

New Brighton Master Plan

for public consultation

December - February 2012-13

Summary of Submissions



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Introduction to this report

This report presents and summarises the public comments made on the draft New Brighton Master Plan which was made available for public consultation from 17 December through 18 February 2013. Information was gathered through submissions gathered online, by mail, email, in person and through drop-in sessions.

The total number of submissions

In total, 317 submissions were made on the Plan. Three hundred and seven (97%) were provided on the submission form for the Plan or through the Have Your Say form and 10 (3%) as free form submissions. Free form submissions were often in the form of a letter-style submission provided via an electronic (Word) document or by the respondent providing a submission formatted similarly to the official submission form.

Methodology

Information is presented in two ways. Respondents were asked if they strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree overall and with particular actions within the Plan. The results of these responses are presented as charts, showing the frequency of each response. Note that totals don't always add to 100% (either 99% or 101%). This is a result of rounding to a whole number and dropping decimals places. This is a standard way to present frequencies.

The second type of information presented is the comments made by respondents on the Plan. Each comment was categorised into one or a number of themes and topics. The themes were based on the Plan's structure, while the topics evolved from the comments made. Information has been sorted, categorised, analysed and summarised in writing this report. Each comment has been read multiple times by analysts.

This report presents points repeated by multiple respondents and one-off ideas. The report also presents a count of the number of comments made about each topic.

The numbers presented in this report, because they are not randomly collected cannot be considered representative of the whole population. They are though a good representation of the opinions of those who submitted on the Plan.

How to read this document

The structure of this report generally follows the sections contained in the Plan.

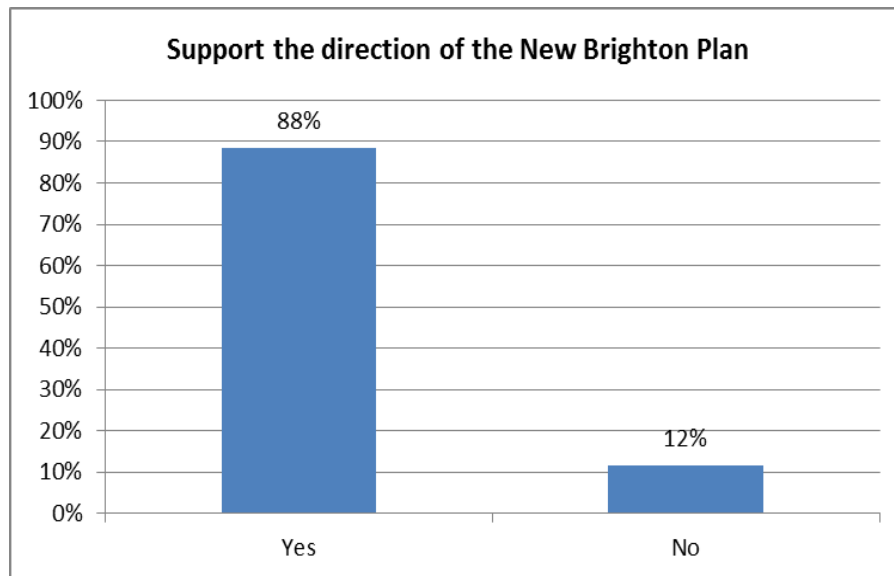
A significant number of comments were received on the development of a swimming complex in New Brighton. While these are considered outside the formal Plan the level of interest warranted including them in this report. A summary of the comments on the swimming pool complex is the last section of this report.

Overall summary of findings

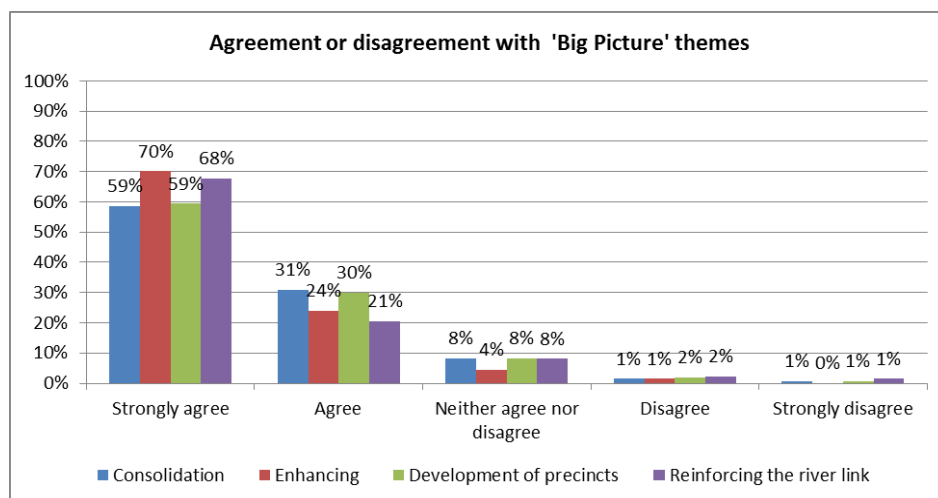
This discussion presents the most discussed topics within the submissions made on the plan.

