

2. CENTRAL CITY STRATEGY – STAGE 1 REPORT

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Corporate Plan Output: City Planning and Development	

The purpose of this report is to make recommendations to the Council with respect to the development of the Central City Strategy. A report entitled Central City Strategy - Stage 1 has been separately circulated to members of the Committee.

The Central City Strategy - Stage 1 report outlines the Central City Mayoral Forum's recommendations to the City Council in developing a strategy for Central City revitalisation. It is the result of a number of months of development by the Central City Mayoral Forum and the Central City staff team including wide public consultation.

The Central City Strategy - Stage 1 report recommends a direction and framework for project development for the Council and the proposed Central City Board (or appropriate agency) for projects in the public and private realm intended to stimulate a more vibrant Central City. The report outlines some short-term priority projects recommended for the next few years. These priority concepts and projects will be referred to the relevant Council Committees for their consideration in the Financial Plan process.

Recommended priority concepts/projects from the Central City Mayoral Forum for the next few years are outlined in Table 1 (see attached).

Below is the Executive Summary and Recommendations from the Central City Strategy - Stage 1 report.

This Central City Strategy Stage 1 report outlines the Central City Mayoral Forum's recommendations to the City Council in developing a strategy for Central City revitalisation. There are concerns over the long-term future vitality of our Central City including the potential "doughnut" effect of an unhealthy centre with associated threats of business and residential growth going to the suburbs or to other cities.

This Strategy outlines some key initial steps toward improving our Central City immediately and for its long-term viability including:

- The desire to reverse the business and residential drift from the Central City into the suburbs or outlying areas;*
- Marketing and providing incentives for the Central City as a destination for new business and residential ventures;*
- Making it easier for business and residential development opportunities to proceed in the Central City (in comparison to either suburban areas or other cities);*
- Making the Central City a more attractive place to live, shop and socialise.*

The report outlines the process and milestones achieved to date and expected over the following year. It also includes a summary of the public consultation process conducted to developing this Stage 1 report.

Specifically the report makes recommendations on setting a direction forward for Central City revitalisation including a vision and objectives, and desired outcomes. Overall there is a general desire to make the Central City an excellent place to

- Live*
- Work*
- Play*
- Shop*
- Socialise*
- Invest*
- Visit*
- Learn*

This report, Central City Strategy Stage 1, outlines core principles for project development for the Council and the proposed Central City Board which broadly include:

- 1. **East Side Focus** – to generally focus on projects to the east side of Colombo Street.*
- 2. **Residential and Business Development Opportunities** - including funding for project assistance and joint venture developments to increase the residential population and business/commercial activity.*
- 3. **Improve Public Spaces** – to enhance the amenity of Central City.*
- 4. **Integrated Development** – to pursue public-private partnerships, and integrated and complementary development to public and private spaces.*

5. **Sustainability** – to assess and prioritise projects according to social, environmental and economic sustainability evaluation criteria.

Initial concepts and short-term priority recommendations are made to the Council and the proposed Central City Board for projects and investigations, and associated annual funding programmes, for 2001-2002 (and 2002-2005). These short-term priorities are intended to enhance, complement and not preclude longer-term developments as Central City revitalisation moves forward.

It is also recommended that the Council proceed with more detailed analysis and concepts/projects for a Central City Strategy Stage 2 report to be completed later this year which will include recommendations on:

- *The form and structure of an appropriate agency (currently referred to as the Central City Board) to stimulate and facilitate commercial joint venture development projects,*
- *Sustainability criteria for project assessment to ensure projects achieve social, environmental and economic benefits,*
- *Detailed review and feasibility studies for proposed concepts and projects including consultation as required, and*
- *Appropriate monitoring and review of progress, success, etc.*

- Recommendation:**
1. That the Council adopt in principle the conceptual framework including the vision, objectives and core principles for project development outlined in the Central City Strategy Stage 1 report; and
 2. That the specific concepts and projects associated with the Central City Strategy Stage 1 report be noted and referred to the relevant standing Council Committees for funding prioritisation and future consultation in the context of the Council's overall Financial Plan process.
 3. That a simple "user-friendly" public document be produced which summarises the main points from the Central City Strategy Stage 1, and that the more technical and background information be made available upon request.

Chairman's

- Recommendation:** That the above recommendation be adopted.