

## 26. NEW BRIGHTON MALL SUBMISSION ASSESSMENT

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Corporate Plan Output: Environmental Improvement Plans 7.2.6	

The purpose of this report is to inform the Board of the assessment of submissions received from the City Scene article on the New Brighton Mall redevelopment.

### REVIEW OF RESULTS

A total of 523 responses were received from the City Scene article. People were asked to respond to two questions and also submit additional comments if appropriate. Details on the questions and a summary of the responses follows:

- Question 1: Do you currently shop in New Brighton Mall? Yes/No  
Question 2: How often do you currently visit New Brighton Mall?  
Daily/2-3 times per week/Weekly/2-3 times per Month/Monthly/Less than once a Month/Never

The responses to the questions were categorised as follows:

Question 1 Response	Question 2 Response	In favour of Road	Opposed to Road	No Comment on Road
Yes	Daily	69	21	15
Yes	2-3 times per Week	61	52	8
Yes	Weekly	45	28	10
Yes	2-3 times per Month	8	9	8
Yes	Monthly	12	9	1
Yes	Less than Once a Month	8	17	4
No	Weekly	1	2	
No	2-3 times per Month	3	1	2
No	Monthly	1	2	
No	Less than Once a Month	19	25	12
No	Never	6	21	8
Blank	Blank	14	11	10

There were a number of responses with no comment and also a number of responses with comments that were not printable.

A detailed assessment with additional comments/ideas for New Brighton is attached.

### SUMMARY

There is a mixed response to the issue of a 'slow-road'. Of those people who shop in New Brighton, 203 supported the concept of a 'slow-road' while 136 opposed the idea.

There were a significant number of responses which proposed ideas associated with making New Brighton a seaside resort having marine/recreational type activities along the foreshore, thereby creating an identity for New Brighton and making it a destination as distinct from 'just another shopping mall'.

A number of supporters of the 'slow-road' concept clearly noted that there were in-sufficient parks along the length of the 'slow-road'.

The effect of the easterly wind was noted in a large number of responses. The significance of the wind on people's enjoyment of the mall was very clear, with many responses requesting some sort of cover/wind-break for the easterly.

A number of the items identified in the responses are things that will be dealt with as part of a detailed design process. Typical items are as follows:

- Appropriate seating.
- Centrally located toilets.
- Trees/planting.
- Possible shading over playground.

A number of the response from those who did not visit New Brighton related to requests for money to be spent in other areas of the City.

**Recommendation:** That the information be received.

**Chairperson's**

**Recommendation:** For discussion.