- There was an 'overall' positive response to the Plan with many respondents indicating an appreciation for the initiative taken by the Council.
- However, with that appreciation, more than half of the respondents commented that the Plan lacked an 'anchor project' with enough 'wow factor' to make it viable.
- Many respondents identified with the alternative Swimming Pool Complex Plan as what it would take for the regeneration of New Brighton. Often, these same respondents suggested that there would be benefits for the South Island's tourist industry by creating a 'world class' seaside venue, thereby, making New Brighton an actual destination. Many cited the loss of Queen Elizabeth II swimming complex for the eastern suburbs, and its replacement potential in New Brighton, to be a logical and appropriate 'anchor project' that could revive the area.
- A large number of respondents who supported the development of an aquatic centre believed that such a complex would be far more beneficial to New Brighton than the 'entertainment hub' as proposed in the Plan.
- Many respondents suggested that another enhancement for New Brighton would be to establish a link from central city to the proposed Avon River Park through to the river's coastal outlet in the New Brighton area. Walking and biking accesses were recommended.
- Most respondents who commented on the topic, supported the idea of condensing the centre through rezoning the land.
- There was some confusion amongst the respondents about opening the Marine Parade, closing the Marine Parade and opening and closing the roads. This was mainly due to some respondents not understanding the concept, from the material presented in the Plan. On the actual issue of closing the road there was mixed opinions.
- There were clear suggestions that most of central New Brighton needed to be 'pedestrian friendly' and thereby, 'community friendly'.
- The suggestion to move the supermarket was very well received. Many of the respondents suggested that the current supermarket site would be a good place for the 'un-proposed pool complex'.
- Creating venues that were sheltered from the easterly wind and/or covered was recommended by many respondents. Landscaping was suggested to be in keeping with a seaside venue and maintaining such in a more exemplary way.

Big Picture



There was strong support for the direction of the plan. Eighty eight percent of people stated yes when asked if they overall support the direction of the plan.



Respondents were asked how much they agreed or disagreed with the Big Picture Themes. At least 89% of people or more agreed or strongly agreed with each of the Big Picture Themes.

Consolidation of the centre through rezoning of land

Agree: 90%; Ambivalent: 8%; Disagree: 2%

Best aspects

Comments 49

Respondents generally supported the consolidation of the centre. Some also provided reasons for their support. Supporting reasons included that it will contribute to a better community feel in the area by making it more efficient, viable, people friendly and interactive.

The reduction and consolidation of the retail area into a more village like (sic) which will enhance contact amongst community.

Respondents suggested the number of shops should decrease to ensure the premises are better looked after and that there is a good fit of shops that the residents can support.

... reducing the number of commercial properties is essential. Rundown/empty shops destroy the momentum.

Commercial centre consolidation was also supported, because it would create more space for other land uses such as residential.

Improvement suggestions

Comments 10

Improvement suggestions for centre consolidation included the process that will be taken in the rezoning, the scale of the consolidation and future development considerations. Three respondents suggested that the Council should take over control of the land to ensure that a uniformed approach is taken to the rebuild. Others also expressed concern about the amount of time that might be involved in the plan change process.

That, after rezoning land in accordance with the plan, the Council facilitate redevelopment by establishing a revolving land purchase fund to buy property to amalgamate titles or extinguish existing use rights, the land to be on-sold (or leased) for development under the new zoning.

Others think that even though consolidation is needed, the scale involved in the plan is too excessive. Respondents stated that there will need to be consideration as to how future development will be allowed for, that if more people are attracted to New Brighton due to the Draft Plan's success then consolidation may be short sighted.

Enhancing the flow of pedestrian and cycle routes to, through and around the centre

Agree: 94%; Ambivalent: 4%; Disagree: 1%¹

Best aspects

Comments 10

Respondents who commented on enhancing the flow of pedestrian and cycle routes stated that they think it is one of the best aspects of the plan. Further explanation of support was limited but included comments that the improved pedestrian and cyclist flow could have other uses such as training areas and be alternative transport option.

A smaller walkable centre makes a lot of sense. Increased emphasis and provision for cyclists and pedestrians. New Brighton is a small suburb and easily navigable by cycle and foot, providing safe infrastructure for people to walk and cycle will reduce our reliance on the car.

Improvement suggestions

No respondents commented on how this big picture theme could be improved.

¹ Note that the frequency numbers don't always add to 100%, this is because of rounding.

Development of precincts: entertainment, retail/commerce and residential while encouraging mixed-use activities

Agree: 89%; Ambivalent: 8%; Disagree: 3%

Best aspects

Comments 20

Development of precincts: entertainment, retail/commerce and residential was generally supported by respondents. Some stated that it would bring more cohesion between different parts of the area.

The creation of precincts will give the area more cohesion and will hopefully bring new development into the business area.

Some respondents supported the concept of mixed-use activities, particularly a mix involving retail/office and residential.

Development of precincts, entertainment, retail/commercial and residential (with mixed-use activities) is also supported...

Improvement suggestions

Comments 4

There were limited comments from respondents about how this theme could be improved. Statements were made about having mixed-use throughout the area, meaning that residents could play a role in monitoring the area, the need to incorporate more green/open space and make better use of the foreshore by including it in the plan as an entertainment precinct.

Would like to see a mixed use of residential and commercial all throughout the area e.g. like Sydenham, apartments above. Check out other seaside towns around the world. Not put into separate areas.

...Our suggestion is to allow a mixed retail/office and residential zone on Seaview Road's south side between Union Street and Oram Avenue.

One respondent raised the concern that this theme was entirely dependent on landowners to put into action.

Theme #3 depends entirely on landowners as to all but the last of these "development stars", so the role of the Council in devising actual business cases is minimal.

