

# Kilbirnie Town Centre Revitalisation Plan

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August 2010

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# Part 1 – Setting the scene

## 1. Introduction

Wellington City Council has been working with the community, landowners, businesses, developers, residents and others to explore opportunities to revitalise Kilbirnie town centre.

By developing a town centre revitalisation plan (the plan) we hope to show how the town centre and its surrounds can be improved and enhanced, creating an attractive, vibrant, people-friendly and prosperous part of Wellington City.

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The focus of the plan is on revitalisation – closing the gap between what it is now to a key destination for visitors, shoppers, residents and the wider Wellington community.

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The plan has been developed following extensive community consultation and analysis.

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## 2. Why do a town centre revitalisation plan for Kilbirnie?

Centres are the engine rooms of economic development in cities.

They are the focus for jobs and community activities. We rely heavily on our centres to provide services and facilities, and to provide social meeting places for the community.

Kilbirnie town centre is an important centre in our city. It provides a range of community services and is the location of major regional recreational infrastructure, including the Regional Aquatic Centre and the soon-to-be completed Indoor Community Sports Centre.

While it has some good anchor commercial uses (supermarkets, post office, banks) the town centre has not delivered on its potential as a sub-regional centre behind the CBD. Economically, it has performed below par over the last decade (which was a period of economic prosperity)<sup>1</sup>.

The overall aim is to develop a plan for Kilbirnie that shows how the town centre and its surrounds can be revitalised and enhanced, creating an attractive, vibrant, people-friendly and prosperous part of Wellington City.

Deleted: Now it's your chance to look at these proposals for Kilbirnie town centre and tell us what you think.¶

¶ Please take time to complete the attached questionnaire (and any additional comments you would like to make), and return it by Monday 21 June 2010 to Freepost 2199, draft Kilbirnie town centre revitalisation plan, Wellington 6140. Alternatively you can complete it online in the 'Have your say' section of the Council's website [www.Wellington.govt.nz](http://www.Wellington.govt.nz)¶ You can also join our Facebook group. Just type in 'Kilbirnie town centre plan' on [www.facebook.com](http://www.facebook.com) to have your say

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There are three key drivers behind the plan:

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### We are growing and changing

Wellington is a dynamic and growing city. Latest forecasts show by 2031 there will be around 51,000 more people living in Wellington City than in 2006<sup>2</sup>. Kilbirnie town centre and the surrounding residential areas will continue to experience significant residential growth over the next 20 to 30 years<sup>3</sup>. Additionally, new development is proposed for key sites such as the bus barns, the Indoor Community Sports Centre and the airport. The town centre needs to elevate its role and function from that currently of a convenience centre in decline to a vibrant town centre of regional significance to service this expanded population catchment.

The plan will help ensure that expected growth in employment and residential living in and around the centre will be organised in a way that benefits the entire community. It will also ensure the town centre maintains its role as a key social, community and business hub for the southern and eastern suburbs.

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### The centre is not living up to its potential – need to revitalise it

<sup>1</sup> *Kilbirnie Town Centre Market Assessment*, Property Economics, August 2009.

<sup>2</sup> *Sub-national population projections*, Statistics NZ, February 2010.

<sup>3</sup> *Census Area population projections*, Statistics NZ, February 2006.

The Kilbirnie area has always been a ‘mixed use’ community with homes alongside industrial and commercial development. The range of retail is however quite limited and largely based on convenience goods. There are also traffic issues, a lack of connectivity between the key activities, and the design quality of the buildings is generally poor. The plan provides an opportunity to address these concerns and revitalise the town centre.

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### Coordination – improves affordability and leads to more efficient use of resources

It is important, particularly in the current economic climate, to ensure every dollar invested is spent wisely and achieves the greatest benefit. The plan is a useful tool to help coordinate public and private investment to achieve the greatest benefit for the community. From a Council perspective, it will assist in our asset management planning and ensure work on infrastructure and public space is coordinated and carried out in the most efficient manner. The plan will also assist the private sector, by identifying opportunities for other parties to invest and partner in the revitalisation of Kilbirnie town centre.

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## 3. Study area

The focus of the plan is primarily on the core town centre. This is shaded in pink on the following map. The study area for the project includes a small area surrounding the centre so that the relationships and impacts of adjacent residential and recreational uses can be considered and form part of the long-term vision for the centre.

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The project also considers how the town centre fits in with the wider context for issues such as transport, water-based infrastructure and climate change.

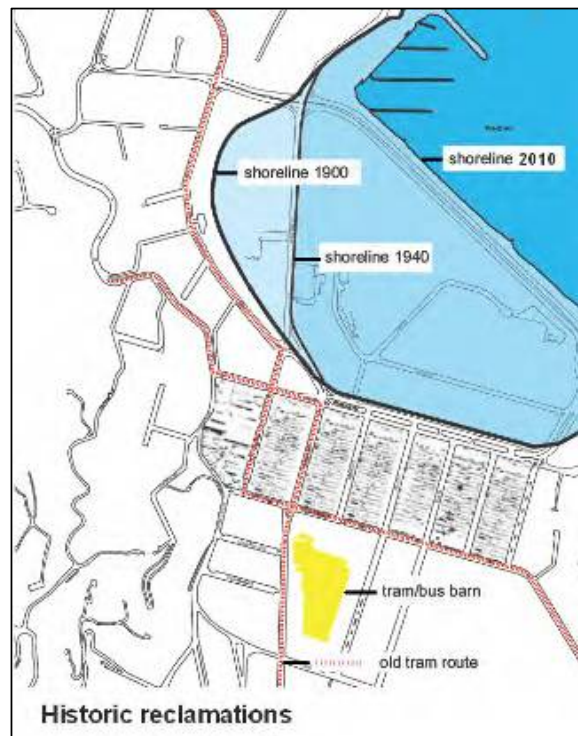


## 4. What is it today – key facts

### History

Previous land reclamations and urban development patterns influence Kilbirnie’s current structure. At its inception, the town centre was sited next to the beach at the intersection of Kilbirnie Crescent, Bay and Rongotai roads. The edge of the original shoreline is clearly reflected in the street pattern and geometry of Kilbirnie Crescent. The position of Rongotai Road marks the position of the original Evans Bay waterfront.

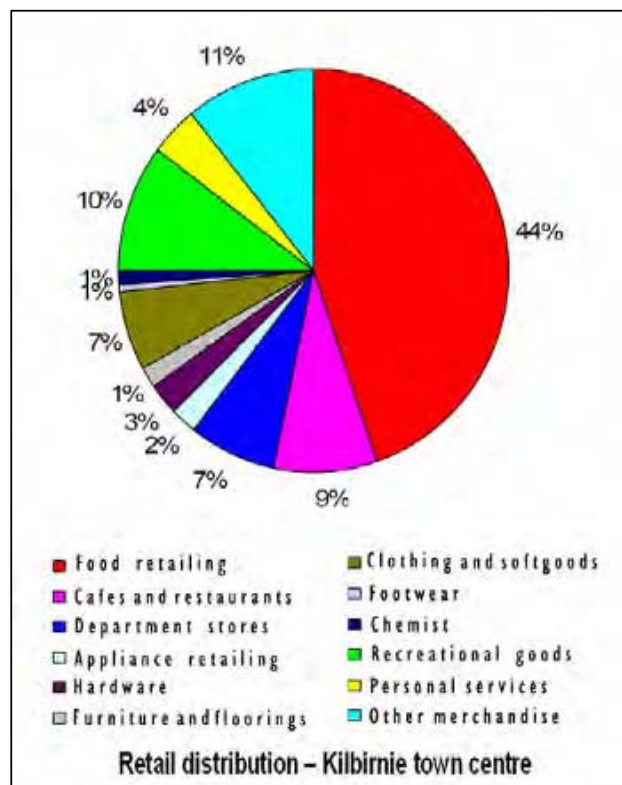
The tramway and depot were important elements and make Kilbirnie an early example of public transport-oriented urban development. The siting of tramlines influenced the local street layout, creating a logical and legible urban form.



### Economy

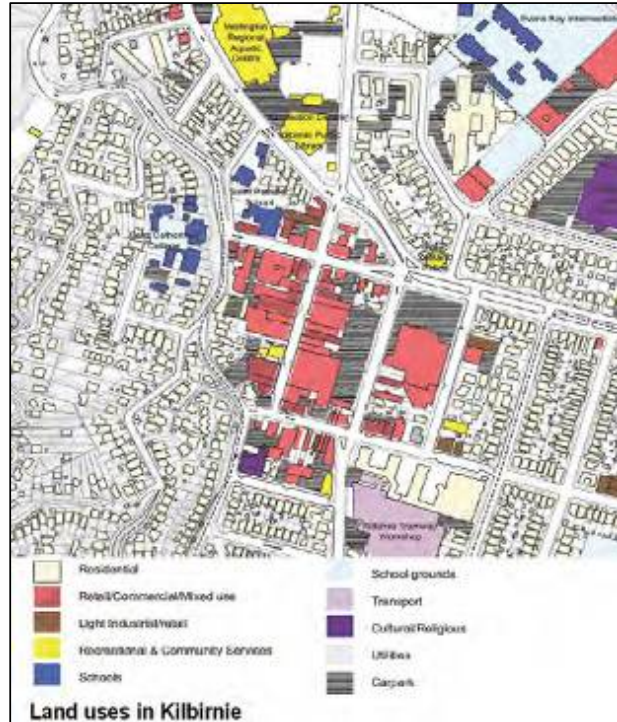
The employment distribution for Kilbirnie shows that retail and industrial employment is dominant. About 40% of all retail employees in the catchment area are employed in supermarkets. With approximately 15,000 sq m of retail floor space, the existing supply is generally in line with the expected level of demand – however the range of retail is quite limited.

Future demand for retail space in the catchment area is estimated to be around 25,000–30,000 sq m by 2031, an increase of around 500 sq m annually – providing an opportunity for the town centre to greatly improve its economic performance and elevate its role and function from a large convenience centre to a sub-regional centre.



## Land use and activities

The study area accommodates an unusually diverse mix of activities that attract large numbers of people to Kilbirnie. These include regionally significant commercial and recreational attractions and a number of schools. In association with this, small scale retail is interspersed around the town centre. The town centre is surrounded by residential areas but has only a small amount of residential living in the core centre. The southern part of the centre is dominated by the Rita Angus retirement village and bus storage activities associated with the bus barns.

