



Kilbirnie Town Centre Plan

*Help develop a plan to revitalise
Kilbirnie town centre*

Absolutely

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WELLINGTON CITY COUNCIL

Wellington

Introduction



Wellington City Council is launching a project to develop a town centre plan for Kilbirnie.

The town centre plan will be developed together with local businesses and the community, and will look at how the town centre and its surrounds can be revitalised and enhanced, creating an attractive, vibrant, people friendly and prosperous part of Wellington City.

Upon completion, the final plan will comprise a future vision and concept design for the town centre.

You can read more about the aims of the project and the process to develop the town centre plan in the following pages.

Please give us your views

Understanding the issues facing the town centre is an important first step in developing the town centre plan. We want to hear what you think about the Kilbirnie town centre area, what you like or don't like about it, and what opportunities you think there are to improve it over the long-term.

Please take time to complete the attached questionnaire (and any additional comments you would like to make), and return it by **Monday 15 June 2009** to Freepost 2199, Kilbirnie Town Centre Plan, Wellington. Alternatively you can complete it online in the 'Have Your Say' section of the Council's website www.Wellington.govt.nz

Please also indicate on the questionnaire if you would like to be added to our mailing list so you can receive regular updates and information.

You can also join our Facebook group. Just type in 'Kilbirnie town centre plan' on www.facebook.com to have your say.

Drop-in sessions

Discuss your ideas with Council staff at the drop-in sessions at the Kilbirnie Community Centre in Bay Road.

Thursday	4 June	1-4pm
Saturday	6 June	10-2pm
Tuesday	9 June	5-8pm



Why do a town centre plan for Kilbirnie?

WE ARE GROWING AND CHANGING

Wellington is a dynamic and growing city. Forecasts show by 2031 there will be around 43,000 more people living in Wellington City than today. Kilbirnie is also growing. The town centre and surrounding areas are sought after places to live and do business.

Some of the surrounding industrial areas have changed considerably over the last decade with residential and retail uses becoming more predominant. There are strong indications that the area will continue to change in the future, with new development proposed on key sites such as the bus barns, the indoor community sports centre, Wellington International Airport and Rongotai.

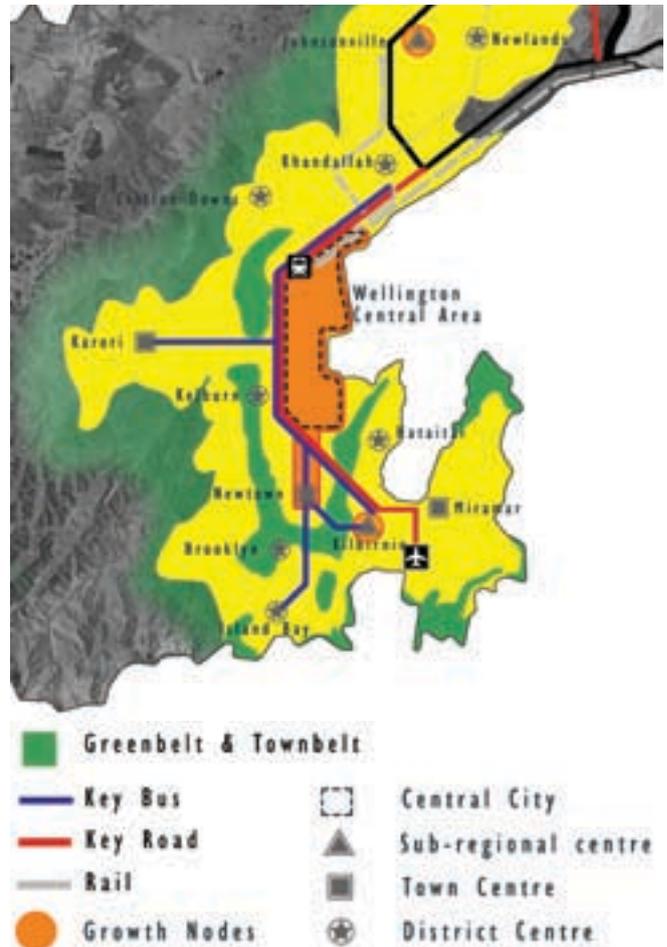
The challenge for Kilbirnie town centre in this changing environment is to ensure it maintains its role as a key social, community and business hub for the southern and eastern suburbs.