Reinforcing the river to sea link through the centre and connections to recreation spaces

Agree: 89%; Ambivalent 8%; Disagree: 3%.

Best aspects

Comments 24

Respondents were generally in support of reinforcing the river to sea link. Reference was frequently made to the benefit of developing links to the river that would allow people to follow the river from the Central City and all the way out to the sea at New Brighton.

Linkage to the river park with New Brighton e.g. being able to cycle/run from the city centre to New Brighton along the river park and then swim at the pool would be a great linkage for Christchurch.

The need to make the most of the natural features surrounding the area was well supported.

Given its unique location by the sea and near the river, the links to the natural environment should be enhanced as much as possible.

Improvement suggestions

Comments 6

Improvements that could be made under this theme included increasing the links to the sea through incorporating the foreshore area into the Draft Plan and considering how to best use that space, such as cafés and walkways.

You really need to consider cafes-restaurants all along the foreshore next to the library, you have a chance here to make this right don't blow it again like they did 10-12 years ago. Don't believe me? Look at every seaside town around the world - look at Australia. Cafes and restaurants will simply transform and make New Brighton a wonderful place again. Don't do it and you will have a revamped sleepy hollow.

Additional big picture themes

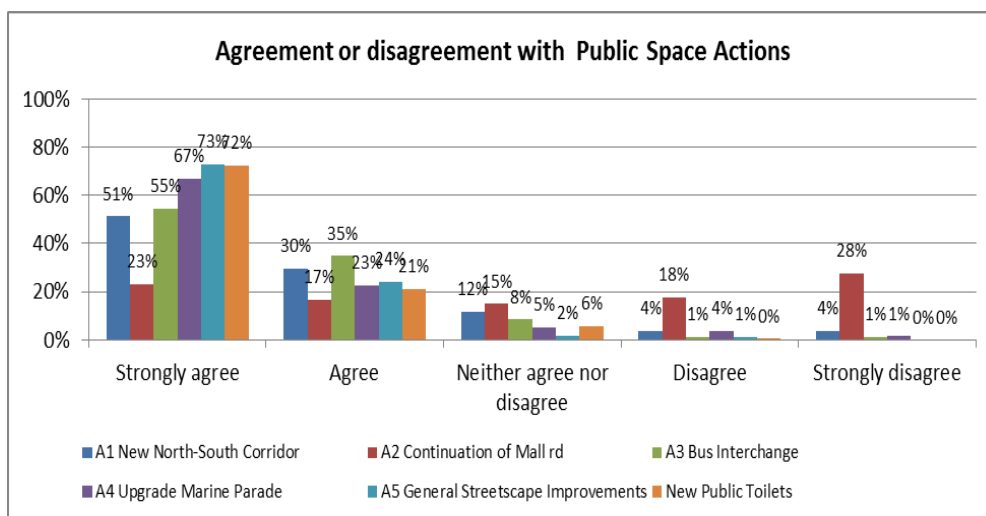
Often respondents included comments about the need to incorporate and consider ways in which people can be attracted to go to New Brighton. The need to be able to provide attractions within New Brighton that bring residents from across Christchurch, as well as national and international tourists, has been highlighted by respondents as a theme that could bring improvement to the Draft Plan. A lack of 'wow' factor is a statement repeated by a number of respondents.

I love the overall direction of the master plan, and the majority of the goals. However it lacks any real point of difference or wow factor - it runs the risk of being just another suburban shopping area, or worse, 5-10 years after implementation it runs the risk of once again being a run-down out of date mall. It needs something to make it stand out, appeal to tourists and attract locals.

The ideas put forward for this are generally about attractions that would bring people to the area that are more unique than what has been put forward. Many of these specify a swimming complex as something that could bring a greater focus to the area.

New Brighton needs a focal attraction that is unique to Christchurch to attract all.

Public Space Actions



Respondents were asked how much they agreed or disagreed with the Public Space Actions. A low level of support was received for the action to continue the Mall Road with 40% of people agreeing or strongly agreeing with this action.

A1 New north-south road corridor

Agree: 81%; Ambivalent: 12%; Disagree: 8%

Best aspects

Comments 62

There was a high level of general support from respondents for a new north-south road corridor. Many respondents stated that they thought it was one of the best aspects of the plan. Others provided the reasons why they supported this action. Particular support was given to the way planning the changes to the streets took into account providing shelter from the Easterly wind.

Improving North to South shopping Roads to hide from the easterly winds would encourage shoppers to New Brighton.

Other reasons to support the road layout changes were; improving traffic flow to the Centre, opening up space for other developments and that it can lead to diverting traffic away from Marine Parade.

A1 – Oram Ave extension is a good idea, and is crucial to the Waterpark proposal in terms of road layout. Given that if Marine Parade is closed off or bridged (see A4, below) this road will take a large fraction of the diverted traffic, its design needs to be more robust than is perhaps indicated

Improvement suggestions

Comments 32

Some respondents didn't agree with a new north-south road corridor and others suggested improvements, especially in the way it is handled. The reasons given for not supporting this action included that the area doesn't need more roads and moving the road divides up the mall area and that there is a need for more pedestrian space in general to encourage walking.

Strongly dislike the proposed roading and access, because the proposed roads will divide up the mall area, separating retail from entertainment. This will make it unfriendly to pedestrians. It will also leave little room for outdoor areas and decent landscaping. I don't think the proposed roading helps achieve the stated goals, particularly those related to making it an attractive public space which is accessible to all users.

