

**heart of nelson**  
SHAPING OUR INNER CITY

**CENTRAL CITY  
STRATEGY**



The Strategy was developed with input from many people. Their contribution is greatly appreciated:

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## PUBLIC AND IWI

Members of the public and people in organisations and businesses contributed many ideas at meetings, in submissions and during the targeted focus groups and hui. Their input is very much appreciated.

Free valuation advice provided to the team is also appreciated, as is advice from staff from the Nelson Tasman Economic Development Agency

## RELATED DOCUMENT

Nelson Central City Strategy – Economic & Employment Opportunities Report, Derek Kemp, Prosperous Places Ltd, March 2009.  
(Background report to economic and employment aspects and options for the central city).

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## Mayor's Foreword

Nelson has a City Centre to be proud of – but we should not take it for granted.

We could, and can, make it better. Or, by a few thoughtless actions or by neglect, we could make it worse. There are many examples the world over, and in New Zealand too, of once thriving City Centres that have been allowed to decline. That is not going to happen in Nelson.

The Council has prepared this Heart of Nelson Strategy because we want to maintain a vibrant and vital heart to the city. Indeed, we want make it an even better place for locals and visitors to come and spend time in, and a great place to locate for businesses, shops, restaurants, cafes and other activities.

While this is a Council document – and the Council has formally adopted and endorsed it – it is not just the Council's Strategy. I believe it is a Strategy that has wide community ownership, for a number of reasons:

- It was prepared by a joint Council/non-Council 'Steering Group' – made up of seven non-Council (business and community representatives) and four City Councillors.
- We consulted widely in the preparation of this document. We held numerous focus groups, public meetings, hui and through the process we received over 300 submissions telling us what people liked about the City Centre and with ideas for improvement. Suggestions have been incorporated into the final Strategy where appropriate. I think the end product reflects a reasonable consensus without becoming diluted or pulled in all directions.
- The Strategy makes sense. We got the best advice we could in developing the Strategy. The team that Urbanismplus Ltd put together was very experienced, both in New Zealand and overseas, but they were pragmatic and listened carefully to what the community was saying. As a result, I believe we have a sensible and affordable Strategy, but one that is visionary and aspirational. It is a plan that has logic and one that will make sense to individuals, businesses and other organisations making decisions regarding central Nelson.

The Strategy supports the community outcomes articulated in the Nelson Community Plan and the priority action areas identified in it, including: putting the Nelson identity on the radar, sustainable economic development, Nelson as a centre for arts creativity, heritage promotion, building strong relationships with Māori, and developing more and better community facilities.

I am very pleased with the outcome – and with the inclusive and collaborative process of producing the Strategy. It is a process that I would like to see used more often.

I thank the members of the Steering Group who gave their time and ideas so freely, and members of the public, businesses and organisations who took time to come to meetings or to make submissions and share their ideas and passion.

The Council has approved funding to implement the Strategy. I am now looking forward to seeing programmes roll out and projects built, and the benefits that will bring to our beautiful Heart of Nelson, and to us.



Kerry Marshall, MBE JP  
MAYOR OF NELSON

## Reader's Guide to this Strategy

The Strategy consists of three main parts, plus an appendix, as follows:

### Part 1: the vision for Nelson's centre

This section paints the 'word picture' of what the central city aspires to be. It also sets out guiding Values, Objectives as well as more specific Visions for precincts within the central city.

### Part 2: a summary of actions to enliven the central city

This is the core of the Strategy. It sets out in summary form the 104 actions that form the heart of the Strategy.

### Part 3: details of action

This sections fleshes out the actions in Part 2, for those who want to be sure they fully understand the action, or want to know why it was chosen ahead of other options.

### Appendix A

This contains background material – why the Strategy was developed, what it is for, how it was done, and the consultation undertaken.



# PART 1

## The vision for Nelson's centre



## 1.0 THE VISION FOR NELSON'S CENTRE

### 1.1 Vision

The central city will be a vibrant, attractive place in which people can live, work and play, and in which businesses operate. It will reflect Nelson's identity as a sunny, creative, outdoors, seaside city in a unique setting, with a long history of Māori and then European settlement. That history will be respected and nurtured. At the same time the city will be fun, innovative and forward-looking. The design of public places and buildings will be worthy of Nelson. They will reflect and respect our environment. Trees, verandahs and the design of buildings and places will enhance the enjoyment of Nelson's outdoor lifestyle. Public art and inspiring design will show Nelson's creativity.

The central city will be easy to access – on foot, by cycle, by public transport and by car. City Centre streets will be alive and bustling with pedestrians, outdoor cafes, activity and entertainment. The Nelson Market will remain iconic. It will be safe for all and easy for visitors to find their way around to discover Nelson's treasures. More people living in or close to the City Centre will enliven it. The city will re-connect to the sea and the Maitai, and transitional areas around the City Centre will regenerate, creating new economic and business opportunities. The central city will remain – and thrive – as the commercial and cultural heart of the wider region.

While the central city will look and feel great, the key will always be “He Tangata, He Tangata, He Tangata” – It's about people, people, people. The key goal is a place people want to be.



CENTRAL CITY

The wider central city area above and (right) the Nelson CBD.

IMAGE SOURCE: NELSON CITY COUNCIL

CITY CENTRE (at time of study)

#### SOME DEFINITIONS

**City Centre** • The Central Business District (CBD). The commercial, social and cultural heart of the city.

**Central City** • The City Centre including the area around. It is an indeterminate area including commercial, industrial, residential and parks land – running more or less from Victory Square to the Marina and Pioneer Park to the Botanics.

**NRMP** • Nelson Resource Management Plan.





Looking south towards Nelson, showing the marina to the front right, Trafalgar Park located on the waters edge and the grid pattern of the city's road network.

IMAGE SOURCE: PHOTOMAP NZ LTD

## 1.2 Values

The ‘power of place’ defines us and our city to a great degree, in terms of how we perceive ourselves and how we are perceived by others. The Māori who occupied this land in the past and who continue to live here identify three important values that provide a foundation for building the central city we aspire to. Those values are Kaitiakitanga, Manaakitanga and Whanaungatanga:

### Kaitiakitanga

Kaitiakitanga is about guardianship. It refers to what we have inherited from our forebears and what we bequeath to those that come after us. It's the value of maintaining, retaining and contributing to. It is about protecting and enhancing. It is about the responsibility to be the custodian at this point in time and the legacy that flows from the present to both the past and the future.

### Manaakitanga

Manaakitanga is about showcasing what we have and what we do. It is about demonstrating our hospitality to visitors. It is also about considering everyone and providing for our diversity in meaningful ways. It's about looking after our own communities – in particular those that are often marginalised and most vulnerable, such as the elderly, the unwell and the poor. It is about showing that we care about one another.

### Whanaungatanga

Whanaungatanga is about relationships. Our relationships clarify our community responsibilities. This value is about our sense of community, and the interconnectedness that makes us unique. It is also about the relationship we have with the natural world – such as the consideration we give to the river. Relationships are cyclical and it is important that we understand and acknowledge this. Ultimately it's about our collective relationship with our home.



## 1.3 Objectives

### A. Identity Objectives

- To define and reinforce those elements that best express Nelson’s identity – its sun and outdoor lifestyle, seaside location and vocation, topography and geology, the colour of its natural environment and our communities and events, local produce, and its long history of Māori and then European and other settlement
- To express that identity through design of public spaces, public art, building design, greater use of local building materials, reflection of our natural resources, and through events and activities occurring within the central city
- To acknowledge Nelson’s cultural and built heritage, to protect that heritage and to ‘tell Nelson’s story’ more effectively
- To promote Nelson’s cultural and built heritage as a point of difference for visitors to the central city
- To enhance the city’s tourist profile and increase the reasons to visit, particularly outside the main summer season
- To help build community – community that is inclusive and welcoming of visitors and all the region’s citizens



### B. Amenity Objectives

- To provide a variety of high quality public spaces for people to enjoy, relax and socialise in, so as to add to inner city vitality and to soften the built form
- To enhance the visual amenity and recreational quality of the central city through landscape improvements
- To enhance the outdoor life of the City Centre through the quality of its open spaces and streets, the design of buildings, through ‘active’ street frontages, plantings, connectedness and walkability
- To utilise landscape, design and public art that projects the character and uniqueness of Nelson, enlivens public spaces and showcases Nelson’s creative talent and attributes
- To create a City Centre that caters for people of all ages, ethnicities, incomes and abilities, and that is welcoming to long-time residents, newcomers and visitors alike
- To demonstrate Council leadership on the quality of buildings, built form and public spaces
- To require high quality design of other buildings and developments within the central city
- To improve biodiversity and ecological links across the city

### C. Connectivity Objectives

- To enhance connections to the river and the coast, through the marina and to Tahunanui
- To facilitate easy access to the central city by a variety of modes (motor vehicle, foot, cycle, public transport) so that use is equitable to all, and to continue the strong pedestrian focus within the City Centre
- To support greater use of public transport to provide a viable alternative to the car
- To create a central city that is easy to walk to and that is compact and easy to walk around
- To ensure cycling into and through the central city becomes easier, safer and more direct
- To facilitate cross-city vehicle traffic but to discourage the amount of through traffic in the City Centre
- To manage parking demand and supply to support the economic competitiveness of the City Centre
- To identify changes to that street network in key locations that significantly enhance the ability for pedestrians and cyclists to move around the city, while continuing to provide for vehicle movements
- To create a legible, easily navigable city
- To improve way-finding around the central city and to surrounding cultural and historical locations, to help with people's understanding and enjoyment of the city

### D. Activity Objectives

- To achieve an engaging, activity filled central city, with activities that encourage people into the central city and to spend more time once there
- To create diverse activities that provide more choice, consistent with the vibrancy aims for the City Centre
- To expand the City Centre in a controlled manner so as to promote and accommodate future growth in a range of new businesses and employment
- To foster new business precincts around the expanded City Centre to provide a new range of employment opportunities beyond those historically occurring in the city and peripheral areas
- To reinforce the City Centre as the principal office location and commercial centre in the wider region
- To position the City Centre as the quality shopping destination in the wider region
- To promote the City Centre as a tourist destination
- To encourage more people to live in, or close to, the central city to support the vibrancy and economy of the City Centre

### E. Safety Objective

- To achieve a safer city through good urban design and through promotion of activities that increase public presence and supervision around public spaces

### F. Implementation Objective

- To ensure the Strategy is implemented, and regularly reviewed to remain current





## Area Visions

### 1. City Centre (CBD Core)

The City Centre will continue as the heart of Nelson and a city and regional destination. It will remain the commercial and cultural centre for the city and the wider region, through the vibrancy, shopping, cafes and restaurants, accommodation, services, arts, events and entertainment that it offers. The physical environment will attract people – the heritage buildings complemented by modern buildings of respectful design, the attractive vistas to and from the Cathedral and to the encircling hills, and the public places and streets that are well designed and maintained and worthy of the region’s heart. It will be a place that visitors want to photograph as iconically Nelson. It will be recognised nationally and even internationally as a desirable destination. The City Centre will attract national retailers and anchor tenants, and will support a healthy array of local niche shops and boutiques. The City Centre will be the preferred location for government administration and community services and for larger corporate offices, and will be the main cultural and entertainment location for the wider region.

Within the **City Centre**, the following precincts have been identified for particular direction:

### 2. The Eastern Professional Area

This area runs along Collingwood Street to the Maitai River and east to the law courts and existing professional areas. It is expected to continue growing Nelson’s professional, health and medical services, and other compatible uses including residential above-ground floor. Changes to the district plan will remove the mandatory parking requirements on development sites in this area, leading to more efficient use of land and better architectural outcomes with buildings presenting more attractive and ‘active’ frontages to the street. This and other areas where parking requirements are removed will become part of the special CBD rating area.

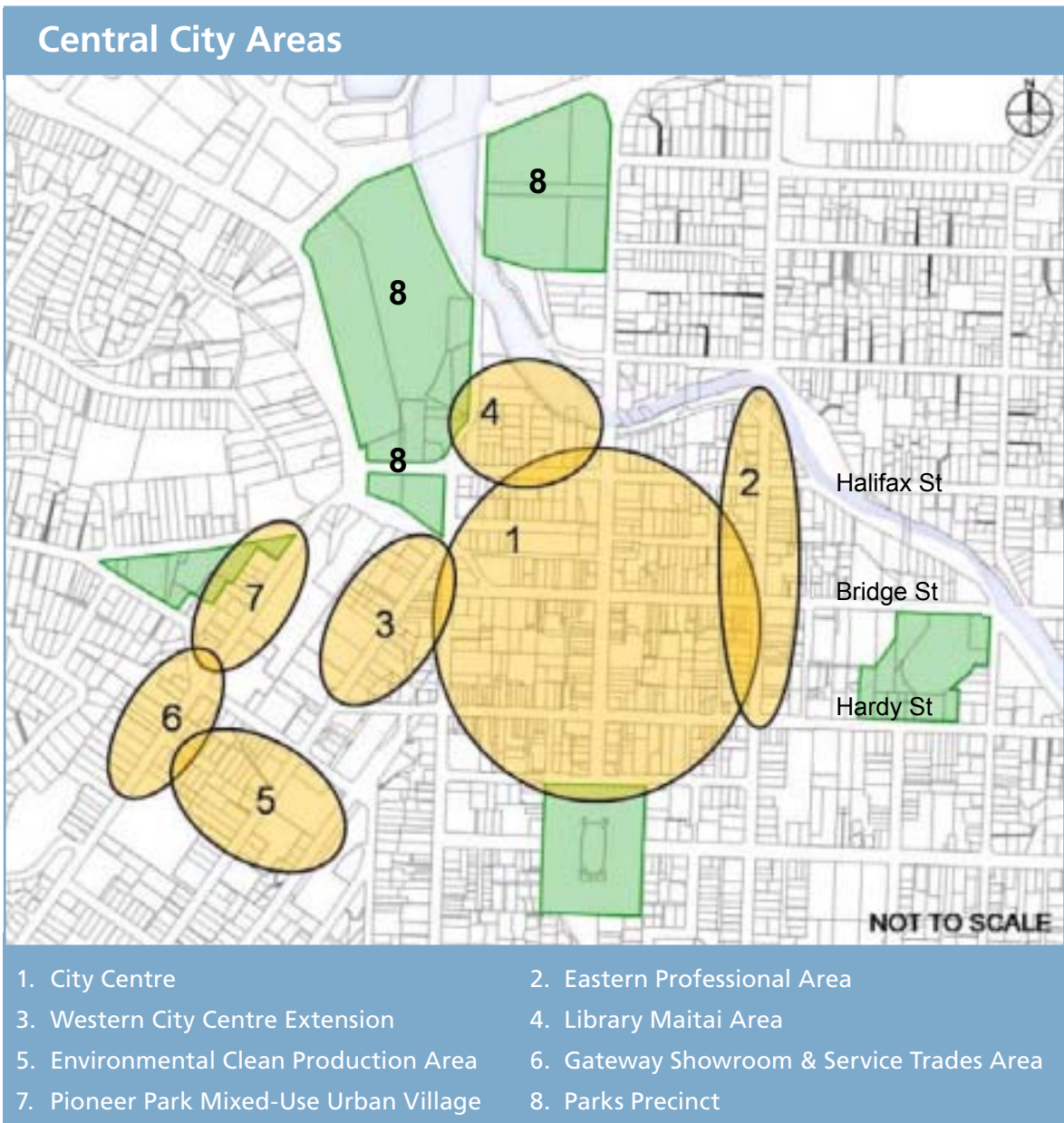
### 3. The Western City Centre Extension Area

The northern end of Vanguard St (‘The Triangle’ formed by Rutherford, Vanguard and Hardy Streets, and the area on the western side of Vanguard Street bordered by Countdown/Warehouse on the west, and Haven Rd/Anzac Park to the north).

This area will redevelop from car yards, light industrial and service industries, to extend the City Centre westwards, to connect to the Warehouse / Countdown / Smiths City / Gloucester St area, with the proposed Western ‘Environmental Clean Production’ Area to the south of Gloucester St. Physical and pedestrian connection to the west – and to Anzac Park – will be facilitated by the extension of Bridge St through to Vanguard St and by rationalisation of the existing ‘busy’ intersections of Haven/Vanguard and Rutherford. A requirement for ‘active’ ground floor street frontages and verandahs on new developments will favour pedestrian circulation to this area and, along with other improved connections, to residential areas and



businesses to the west and southwest. This area offers prospects for good quality, affordable new office space (retail/active frontage on ground floor) and to attract research and development and technology-based businesses, computer services and other businesses services to suitable, flexible new premises of high amenity within convenient walking distance of the core of the City Centre (especially offices that can make use of the outlook over Anzac Park and towards the sea). The area is also seen as a suitable location for mixed use, with residential living above. Changes to the district plan will remove the parking requirements on development sites in this area, leading to more efficient use of land and better architectural outcomes in the way that building present more attractive and 'active' frontages to the street.



#### 4. The Library/Maitai Area

(north of Halifax St and west of Trafalgar St to Paru Paru Road)

Development in this area will benefit from, and at the same time enhance, the amenity of this area fronting the Maitai. This area is key in promoting better linkage of the City Centre to the river, Rutherford Park, the marina and the sea. The close proximity to the core City Centre and its amenity will make this area desirable for a range of uses such as good quality offices, ‘new economy’ creative, information and technology based businesses, as well as activities such as hotels, café and restaurants, including residential components above. Changes to the district plan will reduce or remove the parking requirements on development sites in this area, leading to more efficient use of land and better architectural outcomes.

The timing of these zoning and parking changes may be phased in, if necessary, to help maintain the compactness and vitality of the core City Centre area.

The following areas are within the **City Fringe**:

#### 5. Western ‘Environmental Clean Production Area’

This area between Gloucester St and Parere St (and ultimately down to Victory Square) has been identified as ideal to incubate, attract and grow small-scale environmental, R&D and technology-based manufacturing, assembly and other ‘clean production’ activities (such as small-scale marine, medical, pharmaceutical, veterinary and health products and equipment, special dietary, nutraceutical and cottage food industries). This area is proposed to develop clusters of suitable good quality, flexible, affordable, more utilitarian premises in high amenity settings, and attracting ‘environmentally responsible’ developments with low energy and low greenhouse footprints.

#### 6. ‘Gateway Showroom and Service Trades’ Areas

The area fronting St Vincent Street offers opportunities to lift the quality of the business premises along this street. The vision is for good quality, flexible, designer buildings that can easily transition between showroom, retail showroom, service trades, office and technology uses, with the option of residential living above.

#### 7. Pioneer Park Mixed-Use Urban Village

The land between Washington Rd, St Vincent St and Pioneer Park is envisaged to develop as showrooms and small retail showrooms space with high quality low rise mixed-use /residential making use of the amenity provided by Pioneer Park.

## 8. The Parks Precinct

(Rutherford/Anzac/Trafalgar (including Kinzett) Parks and lower Maitai riverbank).

These parks are important open space and amenity areas close to the City Centre. They will be managed and developed to enhance their use for both passive and active recreation and to enhance their amenity. Importantly, they will be developed in such a way to improve the connectivity of the City Centre to the river and the sea (the marina and Port, and to Wakefield Quay and Tahunanui Beach). Key objectives will be to attract more people to these areas (especially Rutherford Park) and to improve access to and through the precinct.

It has been assumed that the current requirement in the Nelson Resource Management Plan (NRMP), or similar, will remain. The provisions in the NRMP require that, across the city, retail or other activities outside the CBD must not have a significant effect on the role of the City Centre as the focal point for the city.

### 1.4 Community Plan Outcomes

The Central City Strategy is consistent with and supports the six community outcomes that drive the Nelson Community Plan (the Long Term Council Community Plan 2009-2019).

These outcomes are:

- **Healthy land, sea, air and water** – we protect our environment
- **People-friendly places** – we build healthy, accessible and attractive places and live in a sustainable region
- **A strong economy** – we all benefit from a sustainable, innovative and diversified economy
- **Kind, healthy people** – we are part of a welcoming, safe, inclusive and healthy community
- **A fun, creative culture** – we are proud of our creative local culture and regional identity
- **Good leadership** – our leaders are proactive, innovative and inclusive.

See **Appendix A** at the end of this document for background information on why the Strategy was prepared, the process followed and the consultation undertaken.





# PART 2

A summary of actions  
to enliven the central city



## 2.0 A SUMMARY OF ACTIONS TO ENLIVEN THE CENTRAL CITY

### 2.1 How to Interpret this Section

This section sets out key initiatives which involve both physical and administrative actions. All of them seek to deliver an improved central city for Nelson. Each initiative has been assessed and analysed, determining their overall priority, financial cost, likely timeframes and the party responsible for their implementation and development. More detail on each action is given in Part 3.

#### 2.1.1 Importance

Each initiative has been ranked according to their overall importance, based on their direct relevance to the project objectives and the ease in which they can be implemented. The following criteria have been used:

**Priority** – supports the objectives of the Heart of Nelson Strategy and should be actioned when possible

**High Priority** – necessary to facilitate improved central city conditions and should be implemented as soon as practicable

**Very High Priority** – critical to the creation of quality central city conditions and should be accommodated as a matter of urgency

#### 2.1.2 Cost

There are significant variations with regard to the cost of initiatives, including consideration of one-off or on-going costs. In addition, a number of feasibility studies for various initiatives will be required to determine their future viability and cost effectiveness in the face of uncertain economic times. For the purpose of this exercise, cost has been determined on a per unit basis unless otherwise stated. The following cost criteria have been used:

**Low** – <\$20,000 – generally correlates to smaller initiatives which can be implemented relatively quickly and easily

**Medium** – \$20-\$100,000 – initiatives that will often result in physical changes in the central city which directly correlate to money spent

**High** – \$100,000+ – involves significant investment from Council, requiring specific funds to be set aside within the Community Plan and Annual Plans, and the related public consultation. Often relates to long term actions resulting in physical built outcomes

### 2.1.3 Time

Time periods have been identified based on likely implementation periods for each of the initiatives identified from July 2009 when the Strategy is implemented. Some initiatives require relatively short implementation periods and are considered to be one-offs, whilst others require on-going review and assessments, particularly when maintenance, monitoring or staging considerations are required.

**1-2 years** – Generally easily implementable, one-off, and often correlate directly to those very high priority initiatives

**3-5 years** – Initiatives that require co-ordination of development, in the sense that they often relate to or are dependant on other initiatives

**5+ years** – Larger scale projects with a significant degree of complexity, high cost, and regulatory complexity

### 2.1.4 Who

This category defines likely participants in the development of key initiatives. Council will be involved in facilitating, developing or monitoring every initiative identified in the Strategy in some way, yet it will be required to build partnerships and consider competing demands from different user and interest groups. In addition, some initiatives will require significant involvement from ‘others’, particularly where initiatives relate to actions on private land, or require involvement with one of the many interested parties or community groups within Nelson.

## 2.2 Actions

The initiatives are broadly grouped under one of the six objectives set out in Part 1 e.g. ‘Identity’, ‘Connectivity’. Many of the initiatives, however, support a number of the objectives, so the allocation under a particular objective is not exclusive.

## A IDENTITY

### A look and feel to the central city that is distinctly Nelson

| Ref | Initiative  | Importance         | Cost   | Time                   | Who                |
|-----|---|--------------------|--------|------------------------|--------------------|
| A.1 | Establish processes to ensure that the identity themes and Strategy objectives are considered and reflected in the design and implementation of all Council projects and activities within the central city. For example, through the Major Projects Team, the Roading Amenity Review Team, Urban Design Panel, Council's Art Policy working party, and other processes. This shall apply to projects large and small | Very high priority | Low    | 1-2 years and on-going | Council            |
| A.2 | Identify opportunities to incorporate art, and art design, in Council and private projects – new projects, redevelopments and refurbishments (e.g. buildings, structures, parks, art works, bicycle stands, signs)  | Very high priority | Medium | 1-2 years and on-going | Council and Others |
| A.3 | Establish with Iwi an arts & design advisory group to provide input regarding the commissioning or purchase of Māori art works, and input to the design of proposals where there is or ought to be a Māori dimension, and advice regarding any related interpretative material that is needed   | Very high priority | Low    | 1-3 years and on-going | Council and Iwi    |
| A.4 | Develop an updated City Centre design guide, identifying and controlling the external design and appearance of new and redeveloped buildings on streets and parking squares within the expanded City Centre   | High priority      | Low    | 1-2 years              | Council            |
| A.5 | Amend the Nelson Resource Management Plan (NRMP) to extend locations where design controls apply  | High priority      | Medium | 1-2 years              | Council            |

Detailing on the  
Aratuna Bridge (Bridge St)



Modern buildings in  
Bridge Street Heritage Precinct



Millers Acre Centre

## A look and feel to the central city that is distinctly Nelson

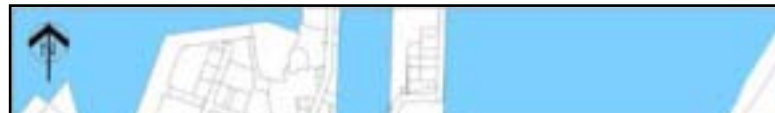
| Ref | Initiative   | Importance         | Cost   | Time      | Who                |
|-----|--|--------------------|--------|-----------|--------------------|
| A.6 | Undertake character assessments of the following peripheral CBD areas to determine their value in terms of providing future and on-going protection:<br>a) Hastings St – dwellings on the northern side<br>b) The triangle area to the south of Hardy St, bordered by the Maitai River<br>c) Nile St East – including the northern end of Shelbourne St<br>d) Nile St West – between Rutherford St and Church Hill<br>e) Richmond Avenue | Very high priority | Medium | 1-2 years | Council and Others |
| A.7 | Identify a full heritage inventory of buildings and key sites within Nelson and develop a Plan Change to formalise protection  | High priority      | Low    | 1-2 years | Council            |
| A.8 | Promote the city's heritage by providing (via signage and information panels) greater information on Nelson's heritage walkways, including identification of key sites and amenities (cafes etc.) along the route. (see also C.20 & D.19)  | High priority      | Low    | 1-2 years | Council            |



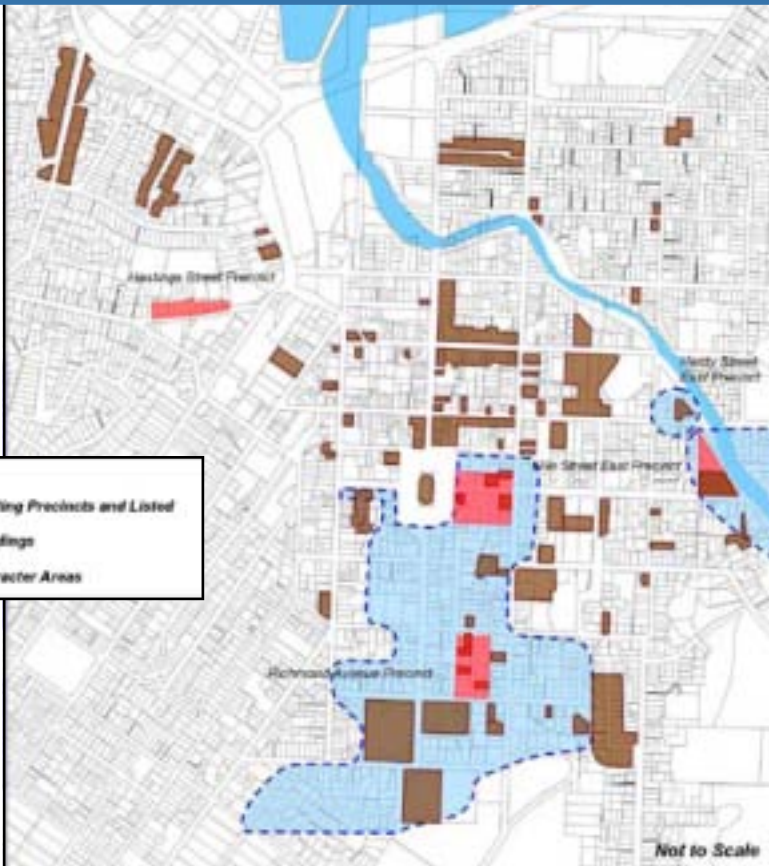
## A.6-A.8 – HERITAGE CHARACTER ASSESSMENTS . . .



Nelson has a good stock of quality heritage character buildings remaining, the quality of which in most cases (particularly when viewed from the street) hasn't been diluted as a result of more recent developments.



## A.6-A.8 – HERITAGE ITEMS & AREAS . . .



## A look and feel to the central city that is distinctly Nelson

| Ref  | Initiative  | Importance         | Cost          | Time      | Who                |
|------|---|--------------------|---------------|-----------|--------------------|
| A.9  | Undertake the 'Nga Mahi – Action Plan' (see details, Part 3) for the next 3-5 years to 2010 as detailed in the recent MOU Action Plan   | High Priority      | Medium        | 3-5 years | Council and Others |
| A.10 | Commission unique community art where the city's artists design sculptures, artworks and other key design treatments in accordance with an accepted city wide identity theme and consider exhibition or competition for public art  | High Priority      | Low           | 1-2 years | Council and Others |
| A.11 | Locate local sculptures and artworks in visible public areas, contributing to identity and a point of difference with other centres   | High Priority      | Low to Medium | 3-5 years | Council and Others |
| A.12 | Support Nelson's Events Strategy regarding the winter to attract people to Nelson in off-peak and shoulder periods outside the main tourist times   | Very High Priority | Low           | 1-2 years | Council and Others |
| A.13 | Identify key visual locations within the central city for advertising and promotion of upcoming Nelson events   | Priority           | Low           | 1-2 years | Council and Others |
| A.14 | Amend the NRMP to restrict new indoor malls within the central city to reinforce the outdoors identity of the area  | Very High Priority | Low           | 1-2 years | Council            |
| A.15 | Support well-designed outdoor dining and street vending stalls in the City Centre   | High Priority      | Low           | On-going  | Council            |
| A.16 | Work with building owners, investors, businesses, architects, designers, landscape architects, artists, the real estate industry and other groups and organisations to articulate the identity objectives for the City Centre, and to help achieve these through the quality of the built environment and the activities occurring in the City Centre | High Priority      | Low           | On-going  | Council and Others |





Cabbage tree sculpture, Achilles Lane

Nelson Market



Outdoor dining and street stalls give vitality to the streets.

## IDENTITY



Above: Promoting the city by utilising blank building facades such as this one in Montgomery Square to display banners, is a cheap, and visually effective means of communicating activities in and around Nelson.

