

ATTACHMENT 4 TO CLAUSE 9

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

This table contains a summary of the feedback received from:

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

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

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

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

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

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

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

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

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

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

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

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

C2	Additional Council Services	Submitters - Strong support (84% submitter support).	Retain.
		Align - no specific comments/illustrations	N/A
		CAG Recommendation – N/A	N/A
C3	Graffiti Action Plan	Submitters - Overwhelming support (94% submitter support).	Retain.
		Align - no specific comments/illustrations	N/A
		CAG Recommendation – N/A	N/A
C4	Transitional Projects/Events	Submitters - Overwhelming support (90% submitter support).	Retain.
		Align - no specific comments/illustrations	N/A
		CAG Recommendation - NA	N/A
C5	Case Manager	Submitters - Overwhelming support (87% submitter support).	Retain.
		Align - no specific comments/illustrations	N/A
		CAG Recommendation – 6.3 “Endorse Draft Master Plan project C5”	Retain .

Additional CAG recommendations

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

		commitment by the Council to implement the Master Plan e.g. allocate funding in the next financial plan to construct the Oram Ave road extension".	explained.
4.5, 4.6	Traffic flow	<p>4.5 "Investigate creating Beresford Street as a pedestrian priority shared space between Oram Ave and Marine Parade for greater pedestrian and cycle amenity, and to optimise the use and enjoyment of the adjacent public space located over Marine Parade on the foreshore".</p> <p>4.6 "In association with the above recommendation for Beresford Street pedestrian priority shared space, investigate making Hood Street and/or Shackleton Street southern feeders from Marine Parade or Oram Ave".</p>	Further investigate this recommendation with the Council's Road Network Planners and Engineers. (Preliminary analysis suggests that a slow road concept may be more appropriate, i.e. safer, than a shared space concept on Beresford Street).
6.1, 6.2	Economic revitalisation	<p>6.1 "Introduce a 'Economic Development Zone' to New Brighton's consolidated commercial centre by offering property developers and/or landowners one or more of the following incentives for a set time period (e.g. 10 years):</p> <p>(a) Rates remission for new commercial and new mixed-use development;</p> <p>(b) Development contribution reductions or waivers for new commercial and mixed-use development;</p> <p>(c) Building and/or resource consent fee reductions or waivers for new commercial and new mixed-use development;</p> <p>(d) Fee reductions or waivers for costs associated</p>	<p>Further investigate Recommendation 6.1 with the Council's Policy Team, and Funds and Finance Team, as part of amendments to the final Master Plan.</p> <p>Recommendation 6.2 is possibly already being pursued by the New Brighton Business Association, however this text can easily be inserted into the final Plan (into existing action C1).</p>

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

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