The suggestions that respondents have made in relation to this action include: making the new corridor one way; limiting speeds to 30 km/hr.; stopping the road at the top end of Oram Street; having no on-street parking; ensuring that there are no roads crossing the corridor and that pedestrians take priority. Other options are also suggested such as extending Shaw Ave into Union St. This was another alternative suggestion;

Oram Ave (currently a massive waste of bitumen) needs to be made the main thoroughfare from Mountbatten/Shackleton Sts to Kepple St, returning to Marine Pd behind the New Brighton Club.

A2 Continuation of road through the pedestrianized mall

Agree: 40%; Ambivalent: 15%; Disagree: 46%

Best aspects

Comments 22

There were some respondents who supported opening up the mall to traffic, with the main reason being that it would bring more people into the retail area. Two respondents had this thought.

As we have seen previously, the pedestrian mall has become stagnant and revitalization through the encouragement of traffic flow (pedestrian, cycles and motor vehicles) is, in my opinion, one of the main benefits of this Draft Plan.

Most comments that supported this action were in support of the general redevelopment of the mall, that any revitalisation would improve the mall aesthetics and therefore bring more people into the area.

Improvement suggestions

Comments 86

A significant number of respondents were strongly opposed to this action, with the main reasons being concerns about safety and the loss of public space for people to meet in, particularly the space for the market to take place.

"Shared space" is nonsense as both vehicles and pedestrians are inconvenienced. Pedestrians, particularly parents, do not feel safe and relaxed and car drivers are frustrated by delays. The mall should remain pedestrian for the same reasons. Car drivers will gain nothing by being allowed to crawl through the area and all chances of creating an inviting outdoor area for restaurants, street entertainers street markets etc. will be lost. The existing streetscape is very attractive and well established and would inevitably be compromised by introducing traffic.

Some respondents were concerned that this action would impact on pedestrians' full access to the beach and also that it would have a limited impact on improving retail performance. Suggestions that were made by respondents include: covering the pedestrian area of the mall; limited car speeds along new roads; restricting access during certain hours of the day (e.g. 10am and 5pm); improving shelter along the mall and emphasising a shopping square rather than road mall.

A3 Bus interchange

Agree: 90%; Ambivalent:8%; Disagree: 2%

Best aspects

Comments 49

There was general support for this action, with a number of respondents listing it as one of the best aspects of the plan.

Bus interchange and new residential development. Both these aspects will bring people in and offer alternative accommodation for those who like to live in small spaces and they won't need a car. Hopefully it will attract a more multi-cultural diverse range of people in New Brighton.

Improvement suggestions

Comments 17

There were some concerns from respondents about the location of the bus interchange, with particular reference to the need for it to be closer to the main public spaces. Also, that just having stops on the roadside would allow the space to be used for other things and the need to consider other road users.

The location of the bus exchange and cycle links on the same street (Beresford Street) needs some thought to prevent conflict. Buses and bicycles should not meet!

A number of suggestions were made about what should be incorporated into the bus interchange, including: bus driver layover facilities; sheltered areas and walkways; protection from vandalism; park and ride provisions and cycle lock up facilities.

Two respondents disagreed with this action, stating that it would bring trouble into the area.

Don't want the bus interchange. Brings the trouble to the area. We don't need lots of buses at one time, just need a regular bus schedule. The bus interchange area could be used for something else.

A4 Upgrade of Marine Parade

Agree: 90%; Ambivalent: 5%; Disagree: 5%

Best aspects

Comments 40

There was general support for the upgrade of Marine Parade, particularly the improvement of connections between the mall and foreshore areas. The concept of shared space is seen to make this more user friendly.

I think rerouting Marine Parade traffic and having good pedestrian/family areas that can flow from the mall area to library and the beach will be great.

Improvement suggestions

Comments 53

A number of respondents suggested that Marine Parade should be closed off to traffic between Hawke and Beresford Street, along with some respondents that seemed to have the impression that the Draft Plan proposed to do this.

Don't close or reduce traffic flow through Marine Parade. Marine Parade is a main Road. When a motorway circumvents a town the town dies. A lot of traffic such as cars with trailers, trucks, refuse trucks, emergency services, passenger cars, etc. use Marine Parade. Diverting traffic through the shopping area would cause traffic jams in the shopping precinct and be dangerous. A traffic count should be conducted on Marine Parade over the summer to gauge the traffic flow volume.

Some respondents supported the idea of closing Marine Parade to traffic, while others were opposed as they thought it was a vital transport link. Other comments regarding this were about the road layout and how this should be managed in conjunction with other road actions (A1 and A2). For example:

A4) no vehicles exiting [sic] the mall here. There is not enough room and it is a pedestrian thoroughway. Connection here to library and beach to be enhanced, close Marine Parade from Beresford St. to Hawke St. Cycles and emergency and service vehicles (after hours) only. Add disabled and pram access to library direct from mall. Upgrade space, beautify view of clock tower, war memorial and whale park as places to discover!

Three respondents stated that the upgrades of Marine Parade should take into consideration the development of a swimming complex, but were mixed regarding where traffic should be directed to.

If the pools go in Marine Parade should not be closed off. It is the only through road from North Beach to Southshore and you don't want through traffic going around shopping streets. It's time wasting and dangerous.