## B AMENITY

### Provide high quality public spaces in the City Centre

A series of high quality public spaces for people to enjoy, relax and socialise in, adding another dimension to inner city vitality and softening the built form

| Ref. | Initiative   | Importance         | Cost   | Time      | Who     |
|------|--|--------------------|--------|-----------|---------|
| B.1  | Develop Pocket Parks in:<br>Montgomery Sq, including the Bank Lane connection from Trafalgar St<br>Along the eastern edge of Wakatu Sq                               | Very High Priority | High   | 3-5 years | Council |
| B.2  | Undertake additional planting within the City Centre parking squares for shading and amenity   | High Priority      | Medium | 1-2 years | Council |
| B.3  | In Rutherford Park, create a 'special open-air event space' which has the ability to hold large outdoor events such as outdoor festivals, car shows etc              | Priority           | Medium | 5+ years  | Council |
| B.4  | Further improve the pedestrian and recreational environment in Upper Trafalgar St (see also C.5 – closure management plan, and C.27 speed table across Selwyn Place) | High Priority      | Medium | 1-2 years | Council |
| B.5  | Provide more drinking fountains at appropriate locations in City Centre  | High Priority      | Low    | 1-2 years | Council |



Existing Hardy St/  
Buxton Sq connection



Hanging baskets, Upper Trafalgar Street





Montgomery Sq/Bank Lane –  
existing condition

**B.1A – MONTGOMERY SQ/BANK LANE COULD LOOK  
SOMETHING LIKE THIS . . .**

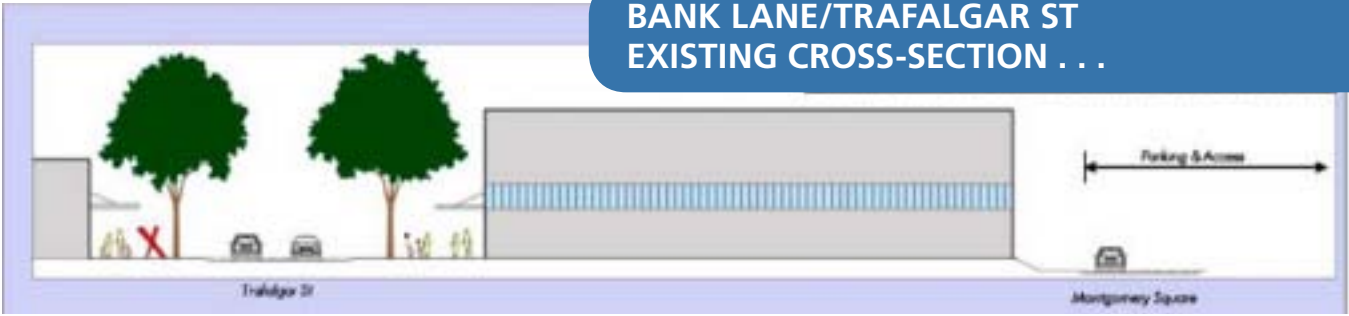


(concept sketch)

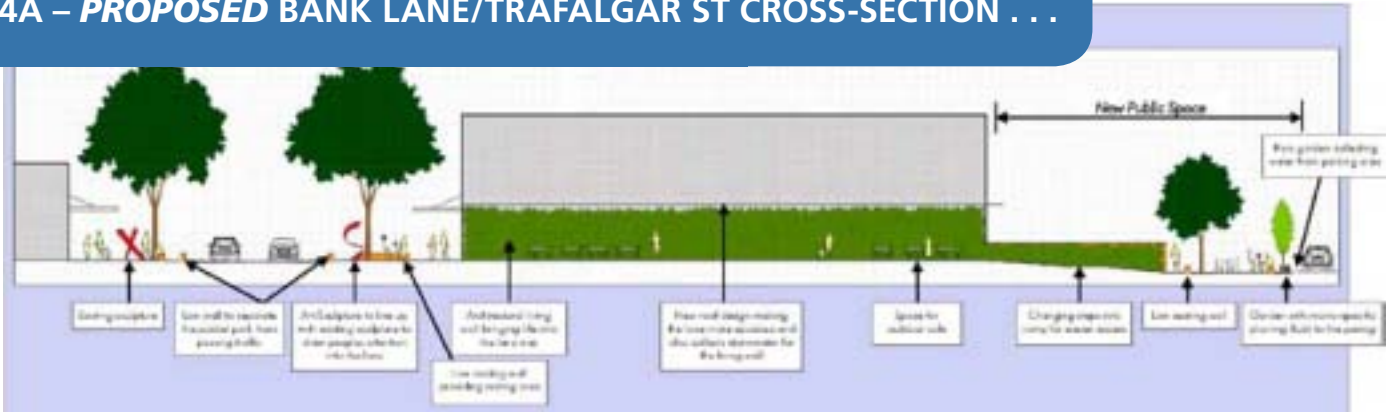
The eastern edge of Montgomery Sq and Bank Lane is to be converted into a user-friendly multi-purpose inner-city pocket park. This has been designed specifically for families and young children, with low walls preventing conflicts between vehicles and pedestrians.



**BANK LANE/TRAFALGAR ST  
EXISTING CROSS-SECTION . . .**

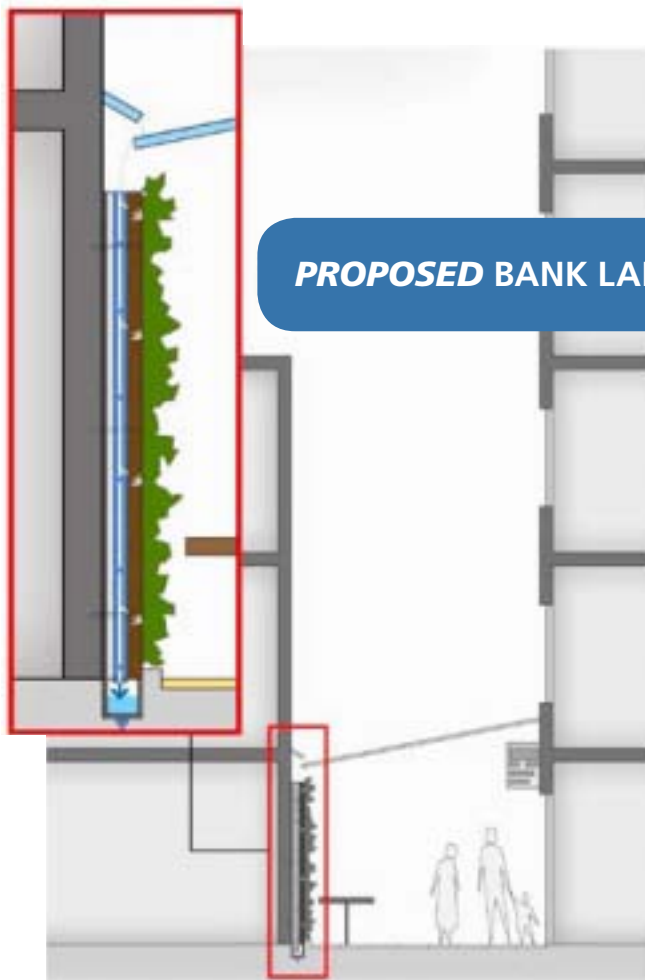


**4A – PROPOSED BANK LANE/TRAFALGAR ST CROSS-SECTION . . .**



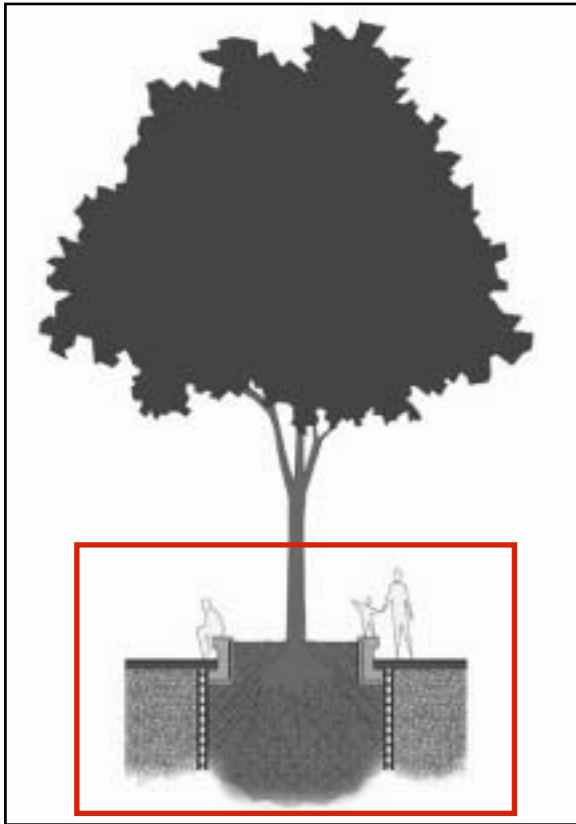
Bank Lane, linking Trafalgar St to the eastern edge of Montgomery Sq incorporates a number of sustainable and low-impact design interventions, including a 'living wall' and specifically located rain garden to deal with storm water run-off from impervious surfaces. Increasing the connections across the city into the public space is a common theme within the central city, and one that can be achieved relatively simply.

**PROPOSED BANK LANE LIVING WALL . . .**



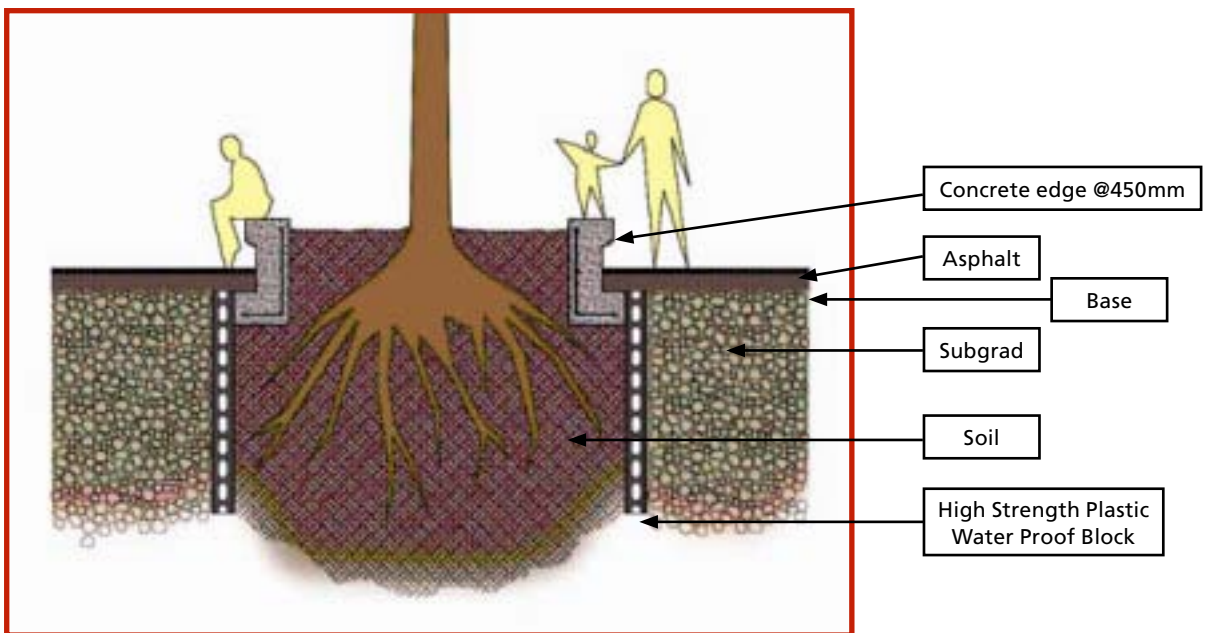
A detailed cross-section of the living wall, demonstrating sustainable stormwater disposal. Also evident is the shelter provided by canopies along this link, allowing outdoor seating in inclement weather.

B.2 – PROPOSED TREE PLANTINGS IN PARKING SQUARES . . .



Additional tree planting in the existing car parks should provide raised concrete edges, designed to provide informal seating as well as a landscape feature. The waterproof block keeps water out of the soils in the tree pit to keep trees healthy but at the same time allows the tree roots to expand as much as possible.

B.2 – PROPOSED TREE PLANTING . . .








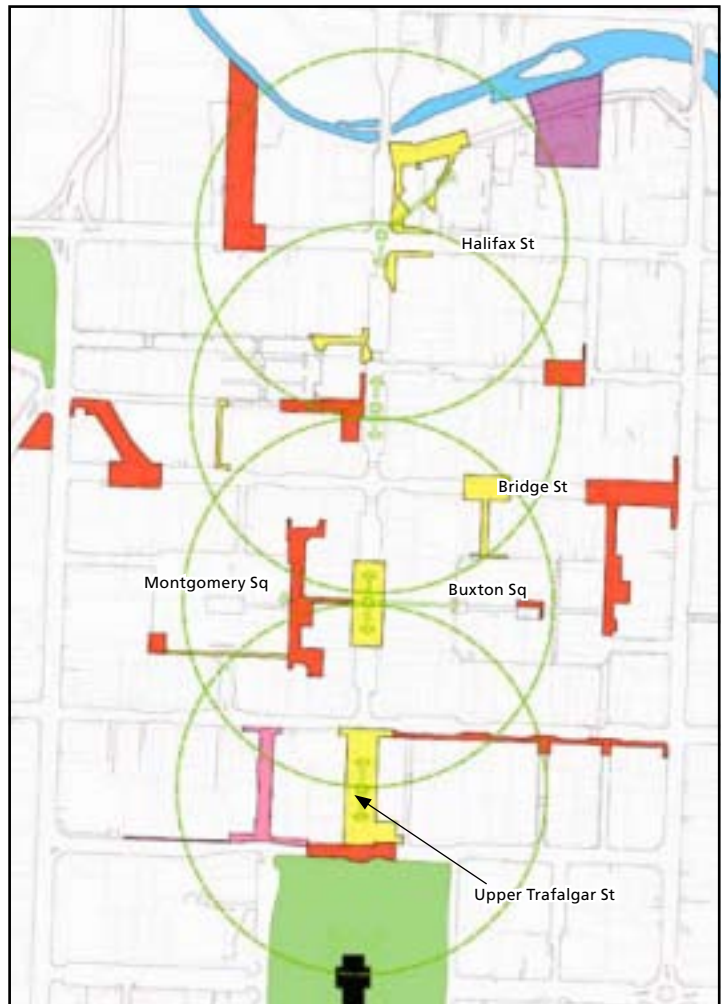
## Beautifying the City Centre

Enhance the visual amenity and recreational quality of the City Centre through landscape improvements

| Ref. | Initiative  | Importance    | Cost                             | Time      | Who     |
|------|---|---------------|----------------------------------|-----------|---------|
| B.6  | <p>Undertake landscape improvements along the following streets:</p> <ul style="list-style-type: none"> <li>a) Hardy St, from Trafalgar St to Collingwood St (southern edge)</li> <li>b) Tahaki St from Halifax St to the Maitai River (alongside the library)</li> <li>c) Wakatu Lane, between Trafalgar St and Rutherford St</li> <li>d) Rear of Wakatu Sq (western internal edge)</li> <li>e) New St (west of Halstead St)</li> <li>f) Bridge St west of Collingwood St including access into Buxton Sq. Includes Alma St upgrade (see also C.7)</li> <li>g) Halifax St in front of the existing Burger King building</li> </ul> | High Priority | Low – depends on detailed design | 3-5 years | Council |

**LEGEND**

-  Existing open spaces that have a significant impact on the CBD
-  Urban edge development – pocket parks
-  Upgrade of existing streetscapes to deliver a more developed pocket park network
-  Family play area
-  Street guides to include rain cover to link main street with Theatre area



## EXISTING STREET CONDITION . . .



The entrance to Wakatu Square from Trafalgar St requires an upgrade to include removal of existing car parks, plantings and an extension of the existing paving.

## POSSIBLE CBD STREET UPGRADES . . .












## Improving biodiversity and ecological links

| Ref. | Initiative   | Importance    | Cost | Time                         | Who                |
|------|--|---------------|------|------------------------------|--------------------|
| B.7  | Undertake street tree planting along:<br>a) Vanguard St – from Totara St to Haven Rd<br>b) St Vincent St – from Totara St to Halifax St (depending on the outcome of the Arterial Route Study)<br>c) Paru Paru Rd – between Queen Elizabeth II Dr and Halifax St<br>d) Halifax/Trafalgar St intersection<br>e) Collingwood/Halifax St intersection,<br>f) Tasman St – including North Rd bordering Neale Park<br>g) Bridge St – between Maitai and Milton St<br>h) Collingwood St – from Brougham St to the coast<br>i) Rutherford St – between Halifax St and Waimea Rd | High Priority | Low  | Up to 1 year each per street | Council            |
| B.8  | Undertake biodiversity and ecological planting:<br>a) along the Maitai River bank<br>b) within existing schools<br>c) within Neale Park<br>d) along Haven Rd adjoining Rutherford Park<br>e) within Rutherford Park  | High Priority | Low  | 1-2 years                    | Council and Others |

**LEGEND**

-  Existing planted areas with significant biodiversity value
-  Nelson's existing reserve and open space network
-  Existing school grounds some of which could be developed into biodiversity nodes
-  Potential area of biodiversity values which could be increased
-  Existing areas of biodiversity with a 250m range to highlight biodiversity gaps
-  Proposed Street tree upgrade to strengthen biodiversity linkage
-  Potential range of coverage to help link across biodiversity gaps



## Buildings and frontages that enhance and support the City Centre amenity

| Ref  | Initiative  | Importance    | Cost         | Time                   | Who  |
|------|---|---------------|--------------|------------------------|--|
| B.9  | Extend 'active frontage'* and verandah requirements into expanded City Centre area and into other parts of the City Centre as appropriate. Ensure 'mainstreet' type environment predominates in the City Centre (see also A.14). Include with NRMP Plan Changes   | High priority | Medium       | 1-2 years              | Council  |
| B.10 | Encourage building owners and tenants in the City Centre to enhance the experience for users of the City Centre, including through attention to building maintenance (particularly verandahs) and the presence of active frontage to the street   | High priority | Low - Medium | 1-3 years and on-going | Council, Uniquely Nelson, Chamber of Commerce, building owners & occupiers |
| B.11 | Undertake façade improvements along Church Street, including verandah provision and footpath / carriageway enhancement to encourage outdoor seating and a laneway precinct. Develop a plan to improve linkages to Rutherford Hotel and proposed Performing Art & Conference Centre along Church Street and through Rutherford Mews (including options for amenity upgrade and protection from the elements) | High Priority | Medium       | 3-5 years              | Council and landowners   |

\* An active frontage to a building is one that allows interaction with the public realm – i.e. the street or public space. It will have sufficient windows fronting that space to provide interest; and generally the building will have doors opening to the public realm.

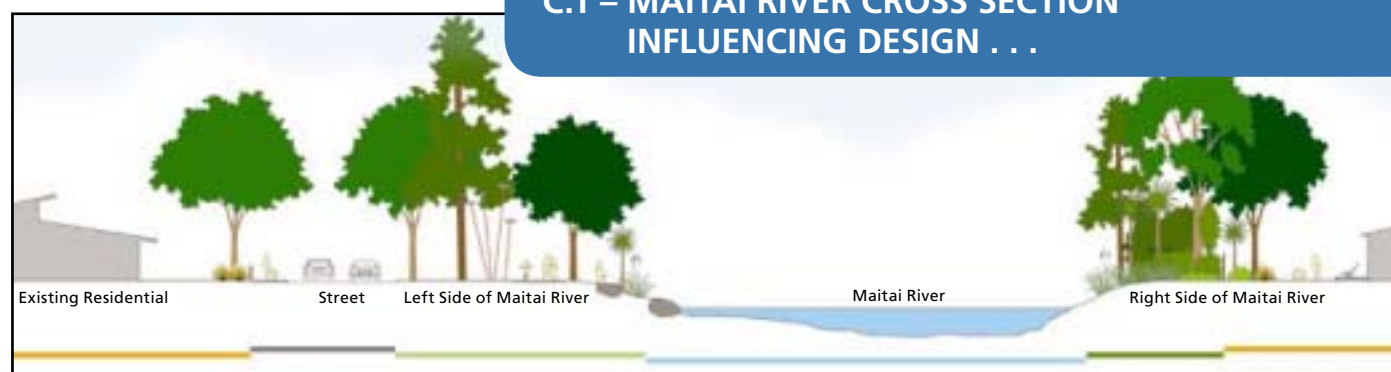
## C Connectivity

### Reconnect to the Maitai and the coast

| Ref. | Initiative   | Importance         | Cost           | Time      | Who                |
|------|--|--------------------|----------------|-----------|--------------------|
| C.1  | Widen the Maitai River shared pathway from Nile St to Queen Elizabeth II Dr (through both Rutherford Park and Trafalgar Park) and investigate a connection across Queen Elizabeth II Dr to Akersten St. Allow sufficient width for cyclists. The portion from Trafalgar St to Collingwood St is satisfactory and does not require work   | High Priority      | Medium         | 1-2 years | Council and Others |
| C.2  | Create a riverside park bordering the Maitai River (within Rutherford Park) for passive recreation   | Priority           | Medium to High | 5+ years  | Council            |
| C.3  | Redevelop the existing boat ramp south of Queen Elizabeth II Dr  | Priority           | Medium         | 5+ years  | Council            |
| C.4  | Redesign the Akersten St development to include a greater pedestrian focus through the marina and along the Maitai River edge to the coast. Explore options for further recreational opportunities as part of the development of the Akersten Street hard stand area, and for more direct visual and pedestrian connection between Queen Elizabeth II Dr and the southern edge of the marina and Akersten St | Very High Priority | High           | 1-2 years | Council            |

NOTE: The Maitai flood management study proposed for early 2009 needs to adopt a multi-disciplinary approach, and to have regard to the objectives and outcomes sought by this Strategy and to take these into account as far as practicable.

#### C.1 – MAITAI RIVER CROSS SECTION INFLUENCING DESIGN . . .



Assessment of the Maitai River condition indicates, due to existing topography and urban form, improved frontage conditions can be achieved along the true left bank, as this has more in public ownership than that opposite.

... improve connections to the coastal edge  
and along the Maitai River ...

C.2 – **PROPOSED** RIVERSIDE PARK AND  
PEDESTRIAN/CYCLE LINK IMPROVEMENTS ...



(concept sketch)

(See also C.29 – investigation of Paru Paru Rd extension through to Wildman Ave)





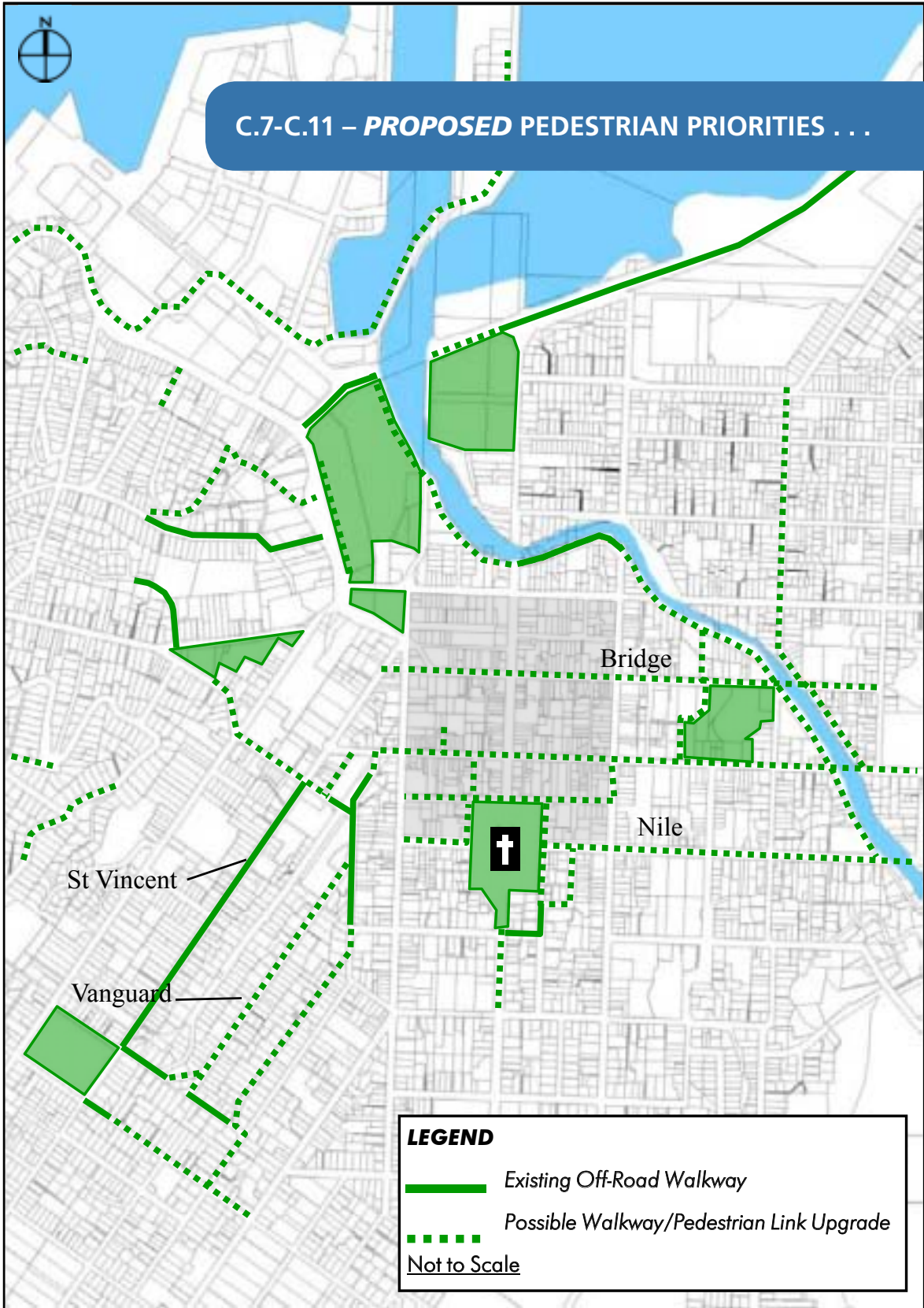
**C.4 – PROPOSED AKERSTEN ST REDEVELOPMENT TO INCLUDE A RANGE OF MARINA/RECREATIONAL/ACCOMMODATION TYPE ACTIVITIES . . .**



## A City Centre that is great to walk to and through

| Ref. | Initiative   | Importance         | Cost           | Time      | Who                             |
|------|--|--------------------|----------------|-----------|---------------------------------|
| C.5  | Develop a management plan for Upper Trafalgar St, outlining the temporary closure and functionality of the space during events and festival times, including legalities surrounding closure (see also B.4, B.6 and C.27)   | Very High priority | Low            | 1-2 years | Council and Others              |
| C.6  | Undertake a footpath audit, identifying verandah coverage and where footpath condition is poor (awkward camber, cracked, uneven, too narrow, obstructed etc) and poses a problem for those with disabilities. Expand area in CBD where verandahs are provided (weather protection) including in existing CBD and proposed CBD expansion  | Very High Priority | Low            | 1-2 years | Council                         |
| C.7  | Undertake street upgrades including street surface demarcation, paving etc:<br>a) streets fronting Millers Acre – Halifax St/ Trafalgar St/Ajax Ave<br>b) Halifax/Trafalgar Sts adjoining State Theatre (south-eastern intersection corner)<br>c) Bridge St connection into Buxton Sq including landscape treatments at entrance off Bridge Street (see also B.6)<br>d) Wakatu Lane access to Trafalgar St (see also C.27b)<br>e) raised crossing on Trafalgar St at the Maitai walkway crossing | High Priority      | Medium to High | 3-5 years | Council                         |
| C.8  | Upgrade pedestrian links to the east including to the Botanic/Centre of NZ, Albion Sq, Nelson Marlborough Institute of Technology and Maitai Valley  | Priority           | Medium         | 3-5 years | Council and Others              |
| C.9  | Improve connections, exposure and pedestrian links into Queens Gardens, with improved access through Albion Sq (and from CBD)  | High Priority      | Low            | 3-5 years | Council and DOC                 |
| C.10 | Identify where upgrades and signage may be required in the western part of the city to identify and connect existing walkways  | Priority           | Low            | 3-5 years | Council                         |
| C.11 | Investigate shared pathway upgrade along south side of Queen Elizabeth II Drive from Trafalgar St to western side of Maitai River (see also C.18)  | Low priority       | Medium         | 5+ years  | Council and NZTA to investigate |

NOTE: These initiatives have been proposed in a manner that achieves consistency with the Council's existing pedestrian/cycling strategies.

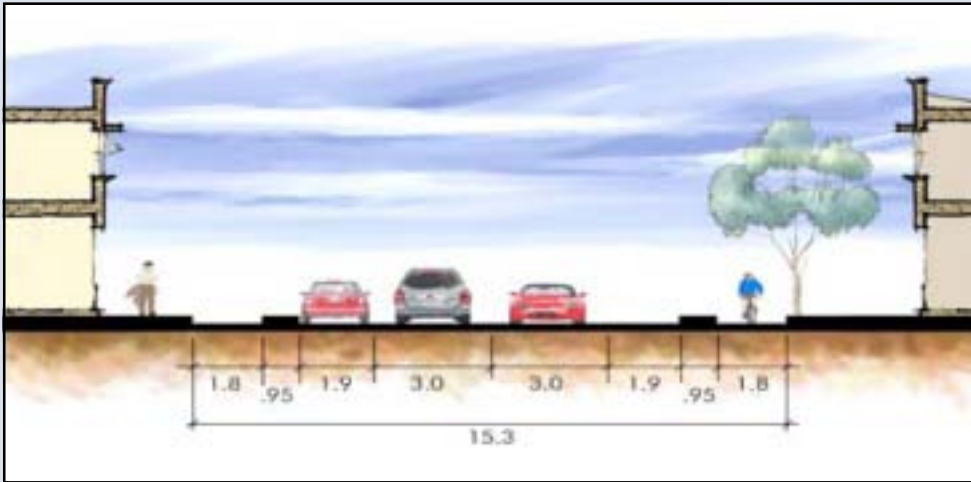


## A central city that is great to cycle through

| Ref. | Initiative   | Importance         | Cost   | Time      | Who                             |
|------|--|--------------------|--------|-----------|---------------------------------|
| C.12 | New Cycle Lanes along the following streets:<br>a) Halifax St<br>b) St Vincent St<br>c) Collingwood St including speed hump at bridge<br>d) Akersten St<br>e) Haven Road<br>f) Gloucester St<br>g) Oxford St   | High Priority      | High   | 5+ years  | Council                         |
| C.13 | Undertake a cycle facilities investigation along Rocks Rd, Haven Rd and Wakefield Quay   | High Priority      | Medium | 1-2 Years | Council and others              |
| C.14 | Improve public and private bicycle parking facilities through the implementation of the Nelson City Council Cycle Strategy 2006 actions and through investigating the application of the bicycle parking guidelines in ARTA's Guidance Note for Cycle Parking Facilities 2007 (seek to integrate with public transport terminal) | Very High Priority | Medium | 3-5 years | Council                         |
| C.15 | Promote existing walkways and cycleways by improving signposting and linking these to interesting or informative city locations  | Very High Priority | Low    | 1-2 years | Council                         |
| C.16 | Install shared pedestrian and cycle refuge crossing on Hardy St (between Kerr St and Vanguard St)  | High priority      | Medium | 3-5 years | Council                         |
| C.17 | Investigate improved cycle facilities on East-West corridor to facilitate school journeys to Nelson Intermediate, Central and St Joseph's schools  | High Priority      | Low    | 1-2 years | Council                         |
| C.18 | Investigate cycleway/walkway upgrade along south side of Queen Elizabeth II Drive from Trafalgar St to western side of Maitai River. (see also C.11)   | Low Priority       | Medium | 5+ years  | Council and NZTA to investigate |

NOTE: These initiatives have been proposed in a manner that achieves consistency with the Council's existing pedestrian/cycling strategies.





Separating cyclists from vehicles, either by placing a raised median, parallel parking or both, significantly improves the safety condition of the cycle lane along busy routes with high traffic volumes.

