

1. NEW BRIGHTON REVITALISATION - MASTER PLAN

Officers responsible	Author
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The purpose of this report is to provide the Council with an update on the revitalisation project for New Brighton and to present the master plan for approval.

INTRODUCTION

The taskforce has been developing a master plan for the revitalisation of New Brighton for the last 11 months. The master plan is now ready for approval. The master plan identifies the vision for New Brighton and the activity areas that make up the area covered by the master plan. The general priorities within each of the activity areas are elaborated on. The top priorities for each activity area are detailed and the proposed budget is included. This report also identifies the next steps/issues that need to be considered in order to progress the revitalisation project.

PROCESS TO DATE

The following is a summary of the major events that have occurred over the last 12 months:

- (a) December 2001 - Council resolution to support the establishment of a community forum.
- (b) January 2002 - The first public meeting where the 'vision' for New Brighton was established and a taskforce was created.
- (c) March 2002 - The second public meeting, where the 'bones' of a draft master plan were presented to determine if the taskforce was on the right track. The meeting indicated overwhelming support for the outline proposed.
- (d) April 2002 - Submission to the Annual Plan Subcommittee, seeking confirmation of the existing budget and seeking further funding.
- (e) June 2002 - Presentation to the Annual Plan Subcommittee to seek authority for an overall funding approach to the New Brighton revitalisation.
- (f) July 2002 - Presentation to the Burwood/Pegasus Community Board and Strategy and Finance Committee seeking approval to engage in further consultation on the draft master plan.
- (g) November 2002 - The third public meeting to present the draft master plan. The draft master plan was overwhelmingly endorsed by the public with the proviso that in developing the project, options are considered and there is supporting evidence/data for recommended development options.

As a result of the public meeting in November, and the support for the direction proposed, the master plan for Council adoption has been developed.

THE TASKFORCE

The work over the last year has been a collaborative effort with involvement from the community technical advisers, developers, investors, local residents, Councillors and Council officers. It was instigated as result of a Council resolution in December 2001.

The criteria for involvement in the taskforce was established before people were asked to commit themselves to the taskforce. In addition terms of reference were written for the taskforce. A copy is attached to this report.

Taskforce members are:

Jonathon Ogden (Chair), Bev Dickey, Kevin Dickey, Tracey Knox, Julian Twiss, Wulf Borrmeister, Roger Hayward, Denise Kerr, Mary McCammon, Daria Martin, Michelle Cotter, David Lynch, Mark Munro, Dave East, Jim Glassey and Antony Gough.

Council officers involved: Dennis Morgan, Mark Bachels and Kevin Mara.

Administrative support has been provided to the taskforce by the Shirley Advocacy Team.

In addition the taskforce had Retail Consulting Group work on some of the concept drawings for New Brighton which are currently included in the master plan.

The taskforce has been meeting weekly since the end of January 2002 until the presentation to the latest public meeting.

Continued involvement of the taskforce in the revitalisation of New Brighton was requested as a result of the Council resolution at the budget meeting in July 2002. The resolution was:

“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.”*

MASTER PLAN

The master plan has been developed around the following vision:

New Brighton

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

In priority order for future development, the master plan identifies five key areas for development. Within each area a number of priorities are identified. They are as follows:

1. Beach/Foreshore - Improving the beach and foreshore is seen as the critical first step to revitalising New Brighton. Improving accessibility and creating activity areas are critical to the development. Priorities within this area are:
 - create a beach park plan with areas for theatre, seaside market, late night carnival, skateboard site, landscaping and sheltered recreation areas
 - improve pedestrian areas between the foreshore and the commercial areas
 - provide for beach huts for rental of surfboards, kites and other beach equipment
 - build an artificial reef to enhance surfing
 - set aside an area for key activity to attract people and other activities
2. Arts and Entertainment - The eastern end of the mall is already developing a hospitality focus. By encouraging a concentration of hospitality and arts activities adjacent to the foreshore, this area has the potential to become a leading arts, crafts and entertainment destination for the city. Priorities within this area are:
 - improve link between foreshore and shopping centre
 - develop the eastern end of the mall with a sculpture court area for display of artwork, including windbreaks
 - establish a local museum, art and craft gallery and performing arts theatre
3. Commercial/Convenience Shopping - There is a core of convenience based retail outlets in the mall. This needs to be developed with a strong, unified and unique identity to compete with the other malls. A slow road and short-term parking will support this development. Priorities within this area are:
 - introduce a slow-road through part of the existing mall
 - shops should be based around seaside activities
4. Service Shopping - A service based retail group exists in the western end of the mall. This should be retained with no change being proposed in the master plan.
5. Residential - More residential development needs to occur in and around the mall. Residential developments should cater for all age and income groups, and include high and low density buildings.
 - residential development on the beachfront limited to 5 – 7 storey apartment style buildings
 - development of residential in the existing mall area

There has been general approval of the New Brighton Master Plan by the public.

A copy of the New Brighton Master Plan will be available at the meeting.

BUDGET

A total of \$1.54M is currently available in the Council budget over the next two years for the revitalisation of New Brighton. The existing budget allocation is:

	2002/03	2003/04
New Brighton commercial area development	\$500,000	\$690,000
New Brighton Beresford St car parking development	\$200,000	
Central New Brighton playground upgrading	\$150,000	
Total	\$850,000	\$690,000

The Parks and Waterways Unit indicated that it would contribute funding towards the refurbishment of the war memorial. This funding would come from the funding provided for coastal management. This needs to be firmed up.

Additionally, the Pier and Foreshore Society wishes to start fundraising for the refurbishment of the war memorial area. The proposal for the redevelopment of the war memorial area has been presented to the Pier and Foreshore Society and the RSA. Specific items for fundraising are to be established and budget targets are to be established.

The proposal for a separate rate paid for by the New Brighton mall commercial ratepayers is still included in the proposed budget.

There are a number of other community groups who have indicated a willingness to be part of the revitalisation project. Their efforts will reduce the expenditure of capital funds where possible.

To address the revitalisation priorities, the taskforce is making the following recommendations regarding allocation of the existing budget. This table was canvassed in the master plan and at the November public meeting:

Master Plan 3 Year Budget and Priorities	2002/03	2003/04	2004/05
Foreshore/Beach Park	\$350,000	(1) \$500,000	(1) \$200,000
Mall Area	\$100,000		
City Streets – Roothing	\$50,000	\$600,000	\$200,000
Parks – Children’s Playground	\$150,000		
Sub-total	\$650,000	\$1,100,000	\$400,000
Separate Rate – Businesses		(2) (\$610,000)	
Surplus (Shortfall)	(1) \$260,000	(\$110,000)	(\$200,000)
Transfer between years	(\$260,000)	\$200,000	\$150,000
Adjusted Surplus (Shortfall)	0	0	(\$50,000)

Notes:

- To achieve the above requires transferring \$260,000 from the 2002/03 budget to 2004/05 and \$200,000 from 2003/04 to 2004/05;
- Income of \$610,000 from a separate rate paid for by the New Brighton commercial ratepayers.

NEXT STEPS/ISSUES

This section identifies the next steps/issues that need to be addressed in order to progress the revitalisation project.

Beach/Foreshore

- Development Opportunities - It is proposed that an area of the foreshore is set aside for a key anchor activity. Requests for proposals will be sought for an activity and these will be subjected to a feasibility analysis.
- Artificial Reef - The environmental impact of any structure such as an artificial reef needs to be thoroughly investigated. In addition to this the current feasibility report needs to have a peer review before any funding is committed.
- Beach Park - The beach park plan needs to be developed and finalised. A resource consent is required for any development focusing on starting physical works for a promenade along the beach-front. The aim should be to get physical works started by mid 2003.
- Cenotaph area - Progress the resource consent for the refurbishment of the area around the cenotaph, with the aim of completing the works before Anzac Day 2003.

- Marine Parade - Review the section of Marine Parade between Hawke Street and Beresford Street in respect of traffic movements and pedestrian movements. Develop options for improving the pedestrian link.