Respondents suggested improvements to Marine Parade which include; open courtyard area between mall and library, cafes and retail development along Marine Parade, allowing traffic through only on weekdays, enhancing the clock tower, exploring the possibility of a boardwalk and improving the area around the library.

A5 General streetscape improvements

Agree: 97%; Ambivalent: 2%; Disagree: 1%

Best aspects

Comments 49

There was general support for improving streetscape. Overall, tidying up and revamping the area was supported. Specific support was given to the water sculptures and play features, which respondents thought are an excellent idea. Some respondents also supported the proposed planting and street furniture.

Looks visually appealing and welcoming. Will draw people from outside the Brighton area which will bring more money into the area and businesses. Great mix of retail and pleasure activities for all the family. Trees, love the idea of more green areas!

Improvement suggestions

Comments 27

Respondents made suggestions about the types of planting and street furniture that should be incorporated into the plan. These included: retaining all the palm trees; quick growing trees suited to dry sandy soils; fruit trees on public land; a focus on native plantings; greenways; removal of concrete kerbs; unique playgrounds; signage with interesting or historical facts; appropriate materials; quality lighting and artwork, pedestrian crossings; and plans in place to keep the streetscape well maintained.

A6 New public toilets

Agree: 93%; Ambivalent: 6%; Disagree: -

Best aspects

Comments 31

There were a number of comments in support of new public toilets, with some expressing specific support for the location of the toilets in a central location.

I strongly support new public toilets that are centrally located, thoughtfully designed, safe and attractive.

Improvement suggestions

Comments 15

Respondents made suggestions of what needs to be included in the design of toilets, in particular; baby change and disabled facilities, the need for them to be bigger and more creative or themed.

A6- New Public Toilets: These are well placed but far too small. The design needs to be expanded to include a family change room and to be well lit at night. The design could be creative, minimise vandalism and be innovative reflecting a beach or water front theme.

There was also concern expressed about the need to retain toilets close to the beach and that there is a need for more toilets in that area.

Additional public space actions

Comments 70

A range of different actions or ideas were put forward by respondents about public space actions. Some of these were suggested regularly and others less frequently or just by one respondent. The most supported actions were:

- an aquarium;
- the need for Saturday or indoor market space;
- an amusement park or arcade;
- improvements to the Pier and how it is used;
- picnic or recreation spaces

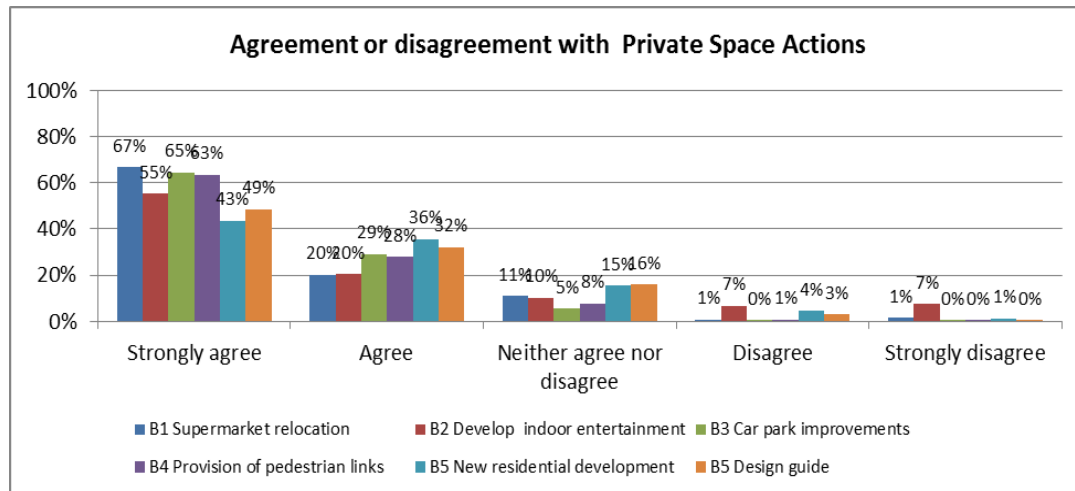
There were also comments relating to the need to improve the police presence and CCTV security cameras to prevent crime.

Other actions that a smaller number of respondents mentioned were:

- small cinema;
- meeting places for young mothers and toddlers;
- better provision for the elderly;
- covering the concrete steps alongside the library for an entertainment area or multi-purpose stage;
- community centre;
- youth facility;

- strengthened wind breaks;
- improved beach access particularly for the disabled;
- places to park bicycles;
- an arts centre that could have galleries and workshops.

Private Space Actions



Respondents were asked how much they agreed or disagreed with the Private Space Actions. At least 79% of people or more agreed or strongly agreed with each of the Private Space Actions.

B1 Relocation of supermarket

Agree: 87%; Ambivalent: 11%; Disagree: 2%

Best aspects

Comments 62

With regard to relocation of the supermarket, retrieval of a prime location and better utilisation of the beach front were two of the best aspects most commented on by respondents. There was a generally strong positive feedback with little additional input other than one comment suggesting that perhaps underground parking for the supermarket might be considered.

Improvement suggestions

Comments 15

There were several comments that suggested the site of the old supermarket might be a good position for the pool (not explicitly included in the plan). One comment suggested Countdown should build and finance their own building; the need to attract an additional supermarket; and another comment suggesting Central New Brighton School should be allowed to expand into the old site. There were only two negative comments about moving the supermarket because of the cost involved.