### OVERSEAS CYCLE LANE *EXAMPLE* . . .









## A legible, easily navigable city

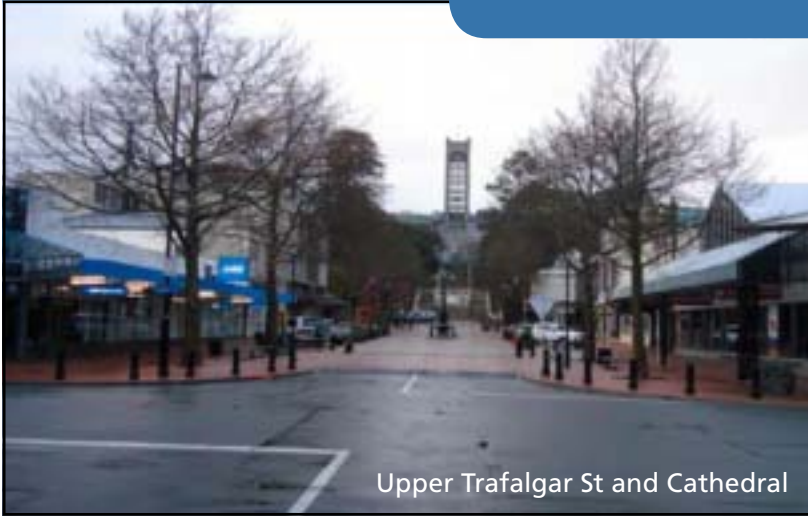
| Ref. | Initiative  | Importance         | Cost   | Time      | Who                                       |
|------|---|--------------------|--------|-----------|---|
| C.19 | Identify and confirm key view shafts and ensure these are not compromised by increased future development heights in the CBD. Place height limits on certain lots within key view corridors through amendments to the NRMP  | Priority           | Low    | 1-2 years | Council                                   |
| C.20 | Develop a central city way-finding/signage 'theme' allowing people to clearly identify where they are and how far between key CBD locations. Locate at key intersections  | High Priority      | Low    | 1-2 years | Council and Others                        |
| C.21 | Enforce existing bylaw requiring shops/businesses/residences to clearly display street number   | Very High Priority | Low    | 1-2 years | Council and Others (e.g. Uniquely Nelson) |
| C.22 | Establish a gateway theme for the city ensuring people know when they have arrived in Nelson. Locate this theme consistently at the following intersections:<br>a) Queen Elizabeth II / Trafalgar Street<br>b) Haven / Queen Elizabeth II Drive / Matangi Awhio<br>c) Trafalgar St bridge area<br>d) Hardy / Vanguard Street<br>e) Rutherford / Nile Street | Very High Priority | Medium | 3-5 years | Council                                   |

See also A.8 & D.19 – heritage signage and walks

### C.22 – GATEWAY EXAMPLES . . .



**EXISTING KEY VIEWSHAFTS . . .**



Upper Trafalgar St and Cathedral



**LEGEND**

- Critical View Points
- Views to Local Landmarks (CBD)
- Views to regional Landmarks
- Views to Waterfront
- Existing Built Form

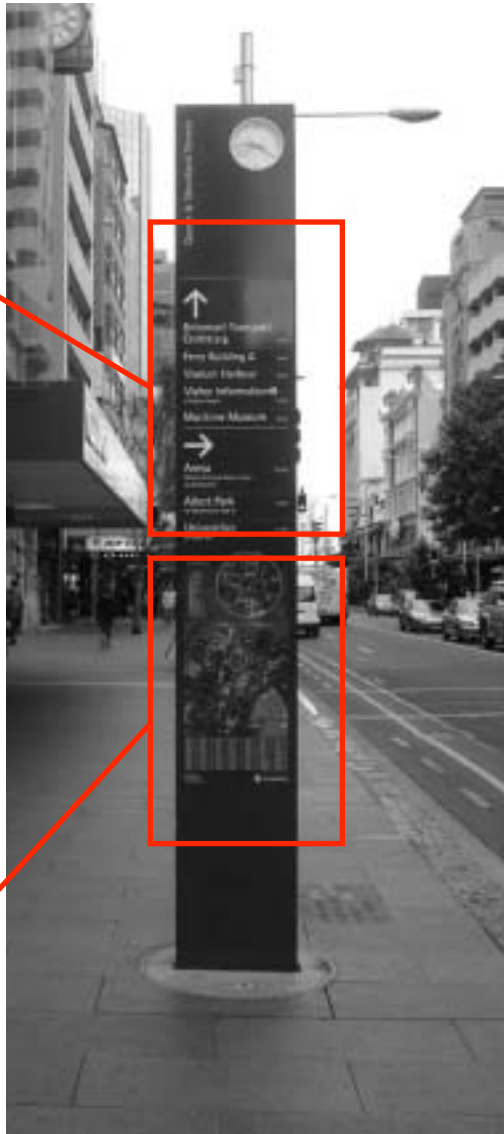


C.20 – SIGNAGE AND WAY-FINDING . . .



Auckland example of wayfinding signage.

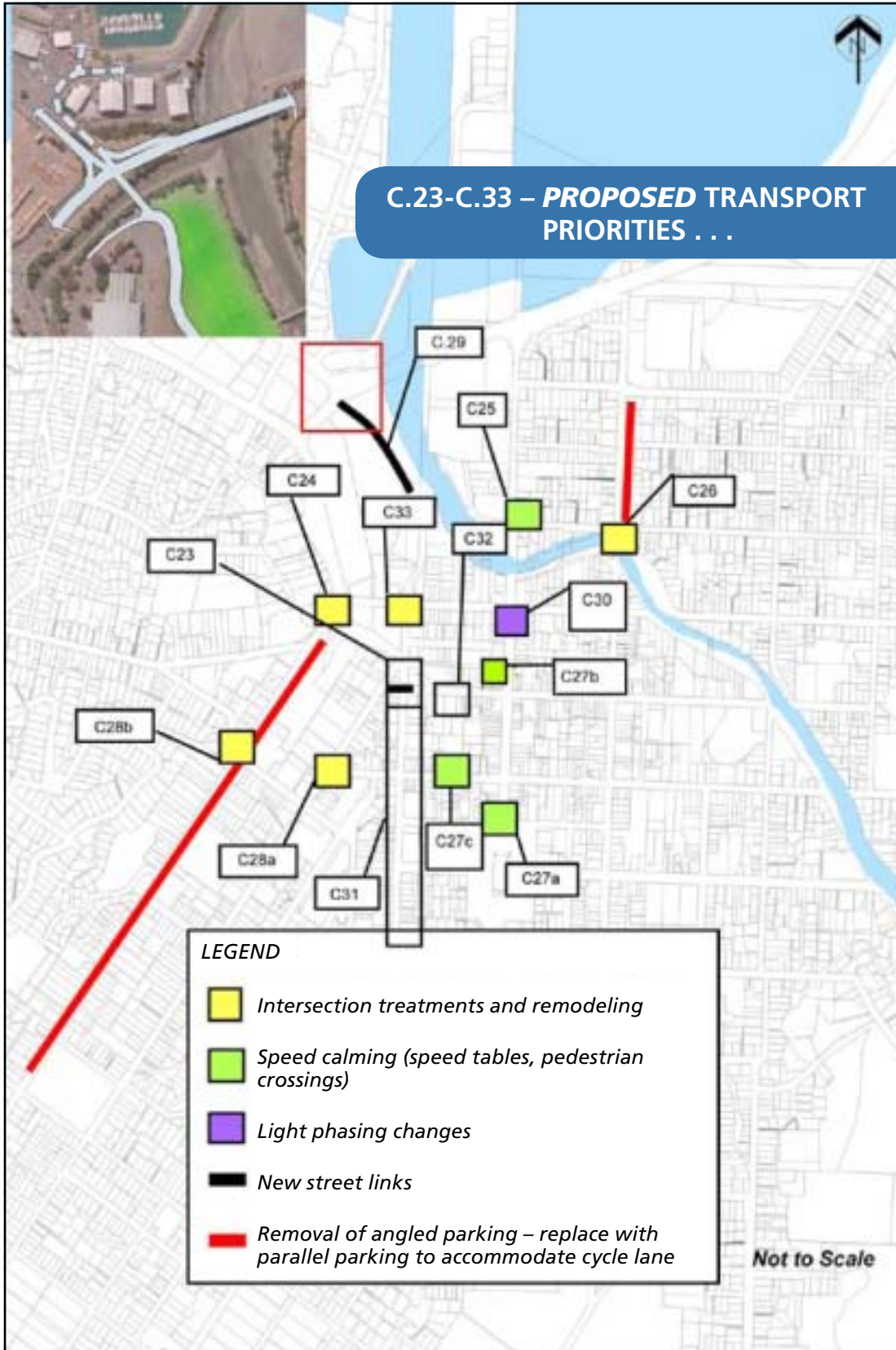
C.20 – SIGNAGE AND WAY-FINDING . . .



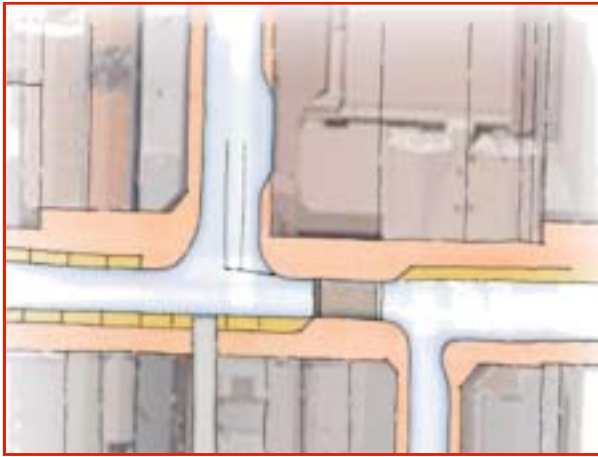
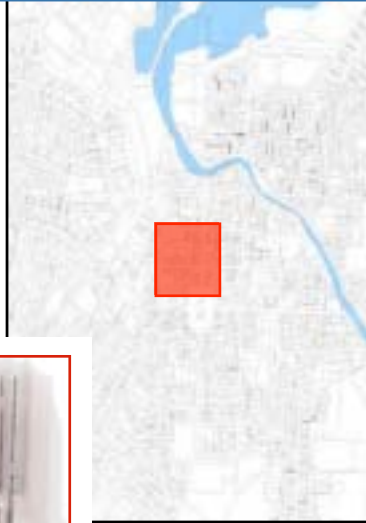
Signage and information panels are an effective means of communicating to people where they are and where they are going.

## Streets that equitably serve all users

| Ref. | Initiative  | Importance    | Cost   | Time      | Who            |
|------|---|---------------|--------|-----------|----------------|
| C.23 | Haven/Vanguard/Bridge Sts – including extension of Bridge St through to Vanguard St, and Vanguard-Rutherford St intersection upgrade  | High Priority | High   | 3-5 years | Council        |
| C.24 | Haven/Halifax Sts intersection – replace roundabout with traffic lights   | Priority      | High   | 5+ years  | Council        |
| C.25 | Reduce carriageway width at Trafalgar/Grove Sts intersection  | High priority | Medium | 3-5 years | Council        |
| C.26 | Replace roundabout with more pedestrian-friendly intersection at Collingwood/Grove Sts intersection   | Priority      | High   | 5+ years  | Council        |
| C.27 | Provide speed tables at:<br>a) Trafalgar/Selwyn Sts intersection in front of Church Steps<br>b) Entrance to Wakatu Lane off Trafalgar St (close like Achilles Ave if feasible)<br>c) Hardy St – between Church St and Crisps Lane, and narrow road at Montgomery Sq entrance  | Priority      | Medium | 5+ years  | Council        |
| C.28 | Intersection modeling at:<br>a) Gloucester/Vanguard Sts<br>b) Gloucester/St Vincent Sts   | High Priority | Medium | 3-5 years | Council        |
| C.29 | Investigate Paru Paru Rd extension through to Wildman Ave – associated SH6 intersection and Haven Rd single lane (needs to await Arterial Route Study)  | Priority      | High   | 5+ years  | Council & NZTA |
| C.30 | Halifax/Trafalgar Sts light phasing to reduce pedestrian wait times   | High priority | Low    | 1-2 years | Council        |
| C.31 | CBD bus priority intersections and Rutherford St with 2-laning  | High priority | Medium | 3-5 years | Council        |
| C.32 | Passenger Transport – consolidate passenger transport interchange with buses coming off Rutherford St through Montgomery Sq, out onto Bridge (turning left) with terminal on Bridge St opposite existing Suburban Bus Line station or in other location consistent with the objectives of this Strategy and the Regional Passenger Transport Plan | High Priority | Medium | 3-5 years | Council        |
| C.33 | Paru Paru Rd left turn removal from Halifax St (this relates to C.29)   | Priority      | Medium | 5+ years  | Council        |

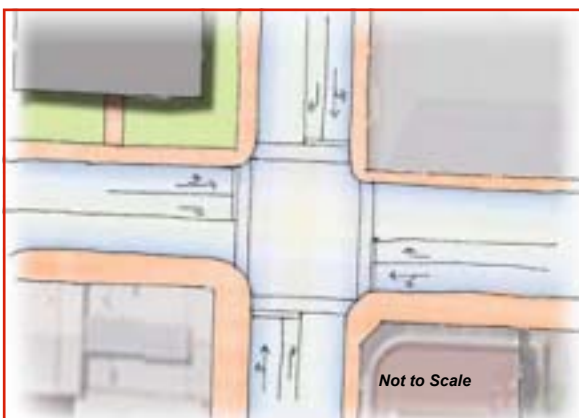
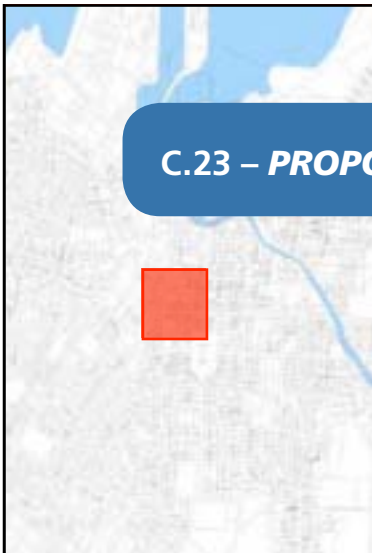


**C.27 – PROPOSED HARDY ST SPEED TABLE . . .**



The placement of a speed table on Hardy St is expected to slow traffic along the street and facilitate pedestrian crossing opportunities into the Nelson Market held in Montgomery Sq. This intervention creates a safer, slow speed environment.

**C.23 – PROPOSED BRIDGE ST EXTENSION . . .**

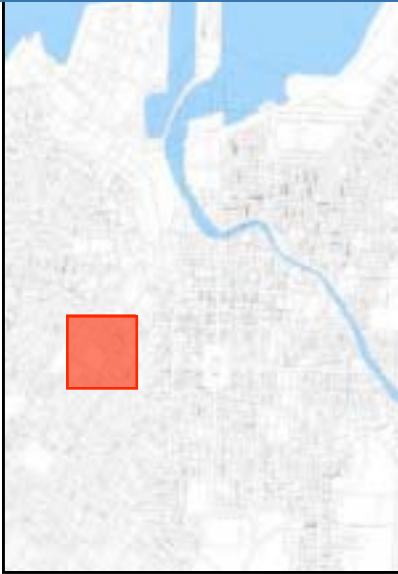


The Bridge St extension generates business redevelopment opportunities to the west, in accordance with the preferred future growth direction of the CBD. The changes also involve narrowing Vanguard St north of Bridge St, stopping part of it and including that land with the residual land 'orphaned' by the Bridge St extension.

This land can be sold and redeveloped offsetting costs associated with this option. (See also illustration D.7)



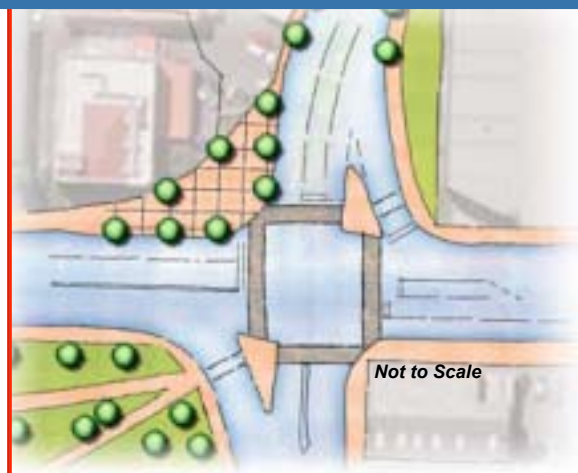
### C.28 – PROPOSED ST VINCENT/GLOUCESTER ST REMODELLING . . .



Replacing the existing St Vincent/Gloucester Sts intersection with signal controls, pending supportive modelling, is likely to create improved pedestrian conditions and safer crossing opportunities.



### C.33 – PROPOSED PARU PARU RD LEFT LANE . . .



Should the Paru Paru Road extension to Queen Elizabeth Drive proceed, then this initiative would help limit vehicle volumes along Paru Paru Rd, creating a quiet, slow street connection to the marina area with safe pedestrian/cyclist conditions.



**. . . connect to Wildman Avenue (as a slow street) along high quality settings provided by the Paru Paru Road extension . . .**



(concept sketch)

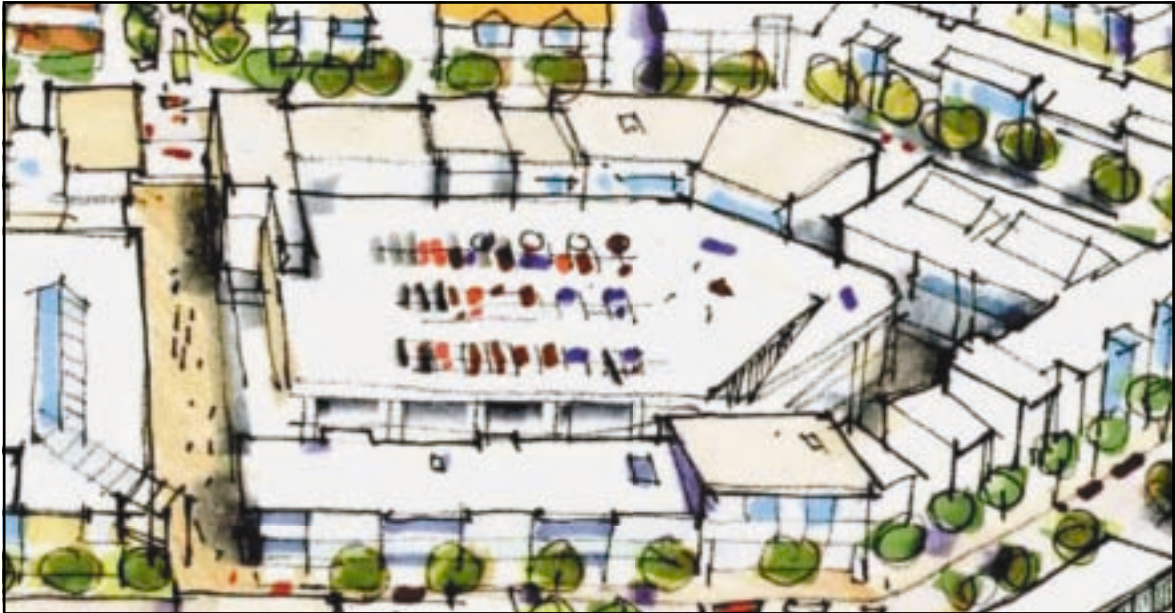
### **C.29 – POSSIBLE PARU PARU RD EXTENSION . . .**

Investigate this option as part of the Rutherford Park management plan and upgrade. Any decision needs to await the outcome of the Arterial Route Study which aims to determine where the main connection between the Annesbrook roundabout and the Queen Elizabeth Dr/Haven Rd roundabout will be. See Part 3, C.29 for more detail.

## Parking supply and demand to support the economic competitiveness of the City Centre

| Ref. | Initiative  | Importance    | Cost   | Time      | Who                |
|------|---|---------------|--------|-----------|--------------------|
| C.34 | Ensure an adequate supply of appropriately priced short-stay/visitor parking continues to be provided in the central city, and ensure that the off-street public short-stay parking facilities are attractive, safe, accessible and well-signposted | High Priority | Low    | 1-2 years | Council and Others |
| C.35 | Ensure existing short-stay parking in the parking squares is available for this purpose (by effective enforcement), and when future needs dictate convert the Wakatu Sq car park to short stay (P180) parking                                       | Priority      | Low    | 1-5 years | Council            |
| C.36 | Coinciding with the enhancement of public transport, introduce pricing of long-stay parking in peripheral city areas and progressively increase charges to encourage use of alternatives to the single occupant car                                 | Priority      | Low    | 3-5 years | Council            |
| C.37 | Monitor the supply of long-stay/commuter parking close to the central core to ensure it supports the objectives of the Nelson Regional Land Transport Strategy (RLTS) and the Council's Sustainability Policy                                       | Priority      | Low    | 1-2 years | Council and Others |
| C.38 | Extend the City Centre Zone via an NRMP Plan Change to include the adjacent commercial areas, removing minimum required parking standards. Include as part of CBD special rate area   | High Priority | Medium | 1-2 years | Council            |
| C.39 | Amend the City Centre Zone rules to introduce maximum parking standards for new developments and changes of use   | High priority | Medium | 1-2 years | Council            |
| C.40 | Review the Nelson Resource Management Plan parking requirements applying to the City Fringe Zone  | High Priority | Low    | 1-2 years | Council            |

## 'SLEEVED' PARKING . . .



An indicative example of 'sleeved' inner city car parking. Buildings of a similar scale effectively screen the visual impacts associated with such a dedicated parking structure. Alternatively the car parking can be within the interior of a building, so that an active and more attractive street façade is presented on the public face of the street. Parking should be provided on the upper floors, allowing an active ground floor condition that contributes positively to the central city 'experience'.

## D ACTIVITY

### Maximising value-adding employment and new business opportunities

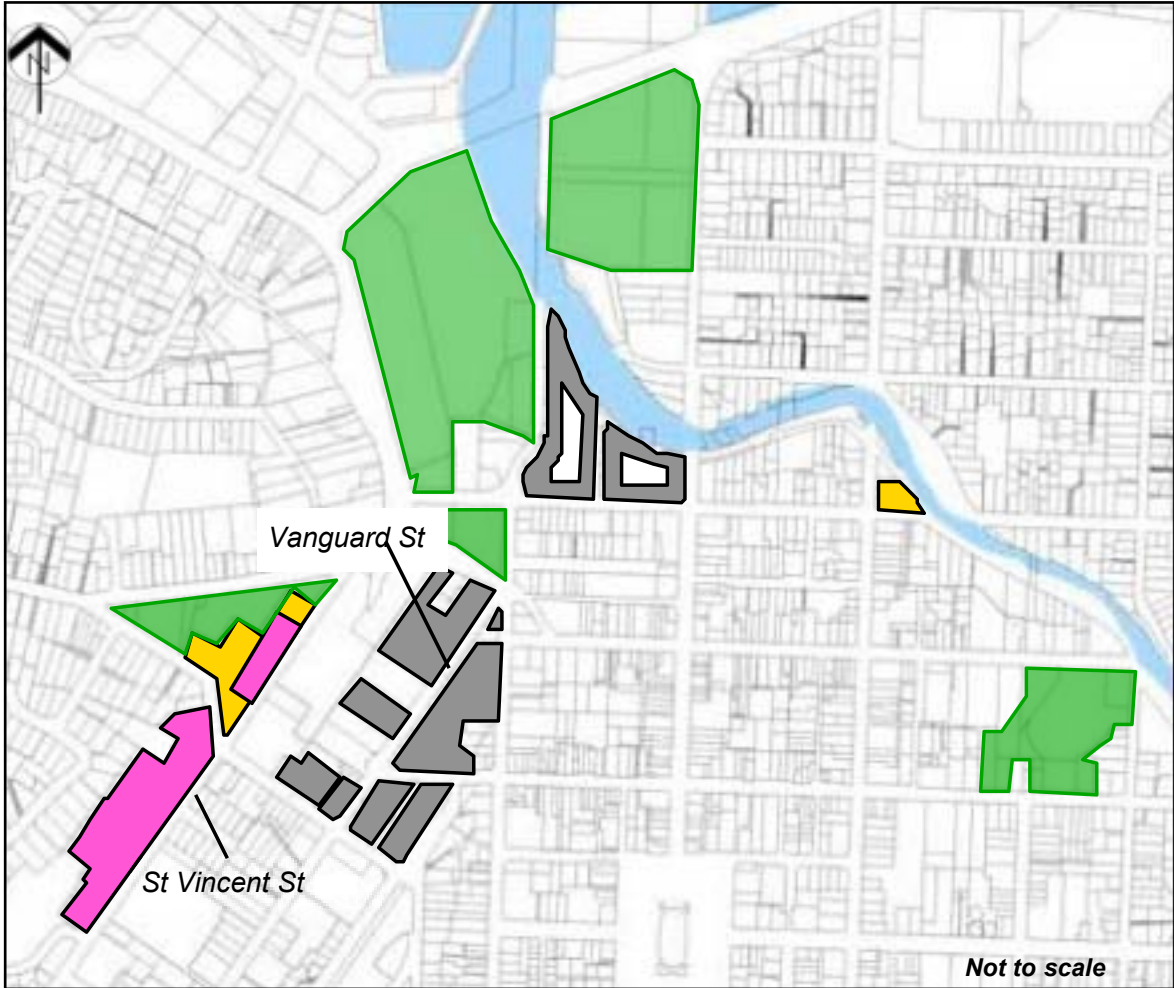
Redevelopment of area surrounding the current City Centre to provide for growth in a range of businesses that provide wealth and employment that supports the vitality of the central city and the City Centre.






| Ref. | Initiative  | Importance    | Cost   | Time      | Who     |
|------|---|---------------|--------|-----------|---------|
| D.1  | Establish an 'investment and business outreach programme' in the city core (bordered by Halifax/Rutherford/Selwyn/ Collingwood Sts) which seeks to attract larger corporate office spaces, targeting government and community services  | High Priority | Medium | 1-2 years | Council |
| D.2  | In the eastern professional area (running along Collingwood Street towards the Maitai River, including existing Courts and professional areas) allow conversion of non-character residential dwellings into business uses (with the potential for small scale office redevelopment)   | High Priority | Medium | 5+ years  | Council |
| D.3  | Redevelop the northern CBD transition area (north of Halifax St, west of Trafalgar Street and bordered by Paru Paru Road) into new economy, creative high end corporate uses which utilise the potential amenity provided by the Maitai River edge  | High Priority | Medium | 5+ years  | Council |
| D.4  | Attract in the 'Pioneer Park mixed use urban village' (land fronting St Vincent St and north of Washington Road) new showrooms and small retail showroom space, with high quality low-rise mixed-use developments behind (on land fronting Pioneer Park). Improve the amenity of the area and create 'superior business settings' | High Priority | Medium | 5+ years  | Council |

(See also Part 3, and 'Nelson Central City Strategy – Economic & Employment Opportunities Report' Derek Kemp, Prosperous Places Ltd)



**D.1-D.4 – EMPLOYMENT PRIORITIES . . .**



| LEGEND  |                                   |
|---|-----------------------------------|
|  | Residential to Office Conversions |
|  | Quality Affordable Offices        |
|  | Mixed Use                         |
|  | Flexible Areas - Showroom/Trade   |
|  | Recreational Area                 |

Based on future land use demand, it has been identified that several opportunities exist where business transition into higher value business premises can occur. Transition is expected to occur over the next 10-15 years.





## ‘New economy’ opportunities and controlled expansion to the west

Redevelopment of City Fringe areas to provide high quality settings that attract high quality businesses and new employment opportunities

| Ref. | Initiative   | Importance    | Cost   | Time     | Who                |
|------|--|---------------|--------|----------|--------------------|
| D.5  | Provide for, in the gateway ‘showroom and service trades’ area fronting St Vincent St, flexible designer buildings that can be converted easily between retail/office showroom/service trades uses   | High Priority | Medium | 5+ years | Council and Others |
| D.6  | Encourage adaptive re-use of existing Military Barracks site   | Priority      | Medium | 5+ years | Council and Others |
| D.7  | In the western CBD transition area (running along the Rutherford St and Vanguard St frontages from Gloucester St to Haven Rd) seek to accommodate good quality redevelopment into affordable and flexible office space with good landscaped settings                       | Priority      | Medium | 5+ years | Council and Others |
| D.8  | Western environmental clean production area (running from Konini St to St Vincent St south from the properties with Gloucester St frontage) seek to attract small scale environmentally friendly businesses in high amenity settings within flexible, utilitarian premises | Priority      | Medium | 5+ years | Council and Others |



### D.8 – PROPOSED HIGH AMENITY BUSINESS SETTINGS . . .

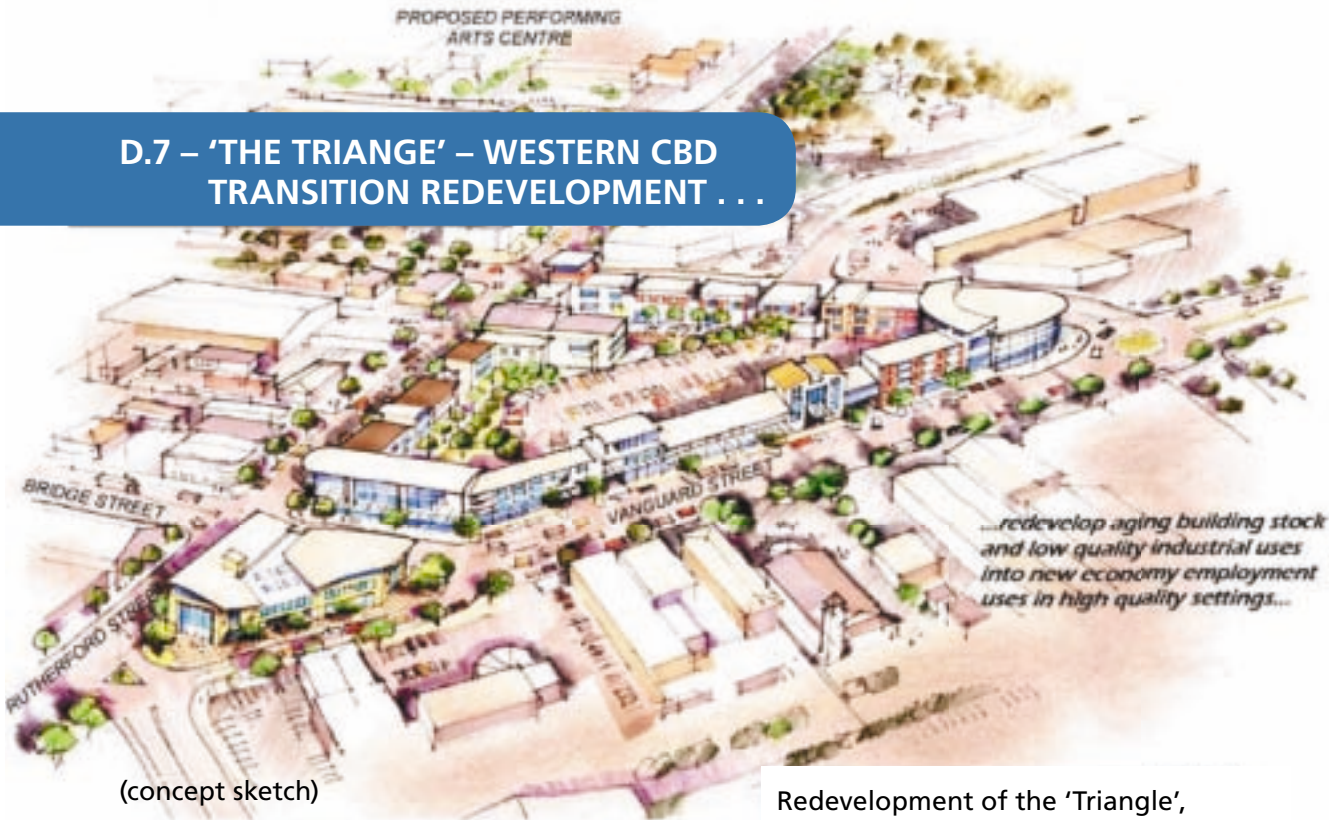
Quality business settings attract high end business activities, which are seeking to relocate into Nelson.



### D.8 – PROPOSED HIGH QUALITY BUSINESS PREMISES . . .



D.7 – 'THE TRIANGLE' – WESTERN CBD  
TRANSITION REDEVELOPMENT . . .



Redevelopment of the 'Triangle', bordered by Rutherford, Vanguard and Hardy Streets is anticipated to cater for quality affordable offices in high amenity settings.

D.10 – PROPOSED THEMED PLAY AREAS . . .

Adventure play areas result in an attraction that people are willing to spend time at, therefore increasing their time in the CBD. The benefits of this are numerous including increased inner city vibrancy and more importantly, encouraging retail spend in ancillary services such as cafes.



