX

B = Built environment, E = Economy and business, N = Natural environment, C = Community wellbeing, M = Movement.
(OPEX) refers to operational costs. (CAPEX) refers to capital costs.

8.0 Appendices



8.0 Appendices

Appendix 1 – New Brighton Economic Assessment – summary document

The following text is a summary of a report prepared by PropertyEconomics for Christchurch City Council in October 2012. The full document is available upon request, donations, and collective investment schemes/equity crowd funding.

Overview

Overall, the picture painted by the PropertyEconomics report for New Brighton Centre is bleak, although it identifies significant potential for New Brighton to become more compact and improve its current retail offer.

New Brighton previously played a 'district / town centre' role, with it being one of the first centres to adopt Saturday morning shopping. This resulted in the centre being developed for a market well beyond its current trade catchment. In essence 'demand' was artificially high relative to the size of its local catchment, which led to the centre being vulnerable to changes in shopping patterns and 'overdeveloped' for today's retail environment.

Changes within New Brighton itself (i.e. removing traffic flow from a portion of the main street) and elsewhere in the city (most notably the shopping mall developments at The Palms, Eastgate, Riccarton and Northlands) have led to New Brighton's role being reduced. As the 'normalisation' of weekend trading occurred across all centres, the inflow of shoppers and retail spending into New Brighton rapidly decreased.

The function and retail status of New Brighton Centre has dropped to that of a 'supermarket-based neighbourhood' centre. It now primarily performs a convenience and supermarket type function (with some recreational / tourism retailing given its unique beachside location), along with some core commercial and community services. Its reduced role has meant a lot of the retail floorspace that was previously 'in demand' is no longer occupied or commercially viable.

In effect, New Brighton has been in a downward spiral in terms of attractiveness, environment, retail store quality and offer over this period, which has flowed onto significant reductions in:

- Shoppers being attracted to and utilising the centre.
- Retailer productivities.
- Sales performance of the centre as a whole.

Current residential catchment

PropertyEconomics has identified a residential catchment with a current population base of approximately 16,060 residing in around 7000 households. Part of this catchment includes red-zoned properties in South Shore. Areas within Bexley were not included given the substantial area of red-zoned properties.

This catchment is projected to increase to around 16,150 people and 7,400 households over the forecast period to 2031. This represents a stagnant population base and household growth of only around 8%. In essence, the catchment size is projected to 'flat line' and experience no material growth over the next two decades. This equates to an average growth rate of only around 22 'new' households per annum, excluding rebuilds as a result of the earthquakes.

Retail expenditure

Overall, the catchment is forecast to experience a low level of retail growth in 'real' terms over the period, largely due to the almost stagnant growth in population within the catchment.

There is a substantial 81% outflow of retail dollars currently leaving New Brighton (i.e. typically termed 'retail leakage'). The principle reason is the lack of quality retail offer and environment at the local level. While there is a reasonably large area of retail floorspace, the quality and goods being sold is not meeting the requirements of the community.

PAK'N SAVE supermarket in Aranui is capturing 10% of total New Brighton expenditure, representing a very high proportion of

New Brighton spend. The PAK'N SAVE is clearly a very popular supermarket for New Brighton residents.

If supermarket expenditure is excluded from the data, a substantial 88% (i.e. nearly \$9 out of every \$10 spent on retail) of retail spending by New Brighton residents is made outside of the New Brighton catchment. In retail leakage terms, PropertyEconomics considers this a torrent rather than a trickle. This spending is very evenly dispersed across other centres in the city, particularly the larger 'higher order' centres. New Brighton residents appear comfortable travelling further and utilising a variety of both centre and non-centre destinations to fulfil their retail requirements.

This data highlights the potential for increased performance and productivity with New Brighton if a better quality centre offer and environment were provided, as at this stage New Brighton is struggling to attract even an appropriate proportion of the catchment's convenience expenditure at the local level.

Retail employment

There has been a 23% net drop in retail employment within the residential catchment since 2000. The New Brighton centre accounts for 70% of the wider catchment's fall in retail employment over the period, showing a centre in sustained decline. To give these figures some relevant context, New Brighton Centre's 23% net fall in retail employment from 2000-2011 occurred at the same time the wider Christchurch retail employment market grew by a net 14%.

8.0 Appendices

Vacancies

A retail audit was undertaken in September 2012. Over a fifth of stores in New Brighton (22 stores or around 21% of GFA) were vacant. This is one of the highest vacancy percentages Property Economics has come across in the last 10 years of undertaking retail centre audits around the country. Operating stores encompassed approximately 14,700 Gross Floor Area (GFA) and equated to around 80 stores, albeit the quality of many of these stores is considered by Property Economics to be low, compounding the ‘vacancy’ problem.

