

14. NEW BRIGHTON MALL

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| Corporate Plan Output: Community Advocacy - Community Areas 6.1.14 | |

The purpose of this report is to report progress on the revitalisation proposals for New Brighton Mall.

A concept plan for the New Brighton Mall, which establishes a vehicle lane passing through the Mall and exiting via Oram Avenue, was presented to the Board on 31 July 2000.

The Council on 23 November agreed that the plan with minor amendments be released for public consultation and that in conjunction a survey of public opinion be conducted subject to funding being available.

The Council on 14 December decided that a survey by way of five focus groups of a cross-section of residents selected from the eastern suburbs be conducted during January 2001.

The objectives of the survey were confirmed as being:

- To confirm there was sufficient confidence to proceed with the concept plan based on public response and that the balance between motor vehicles and pedestrians was appropriate.
- To ascertain what would attract the people to this area and obtain comments on the design and its components and whether anything should be added or deleted from the concept plan.
- To take the opportunity to explain why parking in the slow road was limited to nine car parks and to ascertain the perceived ease of access to car parking.
- To explore reactions to the proposed design including perceptions of safety and amenity.
- To measure the extent to which the proposed slow road is perceived to be safe for pedestrian road users and also provides amenity.
- To explore in detail reactions to the proposed design option and to identify areas for improvement.
- To explore the shopping mix required to create a convenient shopping environment to meet the needs of customers and potential customers.
- To establish what convenience parking is to customers and potential customers.
- To identify the trading hours required including the days of the week.
- To determine the facilities required, for example toilets, children's facilities and seating etc.

In addition, the Council resolved:

1. That the concept plan be referred to the New Brighton District Business Association to ascertain by 5 February 2001:
 - (a) Their commitment to the upgrade of Hawke Street car park including landscaping.
 - (b) The provision of a link between the new road and Hawke Street car park by way of private development.
 - (c) Any other comments they may have.
2. That an article be placed in the February 2001 issue of City Scene incorporating the concept development plan as amended following the above processes.

The concept plan adopted by the Council for public consultation will be tabled.

Board members will have noted that the renovation of the eastern end of the Mall has been completed and that the 12 Phoenix Palms have been installed.

The Board's Working Party will be meeting on 1 February to review progress on other items being considered for the enhancement of the Mall area.

Chairperson's

Recommendation: That the information be received.