

| DATE | ISSUE | BY: |
|----------|-------|-----|
| 29.09.09 | - | JR |
| 02.10.09 | - | JR |
| 05.10.09 | DRAFT | JR |
| 25.11.09 | FINAL | JM |



Working Paper

KILBIRNIE

TOWN CENTRE PLAN

a long term vision for revitalisation, growth and development

Prepared for:

Wellington City Council

by:

McIndoe Urban

Athfield Architects Ltd

Wraight + Associates Ltd

with:

Stoks Ltd, Traffic Concepts and Marketplace New Zealand.

EXECUTIVE SUMMARY

1. The purpose of this project is to revitalise Kilbirnie Town Centre, making it an attractive, vibrant, people-friendly and prosperous part of Wellington City.
2. This provides a vision and includes a series of initiatives for consideration for both private and public space development.
3. This report follows a public consultation process and specialist studies, and is the outcome of a series of planning and design workshops. Public feedback and specialist review confirm that Kilbirnie Town centre is valued, however it is seen as underperforming: there is a need to upgrade the quality of the town centre, and scope for additional activity. Moreover there is strong private sector interest in providing more diverse activity and intensification.
4. Further development will see the findings of this document contributing to a Draft Kilbirnie Town Centre Plan to be prepared by Council. This requires a process of detailed planning and intensive ongoing management to achieve implementation.
5. The vision is to promote a high quality, attractive and coordinated network of streets and new public ways, vibrant mixed use including intensified retail, residential apartments and increased opportunities for offices and other places of work.
6. Key strategies for retail intensification in the town centre revolve around new and reconfigured 'anchor' developments which will be the catalyst for precinct development. The town centre will provide the scope for significant residential intensification, and it can do so in ways which will contribute to amenity.
7. Key strategies for infrastructure are the introduction of a new mid-block hospitality focused street, streetscape improvements to the main roads, and improved pedestrian links to community facilities at Kilbirnie Park.
8. Availability of parking remains a concern for town centre users and retailers alike. Parking will in the future continue to be provided on the street, however intensified parking on private land will increasingly need to be in parking buildings.
9. Five 'Precincts' and an infrastructure plan comprising six key 'Infrastructure' initiatives are recommended. These will be realised incrementally and as opportunities arise.
10. Revitalisation will only be achieved with Council commitment to facilitation and advocacy, assisting the community and businesses in Kilbirnie to advance their own intensification projects. Private sector initiatives in combination with ongoing Council planning and coordination in support are required. Coordinated planning includes traffic modelling at the northern end of the town centre to ensure flows and conflicts are addressed.
11. A number of landowners recorded a willingness to develop and enhance their activity. This provides a major valuable impetus for revitalisation, and may act as a catalyst for further revitalisation.
12. Recommendations of this plan are to:
 - undertake further studies on traffic, infrastructure planning and design;
 - undertake discussion and negotiation with key stakeholders with a view to partnering development
 - dedicate an in-house 'Kilbirnie' team to the project
 - investigate district plan changes



Authorship

This report was produced for The Wellington City Council

with the assistance of:

Paul Kos, Senior Strategic Advisor, City Planning

Rekha Jatav, Projects Co-ordinator, City Planning

by

Core consultant team

Graeme McIndoe, McIndoeUrban

Martin Bryant, Jamie Roberts, Wraight and Associates

John McIntyre, Andre Bishop, Athfield Architects

Tim Heath, Property Economics, Retail Consultant (analysis and workshop 1)

Specialist consultants (analysis and workshop 2 participation)

Dr Frank Stoks, Stoks Limited, CPTED consultant

Gary Clark, Traffic Concepts, Traffic consultant

Mark Tansley, Marketplace New Zealand, Retail consultant

Kilbirnie Leadership Group

Simon Casey (Resident & Business Owner)

Dean & Brian Galt (Pak' n Save)

Leon Hayson (Progressive Enterprises Ltd)

Geoff Kiddle (Kilbirnie Pharmacy)

Andrew Lamb (Infratil)

Hone McGregor (Resident)

John McIntyre (The Childrens Bookshop)

Mike Mellor (Resident)

Andrew Mitchell (Ryman Healthcare)

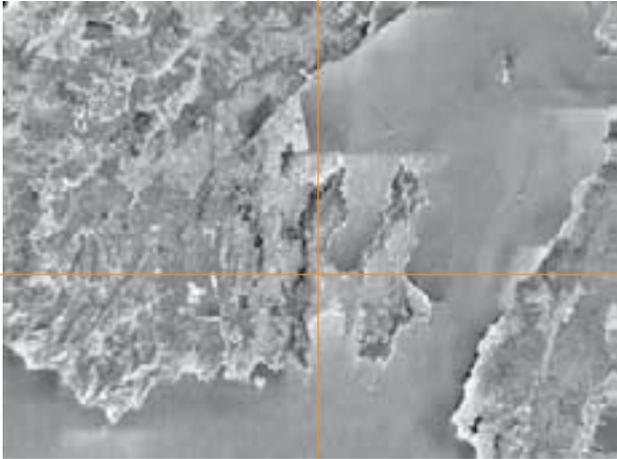
Uli Nueman (Resident)

Rob Phillipson (Resident)

Yvonne Webber (Resident)

Status of the Report

This report summarises the findings of the analysis, workshop and conceptual planning stages of the Kilbirnie Town Centre Plan process, and makes recommendations for how the centre should be revitalised. It is intended to contribute to but does not constitute the Draft Kilbirnie Town Centre Plan. That document will be developed and confirmed by Wellington City Council following these initial consultative and planning stages.



CONTENTS

| | |
|--------------------------------|--|
| Executive Summary | 1 |
| PART 1 : Introduction | 4 |
| A plan for Kilbirnie | 4 |
| Part 2 : Background | 5 |
| Keyfindings | 5 |
| Community Consultation | 6 |
| Urban Design Analysis | 8 |
| CPTED Assessment | 11 |
| Traffic | 12 |
| Retail Commercial and Economic | 13 |
| PART 3 : Vision | 15 |
| Principles | 15 |
| Strategy | 16 |
| Implementation Process | 18 |
| PART 4 : Initiatives | 21 |
| Precincts and Infrastructure | 21 |
| <i>Precincts</i> | 21 |
| Bay Road Retail | 22 |
| "Eat" Street Precinct | 24 |
| Bus Barn Redevelopment | 26 |
| Coutts Street Rejuvenation | 28 |
| Kilbirnie Gateway | 30 |
| <i>Infrastructure Plan</i> | 32 |
| Main Street | 34 |
| Onepu Road | 36 |
| Rongotai Boulevard | 38 |
| Community Walkway | 39 |
| Childers Terrace | 40 |
| Community Centre Integration | 41 |
| References | 42 |
| Appendices | |
| Appendix 1: | Urban Design Analysis |
| Appendix 2: | Kilbirnie Town Centre Summary of Transport Issues (July 2009) |
| Appendix 3: | Kilbirnie Town Centre Market Assessment Report (August 2009) |

PART I : INTRODUCTION

A plan for Kilbirnie

Intentions

This report is a vision to revitalise Kilbirnie’s town centre. It defines the role of the town centre and its retail, traffic, recreational and residential functions, identifies opportunities to enhance these.