KILBIRNIE TOWN CENTRE – A KEY CENTRE ON THE ‘GROWTH SPINE’

Along with Johnsonville, the Central Area and Adelaide Road, Kilbirnie town centre has been identified in the Council’s Urban Development Strategy as a key centre on the ‘growth spine’. The ‘growth spine’ is where we expect a significant proportion of employment and residential growth to occur over the next 20 to 30 years.

The Council recently consulted with the community on new rules in Residential Areas to allow more intensive residential development immediately around Kilbirnie town centre.

Developing a town centre plan will help to ensure that the expected growth in employment and residential living in and around the centre, will be planned in an integrated manner and in a way that maximises benefit to the wider community.



RE-VITALISING THE TOWN CENTRE

Centres are the focus of much of the economic and social life of their communities. They provide accessible shopping and local services to meet people’s day to day needs. It is the combination of activities and functions that make larger centres (such as Kilbirnie) particularly important places, as it enables them to be more than just a shopping destination.

While the Kilbirnie area has always been a ‘mixed use’ community with homes alongside industrial and commercial development, the town centre has not really lived up to its potential as a key destination. This is partly due to its limited retail options (other than convenience goods), traffic issues, lack of connectivity between the key activities, and the un-distinguished nature of many buildings and streets.

The process to develop a town centre plan provides an opportunity to address these concerns and revitalise the town centre. It will help guide how the Council maximises the benefits of its investment in infrastructure, how future development can link into and add value to the town centre, and will help to shape opportunities for other parties to invest in the revitalisation of Kilbirnie town centre.

The Study Area



The focus of the project is primarily on the core town centre shaded in blue on the following map. The study area for the project does, however, include a small area surrounding the centre so that the implications of adjacent residential and recreational uses can be considered and form part of the long-term vision for the centre.

The town centre plan will also consider how the town centre fits in with the wider context for issues such as transport, utilities and climate change. To account for this, information will also be gathered on larger scale issues such as the transport network to ensure the connections and links are made to activities and development in the southern and eastern suburbs.

Kilbirnie Town Centre Plan **Study Area**

- Commercial Centre
- Study Area boundary



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Kilbirnie's Future

Over the next 20 years, Kilbirnie town centre is likely to have more shops, jobs, and people living in and using the centre, and a wider range of services. By planning ahead, the town centre plan process provides an opportunity to improve the look and feel of the town centre, creating a more attractive place to visit, work and live.

However, Kilbirnie's future will also present challenges that need to be carefully managed – such as traffic and parking, impacts of new development on neighbouring residential properties, pedestrian access and maintaining the village feel of the area.

SOME OF THE KEY ISSUES AND OPPORTUNITIES TO BE EXPLORED MIGHT INCLUDE:

AMENITY – THE LOOK AND FEEL

- How do we improve the look and feel of the town centre? (this could include better designed buildings, streets and public spaces).

ACTIVITIES

- What types of employment should be encouraged in the town centre?
- What is the best mix of activities in the centre in the context of the development of the wider Rongotai area?
- How does residential living fit in the mix of activities?
- What are the future opportunities for the bus barn site?

TRANSPORT AND PARKING

- How will the transport network cope with future demand?
- Are there better ways to provide and manage parking in the town centre?
- How will future changes to bus services and routes affect the town centre?
- How should road space be shared by different transport modes?

WALKING AND CYCLING

- How easy is it to walk and cycle to and around the centre?
- Are there opportunities to improve connections between the centre and nearby schools, Wellington Regional Aquatic Centre and where people shop?

CHARACTER AND HERITAGE

- What are the important aspects of character and heritage in the area?
- How do we value or recognise the character and heritage of Kilbirnie?

LOCAL SPACES AND FACILITIES

- Do we have sufficient public space within and around the centre?
- Are there ways to improve existing public spaces to make them safer and more people friendly?
- How do the existing community facilities meet the needs of the current and expected future population?