The high proportion of vacant stores in 2012 can be partly attributed to the effects of the downturn in the economic climate and damage resulting from the Canterbury Earthquakes. Even factoring in these issues, the New Brighton market is still comparatively high in term of vacancy levels and is a reflection of an underperforming retail offer.

Principal store types

Food and Beverage services (i.e. cafés, restaurants, and takeaways) make up the largest proportion of the centre composition by store type, representing 25% (30% including pubs, taverns and bars) of stores. A high proportion of Food and Beverage, and Food Retailing stores is not unusual for convenience centres, and is in fact desirable for such centres to play their role and function successfully in the market. What is important is the quality and scope of the offer.

‘Other Stores’ retailing (i.e. \$2 shops, op shops, variety stores, etc.) represents the second largest proportion of the market in terms of store count with 13 stores, or 12% of the market. This proportion is of some concern as ‘Others Stores’ typically represent smaller low quality, second hand and unbranded store types that do not perform or generate the same level of retail productivity as stores in other sectors. These store types can affect the long term vitality and ‘health’ of the centre. Trading productivity per square metre is generally lower for ‘Other Stores’, requiring lower rental rates for sustainability while lowering overall attractiveness

and amenity of a centre. As this happens, rental rates for other location scan fall as a result, leading to more ‘Other Stores’ and causing a snowballing downward effect.

Business land requirements

The Business zones of New Brighton Centre currently comprise around 11 hectares. Property Economics has determined that this size is not sustainable and have recommended a reduction, as shown in Table 9 of their report, reproduced overleaf: Source: Property Economics.

Additional to the considerations above, and that would add further land requirements to the centre, is community facilities

and/or light industrial and trade activity that might be appropriate to include in or around the centre. This may add a further 1 – 1.5 hectares depending on the exact facilities or activities (new or redeveloped) required in New Brighton.

This would give a total ‘efficient’ land requirement in the order of 3.5 – 4.0 hectares.

Given the reduction in business zone requirements in the New Brighton centre, compared to the existing provision of around 11ha, there should be ample opportunity to integrate retail, commercial and community activity in the ‘new’ New Brighton centre.

	GFA (sqm)	LAND AREA (sqm)	LAND AREA (ha)
Supermarket	6,930	17,325	1.73
Less 40% (Approximate)	-2,680	-6,700	-0.67
Supermarket Sub-Total	4,250	10,625	1.06
Convenience Retailing	5,067	10,134	1.01
Less 50% Leakage	-2,533	-5,067	-0.51
Convenience Sub-Total	2,533	5,067	0.51
Other Retailing	1,870	3,740	0.37
Retail Total	8,653	19,432	1.94
Commercial Services (sqm)	2,533	5,067	0.51
Total	11,187	24,499	2.45

Table 1: New Brighton Retail Centre Land Requirements (2031).

8.0 Appendices

Appendix 2 – Community Advisory Group’s concept for New Brighton Mall



Figure 53: Plan perspective of a conceptual piazza area, and over-bridge across Marine Parade.



Figure 55: Street-level view inside the conceptual piazza area, looking east.



Figure 54: Street-level view of a conceptual over-bridge, looking south.

8.0 Appendices

Appendix 3 – List of hardscape materials and plants for the New Brighton palette

Materials

Hard landscape materials include boardwalks, platforms, seating, bollards, shade structures, water features, plant beds, lighting, signage, play equipment, rubbish bins and drinking fountains. They are to be constructed of:

- Timber – painted, natural and re-purposed timbers.
- Concrete – exposed aggregate concrete, coloured and natural concrete, and concrete unit pavers.
- Steel – powder coated, stainless steel and corten steel.
- Plastics – brightly coloured polymers and plastics.

1. Trees and large shrubs

Botanical Name	Common Name	Notes
<i>Coprosma repens</i>	taupata	
<i>Cordyline australis</i>	ti kouka, cabbage tree	Ngāi Tahu taonga species, mahinga kai.
<i>Dodonaea viscosa</i>	akeake	
<i>Kunzea robusta</i>	kanuka	Cure for diarrhea. Material for tools.
<i>Metrosideros excelsa</i>	pohutukawa	Not locally native but more suited to local growing conditions than the southern rata.
<i>Myoporum laetum</i>	ngaio	Berries can be eaten, bark used to heal toothache and ulcers.
<i>Olearia paniculata</i>	golden akeake, akeraho	Ensure local form is eco-sourced.
<i>Plagianthus divaricatus</i>	marsh ribbonwood, makaka	Estuarine system near river in sheltered environment.