It identifies directions that will influence future growth and development, the physical planning and design strategies that support revitalisation, the initiatives that collectively will deliver it, and the requirements for implementation. This will inform the development of Wellington City Council’s draft town centre plan for Kilbirnie

The intentions for Kilbirnie Town Centre are to:

- reflect its role as a centre of regional significance;
- be commercially vibrant, and provide an attractive range of opportunities for business, retail and living;
- look good; have the services to support a growing population; and
- be accessible as a centre that supports high quality public transport.

Regional Planning Context

The wider context for Kilbirnie is established by Wellington City’s Long Term Community Plan (LTCCP):

“By 2020... ..We plan to implement a ‘growth spine’ concept, which will stretch from Kilbirnie and Newtown through the city centre into northern areas such as Johnsonville. More intensive urban development in these areas will be encouraged, along with enhanced amenities and transport infrastructure”

Kilbirnie

The LTCCP identifies Kilbirnie as a sub-regional centre. Currently, Kilbirnie is a loose conglomeration of nodes that include the town centre itself, major community facilities such as the Wellington Regional Aquatic Centre and the proposed Indoor Community Sports Centre, employment and large format retail clusters in Rongotai and along SH1, and the Wellington International Airport.

The challenge in this environment is for Kilbirnie Town Centre to maintain its role as the key social, community and business hub for the southern and eastern suburbs. What is currently a run-down convenience centre needs to be developed into a centre of regional significance, building on the unique range of city recreational facilities that exist here, and an unrealised potential for retail complemented by intentions for residential intensification.

The town centre revitalisation will need to address the limited retail options, the traffic congestion and parking issues, the need for a public transport centre, the lack of connectivity between key activities and sub-regional nodes and the undistinguished nature of many buildings and streets.

Traces of the historical development of Kilbirnie and its underlying landscape setting provide cues for design. The original shoreline followed the curve of Kilbirnie Crescent and extended along Rongotai Rd. The dune and wetland environments associated with this provided the flat land upon which the urban grid was laid. The street grid provided direct connection to the shoreline and also exposes Kilbirnie to the climatic influence of the maritime environment.

Recognising these characteristics involves emphasising historical lines and engaging with coastal ecology and processes, while providing connectivity and shelter that is critical at the heart of a vibrant town centre.

Proposed District Plan changes that will apply to Kilbirnie, will support revitalisation and ensure development is of high quality. These will:

- encourage medium density residential around the town centre, with an increase in permitted height and site coverage;
- apply an improved Residential Design Guide to ensure development is of good quality and relates well to its setting;
- provide increased scope and intensity of development in identified areas of change close to the town centre; and
- will apply a Suburban Centre Design Guide requiring a high level of quality and amenity in any new development.

Developing a plan for Kilbirnie

This report has been developed via public and key stakeholder consultation. It has been prepared with specialist research and expert inputs, and tested with public input in a series of interactive workshops. The process has included intensive involvement throughout the workshop process by a Council appointed Leadership Group of 12 representing both the community, local retail and commercial interests. The Leadership Group, along with Council experts, assisted the project team with generation and critique of ideas. This plan is now subject to further consultation.

Scope and interpretation

This document establishes an overall vision, development strategies, an implementation strategy, and a range of physical initiatives. The scope of this visioning and planning study has included conceptual investigations, but not the detailed site analysis and design studies that are required for implementation. Each initiative is defined through a diagram of the physical principles, a rationale and an artists’ impression describing the experiential quality anticipated.

The complexity of land ownership necessitates an implementation strategy. Part of this report describes implementation options and issues and challenges relating to implementation have been defined with each initiative.

This summarises the outcome of a collaborative community process, and outlines the way forward. It marks the start not the end of an ongoing process.

PART 2 : BACKGROUND

Key Findings

This is a summary of the key findings from the expert reports, and subsequent presentation and discussion of these in the workshops:

Community Consultation

The three stage workshop process tested and confirmed the directions and principles described in this report. Overarching points that emerge from the various stages of consultation are:

- Improve the look and feel of the town centre.
- Address traffic management, particularly around the north end of the town centre.
- Maintain the existing parking provision, and provide for additional mid-block parking related to new development.
- Retain a public transport focus, addressing arrangement and amenity of bus stops.
- Encourage better shops, commercial success and a greater mix of uses in the town centre, while maintaining a compact, 'village' atmosphere.

The concept of Bay Road as a mall was considered in detail and rejected, however there was strong support for a proposed new east-west pedestrian street between Bay and Onepu Roads.

Urban Design

- Kilbirnie Town Centre has a unique mix of residential, commercial, cultural, recreational, community and cultural uses, but these are dispersed and lack a real sense of connection to each other and to the town centre.
- The town centre is relatively low-scaled, with little residential activity and lots of carparking, paved street surfaces and low quality open spaces, the combination of which does not make the town centre a compelling place to visit in its own right.
- The town centre has a diverse character, with a mix of building types of varying scales, ages and conditions.
- Most of the buildings on and close to Bay Road have narrow frontages and create a fine grain of activity along the street edge.
- Active street edge conditions along parts of Bay Road contrast with poor conditions in the same street and on Onepu Road, with edges dominated by large blank walls or open service areas and carparking.
- Large urban blocks lack mid-block east-west connections.
- The edge of the original shoreline is reflected in the street pattern and geometry, and while tramlines influenced the local street hierarchy to create a logical and legible urban form, over time this has led to prioritisation of utility over amenity on some streets.
- The most heavily trafficked streets and intersections are wide-open and vehicle dominated, offering poor amenity and streetscape quality.
- There is scope to activate and enhance the streetscape, working with key retailers to provide solutions that are both commercially viable and improve the public realm.

CPTED

- Kilbirnie Town Centre is a generally safe and low-crime area but needs minor safety enhancements.
- People advise that in general they do not feel unsafe in the town centre, however a few places are problematic, including near the money machines, outside bars and in narrow alleys. Supporting this, the Police report that Kilbirnie is generally a low crime area but there is some minor disorder around bars.

- While good design can ensure that existing minor issues of entrapment and concealment can be addressed, there is excellent scope for using lighting to both help revitalise the image of the town centre and provide enhanced safety and security.

Traffic

- Kilbirnie Town Centre is dominated by transport, with significant traffic volumes on most of its streets.
- Major traffic issues arise 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.
- Crash statistics show there are no major safety issues, however there are opportunities to enhance amenity for pedestrians and cyclists.
- Access to parking in the town centre is important.
- The town centre is well-served by public transport, but the function and amenity of bus stops needs to be improved.
- Transport network modelling shows that this area is sensitive to new development. Given the complexity of the traffic network here and its sensitivity to change, even minor street changes will require modelling.

Retail, Commercial and Economic

- To revitalise the town centre, the economic fundamentals must be addressed first.
- Kilbirnie Town Centre has significant strengths including some retail anchor tenants and recreational and community facilities. However the retail performance and quality of Kilbirnie is, with some exceptions, low.
- The retail buildings (apart from Pak 'n Save) are mostly older single level buildings of a scale and quality commensurate with a large neighbourhood centre, or other town centre in decline.
- Retail growth over time will be modest, but is sufficient in the period to 2031 to greatly improve the performance of Kilbirnie, elevating it from a large convenience centre to a sub-regional centre.
- Market perception is a key factor in revitalisation and transition to a successful sub-regional centre. This may be addressed by the mix of tenants (including a large supermarket and department store) and the built form of the town centre including whether the buildings are of a scale and quality expected in a sub-regional centre.
- Increase in scale will enable critical masses of activities such as cafes and restaurants, and entertainment to establish. This will in turn attract other activities such as office based employment, residential, traveller accommodation and health services.
- To ensure ongoing development and success:
- Bay Road built form should be improved with additional scale and intensity, and more traffic and parking.
- Non-retail activities will be crucial to enhancing performance. These include hotels, apartments, offices, a boutique movie theatre and associated restaurants and public facilities.
- New and existing anchor tenants should be supported, and their basic requirements incorporated into the town centre development plan.
- Access to sufficient carparking will be critical.