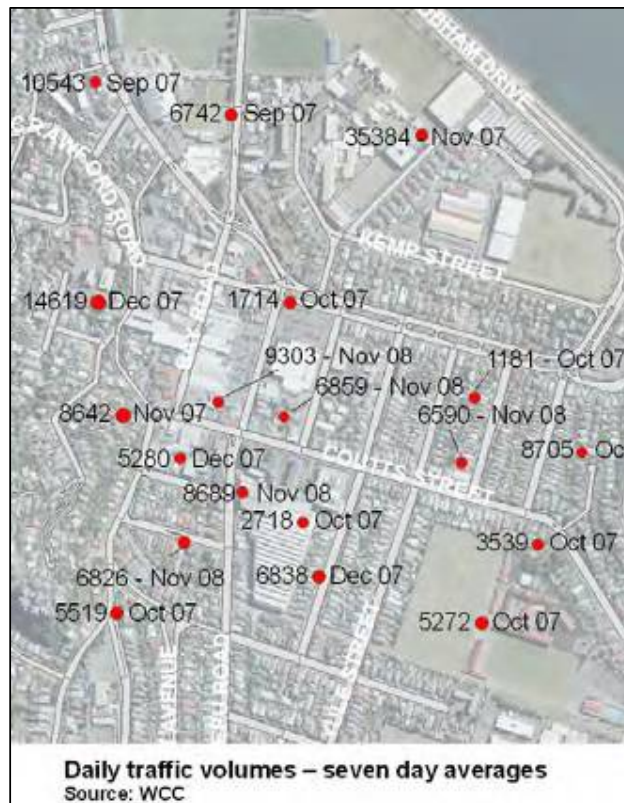


## Transport

Kilbirnie is dominated by vehicle traffic. It has many traffic generators (such as supermarkets, retail and recreation facilities) and is serviced by three main access points to the CBD, all of which are at or near capacity. There are significant traffic volumes on most of the streets in and around the Kilbirnie town centre.

The town centre is well served by the bus network. Most of the suburb is within a five-minute walk to a bus stop and during weekdays there are up to 400 buses a day on the main routes.

The retail-based nature of the centre means demand for car parks is high and this pressure can be expected to continue in the future. Crash statistics from the last 10 years suggest there are no major safety issues for pedestrians or cyclists in Kilbirnie – however, there are opportunities to improve walking and cycling access.



## Spatial structure

The study area is broadly defined by two intersecting street grids. The town centre and blocks immediately south of Rongotai Road are aligned perpendicular to the historic shoreline at Evans Bay, while a second grid south of Endeavour Street is aligned perpendicular to the shoreline at Lyall Bay. The scale of lots and pattern of subdivision contribute to consistent precincts.

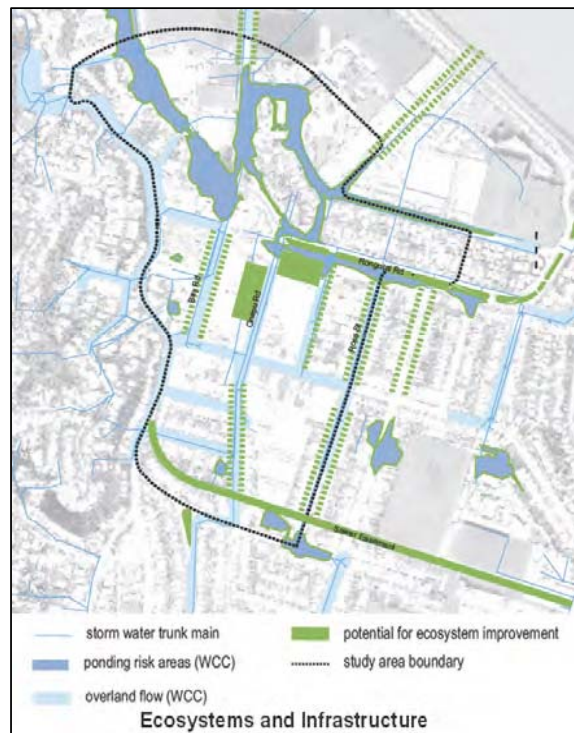
Roads to the east provide a curvilinear edge, fitting with a change in landform. The grid pattern shifts on the reclamation, with linear blocks running east-west. In the town centre there is a general lack of mid-block, east-west access routes for pedestrians. A number of laneways offer east-west access between Childers Terrace and Bay Road. Open spaces are concentrated around schools and the community hub in Kilbirmie Crescent.



## Ecology

The low-lying dune and wetland environment of the isthmus contrasts with the forested backdrop of the Town Belt and Melrose hills. These two landscape types offer distinct climatic and topographic conditions within a broader region exposed to the salt-laden air and water from Cook Strait. The town centre sits at the transition of these two zones.

The low-lying area has generally sparse vegetation due to urban development, the underlying geology and climatic conditions.



## 5. Strategic policy context

### Regional Policy

The Wellington Regional Strategy (2006) seeks to grow and improve the mix of uses in key centres throughout the region, including Kilbirnie. Action areas include: completing a centre vision for each of the key centres; developing infrastructure investment programmes to support centres; and encouraging residential intensification in and around these centres. The Proposed Regional Policy statement (2009) builds on this by directing councils in the region to improve housing choices, including having more homes close to centres and transport.

### Urban Development and Transport Strategies

The 2006 Urban Development and Transport Strategies outline an integrated land use and transport vision for the city. They seek to concentrate additional growth along a ‘growth spine’ from Johnsonville through the CBD to Kilbirnie town centre and the airport – supported by a high-quality public transport system and improved roads. Improvements to the quality of development, and better integration with supporting facilities and services, are also key objectives.

### Wellington City District Plan

The District Plan sets out the planning provisions that guide development.

Proposed District Plan Changes 72 (Residential Areas) and 73 (Suburban Centres) **will** introduce new zones and provisions for development in and around **Kilbirnie** town centre. The new provisions aim to:

- promote a wide range of uses and endorse Kilbirnie’s role as a sub-regional centre
- improve the overall quality of urban form, buildings and spaces, particularly for main shopping streets
- better manage issues such as noise, traffic and parking
- promote high-quality medium-density housing in and around the town centre.

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Proposed District Plan Changes 72 (Residential Areas) and 73 (Suburban Centres) are in the final phases of review under the Resource Management Act 1991.

### Centres Policy

In August 2008, the Council adopted a Centres Policy that seeks to maintain and strengthen centres as primary places for shopping, living, employment growth, and services. The policy defines a hierarchy and the function of various centres, provides guidance on how they should be managed and developed, and assists in coordinating Council investment in and around centres. The policy defines a hierarchy of centre types from: the central city, sub-regional centre, town centre, district centre, and neighbourhood centre. Kilbirnie is defined as a sub-regional centre serving the southern and eastern suburbs.

### Community Facilities Policy

The Community Facilities Policy (2009) provides guidance on the sizing and levels of service for different community activities. The policy identifies a significant shortfall in the capacity of the community centre on Bay Road and, to a lesser extent, the Ruth Gotlieb Library. The policy notes the community centre is one of the better-located community centres in the city. It also suggests an integrated hub approach, where the Council provides multiple services in a single location, is preferable. The policy is supported by an implementation plan which puts forward an investment programme for the Long-term Council Community Plan.



## 6. Consultation and engagement

Community engagement has been very important in developing the plan. A range of methods has been used including feedback surveys, consultation brochures, key stakeholder interviews, public displays, and a series of community-based planning and design workshops.

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The process to date has involved six key phases:

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### Information gathering and research (from May 2009)

Existing information was reviewed and specific research undertaken on technical areas (eg economy, parking, traffic and transport, urban design, infrastructure capacity, climate change, demographics and community facilities).

### Consultation on issues and opportunities (May–June 2009)

Consultation was undertaken with the community through an information brochure and drop-in sessions at the Kilbirnie Community Centre. The consultation provided a good starting point for understanding the issues that need to be addressed in order to revitalise the town centre, including:

- improving the look and feel of the centre
- addressing traffic management and parking issues
- improving the mix of uses and quality of retail offered
- improving the public transport hub.

The consultation also generated feedback on aspects of the town centre that are highly valued, including:

- the village atmosphere of the centre
- proximity to a wide range of community facilities such as the Regional Aquatic Centre, Ruth Godlieb Library, recreation centre, and the community centre on Bay Road
- high levels of accessibility, including access to public transport
- quality of supermarket shopping.

These considerations have been very useful in informing the development of the draft plan.

### Stakeholder interviews (July 2009)

Targeted interviews were held with key groups including Living Streets Aotearoa, the Council's Disability Reference Group and Pacific Advisory Group, Greater Wellington Regional Council, Housing New Zealand, school principals in the Kilbirnie area, churches and cultural groups.

### Community-based planning and design workshops (August/September 2009)

A series of community-based planning and design workshops were held at the Kilbirnie Park Bowling Club to develop the key ideas to inform the [development of a](#) draft plan.

The workshops were facilitated by a multi-disciplinary consultant team (McIndoeURBAN, Wraight + Associates Ltd, Athfield Architects Ltd) and included a Council-appointed Leadership Group of 12 individuals representing community and local retail and commercial interests. The Leadership Group idea proved to be a successful model for obtaining stakeholder input into the process. Along with Council staff and the consultant team, the Leadership Group played a key role in the development and review of ideas to revitalise Kilbirnie town centre.

### [Preparation of draft plan \(September 2009-April 2010\)](#)

[A draft town centre revitalisation plan was prepared using the information and analysis from the previous four development phases.](#)

### [Consultation on draft plan and development of final plan \(May-July 2010\)](#)

[Consultation on the draft revitalisation plan was undertaken over a four week period from 18 May to 21 June 2010. The draft plan attracted 136 submissions, plus four petitions \(one with 443 signatures requesting that the community centre stay in its existing location\).](#)

A summary of the comments and feedback received during the consultation was prepared and distributed to submitters<sup>4</sup>. The plan was then reviewed and amended, and presented to Council for adoption.

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<sup>4</sup> The **consultation** summary is available on the Council's website [www.wellington.govt.nz](http://www.wellington.govt.nz)

## 7. Issues and challenges

Consultation and technical analysis<sup>5</sup> has revealed the following key issues and challenges for the revitalisation of Kilbirnie town centre.

### Theme 1 – Shopping, employment and mixed use

- While the town centre has some good anchors (supermarkets, banks, post office, community facilities), a wider range of retail and non-retail activities are needed to raise the overall performance of the centre. Activities such as an expanded department store, diversity of shops, and entertainment and family activities would help raise the economic performance of the town centre.
- The quality of the shopping experience is generally poor, in part because the built environment is not attractive. Many of the retail buildings are older single level buildings, with little emphasis on design quality.
- Retail growth over time is expected to increase as the population base in the southern and eastern suburbs grows – providing an opportunity to significantly improve the performance of Kilbirnie and enable it to fulfil its sub-regional centre role.

### Theme 2 – Sense of place

- Kilbirnie's sense of place needs improving. Many of the buildings are low-rise and in need of improvements. The spaces between buildings and public spaces are poorly designed and there is significant space dedicated to car parking – resulting in a town centre that is not a compelling place to visit. There is scope to enhance the streetscape, working with key retailers to provide solutions that are commercially viable and improve the public spaces and streetscapes.
- Street edge conditions decline towards the southern end of Bay Road, with edges dominated by large blank walls or open service areas and car parking.
- The overall grid street pattern provides a good foundation to build on – the challenge is to enhance east-west linkages and improve connections to key destinations in the town centre.
- The busier streets and intersections are vehicle-dominated, making them unattractive and difficult for pedestrians and cyclists to use.
- The town centre is a generally safe and low-crime area but would benefit from safety enhancements. While good design can reduce opportunities for crime and perceptions of unsafe surroundings (by removing dark alleys and the like), there is more immediate scope for using lighting to improve safety and security.