## More reasons to visit and stay longer in the Central City

| Ref. | Initiative   | Importance    | Cost   | Time      | Who                |
|------|--|---------------|--------|-----------|--------------------|
| D.9  | Develop a safe 'pre-school play area' on the Maitai Walkway halfway along Ajax Ave between Trafalgar St and Collingwood St   | Priority      | Medium | 3-5 years | Council            |
| D.10 | Develop a themed 'family adventure play area'  | Priority      | Medium | 3-5 years | Council            |
| D.11 | Develop a teenage adventure playground including skate facilities (seek to utilise existing) and bike trails into the CBD. A suitable long term location is adjacent to Paru Paru Rd in Rutherford Park  | Priority      | Medium | 5+ years  | Council            |
| D.12 | Integrate disabled-friendly aspects into new and existing play areas to maximise the sensory experience and usability of these areas   | Priority      | Medium | 3-5 years | Council and Others |
| D.13 | Develop a family fun water park, possibly located in the Riverside Pool Reserve  | Priority      | High   | 5+ years  | Council            |
| D.14 | Provide new, and where already existing, upgraded bike trails from the central city. These trails should include: <ul style="list-style-type: none"> <li>a) Maitai River, Tahunanui Beach and Harbour Trails</li> <li>b) past Guppy Park, Neale Park to Founders' Park, the Miyazu Japanese Garden and the Whakatu Marae</li> <li>c) the 'Old Railway Reserve Trail' (leading to the old MACs Micro Brewery, with connections to Stoke, a loop to Tahunanui Beach and a loop to the WOW Museum and through to Richmond)</li> </ul> | High Priority | Medium | 3-5 years | Council            |

### D.13 – PROPOSED WATER PARK . . .





| Ref. | Initiative  | Importance         | Cost                | Time      | Who                |
|------|---|--------------------|---------------------|-----------|--------------------|
| D.15 | Link together a series of fitness tracks and trails ideally encompassing Rutherford Park, Trafalgar Park, The Marina and the Maitai River edge through signage and way markers                    | High Priority      | Medium              | 3-5 years | Council            |
| D.16 | After school and private tutoring activities should be identified and encouraged to locate in the central city area to attract people into the CBD after hours                                    | High Priority      | High                | 5+ Years  | Council and Others |
| D.17 | Identify and confirm locations for mobility scooter and similar vehicle charging opportunities (library, Council building etc.) Provide these at key central city locations                       | Very High Priority | Low                 | 1-2 years | Council            |
| D.18 | Provide a free wireless internet public domain, associated with the library, a café etc – setting up network, routers and software development to incorporate capping of data download usage etc. | High Priority      | Low                 | 1-2 years | Council and Others |
| D.19 | Identify key heritage and cultural sites within the central city and peripheral areas and ensure these are well signposted and linked for pedestrians undertaking ‘Heritage and Cultural Walks’   | High priority      | Low                 | 1-2 years | Council and Others |
| D.20 | Refurbish the existing 1904 Heritage building (old Technical Institute Building, 333 Hardy St) into short-term, serviced accommodation  | Priority           | Medium              | 3-5 years | Others             |
| D.21 | Extend the rail from Founders Park to the CBD as a tourist attraction (finishing at Trafalgar Park car park)  | Priority           | Low cost to Council | 3-5 years | Council and Others |

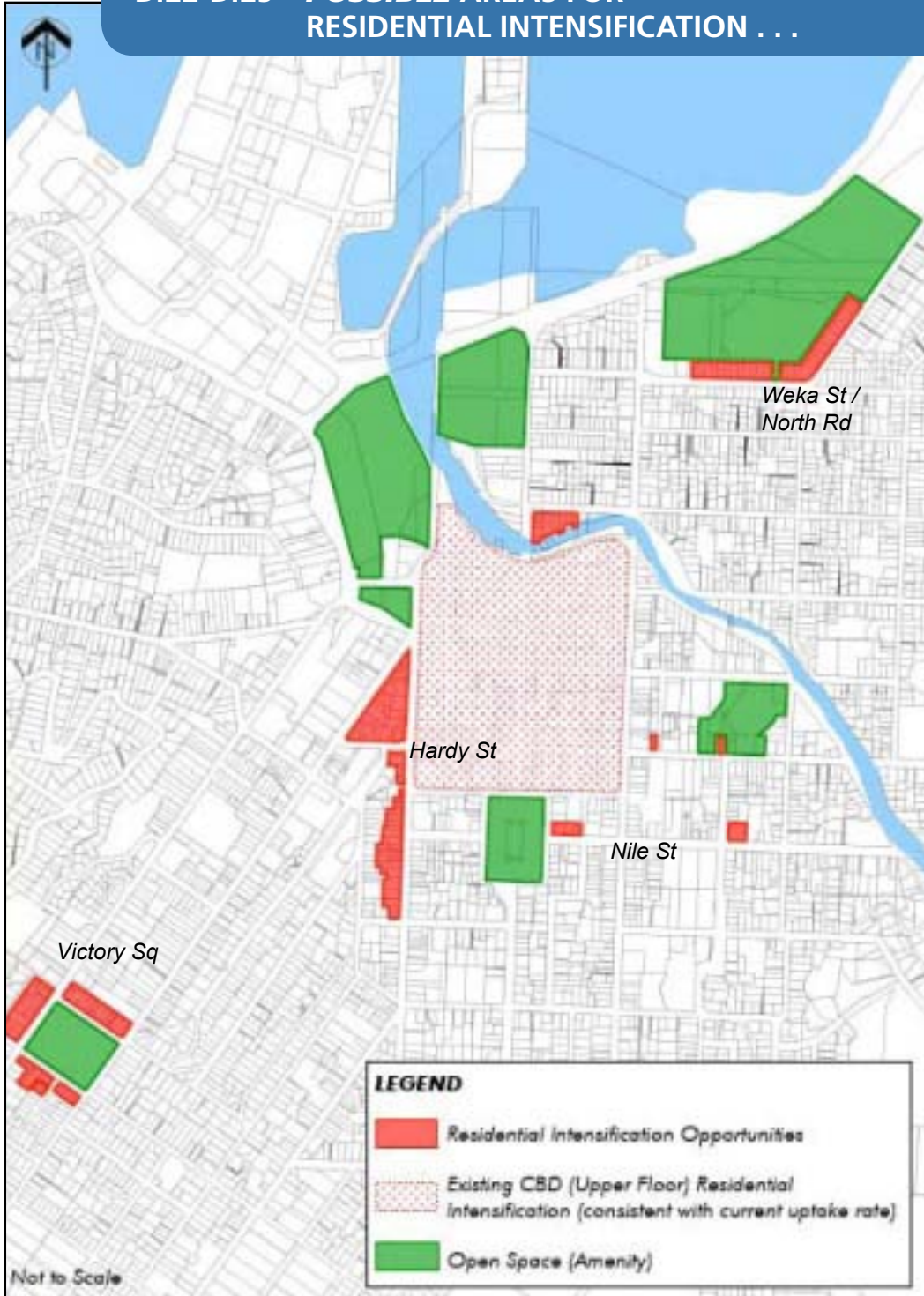
## A central city that people want to live in

| Ref. | Initiative  | Importance    | Cost   | Time      | Who     |
|------|---|---------------|--------|-----------|---------|
| D.22 | Identify sites with redevelopment potential in the CBD that could, if redeveloped, provide a residential component (above ground floor)   | High Priority | Low    | 1-2 years | Council |
| D.23 | Encourage peripheral 2-3 story medium density residential intensification   | Priority      | Low    | 5+ years  | Council |
| D.24 | Encourage quality intensification in peripheral CBD areas, and in other areas with sufficient amenities and facilities to allow increased intensity in conjunction with a review of existing NRMP rules to control outcomes | High Priority | Medium | 3-5 years | Council |
| D.25 | Consider a review of the NRMP to introduce minimum residential densities in peripheral central city areas   | Priority      | Medium | 3-5 years | Council |

### EXISTING RESIDENTIAL INTENSIFICATION . . .



D.22-D.25 – POSSIBLE AREAS FOR RESIDENTIAL INTENSIFICATION . . .



**. . . create increased residential density around high amenity settings supported by existing local nodes . . .**



**D.23 – EXAMPLE OF POSSIBLE VICTORY SQ MEDIUM DENSITY RESIDENTIAL INTENSIFICATION . . .**

Residential intensification, where viable, should be supported by existing local nodes with good access to schools and shops. Importantly, residential intensification should be provided in areas with recreational and open space opportunities.



## Making better use of the existing parking squares

| Ref. | Initiative  | Importance    | Cost   | Time      | Who                |
|------|---|---------------|--------|-----------|--------------------|
| D.26 | Develop a signature large format retail building in Wakatu Sq after commissioning a design study for 'demonstration projects on key sites', to inform and attract developers to the type of developments sought | High Priority | High   | 5+ years  | Council and Others |
| D.27 | Ensure Montgomery Sq remains the home of the Nelson Market by installing semi-permanent infrastructure, and ensuring access to electricity, water, shelter and seating  | High Priority | Medium | 1-2 years | Council and Others |

### WAKATU SQ *EXISTING* CONDITION . . .



In addition to the short-term intention to convert Wakatu Sq into P180 parking, potential long-term uses such as the development of a large format retail building require further feasibility testing.

D.26 – POSSIBLE WAKATU SQ DEVELOPMENT . . .

. . . cater for large format retail in the central city . . .



The provision of a large format retail store in the Wakatu Sq would allow the city to expand to the west in a manner that will best serve future growth needs. It also encourages the location of a large format retail activity, to act as an 'anchor store' that would otherwise locate outside the City Centre. The example above includes a discrete 'sleeved' parking building on the upper levels to replace and expand parking lost from Wakatu Square, and smaller shops facing the street and the plaza area (see Initiative B.1b) created between the new building and the existing building that fronts onto Trafalgar Street.

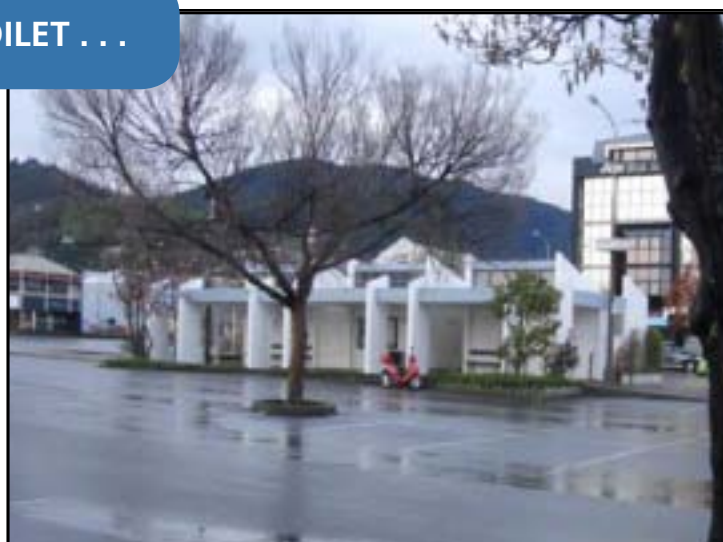
## E Safety

### Creating a safer, more active city

| Ref. | Initiative   | Importance         | Cost   | Time      | Who     |
|------|--|--------------------|--------|-----------|---------|
| E.1  | Provide safer and better public toilets in the City Centre and continue to make provision for parents with young children  | Very High Priority | Medium | 1-2 years | Council |
| E.2  | Provide and locate a high standard of lighting along all pedestrian and cycling routes in the central city, ensuring priority is given to those areas linking accommodation, amenities and night time attractions  | Very High Priority | Medium | 3-5 years | Council |
| E.3  | Identify areas in the Nelson inner city that do not comply with Crime Prevention through Environmental Design (CPTED) principles and address and ascertain solutions: e.g. training of personnel, the redesign of a public space or remedial action such as fencing and landscaping. Develop a plan for the city's closed circuit television system with a view to upgrading the scope and quality of monitoring and recording | Very High Priority | Low    | 1-2 years | Council |
| E.4  | Review City Centre landscaping and planting guides to include all inner city public works in order to be consistent with CPTED principles (in line with existing Parks Department principles for Open Space areas)   | Priority           | Low    | 3-5 years | Council |
| E.5  | Undertake a NRMP Plan Change to formalise CPTED consideration in all new central city developments, upgrades etc   | Very High Priority | Medium | 3-5 years | Council |

#### E.1 – REDESIGN EXISTING TOILET . . .

Numerous redevelopment options of the inner-city car parking squares will be required in the future, although the development economics associated with this at present are unattractive. Therefore minor interventions such as increased tree planting (B.2) and redesigning the existing toilet blocks become a short-term priority.



## F Implementation

### Put the Strategy into action

| Ref. | Initiative   | Importance           | Cost   | Time     | Who  |
|------|--|----------------------|--------|----------|--|
| F.1  | Successful implementation of the Heart of Nelson Strategy with:<br>a) identification as Key Performance measure in CEO's Performance Agreement with Council, and<br>b) yearly targets identified as a Tier 1 project priority to be managed through the Programme Office | Very High Importance | Low    | On-going | Council and Others   |
| F.2  | Identify all physical projects during construction with signage denoting it is part of the Heart of Nelson Strategy, to reinforce progress and visibly brand the Strategy roll-out. Publicise and celebrate completion of key projects.                                  | Very High Importance | Low    | On-going | Council  |
| F.3  | Achievement of Heart of Nelson Strategy aims   | Very High Importance | Medium | On-going | Council, Uniquely Nelson, Nelson Tasman Chamber of Commerce, DOC, Nelson Tasman Tourism, Building Owners, Businesses Tenants, Arts Marketing Trust, Civic Trust, Iwi, NZ Transport Agency, Police and Others |
| F.4  | Monitor and adapt Strategy as necessary  | Very High Importance | Medium | On-going | Council and Others   |





# PART 3

## Details of actions



## Introduction

This section expands on the ‘Summary of Actions’ in Part 2.

It provides more detail on each initiative, the reasons for it, as well as alternative actions that were considered.

This section is recommended reading for anyone responsible for an action in Part 2, or for anyone who might be making business or other decisions based on the Heart of Nelson Strategy.

## A IDENTITY

### Overview – Initiatives A.1 to A.16

Good cities are first and foremost cultural assets, being embraced by locals and visitors as places that are relevant to the local culture, expressed in architecture, art and even climate. Nelson’s central city already has a distinctive feel due to its heritage buildings, iconic cathedral and church steps, street trees, outdoor dining, and the Nelson Market. There is not a lot of evidence in the central city, however, of Nelson’s creativity, of its original inhabitants and history, or other aspects of what makes this city unique – its natural environment, its relationship to the sea and fishing, its produce, and the people that live here.

The Strategy aims to further enhance the central city’s identity, to ensure Nelson’s City Centre does not become AnyTown NZ, or AnyTown Anywhere for that matter.

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**A.1** Establish processes to ensure that the identity themes and Strategy objectives are considered and reflected in the design and implementation of all Council projects and activities within the central city. For example, through the Major Projects Team, the Roothing Amenity Review Team, Urban Design Panel, Council’s Art Policy working party, and other processes. This shall apply to projects large and small.

#### What is the issue?

The potential for a piecemeal approach to development and upgrading in the city which does not build on or reinforce Nelson’s identity, and which does not pay sufficient attention to detail and aesthetics.

*Explanation:* The Council through the roads, footpaths, parks, and buildings that it owns and manages, and the works it undertakes, and its signage and street furniture, has a major impact on the character and pleasantness of the central city, and its overall image. Good design and construction in some cases will cost more. Other times it need not: careless design or construction can inadvertently detract from an otherwise good project. Attention to the aesthetics needs to infuse all that is done by Council in the central city.

#### Options:

- Do nothing
- Establish processes within Council to ensure collaborative approaches to Council activities in the central city, and the development and implementation of identity themes
- Establish an implementation manager for Strategy within Council

- Establish a Heart of Nelson Strategy Implementation Group within Council to ensure a co-ordinated and across business unit approach to implementation of Strategy.

**Preference:**

Establish processes and linkages within Council, and oversight by the Implementation Group, and by the implementation manager with oversight of strategic and aesthetic outcomes.

**Implementation:**

Heart of Nelson Strategy Implementation Group within Council, Implementation manager and necessary internal processes.

---

**A.2 Identify opportunities to incorporate art and art design in Council and private projects – new projects, redevelopments and refurbishments (e.g. buildings, parks, art works, bicycle stands, signs)**

**What is the issue?**

Missed opportunities when new projects or upgrades are undertaken to incorporate art works into a proposal.

*Explanation:* Art was successfully introduced into the new Aratuna Bridge, but this was probably more expensive than if the opportunity had been identified early on in the planning and design process. In the late 1990s when the solid sides were removed from the Trafalgar Street Bridge there could have been an opportunity on a prominent entranceway to the City Centre to use a local artist to design the new railings. The new Wakatu House building and the Millers Acres Centre are good examples of where art and art design have successfully been incorporated and which benefit the city. Identifying creative and identify-affirming opportunities early can result in significant benefits.

**Options:**

- Do nothing
- Through specific Council Implementation Group, and in longer term through Council Major Projects Team, Roading Amenity Review Team, and business units, including resource consents section, identify appropriate opportunities for the inclusion of art in council and private projects. Work with Arts Policy working party, Iwi, developers and other organisations to achieve this aim.

**Preference:**

Option 2 – which also includes awareness raising, and an educational and promotional approach with the private sector

**Implementation:**

Heart of Nelson Implementation Group, Implementation manager, internal processes, Arts Marketing Trust, Civic Trust, Iwi, Sculpture Trust, developers and other organisations (see also action A.1).



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**A.3** Establish with Iwi an arts & design advisory group to provide input regarding the commissioning or purchase of Māori art works, and input to the design of proposals where there is or ought to be a Māori dimension, and advice regarding any related interpretative material that is needed

**What is the issue?**

Despite its long history of Māori settlement, there is not a lot of evidence or celebration of that history and on-going presence in Nelson City, except for some notable recent exceptions. Many overseas visitors to New Zealand want to experience its Māori heritage and culture. The same can also be true for domestic visitors to Nelson, and locals as well.

*Explanation:* As with action A.2, opportunities need to be identified, where in consultation with Iwi, it might be appropriate to incorporate a Māori design element or work of art in a development. Related to this, but sometimes separate, is the need to better explain pre-European history or sites of significance to Iwi, where this is appropriate.

**Options:**

- Do nothing
- Approach Iwi on a case-by-case basis
- Establish with Iwi a standing advisory group

**Preference:**

An advisory group, since that can provide timely advice and also take a proactive role.

**Implementation:**

Council to set up and support an advisory group.

---

**A.4** Develop an updated City Centre design guide, identifying and controlling the front façade of new and redeveloped buildings on streets and parking squares within the expanded City Centre

**What is the issue?**

Ensuring a quality, active building frontage to streets within the City Centre and periphery in line with best practice urban design.

*Explanation:* The Council has direct input to the quality of the street environment, including paving, street furniture, signage, art, and cleanliness, and into the parks and buildings it owns. The edges of public space, however, are mostly privately-owned buildings. A good streetscape depends not just on the street, but also on the buildings that front that street. They form a package which, along with the activity that is occurring, makes a place pleasant – or unpleasant- as the case may be.

Overall, central Nelson has a reasonable stock of attractive buildings that relate well to the street. It is the characteristics of these buildings and their relationship with the public realm that is required to be protected and reflected (but not necessarily replicated) by new development or redevelopment. By expanding the City Centre Zone and through a focus on intensification, it is expected there will be an increase in the intensity and range of businesses in the City Centre over time. These co-benefits can result in overall GDP improvements and the growth of human capital in the region. This may also assist to address the loss of tertiary qualified people from the skills pool in the Nelson area by improving the settings for entrepreneurial activity.

**Options:**

- Do nothing
- Update the urban design guidelines for the expanded City Centre, with Plan Change as necessary to the NRMP
- Insert a statutory appendix in the NRMP through a Plan Change

**Preference:**

Update Nelson's existing built form guides (the Heritage and City Centre Design Guides) to consider the development of the expanded City Centre, notably the frontage of buildings. The guideline needs to set specific design standards for the interface of new developments which are easily understood.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. See also A.5.

## **A.5** Amend Nelson Resource Management Plan to extend locations where design controls apply

**What is the issue?**

Achieving high built quality in the City Centre.

*Explanation:* The design controls in the NRMP and related guidelines that have been in place in the City Centre since the mid 1990s have improved the quality of buildings on those streets where they have applied. But in areas where there have been no design controls, such as on the ring road and inside the parking squares, the results have often been poor.

**Options:**

- Do nothing
- Amend NRMP through a Plan Change to expand the areas on which design controls on buildings apply within the (expanded) City Centre
- Fast track consenting timeframes for development in the City Centre which meets interface and ground floor design objectives

**Preference:**

Amend the NRMP.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. See also A.4.

**A.6** Undertake character assessments of the following peripheral CBD areas to determine their value, in terms of providing future and on-going protection:

- a) Hastings St – dwellings on the northern side
- b) The triangle area to the south of Hardy St, bordered by the Maitai River
- c) Nile St East – including the northern end of Shelbourne St
- d) Nile St West – between Rutherford St and Church Hill
- e) Richmond Avenue

**What is the issue?**

Recognising and protecting built heritage and character.

*Explanation:* Heritage character areas are a strong determinant of identity within a particular location. Of those areas displaying noticeable heritage character, derived primarily from building elements and built form (typically buildings are located closer to the street, are dominated by materials such as timber, stone and corrugated iron, and in the Nelson context, sit amongst clusters of like buildings) consideration needs to be made as to whether the above areas display a heritage quality that is sufficient to warrant formal protection. Despite Nelson’s good stock of quality heritage buildings, unsympathetic additions, infill developments and surrounding land uses have, in some instances, diluted the quality of the potential character area.

**Options:**

- Do nothing
- Complete a character and heritage study of all identified heritage/character areas in the CBD periphery and determine which should be subject to more stringent regulatory requirements and which should be allowed to change and transition over time
- Feed the outcomes of this study into a review and amendment of NRMP objectives, policy and rules relating to heritage and character
- Prepare a Heritage Design Guideline to give advice on appropriate responses to heritage buildings or character areas in redevelopment schemes
- Fund the review of pre-resource consent application lodgement drawings for buildings located in heritage character areas by a conservation architect/heritage specialist
- Require a heritage/conservation architectural report in resource consent assessment/reporting

**Preference:**

Existing NRMP rules have successfully protected a number of character areas. The identified areas worthy of heritage consideration also require in-depth character assessment to determine their worth and the status of any future protection.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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## **A.7** Identify a full heritage inventory of buildings and key sites within Nelson, including significant sites for Māori, and consider a Plan Change to formalise protection

### **What is the issue?**

Recognising and protecting built heritage and character.

*Explanation:* The Council's existing Heritage Strategy states 'further work is needed to complete an accurate inventory of Nelson's significant heritage, including Tangata Whenua and recent heritage.' Undertaking this work will provide clarity into the areas of importance for Nelson, and show where heritage clusters are present throughout the central city.

### **Options:**

- Do nothing
- Prepare a heritage inventory of buildings and key sites within Nelson
- Feed the outcomes of this inventory into a review and amendment of NRMP objectives, policy and rules relating to heritage and character

### **Preference:**

Preparation of a heritage inventory. Comparing the findings of a Heritage Inventory with existing protected NRMP character areas will identify character and heritage areas of priority. These areas should then be formally protected by way of a NRMP Plan Change.

### **Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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## **A.8** Promote the city's heritage by providing (via signage and information panels) greater information on Nelson's heritage walkways, including identification of key sites and amenities (cafes etc.) along the route

### **What is the issue?**

Recognising and raising awareness of the city's natural and built heritage.

*Explanation:* Nelson/Whakatu has been a site of settlement for centuries. In colonial terms it is amongst New Zealand's oldest cities. These things together mean Nelson/Whakatu has considerable cultural and built heritage to offer, but often this is not well displayed, interpreted or celebrated. Nelson's heritage is a point of difference and of interest for visitors and for locals as well. The history of Māori settlement could be made more visible. And more could be done to give context to the European settlement e.g. that the name Nelson comes from Lord Nelson, and that street names linked to his officers and battles.

### **Options:**

- Do nothing
- Install new heritage related signage and information panels on heritage walking routes and in residential character precincts
- Provide fee paying, guided heritage tours and walks around the city
- Produce a heritage walkway route map



**Preference:**

Providing for heritage related signage and information panels at key locations and walking routes within the city. Work with the Museum on the concept of guided heritage walks.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Walks could be self funding. (See also C.20 and D.19)

**A.9 Undertake the ‘Nga Mahi – Action Plan for the next 3-5 years to 2010’ as detailed in the recent MOU Action Plan**

**What is the issue?**

Involving Iwi/Mana Whenua in Council decision making and progressing key actions.

*Explanation:* The recently released document ‘Implementing the Memorandum of Understanding between Tangata Whenua o Whakatu & Nelson City Council’ details a wider vision and set of collective goals between the two parties. It provides clear mechanisms for the involvement of Māori in Council decision making processes and details a set of key actions aimed at enhancing recognition and exposure of Māori values in the urban form. Actions broadly relate to the role Māori can play in protecting the environment and key heritage sites, promoting culture and establishing stronger relationships with both Council and the community. These actions align with the findings and subsequent analysis of the Nelson condition during the development of the Heart of Nelson Strategy.

**Options:**

- Do nothing
- Involve local Iwi representatives in Council decision making regarding initiatives and on-going actions in the central city

**Preference:**

Undertaking the actions identified in the ‘Nga Mahi Action Plan’ in accordance with the timeframes outlined is supported. This will positively contribute to creating identity and recognition of Māori values within the central city area.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**A.10 Commission unique community art where the City’s artists design sculptures, artworks and other key design treatments in accordance with an accepted city wide identity theme and the Nelson Tasman Arts Strategy. Consider exhibitions or competitions for public art.**

**What is the issue?**

Creating a vibrant city with a strong art/cultural experience in public spaces and buildings.

*Explanation:* Nelson’s significant artistic community needs greater exposure in future developments, portraying those elements which differentiate Nelson from other New Zealand cities. The theme the city should seek to aspire towards is one of authenticity with a particular

focus on, where appropriate, reference to Māori – both historically and artistically, reference to early European history, in recognition of the historical firsts in Nelson (first railway, first game of rugby etc), as well as future aspirations for Nelson to perhaps become the City of Light/Sun – in recognition of regularly having the highest annual sunshine hours. The city should be promoting itself at every opportunity and create an identity that is distinctly Nelson.

**Options:**

- Do nothing
- Provide for increased funding for community art grants
- Commission public artwork and tender to local artists and groups
- Establish a Nelson Public Art Commission and a public arts programme

**Preference:**

The commissioning of a public artwork tendered to local artists and groups. Artworks, sculpture and interpretation should be provided along all walkways, cycle ways and at key gateway sites, enhancing the sense of culture, history and arrival. Solar sculptures and works of art that make use of the sun and light, possibly through refraction or transmission of light should be investigated. Local features e.g. Boulder Bank, argillite stone, and Māori patterns should be reflected in local art wherever possible. Consult and work with Iwi on interpretation and presentation of Iwi history and art.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Consider alternative funding sources such as Creative New Zealand.

**A.11** Locate local sculptures and artworks in visible public areas, contributing to identity and a point of difference with other centres

**What is the issue?**

The need to locate artworks in highly public and visible locations.

*Explanation:* As outlined in action A.10 Nelson needs to develop a complete arts package for those visiting the city for its arts, history and culture. Focus is to be placed on providing an experience that is unmatched elsewhere in the country, promoting the city's cultural and artistic depth.

**Options:**

- Do nothing
- Pepper-pot public artwork across the city in locations which have a high degree of activity, visibility and publicness
- Focus artwork commission and display in identified city precinct locations
- Focus artwork commission and display in Anzac Park

**Preference:**

Anzac Park and the Information Centre are logical starting points for a number of heritage and arts walks. Anzac Park gives good access to existing heritage walkways, such as Matangi Awhio, Russell St and Fountain Pl, off Haven Rd, while secondly, given the future expansion of the town centre to the west it also provides core access to the coastal walkways, marina area, performing arts centre precinct and historical railway sites. The Information Centre can give good access to the Riverside Walkway, the coast and marina, the Queens Gardens, and to the core of the City

Centre. The Matangi Awhio and Riverside Walkways offer an opportunity to build on existing Māori values and creativity, especially given the intentions of Iwi to development more public amenities at Matangi Awhio.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Consider alternative funding sources such as Creative New Zealand.

**A.12 Support Nelson’s Events Strategy regarding the winter to attract people to Nelson in off-peak and shoulder periods outside the main tourist times**

**What is the issue?**

Lower visitor numbers (domestic and international) to Nelson during off peak shoulder seasons.

*Explanation:* Nelson-Tasman is the only region in New Zealand that has three National Parks, including the renowned Abel Tasman National Park. However, Nelson and the broader Region’s tourism industry does not capitalise on this advantage as much as it potentially could, as visitors to the parks do not stay in Nelson long and frequently move on during periods of inclement weather. The average international and domestic visitor spends only 3.4 nights in the region. International vacation visitors stay on average only 2.2 nights. Domestic vacation visitors spend longer, on average 4.6 days in the region but those visiting relatives and friends only spend 2 nights in the region. The longer a visitor stays the greater the opportunity they have to spend on local goods and services, and the greater income for local accommodation. Domestic and international visitors typically spend only half as much as business visitors, and business conference visitors and conference delegates typically spend twice as much as typical business visitors making them an attractive visitor market. It is important to appreciate that the high quality recreational opportunities that local residents love, are the same as those that attract tourists and visitors.

**Options:**

- Do nothing
- Provide added detail/focus within the existing Nelson Events Strategy on quieter shoulder periods
- Offer tourism development grants with criteria on the exhibition/event period

**Preference:**

Support the existing Events Strategy, specifically focusing on the off-peak and shoulder tourist periods.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Liaise with Economic Development Agency and Nelson Tasman Tourism.

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### **A.13** Identify key visual locations within the central city for advertising and promotion of upcoming Nelson Events

#### **What is the issue?**

Display of arts/ cultural advertising material in prominent locations.

*Explanation:* A key strategy is to promote Nelson increasing the exposure of the CBD so as to increase awareness of festival and events being held at venues such as the Museum, the Suter, the World of Wearable Arts and Collectible Car Museum, School of Arts and Media, Founders Park, and the Nelson School of Music, as well as at outdoor venues.

#### **Options:**

- Do nothing
- Audit all existing and future display sites (both public and private) across the city
- Focus promotional materials at key gateway sites and on the sides of prominent buildings in the central city

#### **Preference:**

Promotion and advertising should be undertaken, either through the display on banners within the centre, at key gateway sites identified or by providing space on the side of existing building facades for large scale changeable promotional posters.

#### **Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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### **A.14** Amend NRMP to restrict new indoor malls within the central city to reinforce the outdoors, 'mainstreet' identity of the area

#### **What is the issue?**

Maintaining and enhancing the 'mainstreet', strip-type shopping experience that Nelson's City Centre provides, and the contribution that this makes to Nelson's character and its point of difference.

*Explanation:* Nelson's City Centre provides a very good traditional strip-shopping or 'mainstreet' environment. This is part of the City Centre's character and charm, and is an important point of difference for people experiencing the City Centre, compared to an indoor mall. Nelson has a climate that allows people most days to enjoy the outdoors, mainstreet experience. The heritage buildings, outdoor cafes, buskers, other activities and The Market all reinforce that identity. A large indoor mall, if it were to establish in the central city, would be at odds with the identity that this Strategy seeks to protect and enhance.

#### **Options:**

- Leave it to the market
- Amend the NRMP to regulate malls in the central city
- Rules that require 'active frontage' – i.e. that buildings relate to the street, not internally
- Financial instruments ( development contributions or differential rates)



**Preference:**

Option 2. Rules requiring resource consent application for malls of any significance. Care needs to be taken to not inadvertently exclude all developments that might fall within a definition of a mall. For example, developments like the Hallensteins/Glassons complex contribute a lot to the ‘permeability’ of the City Centre by providing shortcuts and pedestrian connections, but have some mall-like elements. Larger proposals should be assessed on a case-by-case basis, as to whether they enhance the Vision and Objectives in the Strategy. ‘Active frontage’ is also important and is dealt with elsewhere (B.9). On its own, however, it is not considered a sufficiently strong technique to deal with indoor malls, since a cosmetic ‘sleeve’ of ‘active frontages’ could be used to sidestep the intent of the provision.

**Implementation:**

Change to NRMP

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## **A.15** Support well-designed outdoor dining and street vending stalls in the City Centre

**What is the issue?**

The contribution that an active street life can give to the vibrancy and colour of the city.

*Explanation:* The on-street seating areas of bars and cafes add to the buzz and vibrancy of the City Centre. So do street stalls. Quality is important, as poorly designed and maintained areas detract from the desired outcomes. Where on-street carpark areas are used for outdoor dining areas there can be an impact on short-term parking supply. The Council manages that with a policy that determines the ratio of dining areas to parking in each block of the City Centre. Quality is dealt with as part of the licensing/rental process.

**Options:**

Status quo

Moderate expansion in outdoor dining

**Preference:**

The number of street vending sites is considered to be ‘about right’ as most suitable locations have been identified and let. A gradual increase in street-side dining areas can occur as demand dictates. Some of this is likely to occur in association with the new pocket park area on the eastern end of Montgomery Square, and possibly in Upper Trafalgar Street as traffic management and more frequent closure in that area occurs (C.5), creating a more favourable recreational environment.

**Implementation:**

Council’s street occupation policy and through other initiatives under this Strategy.

**A.16** Work with building owners, investors, businesses, architects, designers, landscape architects, artists, the real estate industry, and other groups and organisations, to articulate the identity objectives for the City Centre, and to help achieve these through the quality of the built environment and the activities occurring in the City Centre

### What is the issue?

Everyone working towards a great City Centre.