PART 2 : BACKGROUND

Community Consultation

Process

Initial community consultation was managed by Wellington City Council. Following this, the workshop process involved stakeholder interviews, a series of public briefings and interactive processes as part of the Vision Exploration and Scenario Development workshops. A Leadership Group of 12 was appointed by Council as the first part of call for consultation during the workshop process. The Leadership Group comprised six retailers and land owners and the same number of community representatives, and was involved at various stages during all three workshops, assisting generation and critique of ideas.

Initial WCC community consultation

Council undertook a consultation process over four weeks from 20 May 2009. In total, 155 submissions were received, and feedback was also made at the drop in sessions and through Council's Facebook page. The results are recorded in Summary of Consultation and Feedback Kilbirnie Town Centre Plan Stage I – Issues and Opportunities (June 2009). Responses to this stage of the consultation were grouped around the following themes which informed the brief for the workshop and planning process:

- Theme 1 – need to improve the look and feel of the town centre

Many respondents commented on the run-down nature of the buildings and public spaces in the town centre and the general unattractiveness of the centre:

- Theme 2 – traffic management and parking

Issues associated with traffic management and parking were the most commonly raised issues including on Bay Road and the intersections at the north end of the town centre.

- Theme 3 – public transport

Issues raised included congestion and amenity at the bus stops, and the need to retain Kilbirnie as a public transport hub.

- Theme 4 – shopping and mix of uses

A considerable number of respondents commented on the need for better shops and a greater mix of uses in the town centre.

The public was also asked: What would you change about Kilbirnie Town Centre? Key responses were around public space, pedestrian priority, the look and feel of the centre, traffic and parking improvements, and improving public facilities such as toilets.

Stakeholder Interviews

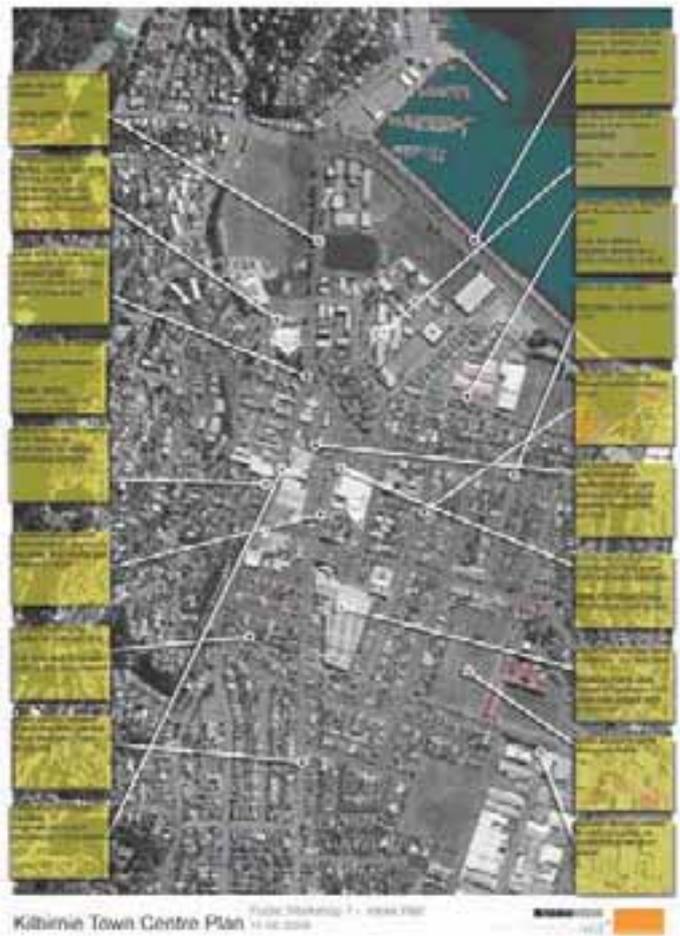
Stakeholders including Wellington City Council facilities managers, Living Streets Wellington, a visually impaired Kilbirnie resident, the Pacific Advisory Group, the principals of two local schools, the Wellington Indian Association, and representatives of three local churches were identified and interviewed. During this process the results of a formal survey of St Catherine's College students and staff on the positives and negatives of the town centre was tabled. Some of the broad directions that emerged from the interviews were:

- Manage parking within WCC facilities to allow for staff parking, and better service for facility users, but discourage all day commuter parking.
- Consider intensified use of the WCC site, including both enlarged community facilities and housing (as a possible means of funding).
- Relocate existing community centre and consider how its site can contribute to revitalisation of Bay Road with space, activity or both.
- Investigate scope for a community "Polynesian Centre" capable of accommodating events, for example 500 people, plus meeting rooms and potentially social services. Consider potential route of any future light rail or similar public transport system past or through the centre.

- Ensure Onepu/Rongotai Road intersection provides for pedestrian access from the north (including to and from the indoor sports centre).
- Consider Crawford/Childers/Rongotai Road intersection.
- Examine parking provision and management close to St Patricks and St Catherine's schools.
- Address location and environment of bus stops
- Examine potential in scenarios for: mall; modification of existing street space with better pedestrian facilities and parking; and opportunities for a town square.

Workshops

With each of the two public workshops: there was a public briefing, and at the end a presentation of the findings of the workshop, discussion and an interactive process of recording community comment on the initiatives and ideas developed. An ideas wall was used to allow any member of the public who attended to post notes relative on their ideas for parts of the Kilbirnie town centre.



An ideas wall was available for people to post additional, site-specific comments.

WORKSHOP 1: Vision Exploration

Values, principles and opportunities were identified with the Leadership Group and prioritised in order to determine general direction. These were subsequently tested in an interactive public forum. The 15 highest rating values and principles from each group are listed in descending order of priority:

Leadership Group Values and Principles

1. Commercial success
2. Provide for small office spaces for local business
3. Mixed uses – integrated
4. Connection to the history of the place
5. Quality open spaces
6. Strong built form reflecting heritage
7. Public transport focus
8. More people, more activity
9. Retail diversity
10. Open and easy for alternative transport – cycles, motorcycle, scooters
11. Accessible for all – young, old, car, walk, cycle
12. Enhanced walkability
13. New buildings should be 2 levels or higher
14. A place to live and work
15. Evening activities

Public Values and Principles

1. Create a connected and easy to navigate centre
2. Balance of environmental, social, economic and cultural wellbeing
3. Provide more public gathering spaces
4. Public transport focus
5. Retain heritage features
6. Enhance pedestrian access
7. Sustainability
8. Enhance cycle access
9. Create awareness of harbour
10. Long term vision plus quick wins to get started
11. Attractive place to shop, eat & relax
12. Village atmosphere
13. Commercial success
14. Establish a unique identity
15. Vibrancy

WORKSHOP 2: Scenario Development

Three scenarios were developed 3D modelling to prompt different solutions for discussion and critique. These

- concentrated all residential growth in designated town centre;
- extended growth into ‘areas of change’; and
- limited residential growth in the town centre, adding significantly to ‘areas of change’, and along Rongotai Road.