### Theme 3 – Movement networks

- The town centre is generally dominated by vehicle traffic, with significant traffic volumes on most of its streets. The majority of traffic issues arise around the intersections at the northern end of the town centre.
- Transport network modelling shows the northern part of Kilbirnie is sensitive to the impact of new development. Given the complexity of the traffic network, even minor street changes will require careful assessment.
- The town centre is well-served by public transport, but the look and ease of use of bus stops needs to be improved.
- Access to, and overall availability of, parking is important for town centre users and retailers alike. The existing provision of parking within the town centre compares well to other centres. The challenge is to ensure that sufficient parking is incorporated into new development.
- There is a unique mix of uses and destinations in the town centre and its surrounds, creating demand in terms of vehicles and active modes of transport (walking and cycling). A key challenge will be to improve pedestrian connections while providing continued access for vehicle traffic.

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<sup>5</sup> *Kilbirnie Town Centre [KTC] Market Assessment*, Property Economics, August 2009. *Summary of Consultation and Feedback*, Wellington City Council [WCC], June 2009. *KTC Summary of Transport Issues*, WCC, July 2009 and December 2010. *Assessing the Implications of Sea Level Rise*, KTC, WCC, September 2009. *KTC Working Paper (November 2009)*, *KTC Urban Design Analysis (July 2009)*, McIndoe Urban, Athfield Architects Ltd, Wraight & Associates Ltd. *Crime Prevention Through Environmental Design Assessment*, Stoks Ltd, August 2009.

## **Theme 4 – Housing**

- At present there is a limited choice of housing available in the area, particularly in terms of apartments and medium-density terrace and town houses. The challenge is to ensure that new types of residential living are successfully integrated into the existing urban environment and that the buildings are arranged and designed to enhance (not detract from) Kilbirnie’s sense of place.

## **Theme 5 – Community infrastructure**

- While the community centre’s central location is advantageous, the buildings are a poor fit for the scope of activities that occur. The buildings were originally intended as a temporary/stop gap measure. As a result they are too small to accommodate medium-size gatherings (such as public meetings) and have a lack of storage space. The frontage on Bay Road is unattractive and poorly lit.
- The existing community hub area on Kilbirnie Crescent accommodates a wide range of community and recreation uses. The location’s popularity means there is ongoing demand for new or expanded activities, however, the buildings are arranged in an ad hoc manner and many are facing capacity issues. The challenge for this area is to get maximum use out of community facilities while being ready to meet future needs and demands.

## **Theme 6 – Resilience and climate change**

- Kilbirnie is a low-lying area and some areas to the north of the town centre are already prone to flooding in heavy rain. Climate change impacts (including sea level rise) are expected to exacerbate these issues. The challenge for this area is to be resilient, ensuring these impacts are taken into account in our asset management planning.

## Part 2 – A vision for the future

### 8. Long-term vision for Kilbirnie town centre

The long-term vision for Kilbirnie is to consolidate its status as the sub-regional centre. It will become an attractive, vibrant, [accessible](#) and people-friendly centre that provides a wide range of services and employment opportunities. It will offer quality shopping and leisure experiences and become a great place to live, providing a variety of lifestyle choices.

Kilbirnie town centre will become a better place to visit and stay, with a choice of shopping and community facilities. It will boast a revitalised main street with improved east-west [and north-south](#) pedestrian linkages connecting [with public transport and other](#) key destinations. There will be new shops and eateries, and a range of entertainment and leisure facilities that will make it a destination day and night.

Connections to key destinations such as the airport, Indoor Community Sports Centre, Regional Aquatic Centre and schools will be enhanced, providing benefits to residents, businesses, commuters and visitors alike.

Future growth will be addressed through greater housing choice with [quality](#) apartment living in the town centre and different housing styles in the surrounding area – making Kilbirnie an attractive home for young professionals, families and older persons.

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Figure 1 – artist's impression of how a new mid-block link between Bay Road and Onepu Road could look [\[amended image\]](#)



Figure 2 – artist's impression of how Coutts Street could look in the future



Figure 3 –artist's impression of how a revitalised Bay Road could look in the future

## 9. Key goals

The following key goals are proposed to guide future development within and around the town centre.

### Goal 1: Develop and enhance Bay Road as the main street

Successful town centres often have a focal point based around the main street. This is usually where the highest rents are achieved and where pedestrian traffic is the highest. The focus of activity in Kilbirnie town centre is in the section of Bay Road between Rongotai Road and Coutts Street – however this is compromised by the scale, appearance and poor design quality of many of the buildings fronting Bay Road. The intensity of activity is reduced at the southern end of Bay Road due to the non-active frontage of the Woolworths building and the community centre.

The northern section of Bay Road and western section of Coutts Street provide natural extensions of the main street.

### Goal 2: Provide for and encourage a wider range of non-retail activities to locate in the town centre

While retail is an important component of all centres, the overall economic success of centres is dependant on retail being supported by a wide range of non-retail activities. Mature town centres typically have a range of office-based activities, entertainment and recreational facilities, a thriving night-time economy, and well-defined civic function. For Kilbirnie town centre, the expected increase in residential living and proximity of the town centre to key destinations (such as the airport, the Regional Aquatic Centre and the Indoor Community Sports Centre) provides scope for expansion of both retail and non-retail activities to be located in the town centre.

### Goal 3: Support existing and new retail anchor tenants

Anchor stores (particularly supermarkets and department stores) perform a key role in the economic function of large town centres. Supermarkets generate significant activity and can account for more than a quarter of a centre's turnover and shopper generation. While Kilbirnie town centre currently scores highly in terms of supermarket shopping, this needs to be supported by one or more large scale retail anchors, such as a large department store.

### Goal 4: Improve sense of place

Wellington's success as a city is closely related to its strong sense of place. Key to this is the compact and walkable nature of the city, the character of some of the older areas, and having a wide range of activities in key locations. It is important that this is followed through to Kilbirnie. The existing buildings and spaces in the Kilbirnie town centre are at best unremarkable. This has been identified as a key element holding back the revitalisation of the centre – both in terms of attracting new businesses and local shoppers. Improvements to the main street's built form [and public places](#) are needed to enhance Kilbirnie's sense of place and attractiveness and make it a true sub-regional centre.

### Goal 5: Improve public spaces

Public spaces and streets provide focal points for community interaction, relaxation and recreation. They often form an important component of a city's sense of place [and can be used to help restore and enhance the biodiversity of urban areas](#). Consultation has confirmed there is a need to improve the quality, scale [and accessibility](#) of Kilbirnie's public spaces, particularly in the core part of the town centre.

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## Goal 6: Managing traffic and parking

All successful centres need good vehicle access for the efficient movement of goods and to ensure the wider community has access to facilities and services. Kilbirnie town centre, like most centres in Wellington City, has high traffic volumes during peak times and several key intersections are at or near capacity. While the overall network performs relatively well, improvements may be required to enhance performance at key points to allow for future growth in the town centre and surrounding areas. We need to balance supporting town centre activities by providing adequate parking, with encouraging public transport use, [walking and cycling](#).

## Goal 7: Maximise the potential of public transport systems

The role of public transport is likely to become increasingly important as the city grows. Fortunately, Kilbirnie town centre is already well-served by buses. Most of the suburb is within a five-minute walk to a bus stop and approximately 400 buses stop in the town centre each weekday. However there is still room for improvement, particularly in relation to [the quality and safety of pedestrian connections to key bus stops](#), and the look and function of bus waiting areas. [There is also scope through Greater Wellington Regional Council's review of the bus network to improve the legibility of bus services and facilitate a better interchange between bus users and services, for example, improving and simplifying the bus circulation network. Roading improvements could also help enable buses to more smoothly serve bus stops and better support the town centre.](#)

## Goal 8: Improve pedestrian and cycle access

Good access for pedestrians and cyclists is an important aspect of the revitalisation of the town centre. [Approximately 30% of people](#) who use the centre walk there. The compact nature of the area combined with the proximity of surrounding residential areas, schools and other key destinations means there is a real opportunity to improve access to and within the centre for both pedestrians and cyclists.

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## Goal 9: Encourage more people to live in and around the town centre

Wellington City is continuing to grow, with around 51,000 more people and 28,000 dwellings (mostly apartments and townhouses) expected by 2031. Kilbirnie is one of the city's main centres and has a significant opportunity to grow its residential population as well as the number of jobs. Kilbirnie's share of residential growth over this period is expected to be around 1000 people and 600 dwellings.

## Goal 10: Improve housing choice

In accommodating expected growth, we will need to reflect the changing needs and lifestyles of our community. While most existing housing in the Kilbirnie area is made up of single detached dwellings, research<sup>6</sup> has shown the majority of future demand in Wellington will be for other forms of housing such as townhouses and apartments. With good layout and design, these forms of housing can bring extra vitality and vibrancy to the centre, improve safety, encourage a wider range of facilities and services, improve walkability, increase the viability of public transport, and assist in providing more affordable housing choices.

## Goal 11: Maximise the potential of community infrastructure

Quality community facilities that are accessible and integrated will add to the overall vibrancy of the town centre, encourage walking, assist in making multi-purpose trips viable and provide for affordable service delivery. While the Kilbirnie area is well provided with community facilities, their dispersed arrangement and ad hoc layout poses challenges for accessibility and affordable service delivery.

## Goal 12: Improve resilience of water-based infrastructure

<sup>6</sup> *Housing Demands and Needs in the Wellington Region*, Property Economics 2005. *Quantifying the Growth Spine – Supply, Demand and Capacity for Residential Development in Wellington City*, Wellington City Council, September 2006.



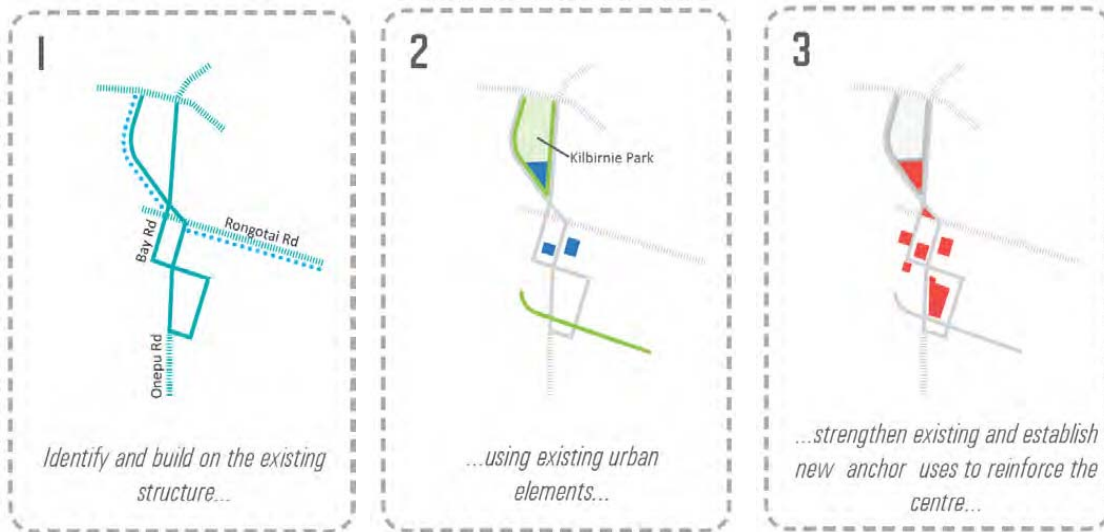
# APPENDIX 1

All urban environments rely on good quality foundation infrastructure such as stormwater, water and sewerage to provide the basic conditions for living. The resilience of such infrastructure is becoming increasingly important as the city grows and as we begin to understand more about the implications of climate change, such as sea level rise. Ensuring water-based infrastructure (and other utilities) can cope with these challenges is particularly relevant for low-lying areas such as Kilbirnie.