*Explanation:* The experience that people coming into central Nelson get – its amenity – depends on the quality of the buildings, as well as the spaces between them (the streets and parks), and the activities in those places. The Council and the ratepayers have control of the public realm – the streets, footpaths and parks – but the Council can only do so much. The buildings on the edge of these public places and the activities that occur on them are largely in the hands of private owners and businesses. A lot of people, organisations and businesses have a large influence on the central city, through the design of new buildings, alterations, the colours buildings are painted, quality of signage, how ‘active’ street frontages area, and the activities of groups within the central city that all add to Nelson’s character – through parades, stalls, art events and so on.

### Options:

- Hands-off approach
- Strong regulation to achieve outcomes
- Mix of regulatory and encouraging approaches

### Preference:

A mix of regulatory and encouraging approaches. The Strategy will succeed best if as many organisations and individuals as possible ‘buy into it’. The document is not just blueprint for the Council, it is intended to be a document with a logic that is compelling to private sector people who are making investment decisions and others making decisions about activities that occur or might occur in the central city.

### Implementation:

By a range of people and organisations.

## B AMENITY

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### B.1 Develop Pocket Parks in:

- a) Montgomery Sq, including the Bank Lane connection from Trafalgar St
- b) along the eastern edge of Wakatu Sq

#### What is the issue?

A lack of a high amenity outdoor setting for passive recreation, socialising and play within the CBD.

#### Options:

- Do nothing
- Development of a pocket park and associated design interventions including suitable stormwater management and opportunities for people to rest at Montgomery Sq
- Development of a pocket park along the eastern edge of Wakatu Sq
- Combination of points 2 and 3 above.

#### Preference:

The most appropriate location to provide an open space asset is considered to be in Montgomery Sq. This inner city park has been designed specifically as a place for rest and relaxation and aims to provide an intimate experience in close proximity to existing central city amenities. The proposed location is also intended to lever off activity created by the Nelson Market. The design of the park encompasses several unique design interventions, including the separation of young children from vehicles using the car park, innovative stormwater disposal techniques, and the creation of a strong relationship with existing and future businesses in the immediate vicinity. The park development is expected in time to be supported by cafes and other complementary outdoor activities, given their propensity to establish around areas with high activity. The same approach, but on a smaller scale has been provided in Wakatu Sq, should this square change to accommodate a retail development and car parking building in the future (see action D.26). Bank Lane provides an opportunity to link Trafalgar St with Montgomery Sq. The sidewalk width associated with Trafalgar Street is enough to incorporate informal flexible seating arrangements, art, planting (in the form of a green living wall which helps soften the built edge, and deals with stormwater runoff from proposed canopies) and a physical barrier between the street and the seating area to give a feeling of safety. The concept has a series of low, wide walls which not only create the feeling of safety from vehicle movements but also act as an informal sitting wall on which people can choose which direction they face. Art, history or follies could be incorporated into the seating walls.

#### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions. Negotiations between private parties, who have existing ownership rights, would need to be entered into.

## B.2 Undertake additional planting within the City Centre parking squares for shading and amenity

### What is the issue?

Poor tree growing conditions in Montgomery and Buxton Squares and lack of shading.

*Explanation:* High salinity/wet underground conditions around Montgomery and Buxton Squares resulted in street trees which are struggling to thrive and form large healthy canopies.

### Options:

- Do nothing
- Replace all trees from Montgomery and Buxton Squares with more suitable species
- Provide shade canopies around external edges of Montgomery and Buxton Squares
- Take an engineered approach involving widely spaced raised tree pits, complementary rest areas and planting new trees.

### Preference:

A soil engineered approach to create more suitable growing conditions. Due to aesthetic and maintenance issues, a more engineered approach to tree planting is considered the most appropriate solution. Raised tree pits with a high quality soil medium in the pit and protecting ground water through careful sub-surface design is required. Engineered tree pits will result in higher financial cost and space consumption (potential loss in car parking) than normal street tree pits, so fewer tree pits with wider spacing is proposed. The raised tree plantings also give the opportunity to create seating, art and informal resting spots especially during market days. Tree selection will be critical, with species that naturally deal with saline conditions being preferable e.g. Pohutukawa, London Plane.

### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

## B.3 In Rutherford Park create a special 'open air event space' which has the ability to hold large outdoor events such as outdoor festivals, car shows etc

### What is the issue?

Upgrading spaces within the central city so they are capable of holding attractions that can actively engage different age groups for at least one and half hours each.

*Explanation:* During the preparation of the Heart of Nelson Strategy the Council commissioned an economic and employment opportunities report. That report identified the need not only to attract visitors to the City Centre but to create activities that encourage them to stay there longer. The aim is not just to have a City Centre that looks attractive – it needs to be economically healthy as well. Better and more activities in the central city can help turn day visitors into higher expenditure, longer stay and ideally, overnight visitors. One mechanism is through the provision of regular attractions within the central city. This also encourages local residents to more frequently visit the centre with their families and friends, especially during weekday evenings, school holidays and weekend periods. During the upcoming planning and redevelopment of Rutherford Park consideration will be given to the creation of a large outdoor area which can cater for a variety of parades and events which need extra outside space. This could include the



Nelson Kite Festival (in the event that Neale Park is unavailable), caravan, camping, art and vintage car shows, all of which bring more overnight visitors to Nelson. Large scale activities in Rutherford Park will generate significant activity to the central city and should be undertaken in conjunction with City Centre pedestrian link improvements. Rutherford Park is chosen for its proximity to the City Centre.

**Options:**

- Do nothing
- Undertake an open space investigation of all Council-owned areas suitable for hosting events, and all current events able to locate in the CBD including event duration, facility and land space requirements to recommend target space improvements
- Target Rutherford Park and develop a large outdoor area.

**Preference:**

Develop a large outdoor area (serving a different purpose to Anzac Park) in Rutherford Park which can cater for a variety of parades and events which need extra outside space. This could include the Nelson Kite Festival (in the event that Neale Park is unavailable), caravan, camping, art and vintage car shows, all of which bring more overnight visitors to Nelson. Large scale activities in Rutherford Park will generate significant activity to the central city and should be undertaken in conjunction with CBD pedestrian link improvements. Rutherford Park is chosen for its proximity to the CBD.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

**B.4 Further improve the pedestrian and recreational environment in Upper Trafalgar St (see also C.5 – closure management plan, and C.27 – speed table across Selwyn Place)**

**What is the issue?**

The need to upgrade and make better use of Upper Trafalgar St.

*Explanation:* Upper Trafalgar St has been identified as a key central city locality which people value as an outdoor dining and pedestrian environment.

**Options:**

- Do nothing
- Remove existing chains between angled parking and the footpath in Upper Trafalgar St
- Pedestrianise Upper Trafalgar St
- Develop a management plan outlining temporary closure measures and streetscape design interventions
- Minor physical changes to improve the functioning and amenity of the area

**Preference:**

Upper Trafalgar Street is a key central city environment. During consultation quite a number of people said they wanted it made into a pedestrian mall – some also wanted the middle section or even all of Trafalgar St closed to traffic. All the professional advice the Council has received, both in the development of this Strategy and when the issue was looked at in 1999, has recommended

against permanent closure. A particular concern was the loss of activity and surveillance that vehicles passing through the area bring. This is especially important during the quieter off-season. There is a direct relationship between increased activity levels and improved inner city safety. Changes to this area however are proposed to enhance it further. One includes developing a management plan (action C.5) to close the area to traffic more often and/or for longer – e.g. during the height of the holiday season. Physical changes include extending the raised bricking across Selwyn Place to connect to the Church Steps (see action C.27a). This will slow traffic along Selwyn Place, create a better pedestrian environment, and make a better public space on those occasions when Selwyn Place is closed to through traffic and the area is used as a public ‘square’. Some minor work is also proposed to improve the functionality and amenity of the area, and to slightly enlarge the outdoor dining area.

#### **Implementation:**

Funded through the Inner City Enhancement Account, Council CAPEX contributions through the Annual Plan process and financial contributions.

### **B.5** Provide more drinking fountains at appropriate locations in the City Centre

#### **What is the issue?**

Facilities that help more people enjoy their time in the City Centre.

*Explanation:* The City Centre has few drinking fountains. Providing fountains makes the City Centre available to a wider range of people, including children, teenagers and people on fixed incomes who cannot or may not be able participate in the café or bar culture. Providing water to drink can also have dental and other health benefits.

#### **Options:**

- Do nothing
- Install fountains in appropriate locations as the opportunity

#### **Preference:**

Take the opportunity to install drinking fountains in new pocket parks, and when landscape and footpath upgrades are undertaken.

#### **Implementation:**

Funded through the Inner City Enhancement Account and financial contributions.

### **B.6** Undertake landscape improvements along the following streets:

- a) Hardy St, from Trafalgar St to Collingwood St (southern edge)
- b) Tahaki St from Halifax St to the Maitai River (alongside the library)
- c) Wakatu Lane, between Trafalgar St and Rutherford St
- d) Rear of Wakatu Sq (western internal edge)
- e) New St (west of Halstead St)
- f) Bridge St west of Collingwood St including access into Buxton Sq. Includes Alma St upgrade
- g) Halifax St in front of the existing Burger King building
- h) Selwyn Place – in front of the Cathedral

**What is the issue?**

Building on existing landscaping interventions within the CBD by undertaking further streetscape improvements.

*Explanation:* Inner-city landscape improvements have previously been undertaken, noticeably enhancing the city's character and visual quality. Landscape improvements are effective in achieving quality outcomes without requiring significant investment and in the central city context, these predominantly focus on improving the relationship between the building, the footpath and the street. Changes involve the incorporation of suitable plantings, surface demarcation/differentiation and level changes to the street condition to signal to drivers that the CBD is a slow speed environment. Future detailed design of these interventions needs to be undertaken in a manner that avoids confusion between drivers and pedestrians, as often changes to the street carriageway condition encourage people to step onto the road without appreciating the vehicle has right of way.

**Options:**

- Do nothing
- Streetscape and footpath upgrade of all streets within the CBD
- Focus landscaping and pedestrian safety improvement investment on key streets and congregation areas within the CBD

**Preference:**

Additional landscape improvements are proposed in areas where pedestrian flows are known to be concentrated, where pedestrian/vehicle conflicts are present and where gaps in the city central landscaping theme have been identified. Landscape upgrades can include suitable planting (low enough not to impede driver or pedestrian visibility), paving interventions and design treatments of both the road and berm condition. Bridge St is a key night entertainment and bar area, and there can be behavioural problems with patrons. Upgrading the amenity of this area, with more seating, drinking fountains and more pleasant surroundings seeks to provide an environment that encourages people to behave in a more socially-responsible manner.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

**B.7 Undertake street tree planting along:**

- a) Vanguard St – from Totara St to Haven Rd
- b) St Vincent St – from Totara St to Halifax St (to await outcome of Arterial Route Study)
- c) Paru Paru Rd – between Queen Elizabeth II Dr and Halifax St
- d) Halifax/Trafalgar St Intersection
- e) Collingwood/Halifax St Intersection
- f) Tasman St – including North Road (bordering Neale Park)
- g) Bridge St (between Maitai and Milton St)
- h) Collingwood St – from Brougham St to the coast
- i) Rutherford St (Halifax St to Waimea Rd)

**What is the issue?**

The need to complement existing planting in the CBD around the inner city periphery to help strengthen links between existing ecological nodes, the coast and the central city. Secondly, to create diversity within street tree planting while maintaining solar access, clear sightlines and passive surveillance opportunities.

*Explanation:* Nelson has undertaken significant inner-city street planting in the last 10-15 years, which has markedly improved the amenity and character of the CBD. Street trees provide significant visual quality and soften the urban form, with hanging baskets a defining characteristic of the CBD. Given existing substantial investment, the CBD is not identified as an area where significant future planting of street trees is needed (except as part of new pocket parks, the parking squares upgrades, and streetscape improvements). CBD periphery areas have consequently been targeted for proposed initiatives.

**Options:**

- Do nothing
- Upgrade all peripheral CBD streets with street trees
- Focus investment on key corridors, gateway routes and intersections on peripheral streets
- Provide incentives for the private sector e.g. landowners and developers to plant trees on their front boundary

**Preference:**

Street tree planting along key peripheral streets and existing car parking squares. Streets with less amenity, aging building stock and future redevelopment/transition opportunities have been targeted for planting. In many cases these streets have also been selected due to their connection to the coast, the Maitai River, and/or existing areas of open space. Initiatives on St Vincent St need to await the outcome of the Arterial Route Study which will determine the future main route between Annesbrook roundabout and the roundabout at Haven Rd/Queen Elizabeth Dr.

**Implementation:**

Funded through Council Capital Expenditure (CAPEX) contributions through the Annual Plan process.

**B.8 Undertake biodiversity and ecological planting:**

- a) along the Maitai River banks
- b) within existing schools
- c) within Neale Park
- d) along Haven Road adjoining Rutherford Park
- e) within Rutherford Park

**What is the issue?**

Developing the city as a large scale ecological node connecting the hills to the south with the coast to the north via the central city.

*Explanation:* Ecologically Nelson's CBD is located in the valley floor with the Maitai River running through the centre of the city. The CBD currently provides limited ecological benefits because present areas of landscape are small, isolated or have a limited range of plant species.



**Options:**

- Do nothing
- Concentrate on increasing planting diversity within pocket parks, reserves and open space associated with schools
- Concentrate re-vegetation along the river and stream edges
- A combination of points 2 and 3 above.

**Preference:**

Strengthening the valley floor's conductivity between the hills to the south and Tasman Bay to the north, with the bonus of bringing diverse fauna and flora back into the central city. Biodiversity plantings are intended to create habitat links between the coastal edge, residential areas and the CBD. The riparian edge condition, both along the Maitai and its tributaries provide the best opportunity to make significant improvements. Generally speaking, these extend far into the residential areas where habitat is the most lacking. Several areas for riparian restoration have been identified which, in addition to bridging the ecological gaps identified, also complement future pedestrian network improvements. Schools and existing parks/reserves offer additional locations where ecological gains and the completion of the biodiversity network can be made.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Consider additional funding sources such as financial contributions or DOC.

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**B.9** Extend active frontage and verandah requirements into expanded City Centre area and into other parts of the City Centre as appropriate. Ensure 'mainstreet' type environment predominates in the City Centre. Include with NRMP Plan Changes.

**What is the issue?**

The need to provide a good pedestrian environment in the core of the City Centre.

*Explanation:* A vibrant, attractive, and economically successful City Centre relies on foot traffic. Even the most hardened motorist ultimately becomes a pedestrian when they do their business in the City Centre. Successful city centres provide good weather protection for users and ensure frontage along the main streets are 'active'. This means there is something of interest for the pedestrian and an interaction between them and what is happening within the building. Even relatively short stretches of street frontage with no windows or bland frontages can put pedestrians off moving past that area. The same applies where weather protection (verandahs) is absent – in poor weather, that too can deter people from moving around the City Centre. This can have at least two outcomes. At worst people may opt to shop or lunch at a mall instead of the City Centre. On a lesser scale, users may avoid parts of the City Centre, meaning certain businesses do less well, shoppers do not experience the full range of services that are on offer, and areas can become less safe due to the lack of passers by and surveillance. A mainstreet environment means mostly traditional street-based retail environment, not a mall-based concept.

**Options:**

- Do nothing
- Leave weather protection and 'active frontages' to individual choice
- Mandate in the Nelson Resource Management Plan the areas where weather protection and active frontages are required.

**Preference:**

The areas where active frontages and verandahs are required are currently specified on the planning maps in the NRMP. It is very simple process to change on the maps the areas where this applies, and this approach is more consistent also (rather than having some key streets mandatory and other not).

**Implementation:**

Change to NRMP

**B.10** Encourage building owners and tenants in the City Centre to enhance the experience for users of the City Centre, including through attention to building maintenance (particularly verandahs) and the presence of active frontage to the street

**What is the issue?**

The comfort and experience of users that makes the City Centre an attractive and desirable location.

*Explanation:* Some verandahs leak in the rain, and downpipes are sometimes broken, making the experience of coming to the City Centre less pleasant than it could be. If people are not to be driven to shopping malls, then the amenity provided by the City Centre needs to be as good as it can be. Nelson is blessed with a climate that allows a largely outdoor ‘mainstreet’ shopping and leisure environment all year round. This is eroded if buildings are not maintained to provide weather protection and if an ‘active’ and inviting frontage is not presented to the public.

**Options:**

- Do nothing
- Gentle persuasion to encourage building owners or tenants (whoever has responsibility) to maintain buildings to enhance the visitor experience
- Encouragement to maintain interesting ‘active frontages’
- Information to building occupiers regarding ‘active frontage’ requirements in NRMP, and enforcement action if necessary

**Preference:**

The favoured approach is to work with organisations like Uniquely Nelson, the Nelson Tasman Chamber of Commerce, and property owners and organisations to encourage owners and occupiers to see the benefits to them and the City Centre to maintain buildings to prevent leaks on footpaths and so forth. Uniquely Nelson also plays a role in shop window enhancement and other City Centre promotions. As a last resort the Council has enforcement powers under the Resource Management Act if necessary if the ‘active frontage’ rules in the Nelson Resource Management Plan are not complied with.

**Implementation:**

Promotion by Council, Uniquely Nelson, Chamber of Commerce, and building owner organisations. Enforcement by Council if necessary regarding ‘active frontage’ rules

**B.11** Undertake façade improvements along Church St, along linkages to the future Performing Arts Centre, within Rutherford Mews, including canopy provision (protection from the elements) to encourage outdoor seating. Develop plans for improved linkages to Performing Arts/Conference Centre if established on proposed site

**What is the issue?**

Recognition of built heritage and streets which can benefit from upgrade of the existing built fabric. Improved and safer pedestrian linkages from the CBD to the Rutherford Hotel and proposed Performing Arts/Conference Centre.

*Explanation:* Church Street is emerging as a small hub of cafes and bars in a laneway-type area. Initiatives to provide an upgrade with a coherent design and better amenity are favoured (including verandahs/canopies for weather protection). Church Street is an important pedestrian linkage between the CBD and the Rutherford Hotel and the proposed Performing Arts Centre. There are also opportunities for amenity upgrades and improved linkages through Rutherford Mews which are best explored once plans for the conference centre and the Performing Arts Centre are further developed.

**Options:**

- Do nothing
- Focus investment on undertaking Council initiated façade improvements along Church St
- Provide incentives to private land owners along Church St to carry out façade improvements e.g. paint provision, architectural/builder guidance
- Work with landowners in vicinity of Rutherford Mews
- Investigate safer crossing options of Selwyn Place once location of Performing Arts/Conference Centre is finally confirmed.

**Preference:**

Establish a coherent design scheme for Church Street which provides protection from the weather, outdoor dining opportunities and improves street amenity. Given their existing qualities, existing heritage buildings such as Fifeshire House and Flame Daisy fit in well with the emerging quality characteristics displayed by the street (Note: heritage buildings should not have unsympathetic façade alterations). This street is also an important connection between the CBD and the Rutherford Hotel and proposed Performing Arts/Conference Centre. Work with landowners in vicinity of Rutherford Mews. Investigate safer crossing options of Selwyn Place once location of Performing Arts/Conference Centre is finally confirmed.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## C CONNECTIVITY

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**C.1** Widen the Maitai River shared pathway from Nile St to Queen Elizabeth II Dr (through both Rutherford Park and Trafalgar Park) with a connection across Queen Elizabeth II Dr to Akersten St. Allow sufficient width for cyclists. The portion from Trafalgar St to Collingwood St is satisfactory and does not require work

### What is the issue?

The need to connect the CBD and river/coastal edge.

*Explanation:* The existing edge condition of the Maitai River has an identified lack of connected pedestrian and cycle linkages and insufficient pathway width for people to freely access and move through.

### Options:

- Do nothing
- Provide space for dedicated pedestrian and cycle movements along nearest roads
- Provide new pathway and upgrade existing walkways along the length of the Maitai River
- Focus investment between Trafalgar St and Queen Elizabeth II Dr and undertake pathway widening and new lateral crossing opportunities

### Preference:

The area that requires the greatest degree of change, between Trafalgar St and Queen Elizabeth II Dr, should be widened to 2-3m, creating sufficient width for cyclist and pedestrian movements to share a common path. In conjunction with new lateral crossing opportunities across Trafalgar and Collingwood Streets, this initiative enables a more connected pedestrian and cycle network through the central city and resolves some of the obvious access constraints present along the Maitai River edge. Some of the walkway is on private land and would involve negotiation with the owners. The connection to Akersten St is detailed in action C.4.

### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

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**C.2** Create a riverside park bordering the Maitai River (within Rutherford Park) for passive recreation

### What is the issue?

Pedestrian safety concerns along the CBD to coastal edge walkway.

*Explanation:* The existing pedestrian links along the Maitai River through Rutherford Park to Akersten Street and the harbour edge have poor passive surveillance and feature pedestrian 'hot spots' where personal safety may be compromised e.g. the walkway under the State Highway Bridge. These are limiting factors in the popularity of the CBD to coastal edge walkway.

### Options:

- Do nothing
- Target the State Highway Bridge pedestrian walkway for crime prevention/safety improvements e.g. lighting, CCTV

- Provide for a formal recreational space with complementary pedestrian amenities e.g. seating and pathways adjoining the Maitai River
- Plant riparian river edge to new Paru Paru Rd edge

**Preference:**

Creating a new recreational space within Rutherford Park and extending Paru Paru Rd (C.29) to improve the pedestrian/cycle network. While this allows for strong pedestrian and cycle movement, the initiative creates a degree of separation between the Maitai River and the Paru Paru Rd and a potential dead space. This is a result of the road alignment needing to intersect with Wildman Avenue. Several options were explored for this space, and the option that has the ability to deliver the greatest degree of benefit, is one that formalises the area into a riverside park with benches, possible playgrounds, and a high degree of recreational activity.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Consider additional funding sources such as financial contributions.

**C.3 Redevelop the existing boat ramp south of Queen Elizabeth II Dr**

**What is the issue?**

Need to upgrade existing boat ramp facilities within Rutherford Park to meet recreational boating needs.

*Explanation:* There is demand for recreational boat access to the Maitai River and Tasman Bay and a resulting need to retain and improve the existing boat ramp facilities within Rutherford Park.

**Options:**

- Do nothing
- Widen the boat launch ramp within Rutherford Park to provide additional lanes for multi-boat launching
- Provide a formalised area within Rutherford Park adjacent to the boat launch ramp to complete trailer turning manoeuvres
- Provide a dedicated vehicle and trailer parking area and associated amenities e.g. toilets and seating adjacent to the Paru Paru Rd extension

**Preference:**

Coinciding with the extension of Paru Paru Rd, redevelopment of the boat ramp is proposed to include sufficient room for turning manoeuvres (for vehicles with trailers) as well as providing a formalised supply of all day and overnight parking.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.



**C.4** Redesign the Akersten St development to include a greater pedestrian focus through the marina and along the Maitai River edge to the coast. Explore options for further recreational opportunities as part of the development of the Akersten Street hard stand area, and for more direct visual and pedestrian connection between Queen Elizabeth II Dr and the southern edge of the marina and Akersten St.

#### **What is the issue?**

Need to capitalise on the Akersten St linkage between the CBD and the coast for recreation and pedestrian activities.

*Explanation:* Akersten St reveals itself as the strongest link for joining the CBD to Nelson’s iconic coastal edge. This eastern edge of the harbour has minimal industrial conflicts for pedestrians to negotiate in contrast to central or western access to the harbour (McKellar Quay, Kingford Quay, and Brunt Quay). The end of Akersten St is the northern-most coastal point in the working harbour, and located close to the confluence of the Maitai River and the sea. It offers panoramic views of Tasman Bay.

#### **Options:**

- Do nothing
- Reduce the width of the proposed Akersten St development, heavily reducing on street parking
- Provide pocket park redevelopment opportunities along the developed Akersten St

#### **Preference:**

Akersten St development is important for two spatial reasons. Firstly, it is at the halfway point between the end of the harbour point and Rutherford Park, the natural gateway from the CBD to the harbour (the 500m interval mark). Secondly, Akersten St provides the only ‘corner/bend’ along the eastern harbour edge thus creating an opportunity for a small, high quality pocket park for play, rest, shelter, drinking water, art and interpretation. Akersten Street should be viewed as less of a pathway opportunity and more as a high quality linear park providing passive and active recreation opportunities which includes sculptures, fishing piers and diving boards such as those found at East River New York, Wellington Waterfront and Southbank along the Yarra River within Melbourne’s CBD. A good pedestrian park development along the eastern edge may become a natural catalyst for development in the eastern harbour basin including the development of the Kinzett Terrace area. Options will be explored to improve the vista into the marina from the Haven Rd corner and from Queen Elizabeth II Dr, and the resultant improved walking and cycling connections.

#### **Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

## Summary relating to actions C.5 to C.11

The walkability of the central city was one of the most common issues raised during consultation in preparing the Heart of Nelson Strategy. People like the pedestrian-friendliness of the City Centre and wanted it enhanced. Making it easier to get to the City Centre from surrounding residential areas was also seen as important.

The Strategy includes many initiatives towards this, not only under this heading, but also under C.23 to C.33 ‘Streets that equitably serve all users’ and C.19 to C.22 ‘A legible, easily navigable city’.

Streets with high pedestrian flows could benefit from better surface demarcation and street upgrading to improve pedestrian safety, as has occurred successfully in other locations where courtesy crossings or raised platforms have been provided. The Hardy St raised crossing also encourages safer access into the Nelson Market.

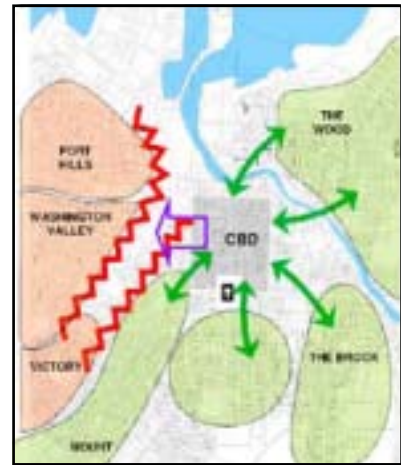
Improving east-west linkages are also important. Rutherford, Vanguard, and St Vincent Streets, and the activities in these areas, all form something of a barrier to the adjoining residential areas to west of the central city. Collingwood St also functions in this manner, albeit to a smaller degree. Opportunities will be taken

to improve these connections through relatively minor upgrades and interventions.

Other actions that support the walkability aims relate to signage, wayfinding and legibility, and street plantings and treatments to enhance and better define walking routes e.g. Bridge St to The Botanic / Centre of NZ.



Street planting can help with ‘wayfinding’ and connectivity.



Some community isolation from CBD caused by street network segregation.

### C.5 Develop a Management Plan for Upper Trafalgar St outlining the temporary closure and functionality of the space during events and festival times, including legalities surrounding closure

#### What is the issue?

Temporary closure of Upper Trafalgar St (between Selwyn Pl and Hardy St) to balance the recreational and commercial aspects of this area.

*Explanation:* Many events are held in Upper Trafalgar St which requires temporary road closure. There is more scope for closure, for example over the Christmas-New Year holiday peak. More analysis of the options, any legal implications and competing needs for the areas is needed.

#### Options:

- Do nothing
- Limit events warranting road closure to no more than 30 days per annum, consider the use of alternative streets
- Complete a Management Plan for Upper Trafalgar St

**Preference:**

Upper Trafalgar St requires a detailed Management Plan, that details temporary closure of the street to allow festivals and events to be held within the space. The Management Plan will need to detail times and/or criteria for closure, and deal with associated physical and legal issues. See also B.4, B.6 and C.27.

**Implementation:**

Likely to require new Council funding through Council CAPEX contributions through the Annual Plan process. Operationally, the Plan could be a joint initiative between Council (as leader), the inner-city business association and businesses owners likely to be affected by the Management Plan.

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**C.6** Undertake a footpath audit, identifying verandah coverage and where footpath condition is poor (awkward camber, cracked, uneven, too narrow, obstructed etc) and poses a problem for those with disabilities. Expand area in CBD where verandahs are provided (weather protection) including in existing CBD and proposed CBD expansion

**What is the issue?**

Need to improve the quality of footpaths in CBD periphery areas.

*Explanation:* Analysis of the existing footpath condition in the central city finds that many footpaths within the CBD itself are of a high quality and those on peripheral areas could be improved. While this is not a major concern for those with good mobility, people with disabilities are finding it increasingly difficult to access the CBD from peripheral areas. In addition to footpath quality, other factors such as high vehicle flows along certain routes, poorly located obstacles and a lack of designated crossing opportunities also contribute to the problem. Lack of verandah coverage or gaps between verandahs can reduce the pleasantness for users of the CBD.

**Options:**

- Do nothing
- Complete a footpath audit of all streets in the central city area to prioritise areas for upgrade and estimate costs
- Adopt a footpath policy which outlines materials, footpath construction standards and utility operator requirements for footpath reinstatement
- Upgrade all footpaths within the CBD and periphery using a staged area by area depreciation methodology

**Preference:**

Undertaking a footpath audit for the entire central city area, clearly detailing where the footpath condition is unduly preventing meaningful use and access, and where verandah coverage is lacking or poor. This audit should suggest interventions and key priorities/timings.

**Implementation:**

Funded through Council CAPEX maintenance and renewal programmes approved through the Annual Plan process, as well as financial contributions.

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**C.7** Undertake street upgrades including street surface demarcation, paving etc:

- a) Streets fronting Millers Acre – Halifax/Trafalgar/Ajax Sts
- b) Halifax/Trafalgar Sts adjoining State Theatre (south-eastern intersection corner)
- c) Bridge St connection into Buxton Sq including landscape treatments at entrance off Bridge Street (see also B.6)
- d) Wakatu Lane access to Trafalgar St (see also C.27b)
- e) Raised crossings on Trafalgar and Collingwood Sts at the Maitai walkway crossing points

**What is the issue?**

The streets fronting Millers Acre, Halifax/Trafalgar Sts adjoining the State Theatre, and the Bridge St connection into Buxton Sq experience high pedestrian flows yet have poor pedestrian priority (in favour of vehicular movements) and need safe crossing opportunities.

*Explanation:* Surface demarcation and street upgrading is proven to noticeably change driver behaviour, raising driver alertness and awareness and voluntarily reducing driver speeds. This has occurred successfully in other locations within the central city where courtesy crossings or raised platforms have been provided and needs to be replicated in the aforementioned streets/ intersection areas. Providing for pedestrian movement and access will encourage walking within the CBD.

**Options:**

- Do nothing
- Enhance existing areas where street upgrades have been completed, enhancing their quality
- Undertake new targeted streetscape upgrades including surface demarcation, provision of pedestrian amenities and peripheral landscaping

**Preference:**

Streetscape upgrades of Halifax and Trafalgar Sts fronting Millers Acre, streets adjoining the State Theatre and the Bridge St connection into Buxton Sq. Upgrades could consider speed management design interventions, surface demarcation of the carriageway and pedestrian areas, seating and other pedestrian amenities as well as landscaping. Improvements into the parking squares enhance their exposure and pedestrian accessibility from the central city.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

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**C.8** Upgrade pedestrian links to the east including to the Botanic/Centre of NZ, Albion Sq, Nelson Marlborough Institute of Technology and Maitai Valley

**What is the issue?**

Quality and provision of lateral pedestrian movements (east-west) across the city with particular focus on the pedestrian link between the central city to the NMIT, the Police Station, The Court, Queens Gardens, Centre of NZ, and Nile St/Maitai etc.

*Explanation:* Encouraging people into the CBD and into the city's eastern fringes will be aided by well-formed and easily navigable pedestrian links. Lateral pedestrian movements (east/west) across the city require improvements to allow this to happen, particularly in terms of crossing Collingwood St.

**Options:**

- Do nothing
- Provide for new crossing opportunities within the proposed Collingwood St upgrade
- Undertake targeted streetscape upgrades and pedestrian provision between Hardy St and Selwyn Pl in addition to those identified in the Collingwood St upgrade

**Preference:**

The Collingwood St upgrade provides new crossing opportunities, including kerb build-outs. Additional crossing considerations are likely as a result of future land use redevelopment south of St Johns St. Subsequently, aligning streetscape and footpath improvements to both Hardy Street and Selwyn Place will significantly improve the pedestrian link from the central city to NMIT, Queens Gardens, between Hardy and Bridge Sts (via the St John St link into Albion Sq and the professional offices) the Police Station, the Court, and the Department of Conservation. Bridge St (see B.7) and Hardy St also need improving as links to the Botanic and Centre of NZ. Crossing Collingwood Street at end of New St is also important to get to river and supermarket, and to the growing area of professional offices.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions.