All scenarios provided for around 600 additional dwellings by 2031, with commensurate increases in commercial, community and retail services

The 3D form models that were developed formed the basis for round-table critique and discussion with the Leadership Group and Council experts, and clarification on the desirable direction. That direction was diagrammed, and a street level view and 3D model produced. This was presented to the public forum at the end of the workshop: ‘Confirming a Vision for Kilbirnie’. The general intent and proposed direction received strong support in this public meeting.



PART 2 : BACKGROUND

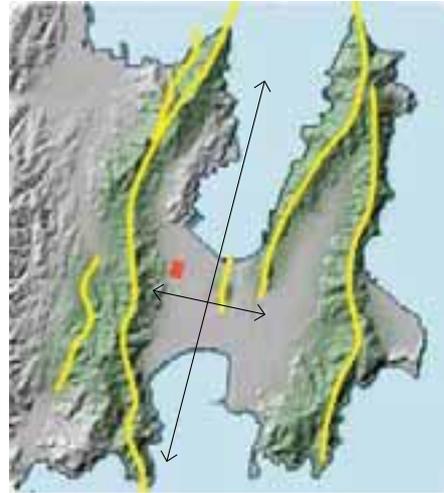
Urban Design Analysis

Landform

Kilbirnie's physical character is primarily defined by landform. The Rongotai isthmus is composed of relatively flat sand dunes of marine origin deposited between two hilly ridgelines. This topographical setting affords a distinctive local character to the town centre and makes the town centre prominent in views from the surrounding hills and airport approach paths. Views along the shorter blocks of the east-west streets are enclosed by these green ridgelines, while views along the longer blocks of the north-south streets are open to the sky, horizon and prevailing winds. Wide streets set in a grid are an affordance of the broad flat topography.

Future development should:

- respond in a manner appropriate to this dynamic geological setting
- reinforce the sense of visual enclosure or openness where it occurs
- enhance views to the town centre from the surroundings
- be of a scale which complements the scale and drama of the surrounding landscape.

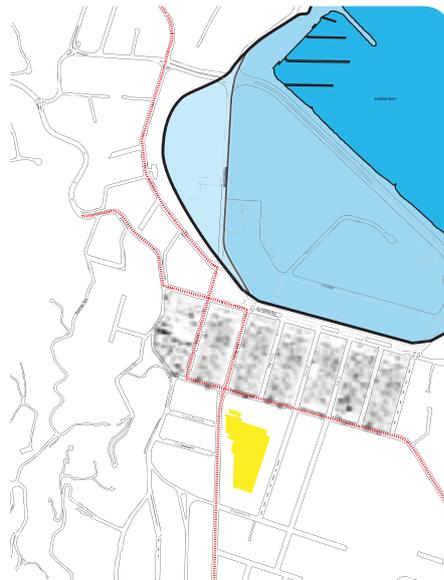


History

Land reclamation and urban development patterns (what kind/era/type) inform Kilbirnie's modern day 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 and 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 transit oriented urban development. The siting of tramlines influenced the local street hierarchy presenting a logical and legible urban form. Over time this has also led to a prioritisation of utility over amenity on some streets.

Future development should:

- be informed by and reveal the history of the area
- maintain the underlying structure of the street pattern
- be well serviced by public transport
- improve amenity and experience while contributing to the distinctive character of the area.



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 the Cook Strait. The Town Centre sits at the transition of these two zones. Urban and climatic hardship has resulted in vegetation which is sparse, and small scale with very few trees. The built form is tight-grained and huddled together, clinging to the surface. It rises out of the flat land in variable aggregations which drift across the site as if associated with the underlying dunal system, the streets forming the troughs between the dunes.

Future development should:

- reveal the ecological processes of the area through design
- provide integrated solutions to the design of urban spaces, services and utilities
- diversify and capitalise on existing open space types including reserves, Rongotai Rd and the sewer easement
- reinforce the history of the place



Urban 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. Blocks are generally rectangular with the long dimension running north-south. The scale of lots and pattern of subdivision contribute to consistent precincts of residential fabric. On the western edge Crawford Road, Childers Terrace, and Queens Drive provide a curvilinear edge as they traverse and respond to the change in the landform. Far to the eastern edge the study area is bounded by the strong geometry of the airport runways. On the reclamation north of Rongotai Road the grid pattern shifts with linear blocks running east-west. Permeability through the larger format lots between Kemp St, Cobham Drive, and the waters edge is limited and has been made difficult by the parceling of private land and construction of Cobham Drive. In the Town Centre there is a general lack of mid-block, east-west permeability for pedestrian. This is most apparent between Bay Road and Onepu Road and between Onepu Rd and Mahora Street. A number of laneways offer east-west access between Childers Terrace and Bay Road, although these vary greatly in quality. The large scale of the Tramways Workshop site suggests the need for additional cross links through this site also.

Future development should:

- maintain and improve upon the existing urban structure
- create new and improve existing east-west pedestrian routes through the town centre
- increase east-west permeability through the Tramways Workshop site

Clusters and Connectivity

Kilbirnie comprises a unique mix of residential, commercial, cultural, recreational, community and education uses. These tend to be located in clusters throughout the area which lack any real sense of connection to the Town Centre and each other.

Future development should:

- Facilitate improved connections and linkages between landuse clusters and their cultural and commercial activities
- reinforce the identity of Kilbirnie as a well connected, easy to navigate, culturally and socially diverse place
- provide great resources and amenity for both residents and visitors.

Activity

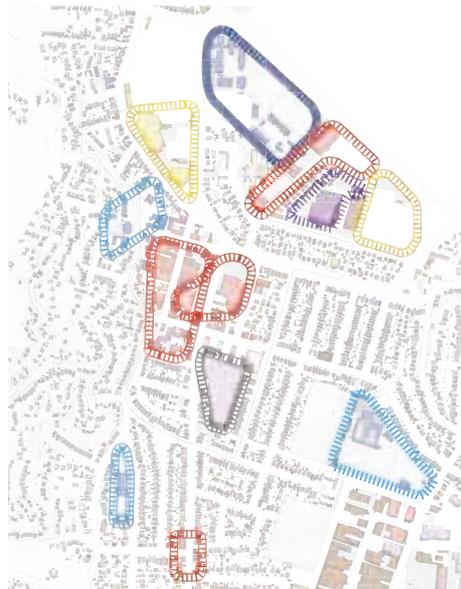
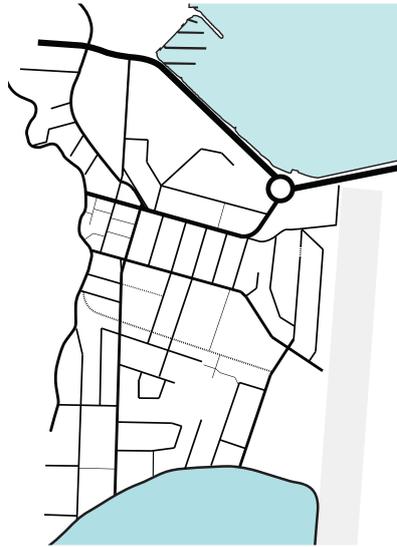
There is a distinct shift in the level of activity along the street edge between the Town Centre 'High Streets' and Onepu Road. This highlights the requirement for careful attention to the quality of the Onepu Road's edges to enhance its usability for pedestrians. The large parking areas of both local supermarkets have significant impact on street edge definition and the potential for activation.