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## 10. Town centre strategy

The following sequence of diagrams and explanations sets out the proposed town centre strategy for Kilbirnie. It illustrates the overall approach for achieving the goals we have set and how the town centre can be revitalised and enhanced, creating an attractive, vibrant, people friendly and prosperous part of Wellington City.

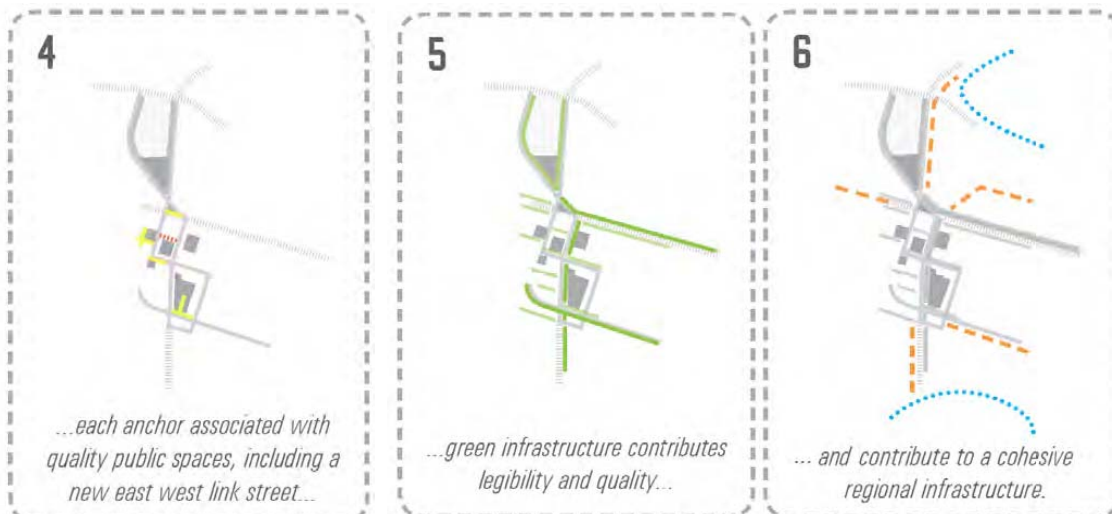


The underlying theme for the plan is to build on the existing strengths of the town centre, particularly the road layout and existing urban structure.

The community hub in the north, supermarkets in the centre, and the drainage corridor in the south, are key elements to build on.

New and strengthened anchor uses will support and grow the economic base of the town centre.

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High-quality public spaces to provide an attractive setting for people who spend time in the centre and to help re-invigorate the retail environment.

Streetscape improvements and planting on key routes will improve experiences for vehicles, cyclists and pedestrians

The town centre builds on and is connected into future developments within the immediate area and broader region.

## Legend & Key Elements

- **Key Opportunities Sites**
- 1 Transform this area into a vibrant mixed use precinct and improve pedestrian access to Bay Road. Potential to expand retail and/or incorporate community centre activities in redevelopment
- 2 Provide new retail frontage on Bay Road to revitalise the main street and create a new public space/mid block link between Bay Road and Onepu Road
- 3 Build on current retail anchor stores to improve the overall retail and commercial experience on Coutts Street - over time this part of Coutts Street should become an extension of Bay Road as the main street.
- 4 Re-develop the bus barns site into a high quality mixed use development to increase the vitality of the town centre and help to establish a positive precedent for new residential development in the town centre.
- 5 Improve integration of buildings and community based activities, taking account of the current and future need and demands.

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- **Streetscape Improvements**
- 6 Improve bus stop facilities and streetscape furniture to protect against adverse weather and to improve the overall experience for pedestrians and bus users
- ↔ "Main Street"
- 7 Streetscape and planting to improve the character, amenity and environmental quality of Rongotai Road and Onepu Road
- 8 **Improve Pedestrian Accessibility**  
Convert the drainage easement to a community walkway and cycleway through landscaping, edge treatment and planting
- ↔ **Improve Pedestrian Links**

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- **Improve Housing Choice**
- 9 High quality medium density residential development promoted to increase housing choice and enhance the livability and vitality of the town centre



## Goals

- » Develop and enhance Bay Road as the Main Street
- » Attract a wider range of non retail activities to the town centre
- » Support existing and new retail anchor tenants
- » Improve public spaces
- » Managing traffic and parking
- » Maximise the potential of public transport systems
- » Improve pedestrian and cycle access
- » Encourage more people to live in and around the town centre
- » Improve housing choice
- » Improve resilience of water-based infrastructure

## 11. Opportunities for Kilbirnie

**Building on the town centre strategy, this section identifies and describes in more detail the key opportunities for revitalising Kilbirnie town centre.**

The opportunities were identified during the community-based planning and design workshops in August 2009. Further testing has been carried out to better understand feasibility and actions required to realise each opportunity.

It is important to note that the opportunities are conceptual – they are not intended to represent actual development outcomes. Their purpose is to show how the town centre strategy could be realised if the conditions were right and to provide an illustration of the sort of development outcomes that might be achieved.

The opportunities are set out in the following sequence:

- coordination
- key sites
- streetscape
- movement network
- housing
- infrastructure.

### Opportunity 1: Main street/town centre coordination

Opportunity site map: Applies to the entire study area with a focus on Bay Road and Coutts Street as the main street.



#### Description of the issues and opportunities

Realising the opportunities and goals in this plan will rely heavily on the drive and coordination of existing and future businesses. There is currently no business association or group to promote economic growth or to help coordinate and facilitate improvements in the town centre. A major opportunity exists to fill this gap.

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Figure 4 – artist’s impression of what a revitalised Bay Road could look like in the future (view south)

### Key components of this opportunity

- Introduction of a business improvement programme or similar (such as a Main Street programme) to kick-start the revitalisation of Kilbirnie town centre. A locally-driven business leadership group would be established to organise, promote and drive the programme.
- The improvement programme should be based on proven principles of town centre management and include:
  - Organisation – the right people working towards a common goal and with clear responsibilities.
  - Promotion – communicating a positive image, improving consumer and investor confidence and encouraging commercial activity.
  - Design – making the primary shopping streets attractive places, creating atmosphere and presenting a positive visual image.
  - Economic diversity – strengthening the community’s existing economic assets while expanding and diversifying its economic base.

### Relevant goals

- 1 Develop and enhance Bay Road as the main street.
- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 6 Manage traffic and parking.
- 7 Maximise the potential of public transport systems.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 10 Improve housing choice.
- 11 Maximise the potential of community infrastructure.

### Relevant actions (see Part 3 – Programme to deliver the plan)

A6, A7, A8, A11, A12, A13, A14, A19

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## Opportunity 2: Bay Road mixed use (key site)

Opportunity site map



### Description of the issues and opportunities

The quality of the shopping experience in this part of Bay Road is generally weak. This is due in part to the poor quality frontage of the community centre and Woolworths buildings and also because it has low-intensity use.

This opportunity looks to transform this part of the town centre into a vibrant mixed-use precinct. The Bay Road frontage could form part of an expanded retail development (for example a department store) or alternatively part of a comprehensive redevelopment of the community centre within supporting retail uses. A key aim would be to ensure the frontage on Bay Road is highly active and well-designed.

The rear of the site provides opportunities for other uses including parking, residential and office accommodation.



Figure 5 – artist's impression of how this opportunity site could be revitalised

## Key components of this opportunity

- An expanded retail anchor and/or a re-developed community centre with active frontage on Bay Road.
- Expanded parking provision accessed off Childers Terrace with good pedestrian access to Bay Road.
- Opportunity for residential accommodation over the parking building fronting Childers Terrace with rooftop garden/open space.
- Create a mid-block space with planting to provide service access, access to the parking building, and a pedestrian route between Childers Terrace and Bay Road.
- Note: this opportunity is closely linked with Opportunity 6 – Community facility integration.

## Relevant goals

- 1 Develop and enhance Bay Road as the main street.
- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 6 Manage traffic and parking.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 10 Improve housing choice.
- 11 Maximise the potential of community infrastructure.

## Relevant actions (see Part 3 – Programme to deliver the plan)

A6, A7, A9, A10, A11, A12, A13, A14, A16, A17, A18, A19

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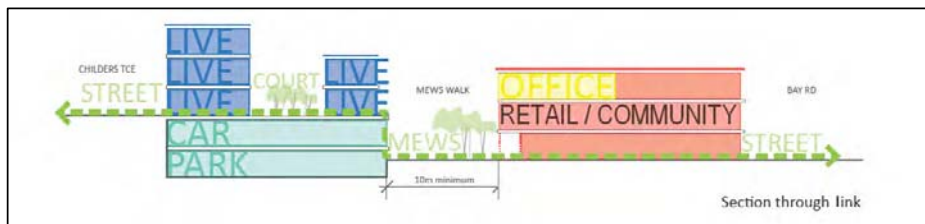


Figure 6 – diagram section of potential opportunity (view north)

## Opportunity 3: Supermarket precinct and mid-block link (key site)

Opportunity site map



### Description of the issues and opportunities

Redevelopment of this site in and around the existing Woolworths supermarket site presents an opportunity to address most of the goals in this plan. It is based on strengthening the supermarket and main street retail offer, activating the frontage on Bay Road and creating a new public space/mid-block link between Bay Road and Onepu Road.

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### Key components of this opportunity

- Creating a new public space/mid-block link surrounded by food and beverage outlets (cafés, bakeries etc) along the edge of the existing or potentially reconfigured supermarket. This new street provides much-improved access to parking and Onepu Road and is orientated east-west to provide shelter from prevailing winds.
- Expansion and staged relocation/reconfiguration of aspects of the current supermarket to facilitate redevelopment (opportunities lie to the south and east).
- Replacing the blank wall on Bay Road with shop fronts for retail/commercial use to re-activate Bay Road as the main street for Kilbirnie, as and when sites are redeveloped.
- Relocation of an existing shop front on Bay Road to provide space for the mid-block link. Potential relocation opportunities could be provided through redevelopment of the Woolworths frontage on Bay Road.
- Potential in the long term for expansion above ground floor for other uses such as office/living and additional parking.

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### Relevant goals

- 1 Develop and enhance Bay Road as the main street.
- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 6 Manage traffic and parking.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 10 Improve housing choice.



