

Mayoral Forum- Vision and Objectives for Central City

This section outlines the long-term vision and objectives, which Central City revitalisation should achieve.

THE VISION FOR THE CENTRAL CITY

A vibrant, exciting, safe and sustainable Central City heart; a heart with a strong and healthy economy, environment, culture and society.

THE OBJECTIVES FOR THE CENTRAL CITY

Within the broader legislative and policy environment for the City, the following objectives bring our visions to a more specific level:

- A. **General:** To enhance and promote the Central City (the area within the four avenues) as a centre of community, culture, commerce, education, celebration and environmental excellence and sustainability for the existing and future citizens of Christchurch. To make the Central City a great place to:
- Live
 - Work
 - Play
 - Shop
 - Socialise
 - Invest
 - Visit
 - Learn
- B. **Economic Development:** To encourage the widest range of viable commercial, service, education, residential and other business activity to locate within the Central City, and to promote the Central City accordingly.
- C. **Living:** To enhance and actively promote the Central City as a safe and attractive environment with a diversity of housing types, densities and occupants/residents.
- D. **Social Interaction and Well-being:** To encourage and promote arts, cultural, heritage, leisure and entertainment activities within the Central City and to enhance social interaction and safety.
- E. **Community Focus:** To establish and promote links with:
- stakeholders (e.g., residents, workers, business owners, Tangata Whenua, visitors),
 - community support and social services, and
 - educational facilities
- in addressing community concerns within the Central City and to encourage ongoing involvement in planning for their own community.
- F. **Transport Accessibility and Safety:** To enhance pedestrian, cyclist, and public transport accessibility and safety in and around the Central City, maintain vehicle access but reduce its dominance in some areas of the Central City, and ensure excellent links with the wider metropolitan area.
- G. **Central City Identity:** To promote and enhance a recognisable, positive and clearly distinguishable identity for the Central City and its various character areas, that is unique to our environment and culture.
- H. **Environmental Quality:** To safeguard, sustain and enhance the environmental quality, heritage, natural features and visual amenity of the Central City and to mitigate threats to the continued protection and improvement of these values.
- I. **Infrastructure:** To promote efficient use of existing infrastructure within the Central City and linking the Central City with the wider metropolitan area.