

Existing Policies to Promote the Central City

Policy	Action
1. Recognise and identify a core retail area as the major focus of retailing in the Central City.	<ul style="list-style-type: none"> • Partly through identification in City Plan • Partly through promotional activities • Partly through physical features such as entranceways, signs, etc.
2. But acknowledge there will always be some retailing outside of core, some with distinctive character.	<ul style="list-style-type: none"> • Identify character areas such as Colombo Street (near Town Hall), Victoria Street, Worcester Boulevard, New Regent Street, High Street, City South • Identify, promote, improve links
3. Within the retail core, priority be given to ease and pleasantness of pedestrian movements.	<ul style="list-style-type: none"> • Identify City Mall (renovated 1990) • Redevelopment of Cathedral Square underway • Widen Colombo Street footpath between Armagh and Lichfield Streets (complete south of Gloucester) • Improve crossing of Hereford Street for pedestrians • Oxford Terrace footpath widen (complete in part) • Various City Plan requirements in place to ensure daylight and sunlight into public spaces and verandahs
4. Promote activities within public spaces that attract people.	<ul style="list-style-type: none"> • Continue programme of entertainment, events in Cathedral Square, City Mall and Victoria Square.
5. Ensure retention of Department Stores	<ul style="list-style-type: none"> • Rebuilding of Farmers complete in 1998 • Beaths/Arthur Barnett under reconstruction in 1999.
6. Ensure bus stops and/pr terminal are located within retail core and improved.	<ul style="list-style-type: none"> • New terminal in Square and Gloucester Street completed in 1998 • New central interchange under action in 1999 • Better design of bus stops
7. Continue improvement to the public spaces of the Central City.	<ul style="list-style-type: none"> • City Mall, Victoria Square, Worcester Boulevard, High Street, completed 1982-1995 • Cathedral Square under action 1998-99 • Victoria Street planned
8. Marketing and promotion of retail core as a comprehensive shopping centre.	<ul style="list-style-type: none"> • Council has sponsored marketing team since 1997 but is being phased out over the next few years.
9. Ensure major activities and attractions are located in Central City.	<ul style="list-style-type: none"> • Casino (1994), convention centre (1996), new Regent Theatres (1996).

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| <p>10. Ensure adequate short-term visitor car parking within walking distance of retail core.</p> | <ul style="list-style-type: none"> • Lichfield, Oxford Terrace, Manchester Street, Tuam Street existing • Farmers completed in 1998 • Arthur Barnett's under construction 1999 |
| <p>11. Policies in City Plan that promote:</p> <ul style="list-style-type: none"> • Compact and convenient form. • Diverse range of activities • Concentration of large scale buildings • Pedestrian linkages • Access to and from CBD • Balanced parking requirements • Enhance and protect public spaces • Shape and form of buildings • Distinctive character building groups • Heritage protection • Edges with residential areas • Minimisation of wind, shadowing, noise congestion. | <ul style="list-style-type: none"> • All now within City Plan (except that the limiting of retailing to central core not achieved). |
| <p>12. Policies in the City Plan that limit growth of suburban shopping centre to that necessary to serve suburban needs</p> | <ul style="list-style-type: none"> • Achieved in party only. RM Act makes it difficult to directly achieve this. |
| <p>13. Maintenance of street frontages, to add life to the Central City and avoid buildings turning their backs on the street</p> | <ul style="list-style-type: none"> • Rule in City Plan requiring shopping on ground floor. |
| <p>14. Identify and recognise the characters of the different parts of the City Centre (precincts) and to provide strong links between these various parts.</p> | |
| <p>15. Retention of heritage buildings, a point of difference with suburban centres.</p> | <ul style="list-style-type: none"> • Listing in City Plan • Assistance and incentive grants are available. • Support for major renovation and reuse proposals including the Arts Centre, Government Buildings, The Coachman, Provincial Council Buildings, Municipal Council Buildings, and Cathedral. |
| <p>16. Promotion of new hotels as the tourist market grows.</p> | <ul style="list-style-type: none"> • Six new hotels opened in Central City over past five years. |
| <p>17. Promotion of new visitor attractions in the Central City.</p> | <ul style="list-style-type: none"> • Tourist tram in 1994 • Southern Encounter • Renovation of Museum • New Art Gallery in 2001 |
| <p>18. Promotion of more residential accommodation in the Central City.</p> | <ul style="list-style-type: none"> • 700 units built within residential zones within 4 belts since 1991 • 200 units built within the Central City zone since 1991 • Bedford/Ridley Square renewal project |
| <p>19. Maintain high standards of cleanliness of</p> | <ul style="list-style-type: none"> • Increased rubbish collection |

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| <p>public spaces including street furniture and signs.</p> <p>20. Promotion of Central City for civic occasions, ceremonies, march passes, welcomes and the like</p> <p>21. The provision of appropriate works of art in public places within the Central City.</p> <p>22. Improve feeling of safety and security in Central City.</p> <p>23. Improve signage around Central City</p> | <ul style="list-style-type: none"> • Increased rates of cleaning but not perfect
<ul style="list-style-type: none"> • Stewart Fountain complete 1998 • Cathedral Square will have a major work of Art in 2000 • Children's art in Cathedral Square planned
<ul style="list-style-type: none"> • 15 surveillance cameras installed • Police Kiosk in Cathedral Square supported • Improved lighting in new square
<ul style="list-style-type: none"> • Alleyway gates and lights • Six directional finger signs erected in 1996 • Overhead signs for car parking buildings • Banners |
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