B2 Develop an indoor entertainment hub

Agree: 75%; Ambivalent: 10%; Disagree: 14%

Best aspects

Comments 69

The bulk of the respondents on this topic thought that a covered entertainment venue would be particularly beneficial for alleviating the adverse weather conditions that diminishes the appeal for New Brighton as a destination. However, most of the respondents qualified the entertainment hub's appeal by the desire to have a swimming facility, as the following comment reflects:

The entertainment hub has huge merit, but it would be an even better draw & enhancement if the water sports venue as put forward by a Burwood/Pegasus councillor was located as part of the hub and linked to the beach. This would be stunning and [do] so much to revive New Brighton. It would also make the landlords to start upgrading housing.

And, those who did not point specifically to the alternative plan still remarked about the need for a pool, as the following comment reflects:

I am so impressed with the proposal; I so would love the indoor entertainment hub to go ahead (cinema, ice skating, playground etc.). The only thing I would love to see added is an outdoor swimming pool on the beach front just like they have around the playgrounds in Surfers (Australia). New Brighton is such a unique area it so needs to be updated and upgraded.

Improvement suggestions

Comments 70

Most people commented that the proposed entertainment hub was not geared for a suburb of swimmers and water enthusiasts. A few commented that it was not well designed for an aging population. Several respondents worried that the entertainment hub would pull in few to no investors and provoke a negative outcome as the following comment suggests:

Entertainment / leisure hub. This will simply become a 'hangout' for youth not necessarily to do positive things and even with this in such a prime area it is not going to attract significant 'outsiders' and will have limited attraction of investors / tenants in surrounding spaces. The leisure pool facilities as promoted by others will attract not only local people but those remote.

Most respondents requested that a 'water focused facility' and 'aquatic theme' would make a more viable option, as follows:

The pool complex (as suggested by Dave East and Tim Sintes) needs to be the focal point of New Brighton - the rest needs to go around it. I like the idea of an entertainment hub but it is not enough to attract large numbers of visitors both domestic and international. The idea of reducing the mall in size is short sighted when you consider the pool complex as part of the NBMP.

As well as, the following:

The proposed entertainment hub lacks the 'wow' factor. The biggest natural feature of New Brighton is the beach and the ocean and this naturally lends itself towards a swimming/aquatic facility in New Brighton, such as that proposed by Community Board Members Dave East and Tim Sintes.

B3 Car parking improvements

Agree: 94%; Ambivalent: 5%; Disagree: -

Best aspects

Comments 33

Generally, respondents who commented on car park improvements were in favour of improved car parking spaces, with most expressing praise for the ideas outlined. Some also indicated support of better landscaping for car parks and streetscapes, particularly the ideas for plantings, and it was suggested that these plantings be suited to adapting to the harsh easterly sea-side wind.

Improvement suggestions

Comments 35

While the ideas for new car parking facilities were generally well received, a small number deemed these inadequate. Some respondents suggested ways in which these ideas could be improved. Many felt that the current car parking facilities are unsightly and wished for improvements in appearance. Additional to this, the current car parking area was thought of as not 'user-friendly' or 'safe', and there was a clear desire for better, more pedestrian-friendly access. While new car parking was viewed as necessary by most respondents, there appeared to be a division of opinion between whether more or less car parking space is necessary.

The specific division in parking opinion was that some thought that there is currently too much, whereas others raised the question of where will people park if New Brighton does attract more visitors.

B4 Provision of new pedestrian links

Agree: 91%; Ambivalent: 8%; Disagree: 1%.

Best aspects

Comments 40

There was a strong support for the proposal to incorporate new pedestrian and cycle links into the future layout of New Brighton. Easy, 'walkable' pedestrian access was viewed as inherently important for the future of the area, and many respondents wished for priority to be given to pedestrians and cyclists, especially around retail and entertainment areas.

Improvement suggestions

Comments 14

Although the plans for new pedestrian links were considered necessary by most respondents, many also felt that more could be done to make such features as useful as possible to the public. Respondents expressed concern that the area around Marine Parade would be dissected and 'divided up' if roads were to be allowed to pass through.

One respondent did not believe that the idea of shared space for pedestrians and vehicles had any merit, while another warned that a road would 'get in the way'. It was highlighted that such an arrangement would not be 'user-friendly' and would cause safety concerns. Hence, there was a desire among many for Marine Parade and its adjacent areas to be 'pedestrianised'.

Other suggestions put forward by respondents included a need for sheltered walkways between public places such as shops, handrails and ramps to cater to the needs of disabled members of the public, and a 'central cycle way' to provide ease of movement for cyclists.

B5 New residential development

Agree: 79%; Ambivalent: 15%; Disagree: 5%

Best aspects

Comments 28

There was general support for new residential development. Respondents that commented on this action supported the transfer of unused commercial areas to residential.

*The plan to rezone part of the commercial area for residential purposes is to be commended.
The economic assessment makes it abundantly clear that New Brighton has far more*

commercial space than it requires, and the surplus of commercial premises used for low-grade commercial activity detracts from the viability of the centre as a whole. Replacement of non-viable commercial buildings by housing would be positive socially and commercially.

Improvement suggestions

Comments 20

There were a number of respondents who commented on the need to incorporate housing with the commercial area to improve the use of the area and provide a higher level of surveillance for security, especially at night time.

