

2. NEW BRIGHTON REVITALISATION – DRAFT MASTER PLAN



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The purpose of this report is to provide the Council with an update on the revitalisation of New Brighton and to present the draft Master Plan for review and comment, and seek confirmation to proceed with public consultation.

COUNCIL RESOLUTION

At its meeting on 16 July 2002 the Council resolved:

1. That the New Brighton Taskforce be requested to work with:
 - The Council in developing a 10 year master plan for New Brighton,
 - The Pegasus Bay Artificial Reef Trust in developing the artificial reef proposal, on the basis that the funding for the reef is included in the funding allocated for the revitalisation of New Brighton.
2. That the budget provision of \$1.39m be carried forward to 2002/2003 and that the specific expenditure of the budget item(s) be further considered at a joint meeting of the relevant committees when the master plan has been developed.
3. That additional funding as sought (\$400,000 per annum for four years) be declined.
4. That the Council note that a special New Brighton commercial rate may be levied by agreement with the New Brighton Commercial Ratepayers and Retailers Association and if levied shall be additional to the \$1.39m and in terms of any master plan outcomes as agreed with that association.

INTRODUCTION

The New Brighton Revitalisation Taskforce (Taskforce) has been developing a draft Master Plan for the revitalisation of New Brighton for the last several months. The draft Master Plan has been separately circulated to Councillors.

New Brighton requires a focus and a vision in order for it to progress. The vision must come from a variety of inputs. It will inevitably be a compromise, a compromise that best fits the ultimate aim which is to revitalise the area.

Input from the various interested groups has been achieved through the use of consultation and then the establishment of a taskforce. The Taskforce is made up of people who have the skills which match those necessary to take raw input from all parties and turn that input into a plan of action for achieving a vision. The Taskforce also has representation from the interested parties. It was a clear intention when the Taskforce was set up, to get not only people with the necessary skills, but people who represented all the various views about the revitalisation of New Brighton. It was also a clear intention to bring together people who had previously had opposing views about various issues relating to elements of the revitalisation of New Brighton.

The draft Master Plan identifies the vision for New Brighton and the activity areas that make up the area covered by the draft Master Plan. The vision is described as follows:

“A destination place where the sea and foreshore attract people and the beach is ‘connected’ back to the commercial area to attract spending and investment.”

To achieve the vision will take a considerable amount of time. This draft Master Plan identifies the broad areas that need to be addressed in order that finally, New Brighton achieves the vision. It clearly focuses on the 2002/03 and 2003/04 financial years. The draft Master Plan does identify that further expenditure is needed in later financial years in order to fully complete the vision.

It is intended, through the Council spending money on infrastructure items, that private investors have confidence to invest in commercial and residential development. These investors need to see that the local community and the Council are committed to seeing a change occur.

There is \$1.60M available for expenditure on the revitalisation of New Brighton. The draft Master Plan identifies the top priorities that need to be worked on. The available budget is allocated against these priorities with the understanding that the allocations will be firmed up and validated once the priorities are agreed and approved.

The draft Master Plan includes a list of what are identified as “quick win” items. These are items that can be worked on immediately without the need to seek resource or building consent. The Taskforce has identified the need to have tangible results as soon as possible. Confidence within the community and confidence with investors needs to be raised and maintained.

DRAFT MASTER PLAN PRIORITIES

The draft Master Plan has been developed from the input of a range of interested parties, these being the local community, business people, investors, the Council and a variety of technical support people. The establishment of the Taskforce was clearly focused on bringing together previously opposed factions, who had been split apart over previous roading issues.

The Taskforce has met fortnightly since the beginning of the year and have, via an independent facilitator (Carl Pascoe), run two public meetings. The input from these meetings has been the basis of what the Taskforce have presented in the draft Master Plan.

The activity areas that have been identified are:

1. Foreshore and beach
2. Arts and hospitality
3. Convenience shopping
4. Service shopping
5. Residential

The draft Master Plan identifies the top 11 priorities that need to be worked on. These are in summary:

	Priority	Activity Area
1	Develop the foreshore beach park concept	Foreshore/beach
2	Tender foreshore activity area	Foreshore/beach
3	Finalise beach park plan – incorporating an anchor activity	Foreshore/beach
4	Public toilets and baby change facility	Arts/hospitality
5	New traffic plans	Convenience/service shopping
6	Artificial reef	Foreshore/beach
7	Sculpture court	Arts/hospitality
8	Tree planting scheme	Residential/foreshore
9	Residential development	Residential
10	Public telephone	Arts/hospitality
11	Re-brand New Brighton	General

A detailed explanation of each of these can be found in the draft Master Plan.

The general priorities within these areas are elaborated on within the draft Master Plan.

BUDGET

In accordance with the resolution passed by the Council on 16 July 2002, budget provision of \$1.39 million has been carried forward to 2002/03 and 2003/04.

This sum does not include the Parks, Gardens and Waterways budgeted amount of \$150,000 for beach park improvements and \$60,000 for coastal management improvements.

Thus a total of \$1.60M is currently available for the revitalisation of New Brighton.