8.0 Appendices

2. Shrubs

Botanical Name	Common Name	Notes
<i>Carmichaelia australis</i>	NZ broom, makaka	
<i>Coprosma crassifolia</i>	thick leaved mikimiki	
<i>Coprosma propinqua</i>	mikimiki	Ngāi Tahu taonga species, mahinga kai.
<i>Corokia cotoneaster</i>	korokio	Leaves boiled and drunk to relieve stomach ache.
<i>Muehlenbeckia astonii</i>	pohuehue	Small berries can be eaten.
<i>Oleria odorata</i>	shrub daisy	Fragrant.
<i>Ozothamnus leptophylla</i>	cottonwood, tauhinu	Previously named Cassinia.
<i>Phormium tenax</i>	harakeke, flax	Ngāi Tahu taonga species, mahinga kai.
<i>Sophora prostrata</i>	prostrate kowhai	

3. Ground covers, rain gardens, and riparian planting

Botanical Name	Common Name	Notes
<i>Austroderia richardii</i>	toetoe	Previously named Cortaderia.
<i>Coprosma acerosa</i>	sand coprosma, tarakupenga	Fruits can be eaten. Source of dyes.
<i>Euphorbia glauca</i>	Shore spurge, milkweed, waiuatua	Attractive deep purple flowers.
<i>Ficinia spiralis</i>	pingao, golden sand sedge	Weaving material. Binds sand dunes into low dunes.
<i>Linum monogynum</i>	rauhuia	Attractive white flowers.
<i>Pteridium esculentum</i>	bracken fern, aruhe, rarahu	Edible fern root, prized as cure for sea sickness and diarrhea. Can become invasive.
<i>Apodasmia similis</i>	oioi, jointed wire rush	Rain gardens or Estuarine System.
<i>Bolboschoenus caldwellii</i>	purua grass, Caldwell's clubrush	Roots can be eaten and plant used for thatching. Saline estuarine system.
<i>Juncus kraussii</i>	salt marsh rush, jointed rush	Saline estuarine system.
<i>Leptinella dioica</i>	shore cotula	

8.0 Appendices

Appendix 4 – Brighton Mall Crime Prevention Through Environmental Design (CPTED) Improvement summary report

1 Introduction

This is a summary of a Crime Prevention Through Environmental Design (CPTED) report that was prepared as part of the New Brighton Centre Master Plan, and focuses on the area immediately in and around Brighton Mall.

The assessment has been conducted in accordance with the principles and processes recommended in the National Guidelines for Crime Prevention Through Environmental Design in New Zealand.

The National Guidelines state that:

CPTED is a crime prevention philosophy based on proper design and effective use of the built environment leading to a reduction in the incidence and fear of crime, as well as an improvement in quality of life. CPTED reduces criminal opportunity and fosters positive social interaction among legitimate users of space. The emphasis is on prevention rather than apprehension and punishment.

The assessment has been guided by the four overlapping principles of CPTED:

1. Surveillance – people are present and can see what is going on.
2. Access Management – methods are used to attract people and vehicles to some places and restrict them from others.
3. Territorial Reinforcement – clear boundaries encourage community ‘ownership’ of the space.
4. Quality Environments – good quality, well maintained places attract people and support surveillance.

2 Description of Study Area

The study area is comprised of the Brighton Mall and surrounds, situated in the suburb of New Brighton, on the east coast of Christchurch City.

The Mall is a mixed use pedestrian and vehicle traffic area. The western end of the Mall features single lane traffic access with limited on street parking, and high amenity public spaces along the footpaths, featuring seating, planting, appropriate lighting and space for pedestrians to gather.

Through-traffic has been excluded from the final block of the Mall as it approaches Marine Parade, instead being diverted to the south and onto Beresford Street. However, traffic can access the no-through traffic area of the Mall off Marine Parade, and this area is used by service vehicles and for parking as well as for pedestrian access.

8.0 Appendices

3 Goals

New Brighton commercial centre has been negatively impacted by the 2011 earthquakes and no longer has the character of a destination shopping centre. The retail precinct has been fragmented by the loss of buildings and businesses, and compromised by the resultant decline in customer numbers. It is the goal of this assessment;

1. Identify issues that may negatively impact on the safety, and perceptions of safety, of legitimate users of the area, and to suggest potential remediations to those issues.
2. Highlight those positive attributes that exist in the environment and could be exploited or emphasised to create a place that looks and feels safe and attractive to its intended users while discouraging anti-social behaviour in the area.
3. Consider the proposed redevelopment of New Brighton and identify positive features, issues and remediations inclusive of planned changes.
4. Offer observations and remediations as part of a holistic design approach to benefit the redevelopment of New Brighton and increase use and enjoyment of the area.