Future development should:

- activate and enhance the streetscape in the town centre
- work with key retailers to provide solutions which are both commercially viable and improve the public realm

Intensity and Vitality

The study area accommodates an unusually diverse mix of activities which attract large numbers of people to Kilbirnie. These include regionally significant commercial, recreational and cultural attractors and a number of schools. In association with this, small scale retail is interspersed around the town centre. The town centre is relatively low scaled, with little residential activity and lots of



CPTED Assessment

A Crime Prevention Through Environmental Design (CPTED) Assessment was carried out by Dr Frank Stoks of Stoks Limited. This involved reviewing survey data, discussion with the Kilbirnie Policing Centre, and field study during the day and at night. In the course of this lighting was also assessed.

Responses relating to incidence of crime and fear of crime from the Community Consultation Stage 1 survey were that generally respondents don't feel unsafe:

"Being a bus passenger I am there all hours of the day and night and have never felt unsafe."

But there were a few places where people said they don't feel safe:

- waiting to use money machines
- areas outside TAB and pokies
- walking past the bars - "Kilbirnie has felt less safe since we voted it as a wet area"
- by the public toilets
- library south entrance
- alleyway between Coutts Street and Woolworths
- in the mall and down beside the Post Office after dark
- anywhere after 10 pm

The Police reported that Kilbirnie Town centre is generally a low crime area but there is some minor disorder around bars. Risky places are:

- near money machines
 - alleyway to the side of WINZ and ACC at night
 - alleyway between Coutts Street and Woolworths' car park
 - around the bus barns - due to isolation and poor standard of appearance
- The police were more concerned about safe access across Rongotai Road

Lighting

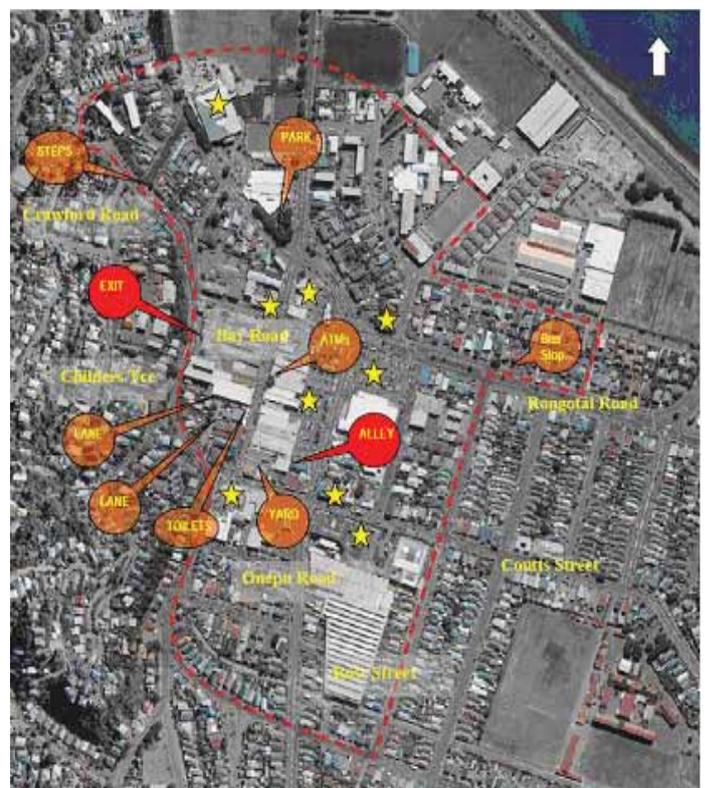
- Lighting is predominantly from road lamps (i.e. for vehicles). There is very little amenity lighting for showcasing the town centre
- Walkways and lanes are minimally lit from adjoining buildings
- Many under-verandah lights, some street lights, and some ATM lights not working
- Sodium street lights give a gloomy orange tint and poor colour fidelity
- Under-verandah name signs contribute light and vitality where they exist (and are turned on)
- Spill light 'spilling out' from shop displays also contributes to safety and vitality e.g. Blockbuster, Farmers
- Lighting doesn't obviously increase in level and quality to signal when the town centre is being approached
- Private rear yards near public spaces are often dark and unlit

There is excellent scope for using lighting for revitalising the town centre and providing enhanced safety and security

A physical inspection carried out during the day and at night using the following CPTED assessment criteria:

- Informal and formal surveillance
- Safe movement and connections
- Clear and logical layout
- Physical protection
- Sense of ownership
- Quality environments
- Activity mix, 'eyes on the street'

These findings are summarised on the following diagram:



- ✓ Predominantly low risk
- ★ Several activity generators 'eyes-on-street'
- Risky (convoluted) cross-block walkways
- Poorly lit areas
- Secluded unlit private rear yards off public space
- Two entrapment spaces

PART 2 : BACKGROUND

Traffic

Wellington City Council (Stephen Carruthers) prepared a report: Kilbirnie Town Centre: Summary of Transport Issues (July 2009) which brought together various transport reports and data to assist understanding of the area.

Key identified transport issues are:

- Lack of capacity on the road network (particularly in the future years)
- Walking and cycling facilities
- Public transport (bus stops)
- Parking demands
- Numerous proposed developments
- Increasing residential infill

Key opportunities are:

- Provide better walking and cycling facilities
- Further promote the use of public transport considering the good bus services
- Consider design, location and practicality of bus stops
- Provide a road network that will support future developments
- Enhance shopper experience on Bay Road

This report concluded:

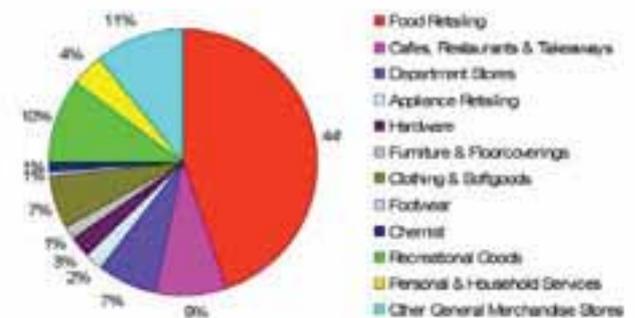
- Kilbirnie as a centre is dominated by transport. As well as containing many traffic generators of it's own it sits between the CBD and the Wellington Airport, and Miramar and the CBD. It is limited by three main access points to the CBD all of which are under capacity pressure. There are significant traffic volumes on most of the streets in and around the Kilbirnie Town Centre.
- Kilbirnie is serviced well by the local bus system as the only form of public transport. Most of the suburb is within a 5 minute walk to a bus stop, with up to 397 buses to a stop a day. However, the bus stops have been identified as an area for improvement.
- Parking enforcement is not a major issue at the moment. Demand for car parks exceeds supply and this pressure can be expected to continue in the future. The increase of development in the area will exacerbate this issue in the future.
- Crash statistics from the last 10 years suggest that there are not major issues for pedestrians or cyclists in Kilbirnie. Most of the accidents that are reported are attributed to human error rather than insufficiencies in the network. However, there are opportunities to enhance the amenities for both of these modes.
- Transport network modelling shows that the area is sensitive to new development. Future development, and planning, needs to consider the sensitivity of the area and consider the traffic impacts on the wider network.
- The Ngauranga to Airport Corridor Plan intends to bring some capacity relief to Victoria Tunnel, Ruahine Street, Wellington Road which should have positive effects on Kilbirnie. It also asks for a strategic study into the possibility of light rail from the CBD to the airport.
- There are opportunities in Bay Road to achieve desired outcomes, either to increase pedestrianisation or provide more parking. However these options may put pressure on other streets by transferring vehicle traffic. (Carruthers, WCC, 2009)

The studies and workshop process confirmed that access to parking is important. This has been recognised in recommendations to maintain on-street car parking



and promote intensified mid-block carparking associated with new development.