The Taskforce is making the following recommendations regarding the use of the money:

	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08
Council Budgeted						
<i>New Brighton Commercial area Development</i>	\$500,000	\$690,000				
<i>New Brighton Beresford St Car Parking Development</i>	(2) \$200,000					
<i>Central New Brighton Playground Upgrading</i>	\$150,000					
<i>Coastal Mgt improvements (Parks)</i>	(4) \$60,000					
Total	\$910,000	\$690,000				
Draft Master Plan Priorities						
Foreshore/Beach Park	\$400,000	(1) \$600,000	(1) \$200,000	(5) \$200,000	(5) \$200,000	(5) \$200,000
Mall Area	\$100,000					
City Streets - Roading	\$50,000	\$200,000	\$610,000			
Parks – Children's Playground	\$150,000					
Sub-total	\$650,000	\$800,000	\$810,000	\$200,000	\$200,000	\$200,000
Separate Rate - Businesses			(3) (\$610,000)			
Surplus (Shortfall)	(1) \$260,000	(\$110,000)	(\$200,000)	(\$200,000)	(\$200,000)	(\$200,000)
Transfer between years	(\$260,000)	\$110,000	\$150,000			
Adjusted Surplus (Shortfall)	0	0	(\$50,000)	(\$200,000)	(\$200,000)	(\$200,000)

Notes:

- (1) To achieve the above requires transferring \$110,000 from the 2002/03 budget to 2003/04 and \$150,000 from 2002/03 to 2004/05.
- (2) \$200,000 (estimate) from sale of surplus land in Beresford Street.
- (3) Income of \$610,000 from separate rate paid by New Brighton Mall commercial ratepayers, subject to consultation.
- (4) Funding from parks and waterways coastal management improvements to be allocated for work on the cenotaph.
- (5) Numbers in italics indicate funding not yet provided.

There is a proposal from the Pier and Foreshore Society to raise funds for work on the cenotaph. The goal to be achieved has yet to be determined. Funds raised would be offset against the overall New Brighton revitalisation project.

In order to achieve the full redevelopment of New Brighton, a total of \$2.86M has been identified in the draft Master Plan by the Taskforce. There is a shortfall in years 3-6 between the desired budget and what is currently available (with \$1.60 million budgeted, there is an identified \$610,000 to come from a separate business rate and a remaining shortfall of \$650,000 over years 3-6).

A number of options will be available to the Council regarding this shortfall for New Brighton:

- (a) Acknowledge the intent of the commercial ratepayers to agree to a separate rate, with the funds from the separate rate to be used for works identified in the draft Master Plan in addition to the funding that is currently budgeted;
- (b) Acknowledge the shortfall and resolve to deal with this issue during the future Annual Plan processes;
- (c) Acknowledge the shortfall and resolve to include the additional funding now in future Annual Plans.

Funding issues and options will be brought back to the Council following consultation on the draft Master Plan.

NEXT STEPS

The following outlines the recommended next steps in progressing the New Brighton revitalisation efforts and public consultation on the draft Master Plan:

1. Present the draft Master Plan to the Council on 26 September 2002 for approval for public consultation.
2. Conduct public consultation on the draft Master Plan in October 2002.
3. Report back to the Community Board and Standing Committees in November with the results of the consultation on the draft Master Plan.

SUMMARY

The community through the Taskforce has clearly identified a vision for New Brighton. There has also been a clear indication that the focus for the revitalisation should be the foreshore, with this to be followed by development at the eastern end of the mall and then working back into the mall area.

The draft Master Plan that has been prepared identifies the key areas in and around the mall. The Plan includes a list of priorities that are to be worked on. It also has listed an activity matrix which proposes expenditure on the priorities. Considerable effort has been put into analysing the proposed expenditure in order that the maximum benefit is gained for the funds invested.

The revitalisation project is now at a stage where Council approval is required in order to make further progress. The Council has an approved budget of \$1.60M for the revitalisation of New Brighton. The draft Master Plan needs to be approved for further public consultation.

COMMUNITY BOARD INPUT

A report on the draft Master Plan, together with a petition regarding the proposed roading changes, was before the Burwood/Pegasus Community Board at its meeting on 2 September 2002. The Community Board decided:

1. To recommend to the Strategy and Finance Committee and the Council that the draft Master Plan be approved for public information and feedback.
2. That the matters raised in the petition and accompanying letter be referred to the New Brighton Revitalisation Taskforce for comment.

(Note: This is an appropriate process to deal with such petitions. The community has shown a willingness to work together on resolving differences and an ability to compromise on issues. The consultation process on the draft Master Plan should be encouraged to work through these differences.)

3. That an independent review of the artificial reef feasibility study be undertaken.
4. That a report be prepared on the traffic management implications of the draft Master Plan, including for public transport.
5. That the resource consent process for the planned work around the New Brighton Cenotaph area be initiated.

Recommendation: That the Council:

1. Undertake public consultation on the draft Master Plan, making clear the elements which are funded within the current Council budget and that there is no commitment to further funding.
2. Acknowledge and approve of public consultation occurring through the Burwood/Pegasus Community Board.