## Relevant actions (see Part 3 – Programme to deliver the plan)

A6, A7, A9, A10, A11, A12, A13, A14, A16, A17, A19



Figure 7 – artist's impression of what a potential mid-block link could look like (view towards Bay Road)  
[\[amended image\]](#)

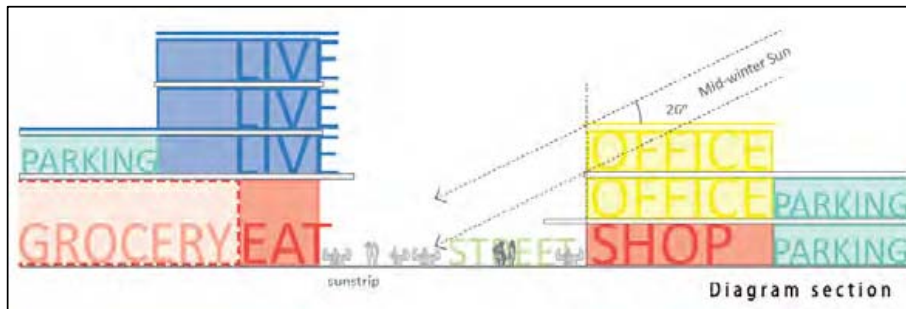


Figure 8 – diagram section of Eat Street [mid-block link](#) opportunity (view towards Bay Road)

## Opportunity 4: Coutts Street revitalisation (key site)

### Opportunity site map



### Description of the issues and opportunities

This section of Coutts Street, with its east-west orientation and proximity to Bay Road and key locations such as the Rita Angus retirement village and the bus barns, links the various precincts and provides a significant opportunity to revitalise this part of the town centre.

The opportunity would significantly improve the retail/commercial experience and streetscape on this part of Coutts Street. The area is also considered to be a good location for other uses such as offices, hotel accommodation and apartment living, some of which could be incorporated into any redevelopment opportunity.



Figure 9 – artist's impression of what Coutts Street could look like in the future (view east)

### Key components of this opportunity

- Build on current anchors (such as Westpac bank, Burkes Cycles) to improve the overall retail and commercial experience on Coutts Street – over time this part of Coutts Street should become an extension of Bay Road as the main street.

- Use redevelopment opportunities to increase the quality and scale of the built form. There is potential to include an activity such as a hotel in a prominent location and to provide a generous footpath on the sunny side of Coutts Street.
- Incorporate other non-retail uses, such as offices, apartments and hotel accommodation.
- Create an easy-to-navigate and high-quality pedestrian connection from Bay Road to the mosque.
- Incorporate streetscape improvements within the road reserve, possibly including a planted median strip to improve overall amenity and informal access.

### Relevant goals

- 1 Develop and enhance Bay Road as the main street.
- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 10 Improve housing choice.

### Relevant actions (see Part 3 – Programme to deliver the plan)

A6, A7, A9, A10, A11, A12, A13, A14, A16, A17, A19

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Figure 10 – diagram section of Coutts Street opportunity (view south towards Childers Terrace)

## Opportunity 5: Bus barn redevelopment (key site)

Opportunity site map



### Description of the issues and opportunities

This presents a unique opportunity for Kilbirnie – it proposes redeveloping the bus barns site into a high-quality mixed-use development. As a lead development, this opportunity will contribute to the vitality of the town centre and help establish a positive precedent for new residential development in the town centre.

Initial concept plans for this redevelopment have been prepared by Infratil Ltd, the owner of the site.



Figure 11 – preliminary concept plan for redevelopment of the bus barns (note this is a preliminary concept only and should not be considered for development control purposes)

## **Key components of this opportunity**

- Mixed-use development, predominantly residential living with some office, ancillary retail and aged care accommodation. Car parking provided on site, including a significant component below ground. Ancillary retail located close to the Kilbirnie town centre edge to activate this part of Onepu Road.
- Retains some of the key elements of existing structure as a connection to the site's past and historical use as a bus barn.
- Allowance for increased height to improve viability and to add visual interest (taking account of adjoining areas and shading).
- A potential mid-block link provides for improved access and connectivity along and across a large existing urban block.
- Integration with the proposed community walkway on the drainage easement to the south.
- Finding suitable alternative locations for bus storage.

## **Relevant goals**

- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 7 Maximise the potential of public transport systems.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 10 Improve housing choice.

## **Relevant actions (see Part 3 – Programme to deliver the plan)**

A1, A8, A11, A12, A13, A14, A15, A16, A17, A19

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## Opportunity 6: Community facility integration (key site)

Opportunity site map



### Description of the issues and opportunities

One of the positive attractors to the Kilbirnie area is the number of community and recreation facilities, the majority of which are located in the area between Kilbirnie Crescent and Evans Bay Parade.

While the range of activities accommodated in this area is significant, the buildings are arranged in an ad hoc manner and many are facing capacity issues. This is a prime location for community and recreation activities, which is resulting in ongoing pressure to locate other activities here.

An opportunity exists [longer-term](#) to integrate the planning of buildings and activities. One of the key considerations is whether the community centre should be redeveloped on its existing site on Bay Road or integrated into the hub in Kilbirnie Crescent. The discussion on Opportunity ~~2~~ – Bay Road retail includes scope for both options to be considered. [It should be noted that this plan does not favour any particular option. All options regarding the community centre's future need to be thoroughly considered at the appropriate time \(refer Action A18\) to ensure the centre continues to meet the community's needs and also helps contribute to the revitalisation of the town centre.](#)

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Other considerations for future planning include:

- addressing the current and future needs of the Ruth Gotlieb Library and Wellington Regional Aquatic Centre
- determining the future needs of Plunket and possible expansion of activities in Kilbirnie
- determining future needs of bowling (both in terms of buildings and greens) and how this might, or might not, fit in this area in the future
- ensuring sufficient parking is provided to accommodate future activities at this site.

## Key components of this opportunity

- Scoping current and future needs to better understand likely demands on activities on this site and level of fit with existing buildings and facilities.
- Determining the most appropriate location for the community centre and its eventual upgrade or replacement.

## Relevant goals

- 2 Provide for and encourage a wider range of non-retail activities.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 11 Maximise the potential of community infrastructure.

## Relevant actions (see Part 3 – Programme to deliver the plan)

A2, A3, A5, A17, A18, A19

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Figure 12 – artist’s impression of possible future scenario based on utilising the bowling club area

### Opportunity 7: Onepu Road and Rongotai Road (streetscape improvements)

Opportunity site map



#### Description of the issues and opportunities

This opportunity responds to the need to improve the character, ease of navigation and environmental quality of the streetscape in Rongotai Road and Onepu Road. Planting along Rongotai Road will reinforce the street as a high quality boulevard and reference the historic shoreline. It will also create a more attractive route as residential density increases adjacent to the roadway.

Trees extended along Onepu Road will mark Onepu Road as the primary vehicle route and will provide visual appeal and protection for pedestrians.



Figure 13 – artist's impression of what streetscape improvements to Onepu Road could look like (view south)



## Key components of this opportunity (Onepu Road)

- Provides a high quality pedestrian link from Rongotai Road to the core of the town centre, adjacent to an edge, which may contain some conventional retail, particularly at the corners.

## Key components of this opportunity (Rongotai Road)

- Provides for enhanced pedestrian and cycle access between the Indoor Community Sports Centre and the town centre.
- Provides a major integrating landscape element that over time will become an important public space in its own right.
- Provides a high-quality outlook for medium-density housing intended for this part of Kilbirnie.
- Opportunity for improved stormwater management through low-impact design.

## Relevant goals

- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 12 Improve the resilience of water based infrastructure.

## Relevant actions (see Part 3 – Programme to deliver the plan)

A8, A17, A19

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Figure 14 – artist's impression of what streetscape improvements to Rongotai Road could look like (view west)

## Opportunity 8: Public transport (streetscape improvements)

Opportunity site map



### Description of the issues and opportunities

Kilbirnie has excellent access to public transport and has the foundations to become a successful 'transit-oriented' town centre. Buses are frequent and many bus routes travel to or pass through the centre. These routes are long-established and form the basis of the Council's bus priority plan.

However, the bus circulation network in this area is complex and some improvements could be made to the legibility of bus services, the interchange between bus users and services, and how buses access and serve the town centre through Greater Wellington Regional Council's review of the bus network.

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There are opportunities to improve waiting facilities for people using bus services and to improve pedestrian access to bus stops. Many bus stops currently provide very little weather protection and are often full, resulting in people being pushed out onto the footpath and discouraging others from walking past. The problem is made worse by the narrow footpath on the southern side of Rongotai Road.

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### Key components of this opportunity

- Improve bus stop facilities to protect users from bad weather and improve the overall experience for pedestrians and bus users.
- Engage in discussions with property owners on the south side of Rongotai Road to investigate the possibility of incorporating a bus shelter within a building set back from the footpath.
- Liaise with Greater Wellington on the review of the public transport network to ensure integration and consistency with the Council's bus priority objectives and the goals of the town centre plan.

### Relevant goals

- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 6 Manage traffic and parking.
- 7 Maximise the potential of public transport systems.
- 9 Encourage more people to live in and around the town centre.

### Relevant actions (see Part 3 – Programme to deliver the plan)

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A6, A7, A15, A19

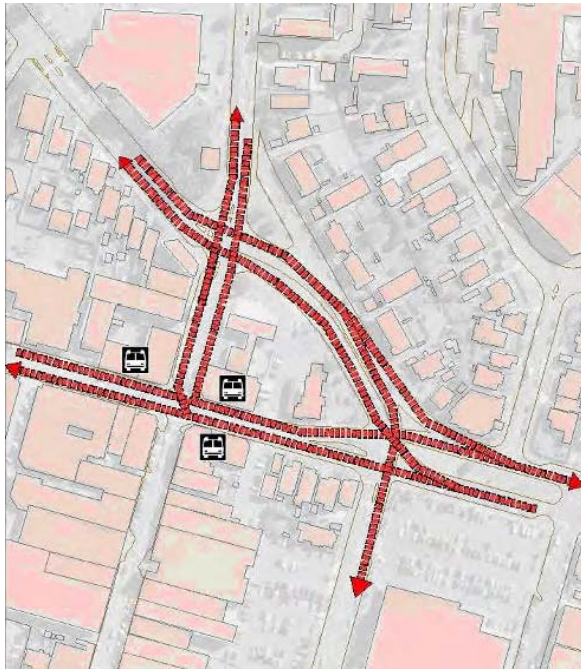


Figure 15 – bus circulation map ([current situation](#))

**Opportunity 9: Traffic and parking (movement networks)**

Opportunity site map

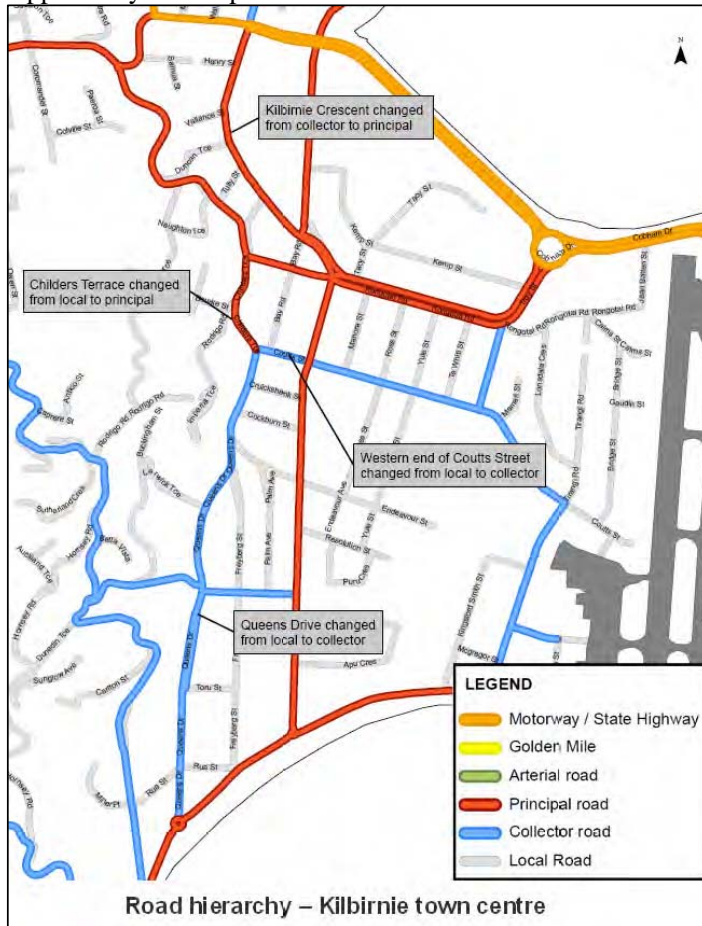


Figure 16 – shows recommended changes to the Road Hierarchy Classification

**Description of the issues and opportunities – traffic**

Kilbirnie is a centre dominated by vehicle traffic. The area in and around the town centre has significant traffic volumes on most of its streets.