Figures 56, 56a: Brighton Mall.



Figure 57: Shared space, Brighton Mall.

8.0 Appendices

4 Observations – Day

The site assessments revealed that during the day there was a low number of people in Brighton Mall, and those that were there, with the exception of smokers in pub doorways, did not pause and linger. Most of the activity seemed to be occurring by the bars at the Marine Parade of the Mall, and in the Countdown car park on Hawke Street. There were a handful of pedestrians towards the western end of the Mall. Activity levels were low.

Significant levels of graffiti vandalism were observed. ‘Tags’ were seen on most buildings, and also on shop windows (etching), on the Metro shelters, and on lighting standards.

Public spaces in Brighton Mall featured high amenity value, with plantings, landscaping and street furniture creating a pleasant environment. High quality materials were in evidence, indicating that the area is valued.

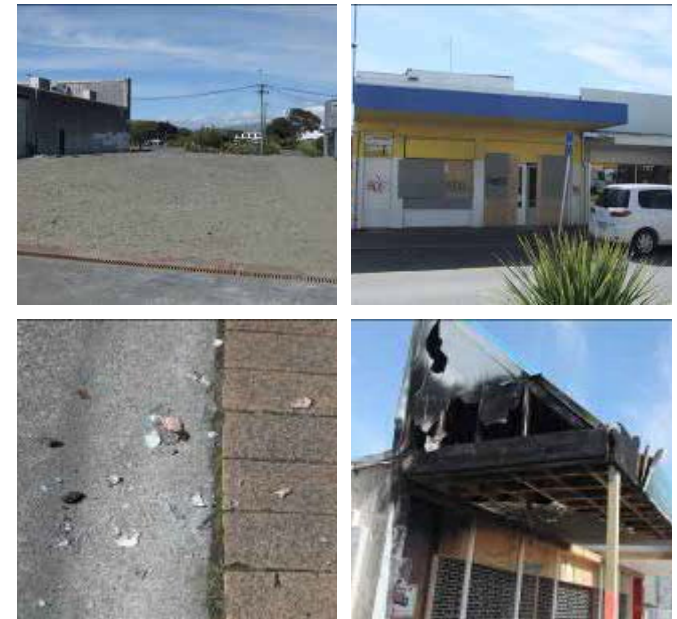
However, these public spaces were surrounded by low amenity value buildings and empty lots, with high levels of graffiti and areas where rubbish had gathered. This has the effect of lowering the overall amenity value of the area. This makes the area less inviting to legitimate users and sends signals to anti-social elements re lack of ownership and expectations on behaviour.



Figures 58, 58a, 58b, 58c: New Brighton graffiti vandalism, examples.



Figures 59, 59a and 59b: Public space showing quality materials, high amenity value.



Figures 60, 60a, 60b, 60c: Empty lot and boarded up shop, broken glass and fire damaged building. Contributors to low amenity value.

8.0 Appendices

Activation of edges in Brighton Mall is low. Many shops in the Mall are empty. Of those that are trading, a good number face away from the main street of the Mall, either turning their frontages out to Beresford and Hawke Streets with a focus on vehicle traffic, or being positioned in one of the small arcades that run perpendicular to the main street of the Mall. This results in low territorial oversight, reducing both formal and informal surveillance of the area.

The last block of the Mall as it approaches Marine Parade is specifically lacking in activation of edges. This area has been designed as a shared space, with large feature trees and seating provided. Its current primary use seems to be service vehicle access and car parking. Two bars flank this space, with minimal interface with the street.

While New Brighton Mall is generally a pleasant if under-utilised space, there were two areas noted that were of concern. One is the empty lot area on the south side of Brighton Mall; the other is the car park behind Coupland's Bakery on Hawke Street and the walkway connection from there to Brighton Mall.

The empty lot on the south side of Brighton Mall features gap filler 'furniture' and significant amounts of graffiti, some of which appears to be legitimate street art. The murals and the gap-filler furniture lend a sense of playfulness to an otherwise industrial area, and are a positive feature in the environment. The graffiti art reflects the character of the area and a sense of ownership and community.

However, while efforts have been made to raise the amenity value of this area, it remains problematic. There are a number of possible entrapment areas and unsecured buildings, and this area is poorly lit at night, within close proximity to several drinking establishments and with poor formal and informal surveillance.



Figures 61, 61a, 61b, 61c: Low activation of edges due to shops facing away from Mall, shared space areas being used for car parking, small arcades reducing interface with street.



Figures 62, 62a: Gap-filler and graffiti art in empty lot. Note the unsecured buildings in 61a.

Figures 63b, 63c: Entrapment and concealment areas, build up of rubbish.

