

MAXIMISING OPPORTUNITIES TO DEVELOP A VIBRANT, PROSPEROUS AND SUSTAINABLE 21ST CENTURY CITY

PRIORITY ACTIONS FROM THE STRATEGIC PRIORITY ACTION PLAN

- Deliver initiatives that promote the central city as a great place to live
- Identify event and activation opportunities and attract events into the central city
- Improve the condition, safety and accessibility of streets and public spaces in the central city.
- Coordinated marketing and promotion of the central city as a great place to visit, work, invest and live.
- Coordinated delivery and promotion of actions that help identify wider Christchurch as a *city of opportunity – open to new ideas, new people and new ways of doing things.*

KEY ACHIEVEMENTS TO DATE

- ✓ 10 year Central City Residential Programme established. Comprehensive plan to grow and sustain new housing delivery in the central city. (June 2018)
- ✓ Central city activation projects incl. street art, Streets for People Event (October 2017) and shopfront activations.
- ✓ Residential and commercial growth feasibility modelling for the central city completed. Key tool to inform future central city and regional planning. (February 2018)
- ✓ Cathedral Square and Surrounds Strategy reviewed and advised on next steps (March 2018)
- ✓ Central City Promotion Group formed to collaborate on marketing and promotions campaigns (November 2017)
- ✓ Events Policy Framework completed (December 2018), Christchurch NZ's Major Events Strategy complete, CCC community events plan being developed
- ✓ "Get To Know Me" campaign over the 2017/18 summer to encouraging people back into the central city.
- ✓ Commercial Centre Factsheets published (June 2018)
- ✓ Central City Land Use survey established – regular snapshot of progress/regeneration opportunities (March 2018)
- ✓ Residents and visitors drawn to Central City by events – e.g. Lantern Festival, Rauora Open Air Cinema, World Golden Oldies, Americas Cup and Crusaders Super Rugby victory parades,

LIFE IN CHRISTCHURCH
Central City Findings
(MAY 2018)

"Smaller, more affordable apartments with carports would be a great addition. Professional couples are key to central living but not all want to or can afford the luxury apartments that are under construction."

75%
think the central city provides a range of shops, services and entertainment
(13% increase from 2017)

"The central city is on track to provide a good range of recreation opportunities, shops, entertainment and cafes. I look forward to seeing further growth in all of these areas."

"Keep up with the plantings and attractive open spaces so that we can be proud of and maintain our garden city reputation."

60%
said they were satisfied with the look and feel of streetscape and open spaces in the central city
(4% increase from 2017)

40%
travel to work by car
(13% decrease from 2017)

30%
believe the central city is easy to travel around by car
(7% increase from 2017)

54%
feel the central city is not easy to travel around by car
(11% decrease from 2017)

36%
think the central city is easy to travel around by bicycle
(7% increase from 2017)

70%
said the central city is easy to travel around by foot
(6% increase from 2017)

ANY DECISIONS, OPPORTUNITIES OR RISKS TO FLAG

DECISION:

- Clarity around CCC role as the leader of central city regeneration, with support and collaboration between key regeneration agents.

OPPORTUNITY:

- Strong leadership and coordinated public sector activity is required to drive the completion of key projects, create a compelling investment proposition, identify new opportunities and support high value economic sectors.

RISKS:

- Ineffective leadership, support and funding of central city activity will undermine confidence and jeopardise investment.
- Possible period of economic vulnerability as the underlying city economy becomes the primary driver of economic activity and growth.
- Failure to agree to a regional policy framework (Future Development Strategy) that supports urban intensification will undermine central city and city wide medium density housing growth.

KEY MILESTONES THIS YEAR 2018/19

- Future Development Strategy completion - part of the Greater Christchurch Partnership that supports Central City living and medium density housing
- Central City Revitalisation/Action Plan established – multi-agency, multi-sector approach led by CCC.
- Regeneration agency review - clarify mandate and role of respective organisations in delivery, governance and reporting.
- Anchor Project completions - Tūranga (October 2018), Christchurch Town Hall (Autumn 2019)
- Neighbourhood scale development initiatives to grow the pipeline of central city housing.
- Cathedral Reinstatement - agree an effective and pragmatic reconstruction environment and opportunities for resident and visitor engagement.
- Major and community events programme expansion including Hagley Park Concerts, New Zealand Theatre Month and FESTA, Botanic D'Lights (August 2018 - 136,000 attendees over 4 nights).

THE 2 KEY INDICATORS WE ARE TRACKING