Generally, the network within the town centre is functioning appropriately, although improvements may be needed on some of the roads that access the town centre as the area changes and grows. There are also existing traffic issues around the intersections at the northern end of the town centre, in particular around the triangle formed by Bay Road, Evans Bay Parade and Rongotai Road.

Some of the long-term wider network issues are out of scope of the [town centre](#) plan and will be taken up with the ongoing stages of the Ngauranga to Airport Corridor Plan (a joint project between NZTA, Greater Wellington and Wellington City Council). There is an opportunity to ensure that future modelling as part of this study takes account of expected growth in Kilbirnie town centre. The timing of this work combined with the complexity and sensitivity of the traffic means it is not appropriate at this stage to suggest any major improvements to the intersections feeding into the town centre. [Improvements made as part of Greater Wellington Regional Council’s review of the bus network may also help improve the overall functioning of the road network.](#)

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The Council recently consulted on a proposal to lower the speed limit on key shopping streets to improve pedestrian safety and encourage more walking and cycling. Changes also need to be made to the current road hierarchy classification to better reflect both existing and future use and the function of the road network. The classification is important as it influences how certain roads are designed and managed.

### Key components of this opportunity – traffic

- Finalise proposals to lower the speed limit on key shopping streets (Rongotai Road, Bay Road, Coutts Street) [to 30km/hr](#).
- Revise the existing road hierarchy classification in the District Plan for Kilbirnie to better reflect the existing and preferred status of individual roads in the road network.
- Liaise with NZTA on the next stages of the Ngauranga to Airport Corridor Plan to ensure expected growth figures are included in modelling and to ensure future network improvements are integrated with intersection improvements in the northern end of the town centre.

### Description of the issues and opportunities – parking

Parking is always a vexed issue in town centres. On one hand it is important to have enough parking to attract and accommodate visitors to a centre. On the other hand an over-abundance of parking can have negative impacts on pedestrian accessibility and the overall attractiveness of a centre.

Parking counts for Kilbirnie indicate there are approximately 780 car parks available for shoppers/visitors, including off-street and on-street. This converts to about five car parks per 100 sq m of gross floor area in the town centre which compares well to the NZTA standard for small towns and suburban centres in large New Zealand cities of three to four spaces per 100 sq m of gross floor area.

This would suggest that the overall parking provision is appropriate and the Council does not need to invest large amounts of money into providing off-street car parking buildings. It is important, however, to ensure that sufficient parking continues to be provided as the centre grows and the Council works with the private sector to achieve this outcome and help facilitate more efficient parking outcomes.

A preliminary assessment of on-street parking indicates there are potential opportunities to better manage on-street parking. A target parking vacancy rate of 15% is used as an indicator of effectiveness of parking restrictions, as that maintains turnover to support adjacent businesses. Overall the centre performs well (including Bay Road) – however there is potential to improve parking availability for businesses on some of the roads on the edge of the town centre. Parking surveys would be needed to justify [any](#) changes.

### Key components of this opportunity – parking

- Investigations into parking restrictions in Mahora Street, Rongotai Road (in front of Pak n Save and Common Sense Organics) and the southern end of Evans Bay Parade (in front of KFC).
- The Council will continue to encourage provision of off-street parking by the private sector and will work with retailers (including supermarkets) to consider opportunities to [redesign parking layouts, and/or](#) combine or share parking in key locations.

### Relevant goals

- 1 Develop and enhance Bay Road as the main street.
- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 6 Manage traffic and parking.
- 7 Maximise the potential of public transport systems.

### Relevant actions (see Part 3 – Programme to deliver the plan)

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**Opportunity 10: Walking and cycling (movement networks)**

Site Map

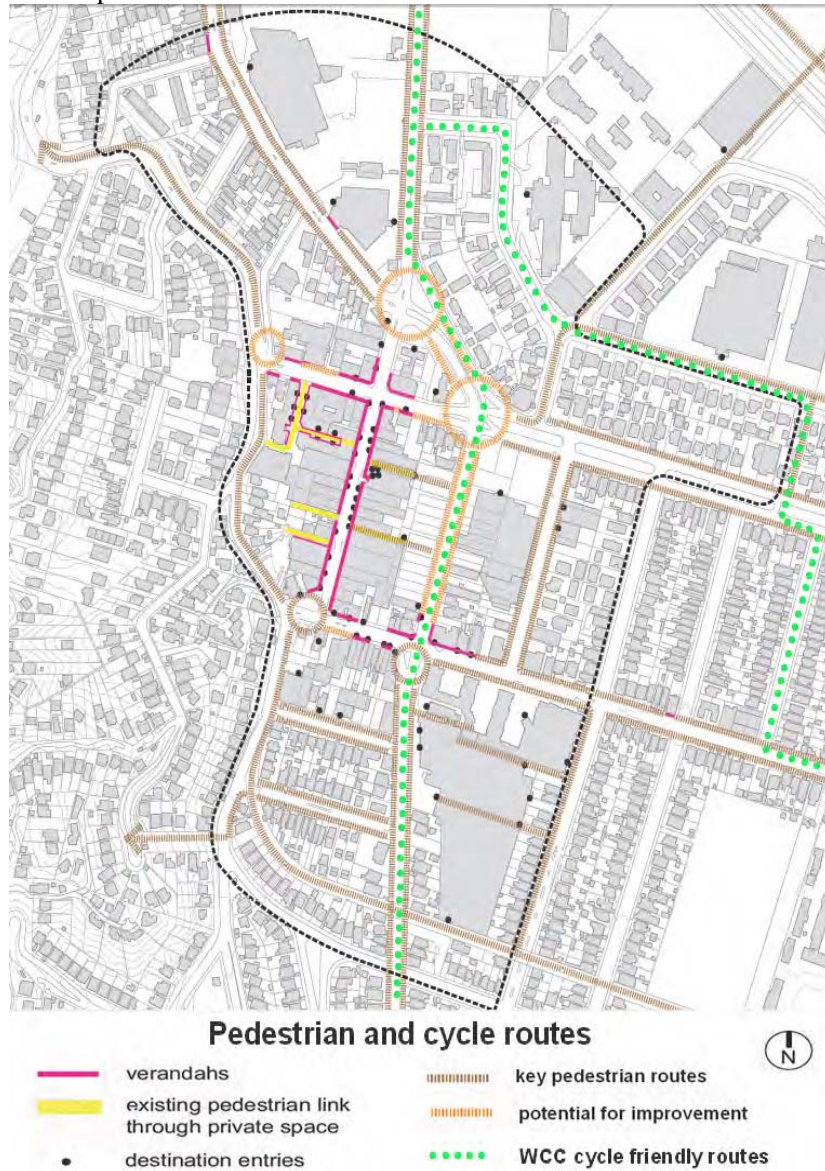


Figure 17 – pedestrian and cycle environment in Kilbirnie

**Description of the issues and opportunities**

Good pedestrian and cycle access to and within Kilbirnie town centre is a critical element of this plan. The predominantly flat, grid-like layout of the area provides the ideal basis for walking and cycling. This, combined with a significant range of generators such as schools, the community hub, and the Indoor Community Sports Centre, means there is real potential to maximise these more active forms of transport.

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The current transport-dominated nature of the area presents challenges, however, particularly at the northern end of the town centre. Here the key opportunity relates to improving pedestrian and cycle access to schools, community facilities and the Indoor Community Sports Centre through strengthened connections, improved signal changes, and improved facilities at intersections.

To the south, the key opportunity for improving pedestrian and cycle access lies in the conversion of the existing drainage easement into a community walkway/cycleway.

Streetscape improvements also provide an opportunity to significantly improve the pedestrian environment of the town centre.

### **Key components of this opportunity**

- As part of ongoing work on the Indoor Community Sports Centre, undertake an audit of the key pedestrian and cycle corridors between the town centre, the Indoor Community Sports Centre and other key destinations such as schools to identify desired levels of service and improvements to remedy gaps in the desired levels of service.
- Convert the existing drainage easement into a community walkway/~~cycleway~~/linear park (refer to Opportunity 11).

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### **Relevant goals**

- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 6 Manage traffic and parking.
- 7 Maximise the potential of public transport systems.
- 8 Improve pedestrian and cycle access.

### **Relevant actions (see Part 3 – Programme to deliver the plan)**

A2, A8, A10, A17, A18, A19

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**Opportunity 11: Community walkway/cycleway/linear park (movement networks)**

The existing drainage easement to the south of the bus barns (runs from Queens Drive in the west to Tirangi Road in the east) presents a key opportunity to connect multiple destinations and improve pedestrian and cycle access to the town centre. The proposal is to better utilise the existing easement (in a way that will not impact on its primary infrastructure function) to create a community walkway/cycleway/linear park. This could be achieved through landscaping, edge treatment and planting. This area is already used informally and has the potential to deliver a significantly improved connecting open space with high recreational potential at relatively low cost.

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**Key components of this opportunity**

- Directional signage at key entry points to the easement. Signage would also direct people to adjacent attractions such as the Town Belt at the western end.
- A standardised landscape approach at entry points to ensure visual consistency and to manage access to the easement.
- Planting and landscaping to: a) provide strategic screening to the adjoining properties, b) act as a deterrent to graffiti on walls and fences, and c) help restore and enhance the biodiversity and ecological functioning of the area. The Council’s reserves planting scheme could be utilised for identified locations.

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Figure 19 – concept diagram of possible community walkway/cycleway/linear park



Figure 18 – artist’s impression of what the community walkway/cycleway/linear park could look like (view west)

**Relevant goals**

- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 5 Improve public spaces.
- 6 Manage traffic and parking.
- 8 Improve pedestrian and cycle access.