Arts/Hospitality

- Carry out a feasibility study on the establishment of a sculpture court at the eastern end of the mall.
- Encourage the establishment of cafes, restaurants and arts/craft shops by public notification of the image for the area.

Commercial Shopping

- Slow-road - The issue of re-introducing traffic into part of the mall needs further development. There is still significant opposition to the idea of a 'slow-road'. The way forward is to clearly identify what the issues relating to the opposition to the 'slow-road' are and consider how amenity improvements could be incorporated into the reintroduction of any 'slow-road'.
- Develop plans for public toilets and baby change facilities within the mall area.
- Continue to pursue the installation of a public telephone in New Brighton with Telecom.

Service Retail

- Provide ongoing support for the 'purpose' for this area.

Residential

- City Plan requirements for development - A review of the current City Plan in relation to zoning and proposed development in New Brighton is required, resulting in recommendations for appropriate changes that assist in allowing developments that complement the vision for New Brighton.
- Encourage development of residential in the commercial area of the mall.

General Roading

There is a need to undertake a thorough traffic study for the New Brighton area. There are several areas where further traffic analysis is needed before undertaking any design work some of which are noted above, in addition to the following:

- Beresford Street and how changes to the parking will affect buses and general traffic flow.
- Development of the concept of a bus interchange linking to other developments in the mall.
- Union Street and the conversion from a one-way section to a two-way section between Seaview Road and Beresford Street.
- Seaview Road from the roundabout at the river through to Union Street and the modifications required to change the emphasis of traffic flow.

General Community Comments

The community has shown considerable support for the master plan and what it contains. There has been expressed the desire to be further involved as details are developed. This comment clearly identifies the need to maintain a good relationship with the community and a variety of interest groups through continued feedback sessions.

- Involve the community during the development of design stage through information and feedback sessions.
- Continue with guidance from the taskforce.
- Use the taskforce to monitor progress and provide feedback to the community.

PROJECT STRUCTURE

It is proposed that the whole revitalisation project be project managed by City Solutions. Input from a range of other Council units will be required throughout the project.

A Project Control Group (PCG) should be set up as soon as the Council has given approval for the master plan. It is proposed that this PCG comprise the following people:

Project Manager	Kevin Mara
Community Advocate(Project Sponsor)	Dennis Morgan
City Development Group	Mark Bachels
Client representative Parks Unit	(to be advised)
Client representative City Streets	(to be advised)

The PCG should develop terms of reference for the various components of the revitalisation as identified in the master plan.

The PCG should provide regular reports to the Community Board and the relevant Council Committee(s) on the development process and progress.

SUMMARY

The community through the taskforce has clearly identified the 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 master plan that has been prepared identifies the five key areas and includes a list of priorities that are to be worked on. Considerable effort has been put into analysing the proposed expenditure in order that the maximum benefit is gained for the public investment made.

The revitalisation project is now at a stage where Council approval is required in order to make any further progress. The Council has approved a total of \$1.54M for the revitalisation of New Brighton. The master plan now needs to be approved and implemented.

CONSIDERATION AT JOINT MEETING

The joint meeting received a presentation on the master plan from taskforce members and the Project Manager.

In addition to the staff recommendations in the report presented to the joint meeting, the need was identified for oversight of the project by a standing committee and for a review of New Brighton's car parking provision in light of the revitalisation plans.

The following recommendations were carried unanimously.

- Recommendation:**
1. That the New Brighton Master Plan be approved including the proposed staging of improvements.
 2. That the amended budget as presented be approved.
 3. That the taskforce members be thanked for their continuing contribution in the completion of a 10 year master plan for New Brighton and the Council continue to convene the New Brighton Taskforce to provide appropriate input and guidance on the project.
 4. That the terms of reference of the Property and Major Projects Committee be extended to include the New Brighton revitalisation project.
 5. That the Sustainable Transport and Utilities Committee undertake a review of the amount of car parking needed for New Brighton for inclusion in the 2003/04 draft budget.