New Residential development is an improvement but we feel the area along the south side of Seaview Road from Union Street to Oram Avenue should also include residential living to reduce the crime issues currently exacerbated by the lack of activity in this area, leaving dead spots and dark spots. Apartments above the retail shops would reduce this concern.

Respondents also expressed concern about the types of housing development in the Draft Plan. Some suggested that mid-level priced housing would be more appropriate, while a few stated the need for improved affordable housing.

Why have low cost housing? we are not all poor over here for many it is a lifestyle choice. Mid-level housing would add appeal and uplift the area. Low cost housing reeks of potential slum type living. Low rise quality apartments for professional couples and smaller quality homes that will attract back older people who have been forced from their homes but wish to stay in the area

One respondent suggested the Council should take on the role of a proactive investor, or be involved in joint ventures to encourage development in the area.

B6 Design guide for New Brighton Centre

Agree: 81%; Ambivalent: 16%; Disagree: 3%

Best aspects

Comments 21

There appeared to be a general consensus among respondents that, in the words of one respondent, making New Brighton a destination is 'vital'. Praise was given for ideas relating to building colour and modern designs and utilising the existing natural beauty of the area. The design guide was also described as being good for 'linking parts together', consolidating retail areas and making them modern and tidy. The design guide was also viewed as delivering 'visual consistency' to supplement the written plans for New Brighton.

Improvement suggestions

Comments 21

The main aspects of the design guide which appeared to be of concern to respondents was the consistency of buildings. It was suggested that separate ownership of buildings in New Brighton may make it too difficult to establish consistency, or a 'theme'.

While some emphasized that there was a need to retain some older buildings for character, new, quality buildings were also an important requirement for the future of New Brighton. It was also suggested by some that new shops ought to be of a higher quality, instead of the current presence of second-hand shops.

Others expressed that they would like to see a focus on building quality sea-front structures and updating pier side buildings. Finally, respondents indicated concern that there was an apparent lack of attention given to ‘accessibility for all’ in the design guide, while others urged consistent upkeep and maintenance in the future for all buildings.

Additional private space actions

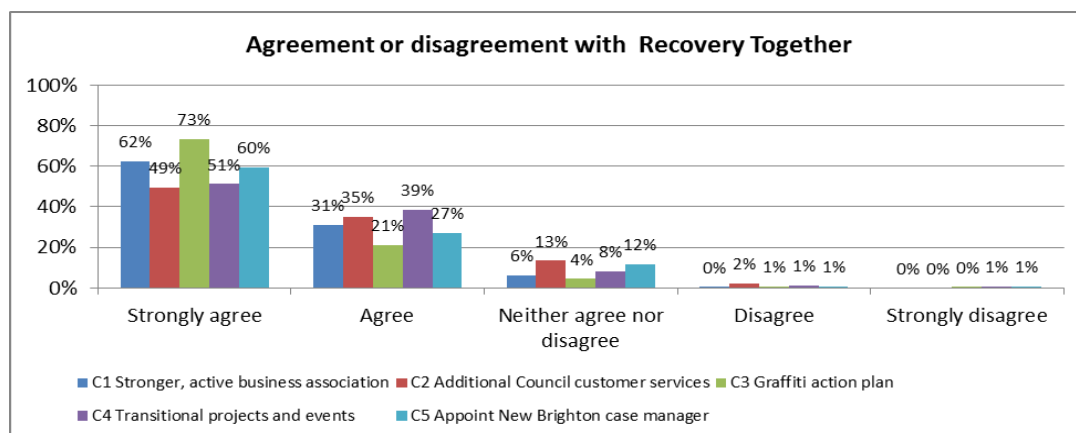
Comments 17

Respondents made suggestions about additional private space ideas including:

- the need for cafes and restaurants along the foreshore;
- that the ‘Wave’ pub should be moved from opposite the library;
- provision for retirement complexes;
- no more liquor outlets or pokies;
- the possibility of large scale retailers establishing outlet shops in an outlet shopping precinct and an ice cream parlour.

A number of respondents made statements about the need to consider future accommodation provision, such as: resort style; high rise apartments incorporating conference facilities; and DOC style camping facilities.

Recovery together



Respondent were asked how much they agreed or disagreed with the Recovery Together actions. At least 84% of people or more agreed or strongly agreed with each of the Recovery Together Actions.

C1 A stronger, active business association

Agree: 93%; Ambivalent 6%; Disagree -

Best aspects

Comments 5

There were very few comments about a business association, but there was one positive comment that suggested they were pleased that there was some work being done with the business association and one comment that stated:

Strengthened Business Association: New Brighton needs to have an active business association supported by its land owners and business owners and should be provided with resources to support its establishment. A business activity compatibility guide could prevent inappropriate tenancies within the Master Plan area.

Improvement suggestions

Comments 7

There were several comments suggesting the need to oversee what types of businesses and how many of each type would be allowed after revitalisation. One comment suggested a Chamber of Commerce might be in order and another said:

The business association needs to be supported with good resources and advice. I would like to see a leasing guideline adopted (similar to Mall lease contracts) to keep the focus on entertainment, leisure and art/creativity. Let's not have the junk shops get a foot in the door again.

C2 Provision of additional Council customer services

Agree: 84%; Ambivalent: 13%, Disagree: 2%

Best aspects

Comments 11

The few who responded felt that including additional Council customer services would be good, for the same reasons as stated by this respondent:

Including additional council services met with strong support as for decades now, the only counter services available have been at The Palms which is stressful and inconvenient for parking.