### **C.9** Improve connections, exposure and pedestrian links into Queens Gardens, with improved access through Albion Sq (and from the CBD)

**What is the issue?**

Access into and information on Queens Gardens from the CBD is limited, with overall community knowledge of the location low. The entrances to the gardens are relatively well defined, however there is a lack of information and directional signage from the CBD to the Queens Gardens itself.

*Explanation:* Queens Gardens is a beautiful example of a classical Victorian ornamental park. Centrally located information panels placed around the garden reveal its history, with the gardens forming part of a designated Historic Places Trust precinct. The Queens Gardens could be promoted as the gateway from the CBD to the Suter precinct (the city's art gallery and associated activities which include a café, a small cinema and a craft shop).

**Options:**

- Do nothing
- Demarcate the walking route in tourist brochures, heritage walkway maps and Suter publications
- Provide directional way finding signage within the Queens Gardens and from the CBD

**Preference:**

Improving pedestrian access into Queens Gardens via Albion Sq (and in turn via Buxton Sq and the CBD) is sought. Care would be needed in doing this so as not to adversely affect the special



qualities and sense of enclosure within the Gardens. Ideally signage could be located on both the corners of Hardy St and Bridge St (where they intersect with Trafalgar St) with markers placed at various intervals along the route. Albion Sq is managed by Department of Conservation so any changes sought to Albion Sq would need their agreement. Both the Gardens and Albion Sq are registered heritage areas under the Historic Places Act, and consultation with the NZ Historic Places Trust would be needed also.

**Implementation:**

Partially funded through Council CAPEX contributions through the Annual Plan process. Need to negotiate with DOC and NZHPT.

**C.10 Identify where upgrades and signage may be required in the western part of the city to identify and connect existing walkways**

**What is the issue?**

Ensuring exposure to existing sites of interest is provided, particularly those to the west which are currently segregated by existing industrial areas.

*Explanation:* Numerous walkways and historic places exist to the west of the city, which can easily be immediately promoted by ensuring signage and connections are clearly identified. This will enhance these attractions and ensure that as more precincts and sites are identified, and business transition occurs, existing sites are incorporated into future designated walkways.

**Options:**

- Do nothing
- Demarcate the walking route in tourist brochures, heritage walkway maps
- Provide directional way-finding signage from the CBD outlining existing attractions in the west of the city
- Identify all existing sites of interest and ensure these are immediately signposted and linked with a common design theme

**Preference:**

Immediately identifying all existing sites of interest and providing improved information on the attractions, safest place to cross existing streets, length of round trip and amenities along the route will give the city an activity that people can actively engage in.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**C.11 Investigate shared pathway upgrade along south side of Queen Elizabeth II Drive from Trafalgar St to western side of Maitai River (see also C.18)**

**What is the issue?**

Improving east-west connectivity. Would be shared walk/cycleway.

*Explanation:* Access adjacent to Queen Elizabeth Drive is inadequate.

**Options:**

- Do nothing
- Wider pathway along edge of Trafalgar Park

**Preference:**

Investigate options with NZ Transport Agency. Improved access over the Maitai Bridge is problematic.

**Implementation:**

Investigation by Nelson City Council and NZTA

**Summary relating to actions C.12 to C.18**

Existing cycle routes throughout Nelson often share the carriageway with vehicles, creating cyclist/vehicle conflicts. Safety concerns are one of the biggest influences in deterring people cycling. Lack of connection between cycleways is also a problem.

Providing designated cycle lanes along selected key routes allows for significant connectivity gains to be made in relation to existing cycle provision. Routes need to have a strong connection to residential areas (Victory, South Nelson) and subsequently greater cycle uptake can be achieved where improvements to the network are made. A recreational component is also provided, particularly along Akersten St and Haven Road, where connections to the Rocks Road cycle network can be achieved. Angled parking, along streets such as St Vincent should be removed in favour of parallel parking, to create road width for designated cycle lanes between 1.5-1.8m wide. The St Vincent Street work and the Rocks Road cycle facilities investigation is subject to the outcome of the Arterial Route Study being undertaken during 2009/10.

Submissions from operators of heavy vehicles expressed concern about the proposals for separate cycle lanes on Halifax Street, particularly as regards there being sufficient lane to accommodate two trucks travelling in opposite directions. That issue is noted and final design work would need to have regard to the need for Halifax St to cater for heavy vehicles.

Wider Nelson City has an extensive network of cycleways and shared pathways, many of which are easily accessible from the central city. With improved signage and connectivity their accessibility and appeal becomes greater. In addition to sound social and recreational reasons, there are strong economic reasons why route demarcation and connection is encouraged. By basing and engaging people with the central city and regional assets, this has significant potential economic spin-offs for Nelson as a whole e.g. the hospitality and tourism industry.

**C.12** New Cycle Lanes along the following streets:

- a) Halifax St
- b) St Vincent St
- c) Collingwood St including speed hump at bridge
- d) Akersten St
- e) Haven Road
- f) Gloucester St
- g) Oxford St

**What is the issue?**

A co-ordinated cycle network through the central city improves safety for existing cyclists as well as encouraging greater uptake for those looking for an alternative to the private motor vehicle.

*Explanation:* Existing cycle routes throughout Nelson often share the carriageway with vehicles, creating cyclist/vehicle conflicts. Safety concerns are one of the biggest influences in deterring

people to cycle, as is the provision of poor co-ordination and provision, in terms of where they are located, where they end (often approaching busy intersections) and where street widths are insufficient often complicate the ability for cyclists to get across and through the city.

**Options:**

- Do nothing
- Upgrade selected intersections only with provision for cyclists
- Provide designated cycle lanes along key central city routes with a focus on safety and connectivity

**Preference:**

Providing designated cycle lanes along selected key routes allows for significant connectivity gains to be made in relation to existing cycle provision. Routes need to have a strong connection to residential areas (Victory, South Nelson) and subsequently greater cycle uptake can be achieved where improvements to the network are made. A recreational component is also provided, particularly along Akersten St and Haven Road, where connections to the Rocks Rd cycle network can be achieved. Angled parking, along streets such as St Vincent should be removed in favour of parallel parking, to create road width for designated cycle lanes between 1.5-1.8m wide. The issues raised by submitters regarding the needs of heavy vehicles has been noted and planning of any cycle lanes will have to also take into account the needs of these road users.

**Implementation:**

Ideally within the existing road reserve or by designating key routes and undertaking property acquisition. Investigate NZTA subsidy.

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### **C.13** Undertake a cycle facilities investigation along Rocks Rd, Haven Rd and Wakefield Quay

**What is the issue?**

Improving cyclist safety and provision along key transport routes.

*Explanation:* Despite recent improvements to cycling facilities within the Nelson context, cyclists disproportionately feature in vehicle accidents and road injuries. This is particularly prevalent along highly used transport corridors, which Rocks Rd is considered to be. Given its existing topography, the road is popular amongst cyclists and subsequently improving cyclist facilities along this route is encouraged.

**Options:**

- Do nothing
- Provide Park and Ride Cyclist Facilities to allow people to cycle to a point and connect with passenger transport facilities
- Provide designated cycle lanes along both sides of Roads Rd (including connection via Wakefield Quay and Haven Rd) to enable safer cycling opportunities

**Preference:**

Establishing a dedicated cycle lane in the aforementioned streets, in accordance with point 3 above, should be sought where road widths (which are generally sufficient to allow this to happen) can accommodate such provision.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Investigate NZTA funding/subsidising.

**C.14** Improve public and private bicycle parking facilities through the implementation of the Nelson City Council Cycle Strategy 2006 actions and through investigating the application of the bicycle parking guidelines in ARTA's Guidance Note for Cycle Parking Facilities 2007 (seek to integrate with the public transport terminal)

**What is the issue?**

A need to provide locations for secure bike storage during the day, in a number of suitable central city locations.

*Explanation:* Existing cycle parking facilities within the central city are limited, and reduce the opportunities for people to safely secure their bike during the day. Nelson has high rates of cycling, with the existing Cycle Strategy being a contributing factor towards this, based on a number of recent improvements. Cycle lanes, safety initiatives and greater awareness of cyclists have all resulted from this strategy, and providing visible and easily accessible locations for cycle parking will enhance the wider cycling network.

**Options:**

- Do nothing
- Provide cycle parking facilities at local nodes to allow people to connect with passing passenger transport services
- Establish a number of secure cycle parking facilities throughout the central city at appropriate locations to allow people to access key places of employment, recreation and social activity.

**Preference:**

Inner city cycle facilities that enable cyclists to access the City Centre and leave their bikes whilst partaking in another activity will noticeably improve the attractiveness of cycling, activate the central city and demonstrate Nelson's commitment to this mode of travel.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Investigate NZTA subsidising.

**C.15** Promote existing walkways by improving signposting and linking these to interesting or informative city locations

**What is the issue?**

Strengthening the way-finding, local information and connection opportunities of existing sites throughout the city.

*Explanation:* Nelson has an extensive wider network of wider walkways, including key routes such as the Grampians, Centre of New Zealand, Sir Stanley Whitehead Park, Maitai Valley (walk/cycleway), the Dun Mountain Walkway (walking/cycling), and Tantragee Saddle/Fringe Hill/Sharlands (cycling/running/walking). The majority of these trails are easily accessible from the

central city, and with improved signage and connectivity their accessibility and appeal becomes greater. In addition to sound social and recreational reasons, there are strong economic reasons why route demarcation and connection is encouraged. By basing and engaging people with the central city and regional assets, this has significant potential economic spin-offs for Nelson as a whole e.g. the hospitality and tourism industry.

**Options:**

- Do nothing
- Produce a detailed walkway map of all walkable routes within the central city and in the wider area. Make this widely available through city accommodation outlets, tourist attractions and visitor information sites
- Improve directional and information signage along existing walkways
- Combination of points 2 and 3 above

**Preference:**

Improve directional and information signage along existing walkways and produce a Nelson urban walkway map.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**C.16 Install shared pedestrian and cycle refuge crossing on Hardy St (between Kerr and Vanguard St)**

**What is the issue?**

The need to enhance lateral (east-west) cycle and pedestrian connectivity at key locations.

*Explanation:* The inner city pedestrian/cycle network can be significantly enhanced by formalising non-vehicular crossing points. This location ensures vehicles are slowed upon entering the city from the north. This outcome is also consistent with the Council’s Cycling and Pedestrian Strategies. Note improvements also proposed along the Maitai shared pathway.

**Options:**

- Do nothing
- Installation of zebra crossings
- Installation of shared pedestrian and cycle refuges and gateway treatment

**Preference:**

The provision of shared pedestrian and cycle refuge along the aforementioned street and provision for associated gateway treatment. A refuge (where the vehicle has right of way) is preferred over zebra crossings (where the pedestrian has right of way) as this is deemed to be less disruptive to the movement network, while still giving suitable share of the carriageway to these more vulnerable groups.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and financial contributions. Investigate NZTA subsidy.



### **C.17** Investigate improved cycle facilities on East-West corridor to facilitate school journeys to Nelson Intermediate, Central and St Joseph's schools

#### **What is the issue?**

Providing safe cycling opportunities for school children across heavily trafficked vehicle routes.

*Explanation:* Current industrial uses, wide carriageways and a lack of safe designated crossing opportunities for school children's on cycles often results in the uptake amongst school children for cycling being lower than could be achieved. Poor provision of cycling facilities is a major deterrent for school children and often results in parent and care-givers driving to school, adding to congestion.

#### **Options:**

- Do nothing
- Provide dedicated cycle lanes along all main streets, with a focus on improving immediately east/west lateral connections
- Investigate fully key cycle routes linking residential areas with local schools and prioritise these actions according to preference

#### **Preference:**

Undertake a cycling study with involvement from local schools, investigating key areas of concerns and point of origin for school children. Immediately focus on improving heavily used intersections and providing additional cycling facilities.

#### **Implementation:**

Funded through CAPEX contributions through the Annual Plan. Investigate NZTA subsidy.

### **C.18** Investigate cycleway (shared pathway) upgrade along south side of Queen Elizabeth II Drive from Trafalgar St to western side of Maitai River (see also C.11)

#### **What is the issue?**

Improving east-west connectivity. Would be shared walk/cycleway.

*Explanation:* Access adjacent to Queen Elizabeth Drive is inadequate.

#### **Options:**

- Do nothing
- Wider pathway along edge of Trafalgar Park

#### **Preference:**

Investigate options with NZ Transport Agency. Improved access over the Maitai Bridge is problematic.

#### **Implementation:**

Investigation by Nelson City Council and NZTA

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**C.19** Identify and confirm key view shafts and ensure these are not compromised by increased future development heights in the CBD. Place height limits on certain lots within key view corridors through amendments to the NRMP

**What is the issue?**

Protecting key local and regional views from the central city from redevelopments seeking increased building heights

*Explanation:* Nelson CBD presently has significant views of the surrounding hills, out to the coast as well as more localised architecture views which are significant assets to the CBD and the Nelson identity. With future development within the CBD expected, view corridors along Trafalgar St and across the existing parking squares need to be carefully considered.

**Options:**

- Do nothing
- Complete a View Corridor Study and NRMP provision review to evaluate valuable views across the central city and protection methods
- Amend the NRMP to include view protection maps and building height plus bulk and mass restrictions

**Preference:**

Several key view shafts have been identified in the CBD which could potentially be compromised by increased development density. The completion of a View Corridor Study to determine what views are currently/may be threatened with higher density developments will feed into the definition of revised height regulations under the NRMP Plan Change

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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**C.20** Develop a central city way-finding/signage 'theme' allowing people to clearly identify where they are and how far between key CBD locations. Locate at key intersections

**What is the issue?**

People have difficulty identifying where they are, and where to go in the central city.

*Explanation:* A unique point of difference for Nelson could be provided by basing a citywide theme (in addition to those mentioned in actions A.10 and 11) on local story telling, local culture and economic history.

**Options:**

- Do nothing
- Provide for diversity in public art and street furniture with no coherent theme
- Focus additional investment on sculpture walks, community art and street furniture at key intersections, route destinations and lookouts

**Preference:**

Commission sculpture walls, community art and engravings at key points, stops, lookouts and destinations. Designated stops on these walking and cycle trails could be identified by unique

seating, street furniture and community art celebrating the historical, economic, cultural or natural heritage of Nelson or the location.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**C.21 Enforce existing bylaw requiring shops/businesses/residences to clearly display street number**

**What is the issue?**

Poor street numbering display in the central city area.

*Explanation:* Appropriately numbered buildings assist not only visitors to get around the city, improving city legibility; they are also of significant assistance to emergency services needing to quickly find a certain location.

**Options:**

- Do nothing
- Increase awareness and enforcement of By-Law No. 204
- Review signage requirements within the NRMP and consider a Plan Change to provide explicitly for street numbering
- Include design advice on street numbering of buildings within Council design guides

**Preference:**

Increase awareness (e.g. through working with the Chamber of Commerce, Uniquely Nelson, property owners and other groups) of Council's existing city bylaw relating to the compulsory street-numbering of all buildings (By-Law No. 204). Increase enforcement if necessary

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**C.22 Establish a gateway theme for the city ensuring people know when they have arrived in Nelson. Locate this theme consistently at the following intersections:**

- a) Queen Elizabeth II/Trafalgar Street
- b) Haven/Queen Elizabeth II Drive/Matangi Awhio
- c) Trafalgar St bridge area
- d) Hardy/Vanguard Street
- e) Rutherford/Nile Street

**What is the issue?**

The need to improve the legibility of key city entry points.

*Explanation:* The sense of arrival for people visiting and entering Nelson is currently blurred, with many people commenting that they are unaware they have arrived in the central city, or that they have bypassed the city without realising their proximity to the CBD.

**Options:**

- Do nothing
- Provide gateway treatments on all key strategic intersections or routes into the central city
- Focus investment on key intersections along coastal entrance routes which lead into the central city

**Preference:**

Key intersections, identified on existing main streets are determined to be suitable for key gateway treatments. Such treatments may include a consistent planting theme, information panels, sculpture gateways, or as has been undertaken successfully at Millers Acre – a key civic building. The Haven Rd and Queen Elizabeth II Dr intersections experience heavy vehicular volumes and are situated in areas with sufficient space to accommodate such a gateway treatment.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## Summary relating to actions C.23-C.26.

A brief discussion with regards to the implications of both roundabout and signal-controlled intersections is provided below. This requires consideration for a number of initiatives in Nelson.

Traffic Signals concentrate the traffic streams and provide the following outcomes:

- The gaps created between vehicle streams and enforced flow disruption benefit pedestrians and vehicles waiting at nearby intersections without signals
- Pedestrians get more gaps to cross the street
- Intersections can allow dedicated, safe right turning movements.

At a roundabout drivers wait for gaps in the traffic stream, and then that gap is filled.

Roundabouts provide the following outcomes:

- Continuous traffic flows downstream
- Pedestrian crossing opportunities are reduced
- Drivers making turns onto the main street have to wait longer.

Whilst the above is a simplified version of the resultant outcomes of each, analysis of the Rutherford Street condition in particular has shown these characteristics to be true.

Note that roading initiatives in this Strategy on the west of the central city are tentative and dependent on the outcome of the Arterial Route Study being undertaken in the 2009/10 financial year. This study is looking at the preferred main route between the Annesbrook and Haven/QE II Drive roundabouts.

The private motor vehicle will remain the choice or necessity for many people accessing the central city. However, there are a number of initiatives that in key locations can better share the road space, without having a significant impact on vehicular traffic. The aim is to continue to provide for a reasonable level of vehicle movements while seeking to avoid the conflicts generally resulting from more than one mode sharing limited space. That way the ability for pedestrians and cyclists to move around the city is enhanced. Changes to signal phasing at the Halifax / Trafalgar Street lights will reduce waiting times for pedestrians and reduce the number of people willing to cross the road without waiting for the lights, reducing pedestrian/vehicle conflicts. Other initiatives like the Bridge St extension will improve connectivity. Some central city streets are excessively wide, making safe crossing by pedestrians difficult. Two examples are Trafalgar Street near the intersection of Grove Street, and Hardy Street near Church Street and the Montgomery

Square entrance. A ‘road diet’ is proposed for both. Similarly the complex roundabout at the intersection of Collingwood St and Grove St consumes significant road width, and makes safe cycle and pedestrian use more difficult.

### **C.23** Haven/Vanguard/Bridge – including extension of Bridge St through to Vanguard St and Vanguard-Rutherford St intersection upgrade

#### **What is the issue?**

Providing improved business settings with quality access to the west, to coincide with town centre expansion

*Explanation:* Extending Bridge St through to Vanguard St, with associated intersection upgrades to achieve improved pedestrian safety and amenity will contribute to the creation of quality business settings in the western City Centre expansion area (The Triangle). It will also improve connectivity with The Warehouse / Countdown complex and the residential areas beyond. The new Bridge St intersection will also improve foot access to Anzac Park, not only directly by the new controlled intersection, but also by making informal crossing of Rutherford Street at other locations easier. This is because most of the traffic currently using the Vanguard / Rutherford intersection will be redirected to the new Bridge Street intersection, further away from Anzac Park. The direct connection from Vanguard into Bridge St is unlikely to add significant traffic volumes to western end of Bridge St as additional traffic is likely to be displaced to other locations such as the Wakatu Sq entrance and both Gloucester and Hardy Sts. Bridge St copes with congestion during peak times better than most central city streets, given the supporting network and route alternatives. The proposed connection increases inner city legibility for both drivers and pedestrians, and delivers the opportunity for ‘active frontages’ along the north facing edge created.

#### **Options:**

- Do nothing
- Upgrade the intersection to achieve better pedestrian conditions, minus the Bridge Street extension
- Upgrade the intersection to achieve better pedestrian conditions including extending Bridge St through to Vanguard St

#### **Preference:**

Extending Bridge St through to Vanguard St, with associated intersection upgrades to achieve improved pedestrian safety and amenity will contribute to the creation of quality business settings in the western City Centre expansion area. The Bridge St intersection also results in improved accessibility between Rutherford and Vanguard St, reducing the pressure on the Vanguard/Haven/Rutherford intersection and the existing roundabout where Rutherford St intersects with Hardy St.

#### **Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Also the Bridge St extension creates a high value portion of land that will be available for sale. The proceeds can be used by Council to offset costs associated with this initiative.



## C.24 Haven/Halifax St intersection – replace roundabout with traffic lights

### What is the issue?

Creating an environment that serves both vehicles and pedestrians in an equitable manner

*Explanation:* Intersection crashes are a major road safety problem in the Nelson region. This intersection has been labelled as the Number 2 Urban Hotspot for crashes in Nelson, caused by multiple lanes approaching a roundabout in three directions. Confusion arises when only one of the two lanes proceeds straight ahead and drivers who find themselves in the wrong lane turn illegally. Compounding this is the high volumes of traffic found at this intersection.

### Options:

- Do nothing
- Re-design the roundabout to provide access to only one lane in each direction, reducing the number of vehicles on the roundabout at any one time
- Remove the roundabout and replace with signal controls

### Preference:

Signal controls will reduce the complexity associated with the existing condition, and provide more suitable pedestrian crossing opportunities. The Arterial Route Study, depending on its outcome, may influence the design of the intersection but not the need for a change to be made.

### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process.

## C.25 Reduce carriageway width at Trafalgar/Grove intersection

### What is the issue?

Improving the functionality of existing intersections, creating safer environments for drivers, pedestrians and cyclists

*Explanation:* Many existing central city intersections give almost complete priority to the vehicle, with widths excessive, limiting the ability for those willing to cross in a completely safe manner. Streets located within peripheral residential areas, or those areas that experience high pedestrian volumes at certain times are a priority for redesign, to create safer, more usable conditions.

### Options:

- Do nothing
- Provide designated crossing opportunities, either by signalling the intersection or by providing designated zebra crossings and/or pedestrian refuges
- Tighten intersections to reduce current crossing widths through kerb build-outs in association with speed ramps on approach

### Preference:

Speed ramps approaching intersections in addition to a narrowing of the carriageway condition result in improved safety and movement conditions for pedestrians and cyclists. Events held in Rutherford Park and Trafalgar Park are likely to generate significant pedestrian volumes from time to time, therefore people wishing to access both the CBD and areas to the east along Grove St require interventions which still allow for good accessibility and safety provisions. Consideration will also be given to related treatment to slow traffic near Wainui St, as part of the Trafalgar Park upgrade.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## **C.26** Replace roundabout with more pedestrian-friendly intersection at Collingwood/Grove intersection

**What is the issue?**

Improving the functionality of existing intersections, creating safer environments for drivers, pedestrians and cyclists.

*Explanation:* The complexity associated with the existing roundabout consumes significant road width, which if redesigned can provide greater share and safety to low impact transport modes, particularly pedestrians and cyclists.

**Options:**

- Do nothing
- Install signal controls
- Prevent access into the Shakespeare Walk, reducing the existing 5 point roundabout to 4.
- Redesign the intersection to remove roundabout and make intersection more legible

**Preference:**

Removing the roundabout (and replacing with an 4-point intersection) and changing the alignment of Shakespeare Walk to intersect more clearly with Grove St, reduces the complexity of the intersection. Removal of the roundabout also, if undertaken with replacement of proximate angled parking with parallel, reduces the carriageway width creating improved conditions for pedestrians. Landscape treatments and speed ramps also improve the pedestrian condition along this route. Speed tables also assist in allowing cyclists to merge into traffic streams, particularly important when travelling across the Collingwood St Bridge.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## **C.27** Provide speed tables at:

- a) Trafalgar/Selwyn intersection in front of Church Steps
- b) Entrance to Wakatu Lane off Trafalgar St (close like Achilles Ave if feasible, alternatively brick entrance or lay speed table)
- c) Hardy St – between Church St and Crisps Lane, and narrow road at Montgomery Square entrance

**What is the issue?**

Improving the functionality of existing intersections, creating safer environments for drivers, pedestrians and cyclists.

*Explanation:* Pedestrian crossing opportunities between Upper Trafalgar St and the Cathedral requires an intervention to raise driver awareness of the presence of pedestrians while at the same time recognising the importance of Selwyn Pl in the wider movement network. In addition, crossings within the central city need to be safe and slow, particularly where high numbers of pedestrians are present, such as Hardy St where people access Montgomery Square and the Nelson Market.

**Options:**

- Do nothing
- Install signal controlled pedestrian crossing
- Install zebra crossings giving pedestrians right of way
- Provide design interventions maintaining the priority of vehicles along this route, yet creating an environ that voluntarily reduces vehicle speeds and raises driver awareness

**Preference:**

The installation of speed tables, provided with surface demarcation will result in changes to driver behaviour. Formally providing pedestrians with right of way via a zebra crossing was considered too disruptive to the movement network and undermines the importance of the street in the wider movement network. It is possible to narrow the existing carriageway, directly in front of the Church steps to 5.6m, allowing widening of the footpath, reduced crossings distances for pedestrians whilst still maintaining good access. Care needs to be taken to ensure pedestrians are aware vehicles continue to have right of way. Note Wakatu Lane at the Trafalgar St end is proposed for closure (stopping, like Achilles Ave) (see C.7). If closure is a problem due to property owners with access rights, or impacts on bus routes, then a speed table or a bricked entranceway is an alternative, at least while the issues with full closure are investigated further. Crossing Wakatu Lane is currently extremely unfriendly to pedestrians and a speed table or closure would assist in improving this aspect of the central city.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**C.28** Intersection modeling at:

- a) Gloucester/Vanguard St
- b) Gloucester/St Vincent St

**What is the issue?**

Ensuring the most suitable transport arrangement is provided to accommodate changing land uses and vehicle patterns in the future. This action has been included with in the Arterial Route Study, looking at the best route between the Annesbrook and Haven/QEII Drive roundabouts.

*Explanation:* Future land use transition and redevelopment of existing industrial premises, particularly in conjunction with town centre expansion to the west will necessitate the consideration of numerous existing intersection conditions throughout the central city.

**Options:**

- Do nothing
- Immediately redesign the intersection from the existing roundabout into a signal controlled condition
- Undertake traffic modelling of the intersection, to determine most appropriate interventions into the future; based on changing land use and vehicle demands

**Preference:**

Intersection modelling of above intersections will need to determine the appropriateness of the continued providing of roundabouts in the central city. Roundabouts provide superior movement efficiencies, yet provide a poorer pedestrian condition. The opposite applies for signal controlled

intersections. The above considerations will need to be determined in accordance with necessary crossing opportunities required to link in with the city's future walking trails.

### **Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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## **C.29 Investigate Paru Paru Rd extension through to Wildman Ave – associated SH6 intersection & Haven Rd single lane**

### **What is the issue?**

Connecting the CBD with the marina, and creating improved transport conditions.

*Explanation:* Paru Paru Rd currently runs along the western edge of the Maitai River, with its sole purpose being to provide access to the existing car park serving the Rutherford Centre. The Inquiry by Design workshop identified future redevelopment opportunities associated with Rutherford Park and the formalisation of Paru Paru Rd. These could be realised, particularly through the improved access arrangements and activity levels within the vicinity, helped by improved amenity and exposure. This route offers the opportunity to connect the Marina to the CBD by providing signal controls at the existing Wildman/Queen Elizabeth II Dr intersection. This would cater for both pedestrians and vehicles, with this emphasised as a calmed slow moving route. It reduces the need to use the existing pedestrian link under the bridge adjoining the Maitai River, which is compromised due to a lack of height. It also allows the Akersten St walkway to be more easily accessed.

### **Options:**

- Do nothing
- Improve existing pedestrian links under bridge towards Akersten St and marina
- Upgrade Paru Paru Rd within Rutherford Park, although stop short of connecting to Queen Elizabeth II Dr
- Provide a significant upgrade to Paru Paru Rd, aligning with Wildman Ave, including new signalised crossing opportunity for pedestrians

### **Preference:**

The proposal to extend and connect Paru Paru Road (as a 'slow road') by signal controls at the existing Wildman/Queen Elizabeth II Drive intersection remains in the Strategy at this stage, as an 'investigate' option. Consultation revealed mixed views on this. Those opposed referred to the potential cost, the disruption to traffic on the State Highway, and the introduction of more traffic including cyclists into the busy port environment along Wildman Avenue. Those in favour foresaw benefits from better linking the City Centre to the marina area. It is clear from submissions that some people misunderstood the nature of the proposed link; some seeing it as a major route to the city. The proposal would be for a calmed, slow-moving route constructed in such a way that it did not favour use as a short cut.

The main reasons why a shifted and connected Paru Paru Road is supported for further consideration (this is a longer term – and expensive – project) are: a) it allows better access to and use of carparking off-site during events e.g. in Haven Road and Wildman Ave (especially at nights and weekends when the port is less busy) b) this in turn would free up some of the occasionally-used asphalt in Rutherford Park for other uses e.g. the proposed riverside park or other recreational purposes c) Rutherford Park most of the time is almost deserted which can create security issues. Having a slow through route would bring more people to the area, promote

more use of it, and increase personal safety through the resultant passive surveillance d) the connection would improve cycle and pedestrian connections from east to west, and from the city to the sea, and e) the route would reduce reliance on the existing pedestrian / cycle link under the bridge adjoining the Maitai River, which has issues regarding personal safety, a lack of height, and flooding at high tide (although it is proposed to address some of these in any event as part of the Maitai walkway upgrade).

A final decision on whether to extend and connect Paru Paru Road however needs to be made after the consideration of the Arterial Route study, and as part of the wider planning for the upgrade of Rutherford Park. The outcome of the Arterial Route study, if implemented could affect the desirability of the proposal. For example, if Wildman Avenue became the main route into the port, it might be less suitable as a cycle and pedestrian connection. Rutherford Park is to undergo a detailed re-vamp in the near future. Options to improve north-south and east-west cycle and walking connections are best considered and finalised as part of that detailed planning exercise. In terms of direction from this Strategy, it is sufficient to say at this stage the key objectives need to be to improve connections between the marina and the City Centre, as well as lateral (east-west) connections, without specifying the exact design solution.

**Implementation:**

Investigation with NZTA (who control the State Highway (QEII Drive), and as part of the upgrade plan for Rutherford Park.

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### **C.30** Halifax/Trafalgar St light phasing to reduce pedestrian wait times

**What is the issue?**

Providing improved pedestrian share and opportunity within the CBD, particularly along highly used pedestrian routes.

*Explanation:* Simple initiatives can improve the pedestrian priority along certain routes within the central city. Reducing wait times at existing signalised crossings reduces the number of people willing to cross the road without waiting for light changes, contributing to pedestrian/vehicle conflicts.

**Options:**

- Do nothing
- Construct pedestrian refuges at key locations along Halifax St, to allow pedestrians to cross informally
- Shorten light phasing associated with current signalised crossing points, resulting in shorter wait times for pedestrians

**Preference:**

Reducing the wait times associated with current signalised crossings.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.



### C.31 CBD bus priority intersections and Rutherford St 2-laning

#### What is the issue?

The need to provide incentives for people to use passenger transport, by making it quicker, cheaper and more efficient than private vehicles.

*Explanation:* Incentives for people to use passenger transport must ensure that there are real benefits for people willing to travel using this mode. Priority intersections and designated bus lanes markedly improve the efficiency of passenger transport services and result in numerous time-saving benefits. Identifying locations within the central city where existing congestion and other contributing factors (which detrimentally affect the efficiency of the passenger transport network) are present will help improve the services popularity and uptake over time.

#### Options:

- Do nothing
- Install designated bus lanes along all key passenger transport routes
- Undertake intersection remodelling to allow buses to queue jump and have priority at key intersections
- A combination of 2 and 3 above.

#### Preference:

Central city priority intersections to improve the efficiency of the passenger transport system in Nelson. Whilst existing congestion levels are relatively low within the city, there are still time delays associated with getting into and out of the CBD during peak times. Intersection remodelling, to ensure bus priority at selected key intersections will provide incentives to people willing to use this mode of transport. Rutherford St has been identified as a key central city passenger transport route where dedicated bus provision should be provided.

#### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process. NZTA funding

### C.32 Passenger Transport – consolidate passenger transport interchange with buses coming off Rutherford St through Montgomery Sq, out onto Bridge (turning left) with terminal on Bridge St opposite existing Suburban Bus Line station or in other location consistent with this Strategy and the Regional Passenger Transport Plan

#### What is the issue?

Increasing the patronage and convenience of passenger transport.

*Explanation:* The bus station would provide a warm, safe, inside waiting area, with the aim of improving the experience of using public transport and its rate of usage. The expanded City Centre Zone and changes in uses surrounding the City Centre will also be supportive of public transport.