The outcome of the Kilbirnie Town Centre Plan is an urban design plan informed by traffic planning and engineering. It has confirmed that the major traffic issues are 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. Given the complexity of traffic flows, sensitivity of flows to minor street changes and imperative for traffic modelling, suggestions here are the starting point for further work, rather than confirmed solutions.



Kilbirnie Town Centre Retail Distribution, refer facing page. Source: Property Economics Report (2009) Wellington City Council

Retail Commercial and Economic

Property Economics (Tim Heath) carried out an assessment of the economic fundamentals of the Kilbirnie town centre for Wellington City Council, and in particular the retail and office markets. The Kilbirnie Town Centre Market Assessment report (August 2009) reached the following conclusions:

'High Level Strategic' Recommendations

Retail demand generated by the primary catchment is the primary driver of economic performance of a retail centre. In the case of Kilbirnie, the current supply of 15,000sqms is in line with the current level of demand, indicating there is no immediate capacity for additional retail floorspace. However, the performance and quality is low which has the effect of 'hiding the reality' of the situation.

Future demand growth is estimated to be modest, achieving 25,000-30,000sqms by 2031, an increase of around 500sqms annually. The majority of this demand growth will come from increases in real income and retail spending power of the existing market, rather than increases in the number of households within the market. Nevertheless, the increase in scale from 15,000sqms to 25-30,000sqms over the next twenty years represents an opportunity to greatly improve the economic performance of Kilbirnie, as this will effectively elevate its role and function from a large convenience centre to a sub-regional centre.

This increase in scale will enable critical masses of particular sectors to begin to establish, such as the café & restaurant and entertainment sectors, and this in turn will attract additional office based employment and other activities, such as residential, accommodation, recreation and health.

A major factor constraining the transition of a convenience centre into a sub-regional centre is market perception, both in terms of attracting new businesses and attracting increased proportions of current resident expenditure. Market perception relates to the tenants operating in the centre, for example is there a large supermarket and department store, and also to the built form, and whether the buildings are of a scale and quality that are expected in a sub-regional centre.

Kilbirnie currently scores highly with regard to anchor tenants, having retail as well as recreational and community facilities. The retail buildings in Kilbirnie (apart from Pak 'n Save) are mostly older single level buildings that are of a scale and quality commensurate with a large neighbourhood centre, or other town centres in decline.

In light of the above, the following 'high level' strategic recommendations are considered a requirement to ensure the ongoing development of Kilbirnie. Note these are not necessarily listed in order of importance.

- Facilitate improvements to the mainstreet built form. This will include the redevelopment of existing buildings, and will need to be in the order of 2-5 levels to be commercially viable for developers. An important aspect of this will be, for example, opening the mainstreet to additional traffic and parking, redeveloping key sites with catalyst developments, creating additional scale and intensity.
- Support a range of non-retail activities. Retail demand is forecast to be modest, and other non-retail activities will therefore be crucial to elevating the economic performance of the centre. Notable activities include hotels, apartments, small scale office, a boutique movie theatre, associated restaurants and public facilities.
- Support existing and new retail anchor tenants. Supermarkets and department stores perform a key role in the economic function of sub-regional centres. Supermarkets often trade at well over \$30m annually, and in some cases up to \$100m, and can account for more than a quarter of a centre's turnover and shopper trip generation. Council should actively work with all existing and potential new anchor tenants to ensure their basic requirements are able to be incorporated into the redevelopment plan and that they are integrated with the centre where possible, as without them sub-regional status will not be achieved.

A secondary set of recommendations is also considered necessary. These are:

- 'Other' catchment retail centres. Any additional retail development in the catchment, i.e. the Airport LFR centre, should complement its offer and role in the market, and not undermine the potential to establish a critical mass in Kilbirnie.
- Ensure carparking is maintained. Kilbirnie will continue to play the role of convenience centre for the immediate catchment, and having access to sufficient carparking will be crucial. Ensuring mainstreet carparks have a 30min-1hr limit is important to ensure those using the centre for extended periods park in less convenient locations.
- Develop a cinema. While cinemas are not currently considered a high growth industry, due to the introduction of affordable home entertainment systems, there is some market potential for smaller boutique cinemas. This proximity to Weta Workshop may create additional potential for this, with an established movie culture in the area.
- Relocate the community facility from the mainstreet. This would enable additional retail space on the main street to meet future requirements and create a stronger community facility cluster at the northern end of the centre. It could potentially be a good link between the existing main street and current community facilities.

(Refer Property Economics, August 2009, pp13,14)

Workshop Outcomes and General Direction

During the workshops, public feedback indicated a desire for more retail diversity, but also, retention of a compact, 'village' atmosphere. This supports intentions to seek more retail diversity. The retail objective/vision should therefore be to achieve a more comprehensive retail/commercial offer, but at a walkable scale.

This can be attained by building upon the mainly convenience base of the town centre to achieve a critical mass of comparison and specialty shops.

- Establish one or more strong anchor comparison shops.
- Facilitate comprehensive redevelopment between Bay and Onepu Roads, in particular to achieve:
 - a strong east-west link between those roads;
 - redevelopment/expansion of Woolworths/Countdown;
 - speciality store potentials in place of the existing blank wall to Bay Road
- Consolidate community facilities north of the shops, in conjunction with enhanced transport interchange.
- Extend Bay Road retailing to and along Coutts Street toward the bus barns.

PART 3 : VISION

Principles

The following urban design principles were generated from public consultation and community workshop discussion and apply to the Plan for Kilbirnie:

- 1

Regional significance
Provide good access to, an appropriate setting for, and facilities in support of a range of regionally significant activities.
- 2

Activity
Provide opportunities for enhanced business, retail and community activity, all integrated with intensified living.
- 3

Growth
Support expectations of population growth: 1000 additional residents and 600 dwellings by 2031 with commensurate increases in commercial, community and retail services.
- 4

Connectivity
Provide multi-modal access and good links between various important precincts and destinations.
- 5

Local Character
Create a town centre that respects its heritage and is distinctive, attractive and vibrant.
- 6

Sustainability
Provide a balance of economic success, social inclusiveness, and environmental responsiveness, now and in the long term.
- 7

Achievability
Ensure politically and economically viable activities are provided.
- 8

