

Central City Action Plan snapshot

The Central City Action Plan is a single cross-agency plan outlining activities and projects to encourage more people into the Central City, as well as planning ahead for the next stages of regeneration.

It brings together all the Central City regeneration activities and work programmes into one action-focused plan for the next three years (2019-2021).

The Action Plan has been developed by Christchurch City Council, in partnership with the agencies listed below, following engagement and contributions from key public agencies, central city business, property, community and residents groups. Partnerships are crucial to the rollout, delivery and success of the Plan.

The Action Plan's purpose is to support and enable growth in the Central City. It builds on the momentum of current regeneration work with a fresh energy and drive to maximise opportunities and get things done.

The projects and activities outlined in the Action Plan are organised under themes:

- Commitments and activities in the **City leadership** theme will support and drive collaboration towards a 'best for city' approach and outcomes.
- The three central themes – **Amenity and activation**, **Growth** and **People** – respond to the goal of bringing more people into the Central City to visit, work, live and spend, and to return again and again.
- **Getting it done** is focused on delivering the city's major projects and keeping these on track.

Activities in the three central themes are grouped into timeframes:

Short Term – 0-6 months 2018/2019 Summer season

The aim is to maximise the visits of local and regional residents to the Central City. Whether attracted by events, retail sales, openings of new facilities and attractions – the goal is to inform them about what's available (paid and free activities), demonstrate easy access and change perceptions.

Medium Term – 6-18 months Winter 2019 / Winter 2020

Slower shoulder and winter seasons are not new for Christchurch. The aim in this period is to attract residents and visitors back to the Central City with seasonal propositions. This will occur through a combination of events (leisure, business), opening of new indoor facilities, and new commercial offerings.

Guiding Future Regeneration – 0-36 months

These activities are important 'feeders' for the next stages of the Central City regeneration initiatives. Work 'behind the scenes' is underway, but results will be apparent across a longer timeframe.

Activities focus on unlocking delivery of new homes to attract residents, supporting business sectors to grow jobs and the region's prosperity, and improving Central City amenity. Much of the activity will centre on public agencies supporting landowners, investors and businesses to develop new investment and take advantage of opportunities that exist or emerge.

Read the full Central City Action Plan at: ccc.govt.nz/ccactionplan

Ōtautahi Christchurch, explore the opportunity

A Central City built on exploration, open to new ideas and ways to work, live and play

City leadership

Governance and leadership

- Central City Forum
- 'Best for city' decisions
- Collective ownership
- Accountability
- Central city office

Regional partnership

- Greater Christchurch's centre
- Future Development Strategy

Confirm fit for purpose mandates across public sector organisations

A united voice

- A single, future focused Central City narrative
- Coordinated city proposition and messaging
- Shared intelligence to set a common direction

Our focus 2019-2021

Amenity and activation

Light up the city



Street performance and activation

New activity, waived fees and information

Supporting the evening economy

Use activation to extend retail trading with flow on benefit to hospitality business

City image initiatives

Including barrier sites and enliven places programmes, construction management

Growth

Unlock prosperity



"Why Central Christchurch" prospectus

- information/promotional resource
- toolkit for cross agency/sector use
- supports business case/tenancy decisions

Investor Ready City Strategy

- Investment proposition toolkit
- Specialist tactical resource to attract and engage significant investors

People

Relentlessly pursue residents and visitors



Transport promotions and incentives

City events programme
Single calendar, Central City spin off activities

Coordinated promotion using the EXPLORE brand

- Overseas/national/arrivals campaigns
- EXPLORE – Grow resident familiarity
- Keep the interest - What's new / What's on

Short term
(Summer 2018/19)

Medium term
(Winter 2018 & 2019)

Guiding future
regeneration

Lighting Projects

Cathedral Square

Paving repairs, fringe amenity and Cathedral reinstatement engagement

Public Wifi beyond Cathedral Square

Wayfinding

New maps, signage and information

Development Facilitation

- Public and private land resource mapping
- Development advice and support
- Land assembly and public land leverage

Business Improvement District (BID)

Establishment of a self funding model to grow Central City activity and promotion

Grow Shoulder and Winter Season Events

- Winter festival, cultural/business events
- Relocate events/extend events

Maximise Winter use of Central City indoor venues

e.g. 'seasons' (e.g. film, music, arts, gaming)

Visitor guides, tours and trails

Thematic guides, tours and seasonal activity trails

Getting it done

Committing to and Delivering City Venues, Facilities and Attractions

- **Venues:** Christchurch Town Hall, Te Pae/Convention Centre, MetroSports, Multi-use Arena/Stadium
- **Education:** Ao Tawhiti/Unlimited Discovery (ATUD) School, YOObEE School of Design
- **Cultural:** ChristChurch Cathedral (led by JV), Arts Centre
- **Commercial:** (selected including) Farmers Market, Spark Building, Lower High Street, Ballantynes
- **Streets and Spaces:** Te Papa Ōtākaro / Avon River Precinct, Street upgrades, Cathedral Square