

## 7. NEW BRIGHTON REVITALISATION PROJECT UPDATE

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### PURPOSE OF REPORT

1. The purpose of this report is to provide information on the elements of the New Brighton Master Plan that have been progressed, with some indicative timing information.

### INTRODUCTION

2. The Master Plan for the revitalisation of New Brighton identified a number of items of work which could commence. The community did expect that the Council would start work on the beach park area before it commenced work on the slow-road. Staff did consider this expectation from the community. This expectation and the need to progress implementation of the Master Plan has driven the process whereby a number of elements were started at the same time. Additionally commencing work on all the elements could be achieved without causing conflict, thereby allowing Council to progress them all and progress the whole revitalisation issue on a number of fronts. Work on all the elements detailed below has commenced. Each element has its own particular timeframe and milestones which need to be achieved.

To delay particular elements so that other ones are 'finished' first would add considerable extra time to the Council being able to show progress with implementing the Master Plan.

A copy of the Council report on the New Brighton Revitalisation Master Plan from December 2002 is attached for background information.

### KEY AREAS FOR REDEVELOPMENT

#### (a) Beach Park

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.

#### (b) 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 the 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.

#### (c) Commercial/Convenience Shopping

There is a core of convenience-based retail 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.

(d) **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.

(e) **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.

**PROGRESS WITH IMPLEMENTATION OF MASTER PLAN**

(a) **Registration of Interest - Beach Park**

This started in 2003 with a public meeting to develop the objectives specific to the beach park. Following on from this a registration of interest document was developed. This was released in the second half of 2004. Submissions have been received and will now take this to the next stage of seeking specific development proposals from developers.

The timing on any specific physical works cannot be determined at this stage. We still need to work through an extensive process of engaging the community once we have a preferred option available to us.

(b) **Artificial Reef**

Work on this started in 2003. ASR, the reef designers, developed a brief for the data they needed from the site in order that they could further develop their feasibility plan for the reef. The collection of this data will take a year. Once we have this data and ASR have developed their design we can then start producing an Environmental Impact report. This will be the supporting information for any Resource Consent submission that is made for the reef. At this stage it is anticipated that a Resource Consent submission would be made late 2005/early 2006.

(c) **Cenotaph**

The design for this started in early 2003 and construction has been completed. This has been a successful project relating to work on the beach park area.

(d) **Slow-road**

The procedure to revoke the pedestrian status of the mall started about mid 2003. The process has involved an appeal to the Environment Court. We are now at the stage of developing the concept and preparing detailed design for the works. It is proposed that the physical works start April/May 2005. Note this work involves amendments to the use of Union Street between Beresford Street and Seaview Road (making it two-way) as well as upgrade works to Beresford Street.

(e) **Residential**

The Master Plan has generated interest from developers. Developers have sought changes to the City Plan to allow for high-density development along the beachfront. The Council has determined to review the zoning through the City Plan team. The City Plan team has a number of issues relating to plan changes that are currently before them.

**WORK TO BE PROGRESSED OVER THE NEXT 12 MONTHS**

(a) **Registration of Interest - Beach Park**

The next stage of this project is to issue the Request for Proposal to the developers selected from the Registration of Interest phase. The purpose is to get some specific ideas around what developments might be worth pursuing. Once these are received and assessed a preferred developer will be selected.

The beach park development will then be finalised.

(b) **Artificial Reef**

Collection of data will be progressed. The aim is to gather sufficient data to allow ASR to finalise their design for the reef. Once this is complete the environmental impact assessment will be produced. The results of all this will be considered before a Resource Consent application is filed.

(c) **Cenotaph**

The work in this area is complete. Additional seating has been requested by the Pier and Foreshore Society. These will be installed during the early part of the year. Additionally the Pier and Foreshore Society have some plaques that were originally installed in other areas of New Brighton. The plan is to locate them somewhere within the cenotaph area.

(d) **Slow-road**

The design will be finalised and the contract for the work will be tendered. The aim is to carry out physical works over the winter period.

Work on changing Union Street between Beresford Street and Seaview Road to two-way will also be progressed.

The design for the upgrade of Beresford Street is being re-worked. The costings for the original design exceeded the budget.

(e) **Residential**

The report to Council is to be submitted early in March. Based on the result of this report, further work will have to fit within the programme agreed for the City Plan team.

**EXECUTIVE SUMMARY**

3. The first element of the Master Plan that was progressed was the refurbishment of the cenotaph area. This is in line with the Council resolution that approved the Master Plan and the priority of work as identified in the report.

The beach park Registration of Interest process started at the same time as the legal process for the revocation of the pedestrian status of the mall started. As noted previously, each element has its own particular timeframe for implementation. The process for implementation would be significantly delayed if the delivery of each element was to happen consecutively. The most efficient way to deal with the Master Plan is to commence things in parallel. This is the way the Master Plan has been handled.

Good progress is being made on a number of fronts.

**STAFF RECOMMENDATION**

That the information be received.

**CHAIRPERSON'S RECOMMENDATION**

For discussion.