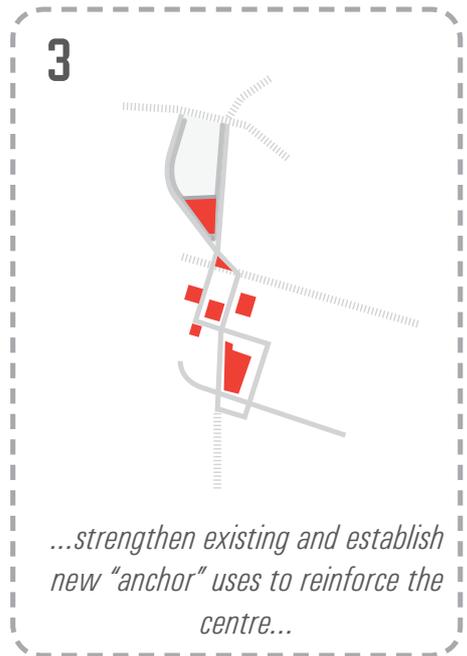
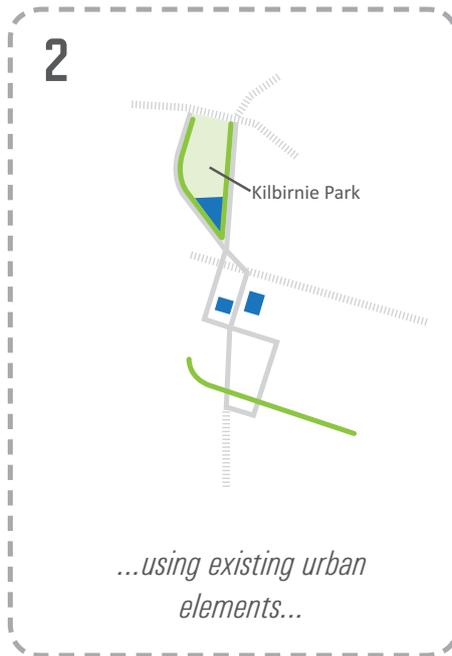
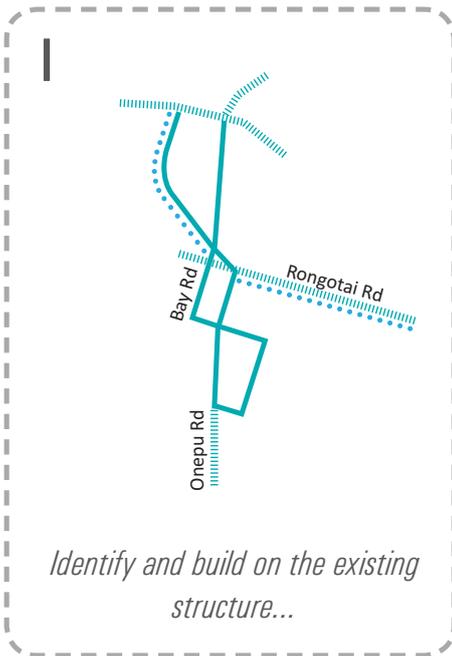
Robustness
Provide for current and known needs and anticipate future change.
- 9

Responsibility
Ensure safety as well as respect for and enhancement of the quality of the local neighbourhood.
- 10

Prosperity
Improve capacity and potential for commercial and retail success.

PART 3 : VISION

Strategy

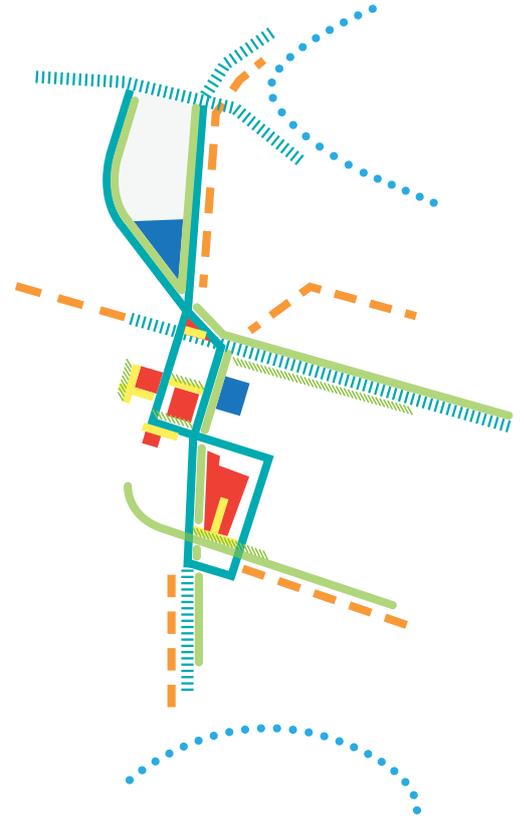


The diagram of the town centre is extended beyond the block bounded by Bay Road, Onepu Road, Rongotai Road and Coutts Street to incorporate the recreational grounds to the north and the bus barns area to the south. The diagram builds on the existing road network and recognises the importance of connectivity between these precincts and their importance in the identity of Kilbirnie. The diagram identifies the historic shoreline as an important organizing element in the townscape.

The Plan builds on the existing urban elements of the town centre; Bay Road - Kilbirnie's 'Main Street', the retail anchors of the supermarkets, the community and recreational precinct to the north, and the bus barns precinct and drainage corridor to the south. These elements which attract people to Kilbirnie must be strengthened, improved, and extended.

New anchor uses are introduced to the Town Centre to create definition. New retail anchors proposed at the centre of Bay Road. Opportunities for mixed use development are identified at the north and south ends of Bay Road. At the north end this development frames a new gateway to the town centre. At the south end a new development terminates the Bay Road axis and facilitates the activation of Coutts Street and links to the Bus Barns Precinct.

-  key local streets
-  key connections
-  existing urban elements
-  new 'anchor' developments
-  quality public spaces
-  green infrastructure
-  regional connections
-  Evans and Lyall Bays



4

...each anchor associated with quality public spaces, including a new east west link street...

5

...green infrastructure contributes legibility and quality...

6

...& contribute to a cohesive regional infrastructure.

High quality public spaces provide an attractive setting for people to both spend time and to live in the town centre. A new public street is proposed at the centre of the block linking Bay Road and Onepu Road. This sheltered street provides the opportunity for food and beverage retail to occupy the sunny southern edge and stitches Pak' N Save to the new Retail Anchor and Bay Road.

New planting and integrated stormwater management along Rongotai Road reinforce the street as a high quality boulevard and reference the historic shoreline. Street trees extend along Onepu Road bringing legibility to the primary vehicle route through the centre and providing streetscape amenity and protection for pedestrians. East-west planting references the original dune and wetland ecology and contributes to a local sense of place on the new east-west street and on Coutts Street.

The town centre builds on and is connected into future developments within the immediate area and broader region. A vibrant and active centre provides services for future visitors to the sports centre, facilities for an increasing local population, and a unique destination for visitors arriving from the airport and the broader Wellington area.

PART 3 : VISION

Implementation Process

The process from here is critical.

It is only with careful attention to organising people and resources, and planning and managing delivery, that expectations and objectives can be realised. The risk of not addressing process is that revitalisation will not happen, or it will but without the potential range of benefits. An appropriate range of tools and methods are listed below to assist implementation. Some will require changes to Council staffing and structures so cannot be confirmed at this stage, and there are permutations and combinations of the groups and roles recommended which also warrant consideration. This should therefore be regarded as a menu for discussion.

I. Plan

Establish vision:

This Plan establishes general direction, precincts and infrastructure initiatives, along with outline design briefing criteria for each. It is the starting point for the next stage of detailed business planning, quantitative analysis of traffic implications and options, and the concept design of individual projects.

2. Organise

Establish the people and structures that will be necessary to achieve successful implementation.

BUSINESS ASSOCIATION

Purpose and actions

- To provide local leadership and enhance local ownership of the revitalisation.
- To promote vision and coordinate private sector initiatives.