#### Options:

- Do nothing
- Limit passenger transport services in the CBD, providing an interchange on the city's periphery where large redevelopable sites are more common
- Locate the passenger transport interchange on Trafalgar St, providing good access to the heart of the CBD

- Consolidate passenger transport services into the CBD, identifying a suitable site for an interchange in accordance with existing Passenger Transport study recommendations

**Preference:**

Relocate the passenger transport interchange into Montgomery Sq in accordance with the existing routes identified in the Regional Land Transport and Passenger Transport Studies. Consideration would need to be given to any effect on the operation of the Nelson Market.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. NZTA funding.

**C.33 Paru Paru Road left turn removal from Halifax St**

**What is the issue?**

Lowering of traffic volumes along key routes with a potentially high pedestrian component

*Explanation:* If Paru Paru Rd were to be extended as a slow street (C.29) to improve connection between the CBD and the marina and sea, it would become an important pedestrian and cycling route. Also the proposed riverside park (C.2) that would be enabled by shifting the current road would become an important recreational space. Removal of the left turn is one of the initiatives aimed at discouraging unnecessary through traffic from using the extended road.

**Options:**

- Do nothing
- Signalise intersection to allow left hand turns within existing carriageway, removing existing left turn slip lane
- Remove the left hand slip lane off Halifax St to create fewer vehicle movements along road extension. Prevent left turn entrances

**Preference:**

The removal of left turn entrances into Paru Paru Rd reduces unnecessary vehicle movements into Rutherford Park from the west. The resulting movement network will result in vehicles wishing to access Wildman Ave (from the west) continuing to use the existing Queen Elizabeth II Dr entrance, a more efficient outcome maintaining a high level of amenity along the Paru Paru Rd extension.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**C.34 Ensure an adequate supply of appropriately priced short stay/visitor parking continues to be provided in the Nelson central city, and ensure that the off-street public short stay parking facilities are attractive, safe, accessible and well-signposted**

**What is the issue?**

Supply of car parking in the central city.

*Explanation:* Car parking is a critical component and determinant of the successfulness of the CBD. Access to and provision of car parking makes the CBD an attractive investment for businesses looking to relocate or establish within. It is accepted that in the longer term the

‘at grade’ use of the four car parking squares is not their best long term use, and will limit the growth and economic prosperity of the CBD. Some alternative development proposals require consideration, among these will be the need to consider Nelson’s first dedicated car parking building.

#### Options:

- Do nothing
- Provide a new car parking square in the CBD
- Pursue a joint venture partnership with a developer for the provision of a structured car park in the CBD
- Introduce long stay parking charges in the CBD and evaluate short stay parking charges in the CBD

#### Preference:

Development of a structured car park in one of the central city car parks is recommended, subject to feasibility studies, as development economics appear to suggest that a standalone structure is currently economically unviable. It is recommended that any car parking structure should provide a ground floor retail condition, and/or be designed flexibly to enable it to be converted into a land use activity in the future. A joint venture partnership between Council and developer could be pursued.

In addition to the structured car park, short stay parking charges should be reviewed at regular intervals to take account of inflation and to reflect parking demand. Higher charges may be appropriate at locations with particularly high occupancies to make most effective use of the spaces available. A willingness-to-pay consideration will drive demand for available spaces, and as such, equilibrium needs to be determined to ensure available parking is most effectively utilised. Short stay parking rates should also be reviewed once long stay parking charges are introduced to ensure there is a sufficient differential for all day parkers.

#### Implementation:

Land purchase and/or the provision of developer incentives by Council. Funded through Inner City Enhancement Account (parking revenue).

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### **C.35** Ensure existing short stay parking in the parking squares is available for this purpose (by effective enforcement), and when future needs dictate convert the Wakatu Sq car park to short stay (P180) parking

#### What is the issue?

Meeting future short stay parking requirements in the CBD.

*Explanation:* The 2008 parking survey in the central city indicated that there is sufficient short stay parking in the City Centre and the surrounding fringe. While the public parking in the four squares was effectively fully occupied during the survey which took place in early December, the survey also indicated that almost one quarter of available short stay spaces were occupied by long stay/commuters. It follows that the priority should be to improve the effectiveness of the enforcement of the current P180 parking restrictions. A carpark which is occupied for most of the day by a commuter is not available for people using the shops or other services in the City Centre. That same carpark, if available for its intended purpose, can serve perhaps up to a dozen shoppers during the day. Assuming that the 24% spaces occupied by commuters applies to all 659 P180 spaces, the effective increase in the Central Core short stay supply would be 158 spaces or 11%, if these could be made available for short stay use. The next step would be to convert the remaining

133 unrestricted pay and display spaces at Wakatu Square to short stay (P180) to be consistent with the other parking areas. Clearly the needs of displaced commuter parkers has to be addressed – through provision on long terms parks, private commercial parks, and options like improved public transport, car pooling, and use of other modes.

**Options:**

- Do nothing
- Improve the use of the P180 spaces for their intended primary purpose which is short term parking to support the economy of the City Centre. Investigate options.
- At an appropriate time convert the remaining 133 Wakatu Square spaces to P180.
- Charge fees for all free central city parking spaces within an identified area

**Preference:**

Investigate methods to improve the availability of the P180 spaces for their intended purpose. Options might include increased enforcement of long stay parkers, other payment protocols or physical mechanisms. Monitor the supply of short stay parking in the City Centre, having regard to the rate of growth of the centre, parking demand and the success of modal shift, and when necessary, convert the remaining 133 unrestricted parking spaces in Wakatu Sq to short stay parking to meet the short stay parking needs until 2015, as identified in the 2005 study. There is a need to monitor the supply and demand for long stay parking, and the uptake of use of public transport and other modes, to ensure that commuters are able to meet their travel needs to the city.

**Implementation:**

Funded through Inner City Enhancement Account (parking revenue)

**C.36** Coinciding with the enhancement of public transport, introduce pricing of long stay parking in peripheral city areas and progressively increase charges to encourage use of alternatives to the single occupant car

**What is the issue?**

Shifting reliance from the private car to more sustainable movement modes to access the city.

*Explanation:* Introducing and gradually increasing the price of long stay parking around the periphery of the city is envisaged in time, to further encourage use of alternatives to the single occupant car, in line with the approach proposed in the Regional Land Transport Strategy (RLTS). This timing would coincide with, and be linked to, the introduction of improved bus services. It is important that there be a viable alternative to use of the car by commuters, if long stay parking is to have some restrictions placed on it in the future.

**Options:**

- Do nothing
- Introducing a price on long stay parking in city periphery areas at an appropriate future date and over time increasing the price of long stay parking in city periphery areas
- Increase bus services to the central city from outlying suburbs
- Improve cycle facilities and upgrade cycle routes to the central city

**Preference:**

Look to introduce a parking charge on long stay car parks in the periphery of the city. This would follow the introduction of an enhanced bus service, and be informed by an updated parking occupancy survey for the central city (C.37). In the long term, increase parking rates to a point where revenues can give an adequate return on the cost of constructing a parking structure (assuming short stay parking demands increase). Part of the income received from parking could be used to fund improved facilities for cyclists, pedestrians and bus users. Increases in parking charges, where they begin to ‘price out’ some people based on affordability, needs to be undertaken in conjunction with improvements in affordable bus services.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process, and the Inner City Enhancement Account (parking revenue).

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### **C.37** Monitor the supply of long stay/commuter parking close to the central core to ensure it supports the objectives of the Nelson RLTS and the Council’s Sustainability Policy

**What is the issue?**

The need to monitor parking use and more accurately determine demand for long term decision making.

*Explanation:* The success of the City Centre and its surrounding areas depends on good access for shoppers and ‘recreational’ users (see C.34 and C.35), and also requires that those working in the city can get to and from the centre. Currently the favoured means is by single occupant car. That puts extra stress on the roading system and long term parking spaces. There is a balance to be achieved in this Strategy. On one hand, ensuring the vibrancy and primacy of the City Centre by efficiently getting people to and from it. On the other, avoiding the area being unattractive through being overly dominated by motor vehicles. This is not ‘anti-car’. Rather, it is about finding the right mix of more people living closer to the centre, making it easier to walk, bike or bus to the centre, while continuing to facilitate the use of vehicles when other options are not suitable or convenient. Getting this balance right will require on-going monitoring or supply and demand for parking, and monitoring of the success of the move to other modes. These involve long term initiatives.

**Options:**

- Do nothing
- Complete parking surveys in city periphery areas every 3 years

**Preference:**

Surveys of parking demand and duration patterns should be held regularly, preferably every 3 years. The results will assist in decision making on issues such as time restrictions, setting of parking fees, the introduction of pay parking for long stay parking and problems arising from an increase in commuter parking on residential streets. Regular parking surveys will also assist the Council in determining the appropriate timing of key actions.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.



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**C.38** Extend the City Centre Zone via an NRMP Plan Change to include the adjacent commercial areas, removing minimum required parking standards. Include as part of the CBD special rate area

**What is the issue?**

The controlled expansion of the City Centre Zone, and the detrimental urban design and other effects of parking requirements in some fringe areas.

*Explanation:* Development in some of the areas surrounding the current City Centre is not delivering good urban design nor making efficient use of the land resource, partly because of the parking requirements mandated in the NRMP. The parking requirements are often driving the design – affecting aesthetics and sometimes safety e.g. entrapments or loitering spots. Development densities are being limited too on sites that otherwise could yield buildings that would contribute more to the employment and vitality of the City Centre. The City Centre rules, because parking does not have to be provided individually but rather collectively, provide more efficient use of land and buildings, and urban design rules are better suited to the heart of a city. As noted under actions D.1 to D.8 there is a strategy to grow economic activity in the areas around the existing CBD. See also amenity and identity actions e.g. A.2, B.9.

**Options:**

- Do nothing
- Review the District Plan requirement for on-site parking in periphery commercial parking area
- Extend the City Centre Zone to the east and west to reduce the parking requirement under a Council initiated Plan Change process

**Preference:**

It is recommended that the City Centre Zone be extended to the east and west to include the commercially-zoned fringe areas adjacent to the centre, thereby reducing the requirement for car parking within the commercial areas to balance out the parking supply and demand, make more efficient collective use of parking, and allow for a greater development density to be created in transitional areas.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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**C.39** Amend the City Centre Zone rules to introduce maximum parking standards for new developments and changes of use

**What is the issue?**

Excessive parking creating poor urban outcomes for the city.

*Explanation:* Provision of too much commuter parking can impact on objectives like improving the compactness of the City Centre and supporting other methods of accessing the city, such as public transport, cycling and walking.

**Options:**

- Do nothing
- Retain existing zero parking requirements in the new central city zoned area
- Introduction of maximum parking standards for developments in the new central city zoned area

**Preference:**

In conjunction with extending the City Centre Zone, the NRMP should be changed to introduce maximum parking standards for City Centre Zone. This will enable the Council to ensure that any proposal to develop a commercial parking building within the commercial area can be assessed to ensure it is consistent with the Council's strategic direction. The maximum parking standards could initially be set equal to the current minimum standards, taking the District Plan Carparking Review report (C.40) into account. The Plan Change introducing maximum parking standards and extending the City Centre Zone should include criteria for assessing proposals for exceeding the permitted maximums. The difference in the NRMP parking rules for commercial developments on land with the City Centre zoning and those in the fringe areas can significantly increase the cost of developments in the fringe areas compared with the inner city area.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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### **C.40** Review the Nelson Resource Management Plan parking requirements applying to the City Fringe Zone

**What is the issue?**

Overly stringent parking requirements applying to some activities in peripheral commercial areas.

*Explanation:* The 2005 Traffic Design Group report 'District Plan Carparking Review' determined the NRMP rules require excessive amounts of parking for certain (not all) types of commercial activities as well as for medium density housing. As noted in C.38, this is contributing to poor urban design outcomes and sometimes affecting the economic viability of developments. This leads to inefficient use of the land, low building density, less compact development, crime and safety issues, and sometimes prevents certain development options occurring. Pending the implementation of a Plan Change to introduce these changes, dispensations should be considered for the identified activity types in the short term.

**Options:**

- Do nothing
- Review the parking requirements in the NRMP

**Preference:**

Amend the NRMP parking standards

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## D ACTIVITY

### Summary relating to Initiatives D.1 to D.8:

Analysis of the economic conditions within Nelson indicate that the central city and the surrounding areas could play a particularly important role in Nelson attracting and growing high employment businesses important for future economic and employment growth. Nelson should focus on providing superior business environments and quality business settings in the central city. There are also significant opportunities in the existing City Fringe area to provide suitable premises to grow particular new economy industries such as machinery and equipment manufacturing, printing and publishing, small-scale food industries and health, beauty and hospitality products. It would be particularly beneficial if Nelson could create for itself an international reputation for particular types of research and development and new economy industries. The best prospects for Nelson to achieve international recognition in industries that reflect existing local competitive advantages, research and development, training and know how would be in:

- Environmental Engineering
- Water Quality and Toxicology Monitoring and Remediation Products
- Marine, Aquaculture and Fishery Equipment, Supplies and Products
- Application Specific, Computer, Scientific and Business Products
- Crafts, Gifts, Jewellery and Hospitality Supplies and Products
- Nutraceuticals, Health, Cottage and Designer Foods
- Medical, Health, Aquaculture and Veterinary Products

To realise these opportunities the Nelson Central City needs to focus on providing:

- Quality business settings
- Affordable, good quality business premises
- Superior business environments
- Superior employee environments, and
- Superior residential and recreational environments
- Specialised conferences and workshops.

The following locations all offer the opportunity to deliver the settings required for the establishment of the aforementioned industries.

Note, to maintain the compactness and vitality of the core City Centre, the zoning changes associated with these initiatives may be phased according to market conditions, uptake and other factors to avoid dispersing and dissipating the ‘energy’ of the currently successful City Centre. See timeframes for the relevant initiatives in Part 2.

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**D.1** Establish an ‘investment and business outreach programme’ in the city core (bordered by Halifax/Rutherford/Selwyn/Collingwood) which seeks to attract larger corporate office spaces, targeting government and community services

#### What is the issue?

Recognising the benefits of co-location of complementary employment activities in the city core.

#### Options:

- Do nothing
- Allow corporate offices, government and community services to locate anywhere in the central city

- Establish an investment and business outreach programme in the Halifax/Rutherford/Selwyn/Collingwood St precinct

**Preference:**

The Halifax/Rutherford/Selwyn/Collingwood Sts precinct with more expensive land encompassing the city's retail heart and entertainment districts is the natural location for government administration, community services and larger corporate offices. New development should seek to cluster around like institutions, including the Council and can be encouraged to do so through an investment and business outreach programme.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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**D.2** In the eastern professional area (running along Collingwood St towards the Maitai River, including existing Courts and professional areas) allow conversion of non-character residential dwellings into business uses (with the potential for small scale office redevelopment)

**What is the issue?**

Recognising redevelopment opportunities in the eastern professional area for smaller scale professional business uses.

*Explanation:* This area with the law courts and existing professional areas is the natural area to continue to grow Nelson's professional, health and medical services. Unlocking the eastern professional area (running along Collingwood St towards the Maitai River, including existing Courts and professional areas) by offering new development areas and adaptive reuse of existing buildings including allowing the conversion of existing pockets of (non-character area) residences to business use, with the possibility of eventual redevelopment into small office buildings

**Options:**

- Do nothing
- Provide development incentives to provide for employment activities in the eastern professional area
- Review and amend NRMP objectives, policies and rules relating to residential to business conversion in the eastern professional area

**Preference:**

Council initiated Plan Change to amend the NRMP as it relates to the eastern professional area.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Timing – see Part 2.

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**D.3** Redevelop the northern CBD transition area (north of Halifax St, west of Trafalgar St and bordered by Paru Paru Rd) into new economy, creative high end corporate uses which utilise the potential amenity provided by the Maitai River edge

**What is the issue?**

Recognising redevelopment opportunities in the northern CBD transition area for new economy corporate uses.

*Explanation:* This area presents as a longer-term opportunity to develop clusters of exceptionally good quality, small office space in a high amenity, landscaped riverside settings, within convenient walking distance of CBD. This location would be especially attractive to smaller corporate offices, successful local businesses and new economy creative, information, and technology based businesses.

**Options:**

- Do nothing
- Provide development incentives to provide for new economy corporate activities in the northern CBD transition area
- Review and amend NRMP activity zoning, objectives, policies and rules in the northern CBD transition area
- Landscape and other enhancements to improve the attractiveness of the area.
- Promote the opportunities to developers.

**Preference:**

Council initiated Plan Change to amend the NRMP as it relates to the northern CBD transition area. Landscape and other enhancements to improve the attractiveness of the area, and promote the opportunities to developers.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Timing – see Part 2.

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**D.4** Attract in the ‘Pioneer Park mixed use urban village’ (land fronting St Vincent St and north of Washington Road) new showrooms and small retail showroom space, with high quality low-rise mixed-use developments behind (on land fronting Pioneer Park). Improve the amenity of the area and create ‘superior business settings’

**What is the issue?**

Recognising development opportunities and open space amenity and quality improvements in Pioneer Park for new mixed use and showroom development.

*Explanation:* Improvements to open spaces are important for informal recreation; to enable employees to socialise and undertake passive recreation before, after work and during breaks; and for business event hosting. In combination with new development which can capitalise on this amenity, Pioneer Park area is identified as an ideal location to help meet city growth and quality business setting objectives. This area offers an opportunity to locate new small retail showroom space close to the central city and to develop the area fronting Pioneer Park, in the longer term, with high quality, low-rise mixed-use developments. The opportunity could be created to improve the depth and connectivity of Pioneer Park where it narrows along Hastings St. Mixed-use development in this area offers potentially good outcomes and would



require more comprehensive, challenging development, which could deliver significant benefit to the city's growth. Viability is difficult to determine, but final sales values are likely to be high.

**Options:**

- Do nothing
- Provide development incentives to provide for new mixed use and showroom activities in the Pioneer Park area
- Review and amend NRMP activity zoning, objectives, policies and rules in the Pioneer Park area
- Streetscape and other enhancements to improve the attractiveness of the area.
- Promote the opportunities to developers.

**Preference:**

Council initiated Plan Change to amend the NRMP as it relates to in development in the Pioneer Park area. Streetscape and other enhancements to improve the attractiveness of the area. Promote the opportunities to developers.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Timing – see Part 2.

**D.5 Provide for, in the gateway 'showroom and service trades' area fronting St Vincent St, flexible designer buildings that can be converted easily between retail/office showroom/service trades uses**

**What is the issue?**

Recognising development opportunities fronting St Vincent for flexible buildings for retail, office showroom or service trade uses.

*Explanation:* The most likely location for showroom and service trades is the land fronting St Vincent St. This location offers important opportunities to lift the quality of the business premises, taking advantage of the potential passing trade. These locations offer the prospect of developing good quality, flexible, designer buildings that can easily transition between showroom, retail showroom, service trades, office and technology uses.

**Options:**

- Provide development incentives to provide for new mixed use and showroom activities on St Vincent St
- Review and amend NRMP activity zoning, objectives, policies and rules in the St Vincent St area
- Streetscape and other enhancements to improve the attractiveness of the area
- Promote the opportunities to developers.

**Preference:**

Council initiated Plan Change to amend the NRMP as it relates to new development in St Vincent area only.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Timing – see Part 2.

## D.6 Encourage adaptive re-use of existing Military Barracks site

### What is the issue?

Recognising redevelopment opportunities on the Military Barracks site for small office and creative technology based businesses.

*Explanation:* The Council has committed to developing the Performing Arts & Conference Centre. This provides a major opportunity to attract residents, local business people and most importantly showcase the regions artistic talent and visiting performances and conferences. People need to be encouraged to move around the City Centre on foot, thereby harnessing the movement economy to create passing trade. It would be particularly beneficial to run workshops and meetings at central city venues to attract local business people and creative and technology and professional people from different backgrounds to meet and interact. The opportunity should be taken to provide shared workshop, meeting and training rooms and a boardroom with a kitchen and bar for 'time-share' use by existing small businesses and businesses in the new 'small office' precincts that can't justify, or afford, to provide these facilities for themselves. This need could be met by including such space in a new central city council library. This could also possibly be realised by the adaptive re-use of the former Military Barracks, which could be converted into a small business incubator, for new start-up creative, technology and office based businesses.

### Options:

- Do nothing
- Provide development incentives to provide for small business employment activities on the Military Barracks site
- Review and amend NRMP objectives, policies and rules relating to adaptive reuse of buildings on the Military Barracks site
- Streetscape and other enhancements to improve the attractiveness of the area.
- Work with the NZ Defence to discuss options.
- Promote the opportunities to developers.

### Preference:

Work with the NZ Defence to discuss options. Streetscape and other enhancements to improve the attractiveness of the area. Council initiated Plan Change to amend the NRMP as it relates to the Military Barracks site. Promote the opportunities to developers.

### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process.

## D.7 In the western CBD transition area (running along the Rutherford and Vanguard St frontages from Gloucester St to Haven Rd) seek to accommodate good quality redevelopment into affordable and flexible office space with good landscaped settings

### What is the issue?

Recognising development opportunities western CBD transition area for affordable, flexible office space.

*Explanation:* Transition from existing car yards, industrial and storage buildings in this area offers the best prospect to provide good quality, affordable new office space, attracting research and development and technology based businesses; computer services and other business services to

suitable, flexible new premises in high amenity, landscaped settings within convenient walking distance of CBD. The southern edge of Nile Street West merits being included as City Centre also, since this area is identified as a character precinct (A.6) needing special consideration; more so with the proposed Performing Arts/Conference Centre to be located opposite.

#### Options:

- Do nothing
- Provide development incentives to provide for affordable, quality office development in the western CBD transition area
- Review and amend NRMP activity zoning, objectives, policies and rules in the western CBD transition area
- Streetscape and other enhancements to improve the attractiveness of the area.
- Work with landowners to discuss options.
- Promote the opportunities to developers.

#### Preference:

Streetscape and other enhancements to improve the attractiveness of the area. Work with landowners to discuss options. Council initiated Plan Change to amend the NRMP as it relates to new and existing development in the western CBD transition area. Promote the opportunities to developers.

#### Implementation:

Funded through Council CAPEX contributions through the Annual Plan process. Timing – see Part 2.

**D.8** Western environmental clean production area (running from Konini St to St Vincent St south from the properties with Gloucester St frontage) seek to attract small scale environmentally friendly businesses in high amenity settings within flexible, utilitarian premises

#### What is the issue?

The need to accommodate a range of different business types, including new environmentally friendly activities, in areas where they are most suited and where business efficiencies can be gained.

*Explanation:* As the town centre continues to expand to the west, in response to the lack of redevelopment opportunities to the east, transition from low-value industrial uses to make way for high-end new economy business uses is expected. This area provides the best opportunity to incubate, attract and grow small-scale environmental, R&D and technology based manufacturing, assembly and other clean production activities (such as small-scale marine, medical, pharmaceutical, veterinary and health products and equipment, special dietary and cottage food industries). This would require developing clusters of suitable good quality, flexible, affordable buildings in high amenity settings, and attracting environmentally responsible developments with low energy and low greenhouse footprints. The spare triangle of land to the north of Bridge St, has good amenity overlooking Anzac Park and it is suggested that Council invest in an energy and environmentally efficient, demonstration project.

**Options:**

- Do nothing
- Provide development incentives to provide for small, quality clean production/technology businesses to establish in the western environmental clean production area
- Review and amend NRMP activity zoning, objectives, policies and rules in the western environmental clean production area
- Undertake a demonstration project
- Streetscape and other enhancements to improve the attractiveness of the area.
- Work with landowners to discuss options.
- Promote the opportunities to developers.

**Preference:**

Council initiated Plan Change to amend the NRMP as it relates to new and existing development in the western CBD transition area. Council demonstration project or joint venture demonstration project. Streetscape and other enhancements to improve the attractiveness of the area. Work with landowners to discuss options. Promote the opportunities to developers.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Timing – see Part 2.

**Summary relating to Initiatives D.9 to D.16:**

The unique, high quality recreational opportunities that residents love, attracts tourists and recreational visitors as well as creative, technology and knowledge-based business founders and their families to Nelson. Nelson’s major visitor attractions are not readily visible, nor easily accessible. Many attractions are focused away from the central city, and as such do not draw potential customers to the retail heart of the CBD. There is a significant opportunity to attract recreational, national park and sports visitors to stay longer in Nelson and the CBD. The aim should be to create at least four attractions in the central city that will actively engaged different age groups for at least one and half hours. This will create the greatest prospect of converting these recreational and sports visitors into higher expenditure, longer-stay and overnight visitors. Such attractions would also encourage local residents to more frequently visit the central city, with visitors, families and friends, especially during weekday evenings, school holidays and weekends. Locations are recommended for unique recreational attractions. The following place-based opportunities would help the central city become a special place that attracts new economy workers and new business founders and attract more of the region’s residents, recreational and sports visitors to visit the Nelson CBD for longer. For further information see Nelson Central City Strategy – Economic & Employment Opportunities Report, Derek Kemp, Prosperous Places, March 2009

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**D.9** Develop a safe ‘pre-school play area’ in the Riverside walkway halfway along Ajax Ave between Trafalgar St and Collingwood St

**What is the issue?**

A lack of play areas for young children (pre-school age) which are of a high amenity, easily accessed and safe.

*Explanation:* Such a facility would provide a site where parents and minders can regularly bring pre-school children and watch them play in a safe environment, when they relax, want to get away from home or during and after shopping. Pedestrian links to the location should be strong and ideally be within close proximity of existing picnic and playground facilities.

**Options:**

- Do nothing
- Identify potential sites along the Riverside walkway to accommodate an outdoor pre-school play area
- Council to extend The Hub recreation centre in the central city to include a pre-school play space

**Preference:**

Develop a play space along the Riverside walkway.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**D.10** Develop a themed ‘family adventure play area’

**What is the issue?**

The need for dedicated family play/recreational area in the central city.

*Explanation:* Development of a family adventure play area will allow families to bring their children and visitors to a place where they can relax and play. Such a facility could include public-use BBQs.

**Options:**

- Do nothing
- Expand and upgrade existing play areas within the central city
- Complete a play area development opportunities study to identify and give preference to various central city locations in which to site a new adventure play areas and associated facilities

**Preference:**

Development of a new family adventure play area in the central city. Three possible locations have been identified being the motel site near the new Visitor Information Centre, the Council ‘Bridge St’ land and Riverside Pool Gardens, and the land adjacent to Queens Gardens with frontage to Bridge St. Several alternative picnic sites within the city are also possible final locations, such as Neale Park, Rutherford Park or Church Hill.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.



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**D.11** Develop a teenage adventure playground including skate facilities (seek to utilise existing) and bike trails into the CBD. A suitable long term location is adjacent to Paru Paru Rd in Rutherford Park

**What is the issue?**

The need to provide for passive and active recreation amongst teenage members of the community.

**Options:**

- Do nothing
- Upgrade existing skate bowls in Neale and Rutherford parks
- Provide a new skate bowl, adventure park, skateboard trail and landscaped walkway in the central city

**Preference:**

Provision of a new youth facility in the central area. This could include a skate bowl and skateboard trails linked to the central city from existing skate bowls. An important longer-term opportunity exists to provide youth facilities and a landscaped walkway from the riverside parklands alongside Paru Paru Rd to the proposed redeveloped office area and Council library land between the Maitai River and Halifax St.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and developed in conjunction with local teenagers.

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**D.12** Integrate disabled-friendly aspects into new and existing play areas to maximise the sensory experience and usability of these areas

**What is the issue?**

A lack of disabled-friendly recreational spaces in the central city.

*Explanation:* Facilities should provide sensory experiences for the sensory and physically impaired with disabled friendly, BBQ areas, benches, toilets etc. This would also complement Nelson’s training specialisation in developing life skills for the disabled.

**Options:**

- Do nothing
- Provision of a separate disabled-friendly play area and amenities in either in the Riverside Pool Reserve, between Riverside and the Maitai River, or in Rutherford Park
- Integration of disabled-friendly aspects into new and existing play areas

**Preference:**

Consultation indicated that integration into play areas, rather than a separate facility was more appropriate. Pedestrian and wheelchair access will be a relevant issue and consultation with potential users needs to occur before decisions are made.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and developed in conjunction with disabled members of the community.

**D.13** Develop a 'family fun water park' located in the Riverside Pool Reserve**What is the issue?**

A need to develop an educational/play water park.

*Explanation:* Nelson needs to provide a site with water play features for young children using recycled water, demonstrating oxygenation, electro-ionisation of pathogens and UV water treatments.

**Options:**

- Do nothing
- Provision of a water park in the riverside parklands
- Provision of a water park in Rutherford Park close to Halifax St and Paru Paru Rd

**Preference:**

A new water park facility located in the riverside parklands. The alternative of Rutherford Park, while arguably a safer location, has more difficult pedestrian access to the CBD.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**D.14** Provide new, and where already existing, upgraded bike trails from the central city. These trails should include:

- a) Maitai River, Tahunanui Beach and Harbour Trails
- b) past Guppy Park, Neale Park to Founders' Park, the Miyazu Japanese Garden and the Whakatu Marae;
- c) the 'Old Railway Reserve Trail' (leading to the old MACs Micro Brewery, with connections to Stoke, a loop to Tahunanui Beach and a loop to the WOW Museum and through to Richmond)

**What is the issue?**

Providing for local and visitor recreation and active tourist attractions from the central city.

*Explanation:* Several different mountain bike trails and bike loops directly accessible from the CBD can be identified that would keep visitors, residents, families and friends occupied for at least 1.5 hours. Some of these routes currently cater for pedestrians only; yet have been identified as suitable to provide a bike trail component.

**Options:**

- Do nothing
- Plot cycle trails and produce cycle trail maps of each bike route from the CBD
- Provide a city-wide cycle rental scheme which allow bikes to be hired from a designated pick-up and drop-off point

**Preference:**

Designate cycle trails from the CBD and produce a cycle map showing route location, features and connections. Decide on where the map is to be distributed and displayed.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**D.15** Link together a series of fitness tracks and trails ideally encompassing Rutherford Park, Trafalgar Park, the Marina and the Maitai River edge through signage and way markers

**What is the issue?**

Providing for fitness tracks and trails around the central city.

*Explanation:* A series of well signposted and connected fitness tracks and trails will attract residents, workers and their families to the central city before and after work, and on weekends. This approach seeks to energise the central city by extending the profitable trading hours of local cafes and street traders outside of traditional business hours.

**Options:**

- Do nothing
- Develop walking route and fitness tracks from the CBD to open space areas
- Develop shared walking and cycle routes from the CBD to open space areas with cycle facilities such as bike racks and lockers

**Preference:**

These fitness tracks and trails could be linked together focused on the CBD area encompassing Rutherford Park, Trafalgar Park and running along the Maitai River side and up to the marina. There are opportunities to further develop and landscape these trails and loops with better/safer paving, more streetscape landscaping, rest stops, shelters and lookouts. Each of these walks should start from the CBD. These walks could also be combined with the biking trails if there were secure bike racks and lockers at each walking trail ‘way point’ and destination.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**D.16** After school and private tutoring activities should be identified and encouraged to locate in the central city area to attract people into the CBD after hours

**What is the issue?**

The desire to locate tutoring and hobby classes in the central city to provide activity beyond current business hours.

*Explanation:* CBD businesses can benefit most if private education, weekend and after school activities (such as ballet, swimming, dance, music and martial arts) are held in the CBD. This will keep parents, partners and families in the CBD which will increase impulse spending and extend profitable trading hours – especially if parents bring other family members and friends and then stay on (frequenting nearby cafes, restaurants, entertainment and shopping venues). Encouraging social interaction when parents wait for their children is also important for building social capital.

**Options:**

- Do nothing
- Council to investigate existing and potential venues in the CBD for cultural and educational activities
- Council to provide community service grants or incentives such as rental reductions for groups which locate classes in venues within the CBD
- Council to provide a dedicated community facility in the central city to cater for day and night group classes and private tutorial rooms

**Preference:**

To investigate venues that could be used for activities in the CBD.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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**D.17 Identify and confirm locations for mobility scooter charging opportunities (library, Council building etc.) Provide these at key central city locations**

**What is the issue?**

Providing for the movement needs of those with less mobility in the central city.

*Explanation:* Providing public scooter charging facilities in key public location allows the elderly and those with mobility difficulties to confidently access the central city. Such an approach is also consistent with the city's 'Accessible Nelson' intentions, aimed at helping all people get in and around the city.

