

9. LINWOOD SHOPS ENHANCEMENT STRATEGY (STANMORE-WORCESTER)

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The purpose of this report is to inform the Board of the proposed enhancements at the shops around the intersection of Worcester Street/Stammore Road. These works will significantly increase the amenity and environmental quality of the area. This report seeks approval to go to publicity with details of the enhancements.

INTRODUCTION

Stammore/Worcester shops fall within the Linwood 'Neighbourhood Plan' area. Neighbourhood Plans are prepared for older parts of the city. They set out a long-term urban renewal strategy for that area. The Linwood Neighbourhood Plan was published in 1997, following extensive public consultation. It contains proposals for helping to regenerate Linwood, including the commercial area at Stammore/Worcester.

BACKGROUND

Council staff Victoria Lawson (Urban Renewal Planner), Jude Pani (Community Advocate) and Andrew Craig (Landscape Architect) met with retailers in November 2002. The aim of the meeting was to discuss the 1997 urban renewal proposals stated in the Linwood Neighbourhood Plan, and to update these proposals with the retailers' current wishes for the area outside their shops. Their keenness to participate was much appreciated and gave Council staff a greater insight into the type of improvement works the retailers would like to see.

All the issues raised at the meeting were considered, and feedback was sent to the retailers. Of the issues raised, the Urban Renewal budget can be used to investigate:

- **The need for trees/greenery.**
- **Signs reclaiming the name: 'Linwood'** The need to reclaim the area's original name of 'Linwood Shopping Centre', especially now that *Eastgate Mall* no longer goes by this name.
- **Gateway treatments** The need for entry treatments into the area: with greenery and Charleston-style signs saying "Welcome to Linwood Village" or "Welcome to Linwood Shopping Centre".

CURRENT SITUATION

Landscape Architecture student, Hannah Sharpe, on a summer placement from Lincoln University, investigated the feasibility of introducing trees/greenery, signage and gateway treatments. Hannah produced the 'Linwood Shops Enhancement Strategy', and drew-up opportunities for enhancements within an A1-sized Concept Plan, which will be available at the Board meeting.

On 24 February 2003, Council staff met again with retailers to discuss the 'Linwood Shops Enhancement Strategy' and the Concept Plan. Any subsequent changes to the Concept Plan arising from these discussions will be reported verbally at the Board meeting.

SUMMARY OF THE CONCEPT PLAN

It is intended that the Concept Plan will be adapted for public consultation. It details the opportunities for enhancements, having taken into account constraints in the area. A summary of the opportunities is:

- **Trees/greenery** – due to an abundance of underground cables in the area, it is not possible to introduce any new street trees. A suggested alternative is climbing plants as they have shallow rooting whilst still introducing greenery into the area. Hanging baskets are another alternative where climbing plants are not appropriate.
- **Gateway treatments** – as with street trees, the introduction of 'gateways' has proved problematic. Bus stops, parking demands, underground cables and a reluctance to alter new kerbs (a Council asset) have all acted as constraints to creating kerb build-outs. Kerb build-outs are desirable as Gateway treatments because narrowing the road width in this way heightens the visual impression given to drivers, reinforcing the message that they are entering a retail area.

Subsequently options for Gateway treatments have focused on vertical design elements at the sides of the road: signs saying " Welcome to Linwood Village" and planting (including climbing plants), along with scope for bollards, posts, pillars, planters, walls, rails, fences etc.

- **Signs reclaiming the name: 'Linwood'** – various sign designs have been explored.

NEXT STAGE OF THE PROJECT

Once approved by the Board, the Concept Plan will be adapted for public consultation and distributed to locals and other interested parties for comment.

Board members will receive the Concept Plan publicity pamphlets through the Council's lists of interested parties. However Board members are welcome to voice any queries, concerns or suggestions about the proposed enhancements to: Victoria Lawson, 941 8089 or Victoria.Lawson@ccc.govt.nz.

Staff

Recommendation: That the proposed Concept Plan be approved for consultation.

Chairperson's

Recommendation: That the recommendation be adopted.