# APPENDIX 1

| **Relevant actions (see Part 3 – Programme to deliver the plan)**  
A8, A10, A17, A19

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## Opportunity 12: Medium-density housing

Opportunity site map

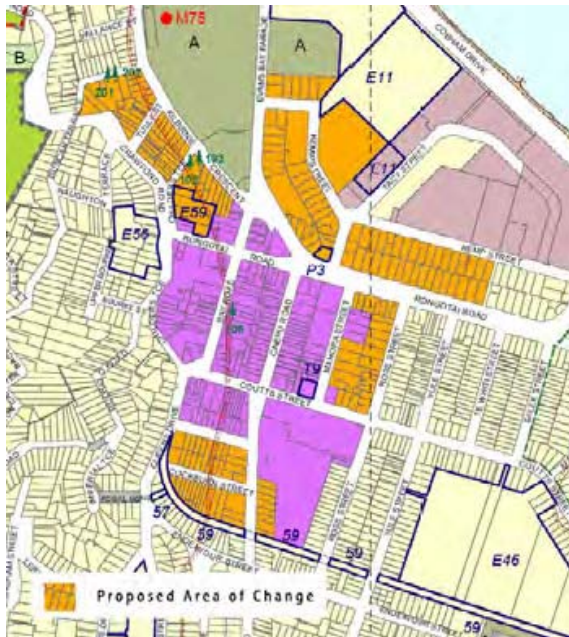


Figure 20 – proposed zoning District Plan Change s 72 and 73

### Description of the issues and opportunities

Kilbirnie currently has a limited range of housing choices, particularly in terms of apartments and medium density terrace and town houses. More choice would improve vitality and safety, and help to maintain a wider range of services. The surrounding residential areas are characterised by low-density housing which does not take full advantage of the walkable access to Kilbirnie’s services and the comprehensive public transport network.

An opportunity exists in Kilbirnie to enhance liveability and vitality within and around the town centre through quality residential intensification within the centre and in surrounding residential neighbourhoods. There is a natural synergy – centres need people and people need centres. In November 2009 the Council notified Proposed Plan Change 72 which introduced new controls to encourage medium-density development in specified areas around Kilbirnie and Johnsonville town centres (called ‘areas of change’). Areas of change were initially based on a five-minute walking area but for Kilbirnie this has since been significantly revised to take account of the unique character of housing in areas such as Yule Street, Te Whiti Street and Palm Avenue.

### Key components of this opportunity

The District Plan plays an essential role as it provides the underlying rules for development. Within the areas of change, the Council seeks to achieve the following outcomes:

- well-designed medium-density residential development (as opposed to ad hoc backyard infill housing)
- high levels of amenity (ie sunlight, visual qualities, privacy, safety etc) for occupants of new residential developments
- high-quality development, both in terms of building design and street character.

Under the new provisions in Proposed Plan Change 72, all new multi-unit developments will be assessed under a new residential design guide. This gives the Council the ability to consider impacts

on the local streetscape and neighbouring properties (sunlight, visual qualities, privacy and safety etc).

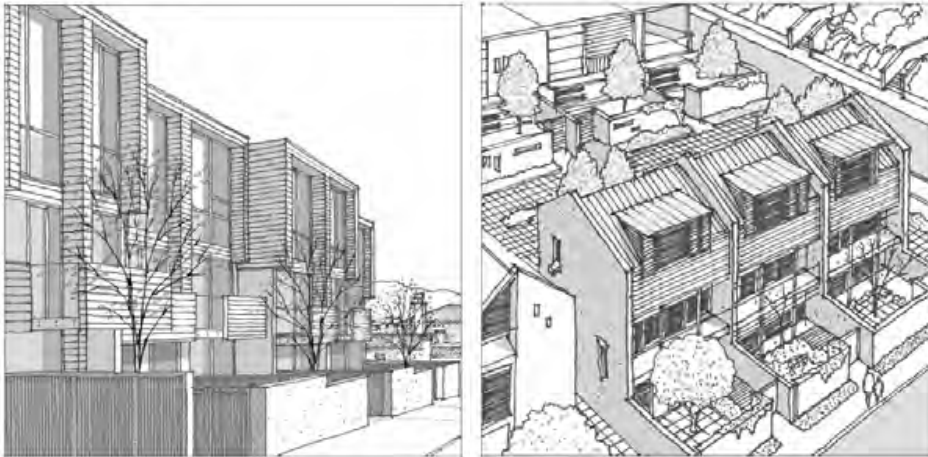


Figure 21 – artist's impression of examples of medium-density town house development

### Relevant goals

- 2 Provide for and encourage a wider range of non-retail activities.
- 3 Support existing and new retail anchor tenants.
- 4 Improve sense of place.
- 7 Maximise the potential of public transport systems.
- 8 Improve pedestrian and cycle access.
- 9 Encourage more people to live in and around the town centre.
- 10 Improve housing choice.
- 11 Maximise the potential of community infrastructure.

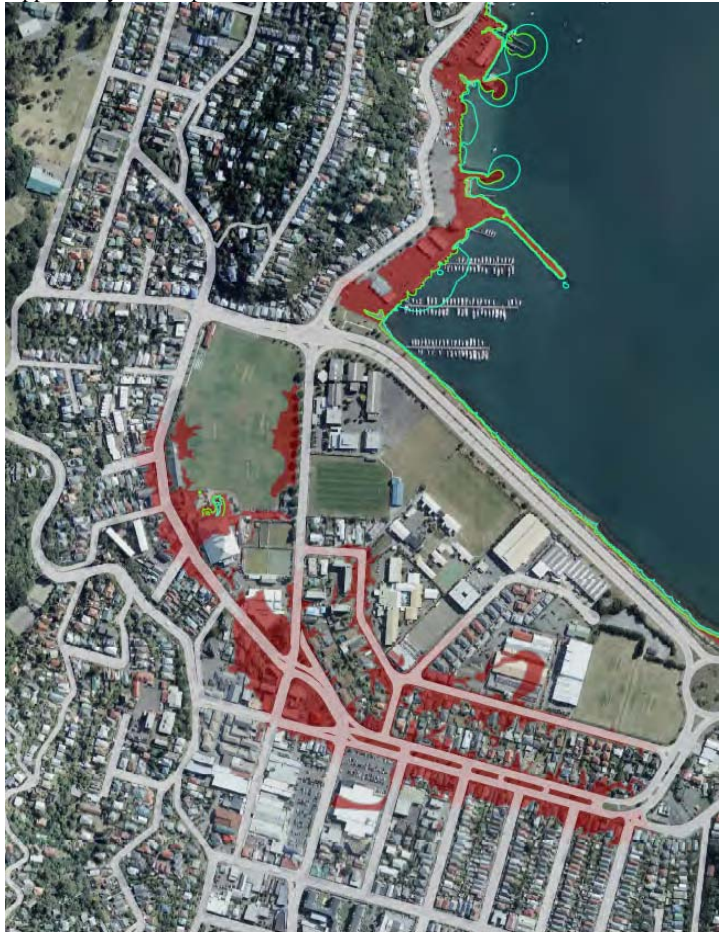
### Relevant actions (see Part 3 – Programme to deliver the plan)

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## Opportunity 13: Stormwater improvements

Opportunity site map



- Sea Level - 1.0m Scenario
- Road carriageway
- Mean high water springs
- Mean sea level

### Description of the issues and opportunities

Kilbirnie is a low-lying coastal area flanked to the north by Evans Bay and to the south by Lyall Bay. Some parts of the area (particularly the reclaimed area behind Cobham Drive) are currently susceptible to flooding due to the stormwater system being drowned at high and storm tides. One implication of this is that it can be difficult to design a 50-year return capacity by just replacing and enlarging pipes – pumping stations are considered necessary to provide additional protection from flooding.

The Council is presently installing a pump station in Tacy Street as part of the Indoor Community Sport Centre build and is planning to do renewal drainage works in the vicinity in 2012/13. These works are expected to improve the drainage in the Rongotai Road and Tacy Street area.

While these works may provide some relief for surrounding areas, the flooding risk in Kilbirnie Crescent will largely remain and it is unlikely a further pumping station will become a priority for some time. An opportunity does exist, however, to redirect surface flood flow from the Kilbirnie Street area to the Tacy Street pump station through kerbing and minor roading improvements. This

could help reduce the flood risk in Kilbirnie Crescent and improve flow through the town centre in severe floods. Preliminary investigations are under way to test the feasibility of this option.

The plan process has also provided an opportunity to take a longer-term view of the resilience of this area to climate change. Sea level rise has the most potential to affect the Kilbirnie area – particularly the stormwater network. By mapping and analysing a series of sea level rise scenarios, the Council has gained a better understanding of likely issues and possible solutions to deal with sea level rise over the short, medium and long term. While pumping is likely to become a higher priority over the long term in the northern parts of Kilbirnie, there is an opportunity to better understand the levels of soakage available in the underlying geology and the impacts of a rising water table.

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#### **Key components of this opportunity**

- Continue investigations into design solutions to redirect surface flood flow from the Kilbirnie Crescent area to the soon-to-be built Tacy Street pump station.
- Investigate approaches (including development contributions policy) to address the funding gap and ensure sufficient funds are available in the future to improve the resilience of the stormwater system.
- Undertake research on the underlying geology to better understand the effects of a rising water table on water, wastewater and stormwater infrastructure.

#### **Relevant goals**

12 Improve resilience of water based infrastructure.

#### **Relevant actions (see Part 3 – Programme to deliver the draft plan)**

A3, A15, A17, A18, A19

# Part 3 – Programme to deliver the Kilbirnie town centre revitalisation plan

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## 12. Introduction

This action plan gives an overall picture of the Council's intentions and shows where coordination and partnership is required with individuals and organisations. Actions are set out under the following headings:

- Our current actions (Table 1)
- Priorities for funding (Tables 2 and 3)
- Working with others (Tables 4, 5 and 6)
- Working within the Council (Table 7)
- Monitoring and review (Table 8).

Flexibility has been built into the action plan to recognise that some actions require further feasibility testing and to enable work programmes and new proposals to be developed in more detail over time. Actions have also been assigned a timeframe for implementation and in some cases specific dates have been included. A review provision has been incorporated into the action plan to ensure changes can be made and to enable progress to be measured.

### Priorities

Three levels of priority have been identified:

**Priority 1** – considered essential to achieve the vision outlined in the plan

**Priority 2** – important to achieve the vision

**Priority 3** – valuable opportunity to achieve the vision as funding becomes available.

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## 13. Roles

### Role of local businesses, retailers, landowners and developers

While the Council will play a lead role, achieving the goals in this plan also depends on the support and investment of local businesses, retailers, landowners and developers.

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A collaborative process has been used to develop the plan and this has generated enthusiasm within the business community about Kilbirnie's future. The challenge is to sustain momentum and continue to grow business interest in the delivery of the goals in this plan.

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### Role of the Council

The Council has an important role to play in realising the future vision for Kilbirnie.

This role may take many forms, from direct investment in improvements to monitoring progress on the goals in the plan. The focus on revitalisation requires the Council to look at new tools and be innovative in the way it supports revitalisation. The Council has a real opportunity to improve town centre coordination. It can also support revitalisation by providing design guidance on key sites and

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by working collaboratively with owners and developers to improve the way private development interacts with streets and other public spaces.

## Role of other sectors

Many of the opportunities proposed in this plan will only be successfully achieved in partnership with the community and key private and public sector organisations. Individuals and community groups are the key users of the town centre – their views need to be considered in the detailed delivery and design of key works.