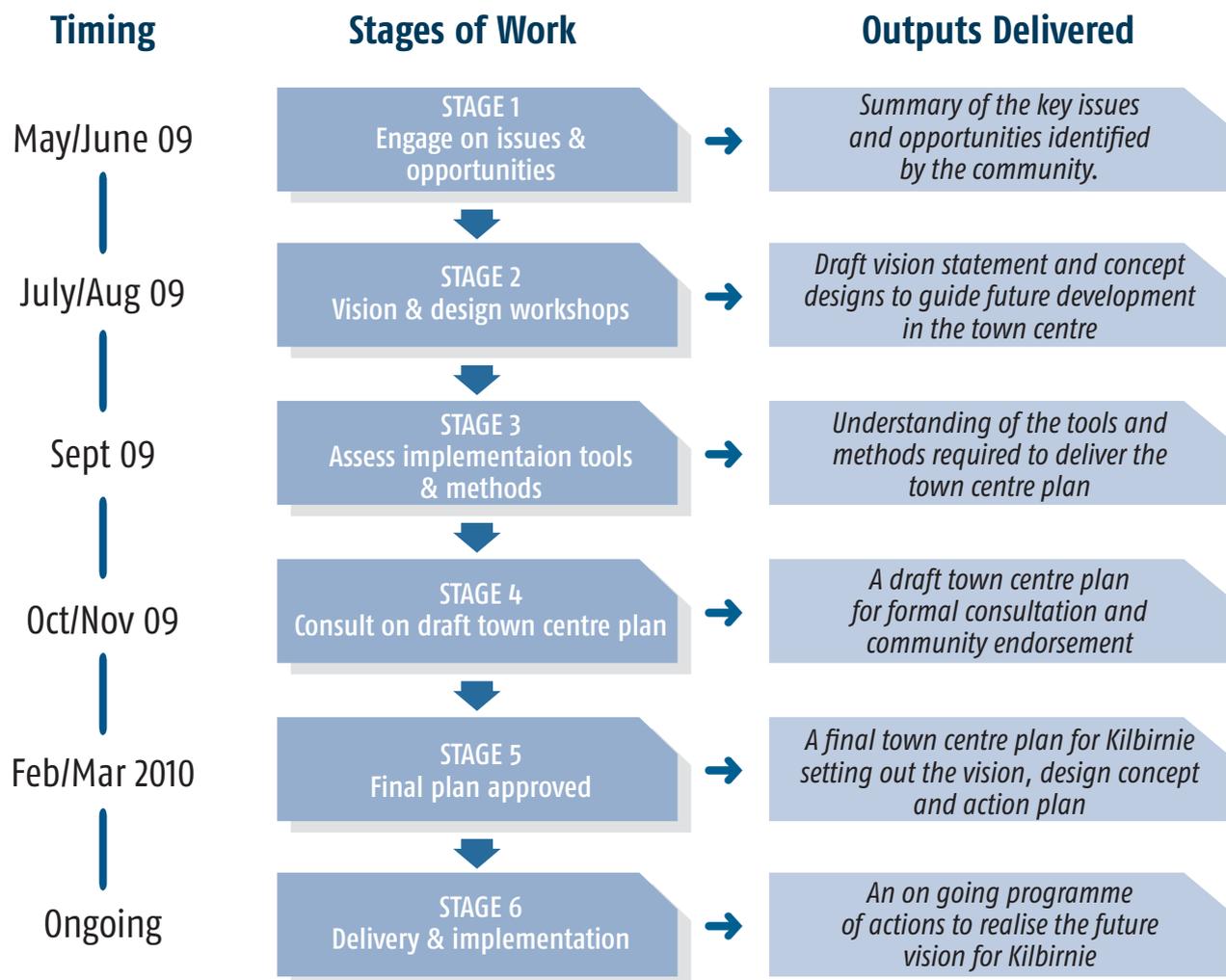
CLIMATE CHANGE

- How will future development in the area cope with climate change impacts?

How can I be involved?

The process to develop a town centre plan for Kilbirnie is shown in the diagram below. There are several ways for you to be directly involved in the process.

We are keen to hear your early ideas and thoughts. You can start by responding to the questionnaire in this brochure and telling us what you like or don't like about Kilbirnie town centre.



What happens next?

The feedback we receive on this brochure will be summarised and put on our website so you can see the results. The feedback will also be used during the visioning and design workshops, which are proposed to occur in July or August of this year. Further information on the workshops will be advertised at a later date.