Improvement suggestions

Comments 4

Some thought that there was a need to add to the current services that are provided, in the form of more Council and community Open days for meeting and developing creative ideas. Another thought that a Council Function Centre is need and another though a Service Centre should be located in New Brighton.

Council customer services is a must. The Palms service centre is under pressure for parking access and the library. The ideal placement for a second service centre is New Brighton.

One respondent thought that the Council already spends too much money and that building in the future will be unaffordable. They suggested less discretionary spending of rate payer funds.

C3 Prepare a graffiti action plan

Agree: 94%; Ambivalent: 4%; Disagree: 1%

Best aspects

Comments 13

Respondents agreed that there was a need for a graffiti action plan, one which should incorporate cameras and a 'no tolerance' policy. However, one respondent suggested:

The inclusion of "green fences" would be a great deterrent. Working with the local Art Gallery's mural team to provide art lessons to develop from graffiti vandal to artist could be further developed.

Another respondent suggested that providing a 'canvas' or designated area for graffiti art may help to alleviate the current problem with graffiti.

Improvement suggestions

Comments 9

The few respondents who commented in this area believed there is a need for providing more walls as 'canvas' for the purpose of graffiti art, as well as increasing security.

C4 Undertake transitional projects and events

Agree: 90%; Ambivalent: 8%, Disagree: 2%

Best aspects

Comments 5

Overall, there were very few comments in response to undertaking transitional projects and events. Several respondents put forth their own ideas as development of some container shops, reclaiming the 'City to Surf' to finish in New Brighton, and a proposal for an event called 'Noel Festival'.

Improvement suggestions

Comments 12

A couple of respondents were worried about the ongoing noise resulting from events in the New Brighton area. One respondent summed up their concerns, as:

...urge caution and argue for a limitation of bureaucracy here. Consents for events and associated temporary structures tend to be the bane of community organisations who suggest them, only to find themselves saddled with fees, Traffic Management Plans and other imposts which take a good deal of volunteers time to wade through, and which demand a high level of familiarity with Council processes.

Often, faced with these obstacles, these groups then decide to go under the radar or to abandon the proposal. Neither are useful outcomes, and the CCC needs to introspect and make these proposals much easier and cheaper for community groups to navigate through. Customer responsiveness is the call, here.

C5 Appoint a New Brighton Case Manager

Agree: 87%; Ambivalent: 12%; Disagree: 2%

Best aspects

Comments 9

Respondents were in favor of a new case manager, with one respondent suggested a particular person as a possible candidate and one respondent stated.

The Board strongly agrees with this intention as it will provide a single point of contact with the Council for business operators, land owners and developers.

Improvement suggestions

Comments 3

Several comments suggested that the case manager should be a local, with local knowledge, passion and an ability to see the 'big picture'. It was also suggested that this person be answerable to New Brighton residents. One comment suggested:

If you are going to appoint a specific case manager make sure you appoint an advisory group made up of a mix of residents (cultural, age, gender. SES etc.) and other experts (recreational) to advise this person so they don't take off on tangents. The reporting to the advisory group should be regular and outcome focussed.

Swimming pool complex development comments

This section has been included because of the high level of interest in the community expressed by the large number of comments made on this topic.

Swimming pool complex discussion

Comments 322

There were an over-whelming number of respondents that took exception to the Draft Plan's omission of a swimming pool complex. Many of the respondents interchanged various ways of referring to a 'water facility' as indoor/outdoor swimming complex; aquatic facility; water park; waterpark concept; aquatic centre; aquatic centre plan; water leisure activity centre; aquatic leisure centre; water based activity centre; water park proposal; pool complex; swimming pool complex; salt water pool complex; aquatic development; water park features; aqua park; swimming pool and recreation complex; waterpark plan; swimming pool and recreation complex; and aquatic salt water pools idea. A large portion of the respondents were in agreement with the following statement:

In general I do support the Draft New Brighton Centre Master Plan... BUT only with the inclusion of the pool complex that has been proposed by Burwood-Pegasus Community Board members David East and Tim Sintes.

This water park plan was supported and designated as an 'anchor project' that would make New Brighton a destination in its own right; replace the much loved and missed QEII; as well as bring back the confidence to the business community to invest in New Brighton. One comment that summarizes the many comments is as follows:

Overall the plan is a good start. New Brighton is at the point of confident growth if commitment is given for some positive and lasting developments. With the demise of a large part of sporting fixtures (QE2) in this area the whole of the city will ultimately gain with well applied plans and development like the Aquatic Centre. There is the ability to enhance the area to what it should be. People will come when there is something to come for, the community will grow and business prosper when the people come, New Brighton and the surrounding areas/suburbs will also grow and improve as the wave of positivity extends out from the New Brighton 'hub'.

There were a couple of comments that did not want the money from QEII to be spent on the proposed swimming complex. Other comments suggested the community should not have to wait too long for a swimming pool because of the health and safety provisions that a pool complex brings to the community for the next generation of swimmers.

Respondent Details

Total number, percentage and ratio of respondents who wish to be heard

Those who wish to be heard or not	Number	Percent
Wish to be heard	85	27%
Don't wish to be heard	182	57%
Didn't say	50	16%

Actions that those who want to be heard disagree or strongly disagree with (count)