**Options:**

- Do nothing
- Provide public charge stations at multiple locations (public buildings, community facilities) across the city
- Have a centralised mobility scooter station in the city for servicing and charging
- Introduce a city wide mobility scooter scheme where scooters are available for temporary short term use at various pick-up and drop-off locations

**Preference:**

Provision of mobility scooter charging opportunities at key central city locations, such as the Library, the Council Building, Age Concern, in proximity to cafes/restaurants etc. May need to extend to other electric vehicles.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Enter discussions with owners of identified sites not owned by Council.

**D.18** Provide a free wireless internet public domain, associated with the library, a café etc – setting up network, routers, software development to incorporate capping of data download usage etc

**What is the issue?**

Providing accessible, free internet in the city.

*Explanation:* Nelson City Council provides free internet and wireless at the Elma Turner Library in Halifax St. Providing a free wireless domain elsewhere will be investigated as that would help further activate the City Centre.

**Options:**

- Do nothing
- Council to provide one free wireless internet spot in the city in a location in close proximity to community, social or recreational opportunities
- Council to provide multiple wireless internet hot spots across the City Centre
- Council to support a private operator in the establishment of Wi-Fi broadband network access e.g. provide access to physical infrastructure and marketing.

**Preference:**

Investigate – either single or multiple wireless hot spots.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and rates.

**D.19** Identify key heritage and cultural sites within the central city and peripheral areas and ensure these are well signposted and linked for pedestrians undertaking 'Heritage and Cultural Walks'

**What is the issue?**

A lack of co-ordination in the historical and cultural identification of the city's key sites.

*Explanation:* The Council has identified the majority of the sites within the city of historical and cultural importance, and emphasising these by providing greater clarity of where you are and what you can expect to encounter along the way could be undertaken at relatively low cost.

**Options:**

- Do nothing
- Complete a study of Nelson's cultural and historical precincts to prioritise Council funding
- Install additional signage and information panels (with a consistent theme/message) in the Queens Gardens precinct, the Anzac/Wakatu precinct and the Performing Arts/Conference Centre precinct

**Preference:**

Several key areas and precincts are emerging within the city, namely the Queens Gardens Precinct, the Anzac/Wakatu Precinct, the planned Performing Arts/Conference Centre Precinct, Matangi Awhio and Piki Mai. The emergence of these needs to coincide with the provision of additional signage and information panels, clearly articulating to visitors that you are within the Queens Gardens Precinct or on a certain heritage walk. Heritage and cultural walks should take



into consideration the scheduling of events, and what amenities (cafes, restrooms) are located along the way. Consult and work with Iwi on interpretation and presentation of Iwi history.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. Consider alternative funding sources such as NZHPT.

**D.20 Refurbish the existing 1904 Heritage building (old Technical Institute Building, 333 Hardy St) into short-term, serviced accommodation**

**What is the issue?**

A lack of short-term serviced accommodation in the central city.

*Explanation:* Short-term serviced accommodation is required for newly arriving and short contract professionals, technologists, health and knowledge workers and visiting academics and researchers. Serviced accommodation also encourages casual meetings between local, newly arriving and visiting specialists. These people frequently prefer good quality, short-term serviced accommodation, in preference to more extended stays in motel and hotel visitor accommodation.

**Options:**

- Do nothing
- Discuss with NMIT Adaptive reuse of the 1904 heritage building on Hardy St for country club style of accommodation
- Land acquisition of a strategic site in the central city by Council and tender development to the private sector/joint development for a new serviced apartment building

**Preference:**

Pursue, with NMIT, adaptive reuse and conversion of the 1904 Heritage Building to serviced accommodation.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process. The 1904 heritage building is owned by the Nelson Marlborough Institute of Technology. Council could pursue a partnership role with the Institute and developer.

**D.21 Extend the rail from Founders Park to the CBD as a tourist attraction (finishing at Trafalgar Park car park)**

**What is the issue?**

Boosting tourism and the tourist dollar spent in Nelson through extending the train route and providing associated facilities and events.

*Explanation:* Extending the existing Founders Train route from Sovereign St around the back of Trafalgar Park would meet several tourism and economic objectives of the Heart of Nelson Strategy, namely, it would provide improved access to Founders Park (especially during event times) and secondly this could act as an attractant that engages people and contributes to extending the length of stays in the central city and Nelson. This attraction also provides a timely reminder of Nelsons rail history, the earliest in New Zealand.

**Options:**

- Do nothing
- Nelson Railway Society extends the train route across Collingwood and Trafalgar Sts and along the western edge of Trafalgar Park into the Hathaway Terrace car park
- Provide Council investment e.g. information display boards, directional signage and events

**Preference:**

Extending the train route, across Trafalgar Street and along the western edge of Trafalgar Park into the Hathaway Terrace car park, is proposed to be undertaken by the Nelson Railway Society, at their cost, with the intention of facilitating tourist, not commuter movements. In order to be successful, the train station will need to be well signposted from the CBD, easily accessible from the Information Centre located at 75 Trafalgar St, with associated scheduling information and regular events held at Founders Parks.

**Implementation:**

Funded by Nelson Railway Society. Possibly some assistance from Council required in relation to the Trafalgar St crossing (design/planning) and with signage.

**D.22 Identify sites with redevelopment potential in the central city that could, if redeveloped, provide a residential component (above ground floor)**

**What is the issue?**

Stimulating provision of higher intensity residential in the central city.

*Explanation:* More people living in the City Centre or close to it supports the economy and vibrancy of the City Centre and more people around makes the area safer. There is some residential living within the City Centre, but not a great deal. This is not because of planning rules, as these are relatively enabling of residential living (except on the ground floor of the main shopping streets), it is more likely to be because of actual and potential noise issues from late-night bars, and revellers, and from street sweepers and rubbish trucks. It is also partly because Nelson offers very good amenity in residential or other areas, while still being close to the City Centre. Further residential activity within the central city is desirable, subject to identifying suitable sites and addressing noise and other issues (new acoustic insulation rules are being considered for the City Centre as part of a separate study). Increases in the density of business activity, the establishment of mixed use opportunities in the new Triangle area, along Rutherford St, at the Pioneer Park Urban Village area, and in other areas around the fringe of the central city all support increased residential living close to the City Centre.

**Options:**

- Do nothing
- Identify sites appropriate for inner city residential
- Review and amend NRMP relating to the quality and location of inner city residential

**Preference:**

Inner city residential housing should be identified on key sites within the central city, selected based on their spatial location in relation to existing activities (to avoid reverse sensitivity issues), in close proximity to an area of open space (to compensate for a general lack of outdoor area commonly associated with this type of living) and away from main roads, to reduce vehicular conflicts, including noise and access difficulties. It is accepted the core of the CBD is not as ideal

for residential development as the expanded CBD fringes (due to reverse sensitivity and a need to encourage more of a commercial land use bias than residential). While residential needs to be CBD proximate in order to activate the centre after hours, it does not specifically need to be in the core to fulfil this task. It is likely that unless high density were achieved i.e. +500 new CBD dwellings, the effect on the Nelson CBD will be comparatively muted.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

### **D.23 Encourage peripheral 2-3 story medium density residential intensification**

**What is the issue?**

Stimulating provision of medium intensity residential in the city periphery.

*Explanation:* Opportunities for new medium or higher density housing in residential areas close to the central city are somewhat limited. Several potential areas have been identified. Putting these particular sites to one side, the main driver of achieving increased residential densities will be the development economics and viability of such proposals. There are comparatively few options in The Wood, partly because much of the infill is quite recent, and partly because of the high land values. The majority of initial cost relates to land costs, while construction costs are relatively consistent across the locations identified. Development economics is likely to favour medium density developments in the Victory area.

**Options:**

- Do nothing
- Continue infill housing in the central city at lower than preferred residential densities
- Encourage comprehensive development across multiple sites where feasible

**Preference:**

Encourage comprehensive development across multiple sites where feasible. An understanding of the development economics of such proposals is provided, with some areas clearly being, even in the current economic climate to be more viable than others. The majority of initial cost relates to land costs, while construction costs are relatively consistent across the locations identified. The viability model can be applied to virtually any development site within Nelson, once land values have been established. This will assist in determining the viability of such proposals.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

### **D.24 Encourage quality intensification in peripheral CBD areas, and in other areas with sufficient amenities and facilities to allow increased intensity in conjunction with a review of existing NRMP rules to control outcomes**

**What is the issue?**

Stimulating intensification while maintaining good quality in the city periphery for housing diversity and affordability. Also making easier the splitting of larger dwellings into flats.

*Explanation:* An alternative or rather additional approach, is to permit infill housing on existing sections, or multiple units within an existing house, subject to particular conditions being

met. This was previously provided for, however it produced some very poor urban outcomes, particularly in the treatment of old character dwellings on large sections being intensified with a number of additional units. At the time there was little incentive to undertake a comprehensive redevelopment and as such the resultant urban form lacked quality and amenity. Allowing infill housing is proven to create more sustainable communities as they can offer types of housing that appeals to different demographics, for example, the elderly who want a small unit for ease of care, students, and people wishing to add value to their property. This approach also provides the opportunity to meet the Councils 'Affordable Housing' objectives, in a sense that it provides a new, cheaper housing resource.

**Options:**

- Do nothing
- Identify sites within the CBD appropriate for inner city residential
- Review and amend NRMP objectives, policy and rules relating to the provision of supplementary residential units and flats in the city periphery

**Preference:**

Review and amend NRMP objectives, policy and rules. Infill needs to be undertaken in accordance with suitable rules that a) set out a minimum delineated area for each dwelling, b) provides a degree of privacy, amenity and usable outdoor space for the occupants and c) is developed in accordance with an array of development controls creating a quality building design and layout.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

**D.25 Consider a review of the Nelson Resource Management Plan to introduce minimum residential densities in peripheral central city areas**

**What is the issue?**

Residential infill achieving a poor quality built outcome in city periphery areas.

*Explanation:* In parallel to this Strategy is a Council project seeking to promote more infill and intensive residential development of a high standard of amenity. Consultation indicates the wider community favours more intensive residential infill with a focus on growth in and around existing centres. As stated under action D.24, this notion is supported as it achieves several basic underlying sustainability objectives. These range from less reliance on private vehicle use, placing people in proximity to existing employment nodes and increasing the vibrancy and vitality of existing outlying centres. Despite this willingness, poor infill outcomes have historically been achieved. This trend needs to be reversed particular given Nelson's declining home ownership and rapidly aging population. The number of people aged over 65 needing rental housing is expected to quadruple in the next twenty years and infill housing is a solution to this, particularly if the end outcome can be controlled to deliver a quality yet affordable end product.

**Options:**

- Do nothing
- Review and amend NRMP objectives, policy and rules relating to minimum density requirements for residential infill in the city periphery
- Produce a non-statutory guideline on residential infill to provide best practice guidance to developers

**Preference:**

The NRMP requires minimum density standards where infill is permitted in the future and delivers a high level of on-site amenity.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## **D.26** Develop a signature large format retail building in Wakatu Sq after commissioning a design study for ‘demonstration projects on key sites’, to inform and attract developers to the type of developments sought

**What is the issue?**

Providing the opportunity for large key anchor retailers to remain/establish in the City Centre.

*Explanation:* In time, the development economics and growth demands within the central city will place increased pressure on the redevelopment of the Council owned parking squares. These offer a significant opportunity to retain or attract key retailers in the City Centre, which could otherwise be forced to relocate due to a lack of available expansion space. It is considered that Wakatu Square offers the greatest opportunity for this, in conjunction with a parking building to replace and add to the existing parking capacity. Montgomery Square in its current form is important as the site of the Nelson Market, as discussed below. Buxton Square is subject to less pressure given the town is expanding predominantly to the west. Growth to the west supports the development of a large-format development in Wakatu Square and successfully links the new economy business transition areas in the St Vincent/Vanguard area with the City Centre and Trafalgar Street. A development in Wakatu Square would first require the commissioning a design study to interest developers to partake in a joint venture with Council.

**Options:**

- Do nothing
- Council and a development partner complete a large format retail demonstration project in Wakatu Sq
- Council to make use of contracts to protect the investment with developers tendering for the development.
- Council puts up the redevelopment land in Wakatu Sq as a free ‘carrot’ to developers in return for certain guaranteed outcomes as a part of the development process.

**Preference:**

Demonstration project development model between Council and a private developer. This will first require the commissioning a design study for ‘demonstration projects on key sites’ to interest developers to partake in a joint venture with Council, or through the preparation of an ‘opportunity prospectus’ to market and promote the use of key sites and the development of demonstration projects.

**Implementation:**

Funded through Inner City Enhancement Account.



**D.27** Ensure Montgomery Sq remains the home of the Nelson Market by installing semi-permanent infrastructure, and ensuring access to electricity, water, shelter and seating

**What is the issue?**

Retaining the Nelson Market in Montgomery Sq.

*Explanation:* The Nelson Market is held on Saturdays between 8am-1pm. It is of significant value to the city and the City Centre in particular. The Montgomery Square location is very successful, and with the interventions proposed here, and in Bank Lane – particularly the development of a resting space and play area for young children – this will act to strengthen the value of The Market to the City Centre.

**Options:**

- Do nothing
- Relocate Nelson Market to a new custom made site likely to be on the city periphery (due to size required)
- Limit the size of The Market in Montgomery Sq and encourage surplus stalls to locate along Trafalgar St
- Installation of semi-permanent physical infrastructure in Montgomery Sq to better accommodate Nelson Market requirements

**Preference:**

Formalised improvements to the Montgomery Sq to better accommodate the needs of the Nelson Market (no relocation or size limit). Undertaken by way of a detailed design process in conjunction with stallholders and market operator.

## E SAFETY

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### E.1 Provide safer and better public toilets in the City Centre, and continue to make provision for parents with young children

#### What is the issue?

To continue to improve inner-city safety within central city locations, with a particular focus on those areas where perceptions exist.

*Explanation:* Toilet facilities are often a visitor's first or last impression of a city. A high standard of public toilets is important for both tourists and locals. Safety is a key issue, as are cleanliness, availability and vandalism. Well-designed toilets can help address all those issues.

#### Options:

- Do nothing
- Upgrade the public toilet facilities within the City Centre to improve user safety in accordance with other safety initiatives (better lighting, CCTV if appropriate) and to address other issues
- Construct new toilet facilities
- Relocate public toilets

#### Preference:

Redesign and upgrade the existing public toilets, starting with Buxton Square.

#### Implementation:

Funded through Inner City Enhancement Account.

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### E.2 Provide and locate a high standard of lighting along all pedestrian and cycling routes in the central city, ensuring priority is given to those areas linking accommodation, amenities and night-time attractions

#### What is the issue?

Increasing lighting of walkways and streets in the CBD to improve perceived and actual user safety.

*Explanation:* The CBD is rated highly in terms of its footpath provision and quality (based on the findings of the Council's 2007 Residents Survey) however numerous informal walkways and alleyways are of poor condition with associated after hour's safety concerns. Although Nelson has one of the lowest crime rates nationally, there has been previous and recent feedback from residents saying they don't feel safe in the inner city area after dark. De-facto walkways contribute to this; more often than not these are located on private land and display a clear lack of CPTED (Crime Prevention through Environmental Design) principles as a result of their piecemeal evolution over time. These areas, particularly during the early hours (after the bars close) become a safety concern for unsuspecting users. Increasing street lighting along pedestrian and cycle routes within the city, where these are linked with associated amenities allows greater safety levels after dark, created by additional exposure and visibility.

**Options:**

- Do nothing
- Increase the luminance of existing street lights and install light deflectors to minimise light spill to neighbouring activities where necessary along key walking and cycling routes
- Upgrade existing street lights along key walking and cycling routes by installing pedestrian lights halfway up the pole
- Install lit bollards or sunken in-ground lights (possibly solar paving) along key walking and cycling routes

**Preference:**

A combination of 2-4 above, with a particular focus on improving the light levels along key walkways and cycle ways.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process and through Inner City Enhancement Account.

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**E.3** Identify areas in the Nelson inner city that do not comply with Crime Prevention through Environmental Design (CPTED) principles and address and ascertain solutions: e.g. training of personnel, the redesign of a public space or remedial action such as fencing and landscaping. Develop a plan for the city's closed circuit television system with a view to upgrading the scope and quality of monitoring and recording.

**What is the issue?**

The presence of identified CPTED hot spots within the central city.

*Explanation:* The Nelson Safer Communities Working Group has identified a number of buildings and locations that display poor design, have low visibility and provide limited natural surveillance.

**Options:**

- Do nothing
- Using existing CPTED assessments as a starting point, identify other areas that do not comply with CPTED principles and identify potential solutions
- Install additional CCTV cameras across the central city

**Preference:**

The Council's Crime Prevention and Community Officer has produced a series of assessments for several of areas in the city, outlining actions to rectify the issues identified. This and other information will be used to identify priority areas and actions. The installation of additional CCTV cameras will be considered to alleviate existing safety concerns.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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#### **E.4** Review City Centre landscaping and planting guides to include all inner city public works in order to be consistent with CPTED principles (in line with existing Parks Department principles for Open Space areas)

**What is the issue?**

Achieving consistency within Council policy and guidance on landscaping within the central city.

*Explanation:* The Council's Parks and Facilities department currently has a series of principles regarding planting in accordance with CPTED principles for open spaces. This approach needs to be replicated in the central city, where pocket parks, streetscape and landscape upgrades are sought, ensuring consistency of design and the creation of safe environments.

**Options:**

- Do nothing
- Expand the planting and landscaping guideline to include principles for the central city and its public spaces
- Complete a CPTED assessment of public works in the central city on a case-by-case basis

**Preference:**

Develop principles to guide the planting and landscaping approach of public works in the central city.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

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#### **E.5** Undertake a NRMP Plan Change to formalise CPTED consideration in all new central city developments, upgrades etc

**What is the issue?**

Lack of CPTED assessments as part of NRMP provisions

*Explanation:* Currently there is no formal requirement for CPTED assessment in development applications. This can potentially lead to poor design in urban environments and creating areas that are unsafe, unwelcoming associated negative perceptions qualities.

**Options:**

- Do nothing
- Prepare a CPTED Design Guideline to give advice on appropriate and best practice responses in development applications
- Incorporate consideration of CPTED principles in other design guidelines for the central city, and add as policy consideration and assessment matter in the NRMP
- Provide development subsidies e.g. reducing or subsidising consent application fees or reducing development contributions for buildings demonstrating compliance with CPTED best practice
- Offer free CPTED guidance from Council at pre-application lodgement

**Preference:**

Amending the NRMP and existing guidelines to give stronger consideration to CPTED best practice (clear sightlines, quality environment creation, security etc.) is recommended. The

intention with this approach is to incorporate CPTED considerations into building design and making this requirement enforceable.

**Implementation:**

Funded through Council CAPEX contributions through the Annual Plan process.

## F IMPLEMENTATION

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### F.1 Successful implementation of the Heart of Nelson Strategy with:

a) identification as Key Performance measure in CEO's Performance Agreement with Council, and b) yearly targets identified as a Tier 1 project priority to be managed through the Programme Office

#### What is the issue?

Ensuring processes are in place to successfully implement the Strategy and in a co-ordinated way.

*Explanation:* The Strategy is to be implemented and not gather dust on bookshelves. The Council recognises the importance of this by making it a high priority in the Chief Executive Officer's performance measures. As noted under F.2, working co-operatively with other agencies (e.g. Uniquely Nelson, Nelson Tasman Chamber of Commerce) will be important to deliver some outcomes that are not solely the function of Council: for example shopping promotion by retailers, upgrading of buildings and 'active frontages', promotion of development opportunities.

#### Options:

- No specific implementation structure
- Devolved implementation via Council business units for various functions e.g. transport, parks etc
- Define manager to oversee implementation, servicing an implementation group
- Specific KPI for Council CEO with implementation secured through Programme Office

#### Preference:

The last option. While the individual initiatives within the Strategy can be handed to a relevant business unit within Council (or an outside organisation in some cases), it is important that the overall strategic direction and vision of the Strategy is not lost sight of by disaggregating it into individual actions.

#### Implementation:

CEO performance agreement with Council and subsequent delegations. (See also A.1 and A.2)

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**F.2 Identify all physical projects during construction with signage denoting it is part of the Heart of Nelson Strategy, to reinforce progress and visibly brand the Strategy roll-out. Publicise and celebrate completion of key projects.**

#### What is the issue?

Demonstrating tangible progress in implementing the Strategy.

*Explanation:* Where there is a visible project, have signage in place during its construction to indicate it is part of this Strategy e.g. "Heart of Nelson Project No.6 – Montgomery Plaza". This will help people see the roll-out of the Strategy, and its continuation over time. It would help people see how the individual projects are part of a bigger whole. It would also provide a good feedback loop to all those people who contributed to developing the Strategy – that things are happening and continuing to happen. Highlight progress also in Council publications like Live Nelson and on the Council website



**Options:**

- Do nothing
- Signage on each project as implemented to identify it as part of the Heart of Nelson Strategy
- Use ‘Live Nelson’ and Council’s website to update progress on the implementation of the Strategy
- Have civic openings and celebrations of development / redevelopment organisation
- Council leadership, with support from other organisations, with most choices being up to the private sector (within the regulatory framework of the NRMP)

**Preference:**

A mix of the three ‘action oriented’ initiatives, to publicise and celebrate progress on implementing the Strategy.

**Implementation:**

Council

**F.3 Achievement of Heart of Nelson Strategy aims**

**What is the issue?**

Actions that help implement the Strategy.

*Explanation:* In parallel with finalising the Strategy, costings for the action items were been inserted into the Community Plan, which sets out a 10-year programme for the Council’s works associated with the Heart of Nelson Strategy. Outside of the Council’s direct sphere, however, the Strategy can only be successful if the underlying principles in it are embraced by property owners, investors, businesses and other organisations with a stake in the central city, including the Chamber of Commerce, Uniquely Nelson, the Economic Development Agency, the Real Estate Institute, Civic Trust, architects and designers, building owners, tenants, and others.

**Options:**

- Central city development / redevelopment organisation
- Council leadership, with support from other organisations, with most choices being up to the private sector (within the regulatory framework of the NRMP)

**Preference:**

The second option – the Strategy setting a vision and outline, to guide private sector decisions. Council will be a major player however through the streets, parks, buildings and other facilities that it manages, and through its regulatory role. From time to time the Council may also take a direct role to facilitate a particular outcome e.g. property purchase or joint venture development. Other organisations, as discussed above, can also contribute significantly. For example Uniquely Nelson has undertaken to “communicate, facilitate, and advise CBD businesses on the Heart of the City Strategy” and to “work with Council by taking an active role where appropriate in implementing the Heart of the City Strategy”. The other agencies and organisation can all help in various ways to achieve the aims of the Strategy.

**Implementation:**

Various organisations

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## F.4 Monitor and adapt Strategy as necessary

### What is the issue?

The dynamic nature of change means that over time, provisions in the Heart of Nelson Strategy will become out of date, or need to be revisited.

*Explanation:* The Strategy looks well into the future and seeks to guide it, but cannot control it. Almost certainly real life developments will begin to depart from what is envisaged in the Strategy. Opportunities taken or new ideas may mean that aspects of the Strategy need to be revisited. That is to be expected and is necessary if the document is to remain useful.

### Options:

- Do nothing
- Review and adapt Strategy as necessary

### Preference:

Review the Strategy as necessary. Part 1 of the Strategy includes a vision, values and objectives. Unless something major changes, those provisions are likely to remain relevant with time since they set reasonably durable higher level goals and outcomes. It is the specific actions in Part 2 that may need reconsideration from time to time. Or there may be new proposals that come along which need to be evaluated against Part 1.

### Implementation:

Council and Implementation Group

## APPENDIX A

### CENTRAL CITY STRATEGY

#### WHAT, WHY AND HOW IT WAS PREPARED

##### A.1 Why have a Central City Strategy

Nelson City Council (NCC) developed this Heart of Nelson Strategy to manage growth in a co-ordinated manner and to maintain and enhance the successfulness of the City Centre (Central Business District (CBD)) and surrounding area.

In 2006 the Council released the Nelson Urban Growth Strategy (NUGS), a strategy with the vision of ‘managed growth providing a high quality of life and a range of living choices for all.’ One of the key deliverables of the NUGS was the requirement for a strategy for the central city.

Nelson has over time developed a City Centre that features many fantastic attributes. Success can be measured both economically and socially, in the sense that the City Centre is a commercially attractive and prosperous place with a strong supporting cultural, tourism and leisure focus. Contributing factors include the sunny climate, significant arts and cultural diversity, unique attractions and sense of identity. All of these create a distinctive and attractive environment.

The scale of Nelson is intimate: previous improvements, ranging from hanging baskets in the town centre, street trees lining main streets, the pedestrian feel generated by the compact nature of the City Centre and the range of boutique and niche shops provide a unique setting in New Zealand. Despite this, the Council is aware that the central city needs regular refreshing to keep it appealing and suited to current and future needs, that the public’s expectations regarding building design and appearance in the City Centre are increasing, and that the central city needs to remain an attractive location for new and existing businesses.



IMAGE SOURCE: PHOTOMAP NZ LTD

Looking south towards Nelson, showing the marina to the front right, Trafalgar Park located on the waters edge and the grid pattern of the city’s road network.

## A.2 Who is the Strategy for?

The outputs of the strategy are targeted towards informing the Council and the community of key long-term strategic budgetary and investment decisions, particularly for the 10 year period of the Community Plan. The strategy also provides a framework and a direction that can help inform decision making by businesses and the private sector.

This strategy will also link to and help give effect to other Council strategies, including amongst others, the Heritage Strategy, the Arts Strategy, the Regional Land Transport Strategy, the Pedestrian Strategy, and the Cycling Strategy.

The outcomes of the strategy are also intended to help inform the review of both the Regional Policy Statement (RPS) and the NRMP. These documents, in addition to upcoming Plan Changes seek to:

- Manage growth
- Promote urban design and sustainability
- Promote residential intensification



IMAGE SOURCE: NELSON CITY COUNCIL

Changes to Trafalgar Street between 1987 (left) and 1996 (right), the majority of which resulted from the original Inner City Strategy 1995.

## A.3 Project Scope

The scope area includes the City Centre and the surrounding City Fringe area. This includes the areas considered to have strong actual or potential linkages to the City Centre, or areas with potential redevelopment opportunities. It is impossible to develop a holistic strategy without taking into account the relationship of surrounding business and residential land. As such, whilst the wider central city area remains the primary scope area, the process has also defined numerous peripheral areas where various 'sub-strategies' will be developed. Also relevant are:

- The wider Nelson City Council local authority area
- The growth nodes identified in the Nelson Urban Growth Strategy
- Tasman District Council and identified development locations in this district
- The regional Nelson-Tasman area

The City Centre is effectively bordered by a ring road network. These four streets are Halifax, Rutherford, Selwyn and Collingwood. Their primary purpose has been to route traffic that does not have a City Centre destination around the edge of CBD to reduce unnecessary vehicle movements within the main city core. These routes tend to carry large volumes of traffic making pedestrian and cycle crossing opportunities more difficult. It is expected that as the city matures the role of the ring road network will need to be redefined.

Numerous projects, developments and land use changes to local and regional facilities have the potential to significantly affect the way in which Nelson develops into the future. Given Nelson's relatively small population in terms of its rating base, significant costs often accompany large scale strategic recommendations. A priority of the strategy will therefore be to ensure the recommendations made are affordable, implementable and most importantly deliverable.

## **A.4 How the Strategy Was Developed**

### **A.4.1 Early consultation**

The first stage of the process was to consult with the community and interest groups about the health of the central city, the key issues people saw and their initial thoughts on resolving them. This was done in a number of ways – by inviting submissions via Council's 'Live Nelson' newspaper, by a public meeting and by 'focus group' meetings.

A public meeting was held at the Trafalgar Park Pavilion on the night of the 9 July 2008. Around 70 people attended, with the project process and intentions first explained before attendees were broken into smaller groups and asked to visually sketch out the ideas on how the city should develop.



Workshop at July public meeting.

A hui at Whakatu Marae on the 13 August 2008 was held with local Māori and Council representatives.

There were 7 'focus group' meetings involving a range people and interest groups over three days – Wednesday 9 July 2008 through to Friday 11 July 2008. This ensured that a range of stakeholders could be directly involved face-to-face. The focus group participants loosely identified and consulted with were as follows:

- Cultural
- Business
- Government and Institutions
- Community/Social
- Property Investors
- Professional Groups
- Investors

In addition, from within Council sessions were also held with:

- Council Staff
- Nelson City Councillors

The information gathered from these meetings and from the public comments in response to the ‘Live Nelson’ invitation in July provided a valuable steer on the key issues that Council needed to address when embarking on more detailed design. These included:

**Character/Sense of Place** – Nelson should avoid becoming ‘any town’. Focus on what makes Nelson special and different – heritage buildings, publicly visible expression of the arts, music etc. Foster local shops and businesses as these give character and point of difference compared with just ending up with national chains

**Connecting to the Water/Sea** – Better connect the City Centre to the Maitai River, the marina, and waterfront promenade. The opportunity offered by Rutherford and Trafalgar Parks to help with this connection was noted

**More Pedestrian Friendly, More Cycling, More Passenger Transport (PT)** – Make the Central City more pedestrian friendly. For many this included removing traffic from some or all of Trafalgar Street. For others it was just about tilting the balance more in favour of the pedestrian. Others mentioned the walking and cycling connections to and from the CBD (linked to getting people living close to town). Some people suggested more parking or free parking, but others favoured improving PT and better cycle access (and facilities) to and from the central city (PT and cycling being the second most common suggestion)

**More Residential** – More residential in the CBD, or close to it (linked to good walking connections)

**“Big Box” Retail** – Care with large format retail and its effect on the CBD, plus the smaller local shops and character. Linked also to building appearance

**Building Appearance** – More control over how the appearance of commercial buildings are designed/look

**More Public Spaces** – Improve the number of quality public spaces within the central city, including amenities that suit a range of ages and incomes e.g. pocket parks, resting places for elderly etc.

#### A.4.2 Inquiry by Design Workshop

Following the initial consultation which helped scope issues and ideas, the next phase was to develop a draft strategy using an interactive, multi-disciplinary ‘Inquiry by Design’ (IBD) technical workshop. The workshop took place over four days between the 8th and 11th September, 2008 and involved a specialist project team in conjunction with relevant Council Officers, and staff from the NZ Transport Agency, NZ Trade and Enterprise, and the Economic Development Agency. Council participants included representatives of:

- Transport
- Growth and City Planning
- Economic Development
- Safety
- Heritage & Arts
- Social and Community



The IBD workshop approach enabled extensive understanding of the complexities facing the scope area to be canvassed over a relatively short timeframe. The workshop pulled together technical specialists within many disciplines to identify and resolve the competing demands for different interests raised during the consultative process. The participatory nature of IBD also enabled an inclusive and consultative planning and design process that people were able to take ownership of.

Suggestions and ideas were assessed by four core technical themes (environment, social, land use and movement) to ensure that a balanced view of all the development implications (both positive and negative) were taken into account. This approach helped inform at the more detailed level what actions would help create the best outcomes (both for the local condition and the city-wide one).



TECHNICAL



DESIGN TEST



REPORT



INTEGRATE

Concepts were thoroughly tested, including debate over the relative costs and benefits of different levels of Council involvement required relative to likely timeframes. Post IBD, refinement of the workshop outcomes was undertaken, with Council staff asked to comment on the areas relevant to their areas of expertise. This ensured that as the outcomes were developed into more detailed initiatives, their deliverability remained based on the most up to date thinking and information available.

Once complete a preference was chosen, or where relevant modified further to mitigate or resolve specific concerns. This is particularly relevant, especially when public consultation has guided final development recommendations. Each option was also subject to a three-tier analysis:

- What are the larger area-based implications of this outcome?
- What are the local implications of this outcome?
- What are the specific detailed design implications of this outcome?

This meant that instead of a disconnected series of discrete initiatives being forced together, a holistic perspective was always maintained.

### **A.4.3 Further Consultation**

A second public meeting was held on the 13 October at the Nelson School of Music, reporting back the emerging strategy initiatives, along with another hui at Whakatu Marae, on the 14 October, 2008.

The draft of the Heart of Nelson *Strategy* was then finalised and released for public comment on 5 December 2008. One hundred and seventy three submissions were received and considered by the Steering Group. Changes to the draft were made, and the final Strategy was by the Council in August 2009.