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## 14. Action plan

### 14.1. Our current actions

**Table 1: Key projects planned or underway**

	Action	Completion date	Key linkages to Kilbirnie Town Centre
A1	District Plan review (DPC 72 and 73)	<a href="#">Council decision due August 2010</a>	New controls and design guidance for development in centre zone.  New controls for residential development in areas of change.  Note: Further actions to amend the District Plan may be necessary following finalisation of the town centre plan for Kilbirnie (see action A16).
A2	Indoor Community Sports Centre (ICSC) – accessibility study for pedestrians and cyclists	<del>Late 2010</del>	Pedestrian and cycle corridors between ICSC, town centre and key destinations are under review to determine appropriate levels of service.
A3	ICSC – stormwater infrastructure upgrades	2010/11 – pump station 2012/13 – drainage works	The upgrades will significantly reduce the existing flood hazard in north/west part of Kilbirnie.
A4	Housing upgrade programme – Kotuku Flats	Construction scheduled for July 2011	The upgrade will substantially improve the liveability and look of the housing and surrounding open spaces, benefitting tenants and the neighbourhood.
A5	Hydrotherapy pool (WRAC) – part of Annual Plan consultation	2013/14	Provides improved service to the community for aquatic activities.

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### 14.2. Priorities for funding – streetscape improvements

The 2009-19 long-term plan identifies capital funding for urban development projects and streetscape improvements in Kilbirnie. Under the long-term plan, \$190k is available in 2010/11 for public space detailed planning and design, while \$1.5m is available for implementation in the 2011/12 financial year. The following table summarises the options for this spend and provides an indication of priority (based on how each option aligns with the goals in the plan).

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**Table 2: Priorities for existing funding**

	Action	When	Priority	Resources	Partners
A6	Prepare a public space plan for streetscape improvements – setting out detailed design, priority locations and level of	2010/11	Priority 1	Existing funding – \$190k	Businesses, landowners, community

	investment.				
A7	Streetscape improvements according to public space plan: <ul style="list-style-type: none"> <li>Streetscape improvements – bus waiting area</li> <li>Streetscape improvements – main street (Bay Road, mid-block link and Coutts Street).</li> </ul>	<a href="#">2011/12</a>	Priority 1	Existing funding – \$1.5m Requires input from Project Management Office, Transport Planning and Urban Design	Businesses, landowners, community

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**Table 3: Priorities for new funding**

	Action	When	Priority	Resources	Partners
A8	Streetscape improvements and planting: <ul style="list-style-type: none"> <li>Community walkway/<a href="#">cycleway/linear park</a> (drainage easement)</li> <li>Onepu Road and Rongotai Road</li> </ul>	1–5 years	Priority 2	New funding required. Some elements of community walkway may be able to be funded from reprioritisation of existing resources. <a href="#">Convene a community working group to advance this project by defining needs and identifying available resources.</a> Requires input from Parks and Gardens, Transport Planning and Urban Design.	Businesses, landowners, <a href="#">schools</a> , community

### 14.3. Working with others

Achieving the vision and realising the opportunities in this plan will require partnerships and good working relationships between the various agencies (including the Council), business owners and operators, and the community.

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**Table 4: Kick-starting development for key opportunity sites**

Part 2 of the plan identifies potential futures for a number of key opportunity sites in Kilbirnie, these being:

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- Bay Road mixed use (area in and around the Community Centre site on Bay Road) [\[Opportunity 2\]](#)
- supermarket precinct and mid-block link (Woolworths site and adjacent properties) [\[Opportunity 3\]](#)
- bus barn redevelopment on Onepu Road [\[Opportunity 5\]](#)
- Coutts Street revitalisation (south side of Coutts Street between Onepu Road and Childers Terrace) [\[Opportunity 4\]](#).

The benefits to the town centre would be significant if even one or two of these sites were revitalised as outlined in the plan. [A business case and design has been prepared by Infratil Ltd for the bus barns redevelopment.](#) The remainder require further work to determine feasibility, detailed design and investment requirements.

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	Action	When	Priority	Resources	Partners
A9	Support revitalisation of key opportunity sites by: <ul style="list-style-type: none"> <li>• developing site briefs to guide design and implementation</li> <li>• working with private owners and developers to better realise opportunities on key sites.</li> </ul>	1–5 years	Priority 1	New funding required. Requires input from Project Management Office, Urban Design and Property.	Business owners and operators
A10	Identify opportunities to improve utilisation and efficiency of Council property assets to achieve revitalisation goals in the plan.	Ongoing	Priority 2	Either new funding or by better utilisation of existing asset base. Requires input from Property.	Business owners and operators

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**Table 5: Town centre coordination**

Actions around town centre coordination are particularly relevant to achieving the goals of the plan and ensuring momentum is maintained beyond the finalisation of this plan. The following actions describe the opportunities available to the Council to respond to business organisation and coordination for Kilbirnie town centre.

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	Action	When	Priority	Resources	Partners
A11	Ensure ongoing communication of town centre plan initiatives to the community, public sector organisations and the private sector.	1–3 years	Priority 1	Requires input from Communications and Marketing.	Community, business groups, other agencies and developers
A12	Ensure ongoing project support for initial implementation phases of the town centre plan.	1–3 years	Priority 1	Requires reprioritisation of existing resources. Requires input from Project Management Office.	Community, business groups, other agencies and developers
A13	Work with existing businesses to establish a Business Leadership Group to provide local leadership and business coordination to drive the town centre revitalisation.	1–3 years	Priority 1	Requires reprioritisation of existing resources. Requires input from Project Management Office. Could be linked to BID or a town centre coordinator position.	Retailers, business owners, landowners
A14	Investigate the feasibility of a Business Improvement District (BID) or a Main Street programme to provide ongoing momentum and locally based funding and coordination.	1–3 years	Priority 1	Achievable within existing resources if investigation is focused only on Kilbirnie. May require new funding for a wider investigation. Implementation requires new funding, either as LTCCP new initiative or through a targeted rate. Requires input from City Planning, Finance and Project Management Office.	Business groups, other agencies and developers

**Table 6: Working with key agencies**

The integrated process to develop the plan has highlighted the need to continue discussions with several key agencies with an interest and influence in Kilbirnie.

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	Action	When	Priority	Resources	Partners
A15	Liaise with the following agencies to ensure consistency with the draft town centre plan aims, including:	Ongoing		Achievable within existing funding streams.	
	<ul style="list-style-type: none"> <li>Greater Wellington (GWRC) and Go Wellington to ensure integration and consistency with future bus network plans.</li> </ul>		Priority 2	Requires input from Transport Planning.	GWRC, Go Wellington
	<ul style="list-style-type: none"> <li>NZTA on intersection improvements and modelling as part of the Ngauranga to Airport Corridor Plan.</li> </ul>		Priority 3	Requires input from Transport Planning.	NZTA, Greater Wellington and Wellington Airport
	<ul style="list-style-type: none"> <li>Housing NZ (and housing trusts) and developers to investigate opportunities to provide affordable housing and quality medium density housing.</li> </ul>		Priority 3	Requires input from <a href="#">Policy &amp; Planning</a> , Urban Design and City Housing.	Developers, land owners, Housing NZ, property trusts
	<ul style="list-style-type: none"> <li>Infratil Ltd to assist in finding alternative sites for bus storage</li> </ul>		Priority 1	Requires input from Property	Infratil Ltd
	<ul style="list-style-type: none"> <li>Capacity Infrastructure Services to investigate options to address the long-term flooding.</li> </ul>		Priority 2	Investigation achievable within existing resources. Implementation – requires new funding. Requires input from Infrastructure.	Capacity

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## 14.4. Working within Council

The following table focuses on actions the Council has direct responsibility for, including District Plan policy, finance policy and Asset Management Plans.

**Table 7 – Working within Council**

	Action	When	Priority	Resources	Potential partners
A16	Review provisions in the District Plan to ensure consistency with the town centre plan aims, including: <ul style="list-style-type: none"> <li>providing for additional building height to enable mid-rise development and to increase development intensity in the town centre, <a href="#">including appropriate zoning of Ross Street</a></li> <li>considering the need for more detailed design guidance for opportunity sites and other</li> </ul>	Immediate	Priority 1	Requires re-prioritisation of existing resources. Requires input from <a href="#">Policy &amp; Planning</a> , Transport and Urban Design.	Landowners, community groups

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	key locations such as areas of change and mid-block link • road hierarchy.				
A17	Investigate and review financial tools and policies available to fund development and infrastructure upgrades, including: • key growth assumptions – development contributions policy • feasibility of other economic tools such as Tax Increment Financing to overcome initial funding barriers for redevelopment.	1–3 years	Priority 2	Achievable within existing resources. Requires input from Policy and Finance.	Landowners, property developers
A18	Review and amend Asset Management Plans and operational policy to ensure consistency with the draft town centre plan aims, including: • improvements to the stormwater infrastructure to address existing flood hazard and long-term inundation associated with sea level rise • options for the future use and layout of buildings in the existing community hub in Kilbirnie and <a href="#">the</a> upgrade of the community centre. • investigate parking restrictions in Mahora Street and Rongotai Road.	Ongoing	Priority 3	Policy review requires some re-prioritisation of existing resources.  Implementation requires new funding. Note: new funding for the community centre upgrade is proposed in the Community Facilities Policy Implementation Plan ( <a href="#">Feasibility study of options scheduled for 2015/16; Construction works 2018/19-2020/21</a> ).  Requires input from Infrastructure, City Communities and Transport.	Capacity Community groups

## 14.5. Monitoring and Review

Centres are dynamic places and subject to ongoing change. Recognising this, it is important to ensure progress is monitored and the actions in the plan are reviewed and adjusted as necessary.

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**Table 8 – Monitoring and review**

	Action	Priority	Resources
A19	Monitor and report on progress against the goals and actions in the plan on a yearly basis for a period of three years.	Priority 1	Achievable within existing resources. Requires input from Project Management Office.

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# APPENDIX 1

**Deleted: Part 4 – Have Your Say**

**Deleted: 15. Next steps**  
Wellington City Council is seeking feedback on the draft plan. Your comments will be used to help finalise the town centre plan and action plan, which is due to be reported back to Council for adoption later in the year.

**Deleted:** Written comments should be submitted by Monday 21 June 2010 and addressed to:

**Deleted:** Freepost 2199  
Draft Kilbirnie town centre revitalisation plan  
Wellington City Council  
Wellington 6140

**Deleted:** Further information, including an online feedback form, is available at [www.Wellington.govt.nz](http://www.Wellington.govt.nz) or contact the project manager, Paul Kos, phone 499 4444 or email [kilbirnie@wcc.govt.nz](mailto:kilbirnie@wcc.govt.nz)

**Deleted:** To help you provide input, we have developed the attached feedback form, which relates to the aims and opportunities in the draft plan. Please take time to complete the form (and any additional comments you would like to make), and return it by Monday 21 June 2010.

**Deleted:** Privacy statement: All feedback (including name and contact details) may be published and made available to elected members and the public. Personal information will also be used for the administration of the consultation process. All information collected will be held by Wellington City Council, 101 Wakefield Street, Wellington. Respondents have the right to access and correct personal information.