Description

- Members of the Leadership Group have already signalled an intention to re-establish a Kilbirnie Business Association.
- Membership to be agreed by local business stakeholders.

TOWN CENTRE COORDINATOR

Purpose and Actions

- To provide an externally-focused point of coordination for the implementation of centre plan actions, assisting coordination of efforts by Council, business community, investors and developers.
- To establish and maintain partnership relationships with the business community.
- To leverage private sector investment to support Council's investment in centre plans.
- To facilitate marketing and promotion of opportunities.
- In collaboration with a Major Projects Group, to develop business plans for the priority initiatives.

Description

- Council-funded but externally-focussed position that focuses on one or more town centres.

- Role is to implement the adopted centre plan actions through advocacy, public/private partnerships, and facilitating non-Council investment.
- Requires skills or understanding of property development, council processes, development finance, marketing and promotion, and relationship building.

INTERNAL COUNCIL CHAMPION

Purpose and actions

- To provide committed, energetic and visionary leadership and advocacy within Council, taking overall responsibility for direction.
- To facilitate coordination of various Council arms in relation to implementing the initiatives.
- To facilitate access to resources within Council as required to achieve implementation.
- To lead promotion of District Plan changes.
- To oversee development of project business plans and approach key 'anchors' on behalf of Council.

Description

- Requires skills in planning and implementation, commitment and enthusiasm for this type of project, and involvement in high level decision-making.

MAJOR PROJECTS TEAM

Kilbirnie might be used as a trial for the effectiveness of the responsive and coordinated approach which might be achieved with a designated major projects team.

Purpose and actions

- To facilitate collaboration between Council and the private sector in the design and implementation of major projects.

- To receive and comment on proposals during the early conceptual stages, and pre-consent application.
- In collaboration with the Town Centre Coordinator, to assist developing business plans for the priority initiatives.
- To make recommendations on any public-private partnerships, and then manage these as they occur.

Description

- An interdepartmental group of senior Council officers who meet when required to provide coordinated direction on Council inputs into all initiatives for Kilbirnie. For projects involving Kilbirnie this group would involve, and may include, the Council Champion, and the Town Centre Coordinator.
- Expertise would cover a range of appropriate disciplines. The group might engage external specialists if required for any particular project, and if that specialism is not already within Council.

ADVISORY DESIGN REVIEW PANEL

Purpose and Actions

- To provide external, independent design review of contribution of projects to realise the vision for Kilbirnie, considering both Council and private sector proposals. As with existing review panels in both Wellington (the waterfront TAG) and in Auckland, independent professional overview will help to define direction and detail in a way that will assist successful realisation of the project.
- To carry out formal review on an occasional, as-required basis of major projects as they are developing.

Description

- Design, implementation and property expertise, coordinated by Council officers.

COMMUNITY LEADERSHIP GROUP**Purpose and Actions**

- To maintain and develop the project ownership developed so far.
- To maintain continuity of participatory process.
- To act as a single, readily accessible point of reference for feedback on proposals.
- To be the first point of reference for ongoing community consultation.

Description

- This would be based on the existing Leadership Group, potentially with extended community and other stakeholder membership.
- Members should generally represent local community organisations rather than act as individuals, although constructive individuals will be an asset to the group.
- Clear criteria for membership, including capability, representation, and track record of constructive engagement will be required if the group is to be effective.

The above are the primary recommendations for consideration. Some further mechanisms which might also be considered in developing an implementation process include:

- *Business Improvement Districts*
- *Land Development Agency*
- *Property Development Advisory Board*
- *Council owned development company/coordinator*

3. Deliver

Establish the detailed plans for financing and designing initiatives, and managing their implementation.

Implementation Plan

An implementation plan addressing, at least, the following will be required:

- Timing and scope of further studies – e.g. traffic and transportation analyses around the Kilbirnie Gateway
- Business planning for key catalyst projects
- Concept design work on infrastructure initiatives
- Detailed site-specific briefing as required for priority projects
- Timing and nature of Council capital expenditure

Catalyst projects

Successful implementation of major projects will establish a precedent for further investment and promote positive change. The catalyst projects are based around achieving intensified and enhanced activity in various precincts. These are identified in Part 4 of this report.

All of these projects should, in the first instance, be investigated and facilitated in parallel, in anticipation of them all being necessary, and with no certainty on the precise timing of any. As indications emerge on likelihood of any one or more projects, Council efforts and funding might be concentrated on those most likely projects

Financing projects

Investigate possibilities including:

- Development finance
- CAPEX
- Targeted rates
- Development contributions

Concept Design Development

Developing concept designs of the identified initiatives will give greater certainty on cost and benefits and allow incremental implementation of public space projects.

A coordinated public space plan is essential to provide the framework for the major development initiatives, and to allow incremental implementation. Notably this also requires development and modelling of various traffic scenarios, and integration with the design of public space in the Kilbirnie Town Centre.

Site Briefs

Site briefs should be developed in more detail from the outcomes of the Kilbirnie Town Centre Plan, particularly for the identified precincts. This should involve detailed consultation with landowners and potential developers and occupiers, and consideration of traffic and movement studies.

Additional height is feasible in the physical context of the town setting to:

- express the centre of Kilbirnie and landmark locations within the centre;
- achieve development intensity that will assist project realisation and town centre vitality; and
- modulate a generally flat and monolithic roofscape which is prominent in views from the west.

These landmark sites are:

- on Bay Road at or next to the Rongotai Road intersection 'wedge';
- on the south side of Eat Street;
- on Coutts Street, closing the end of Bay Road; and within the bus barn site.

District Plan Changes

District plan changes may be required to ensure there are realistic expectations of active edges within the town centre, to reflect what design and market investigations show is possible.

Policy support for new mid-block public space connections with appropriately active edge conditions through the currently very large urban blocks at the town centre is required. These connections include an east-west public street and laneway between Childers Terrace and Onepu Road, and a mid-block street connection from Onepu Road to Ross Street through the bus barn site connecting with Cruikshank Street.

PART 4 : INITIATIVES

Precincts and Infrastructure

Precincts

Precincts are identified on the plan opposite. They are focussed around the enhanced use of private land, and intensified activity. Several of these precincts have already been identified for improvement by private landowners. Most of these precincts will require the delivery of a number of individual projects which might be realised incrementally over time.

Infrastructure

Infrastructure initiatives are those public space systems and networks that provide the linking framework within the town centre. A coordinated public space concept plan which integrates these initiatives is required.

While these may be public space initiatives, there is also a need to ensure they are integrated with and complement to private development.

Precincts and infrastructure overlap and any initiative must be developed with cognisance of those others that it both relies on and contributes to. Incremental implementation must be provided for, and the sequence of implementation will only become clear as discussions with land and business owners are advanced. If all initiatives are completed, the residential growth and commercial and social vibrancy and revitalisation that is the objective of this plan will have been achieved.

PRECINCTS

- A Bay Road Retail Anchor
- B "Eat" Street
- C Bus Barns Redevelopment
- D Coutts Street Rejuvenation
- E Kilbirnie Gateway
- F Community Precinct

INFRASTRUCTURE

- 1 Main Street
- 2 Onepu Road
- 3 Rongotai Boulevard
- 4 Community Walk
- 5 Childers Terrace



PART 4 : INITIATIVES

Bay Road Retail

“A town centre with opportunities for enhanced business, retail and community activity, all integrated with intensified living.”

Rationale

Consistent with Town Centre Plan principles:

1: Regional significance

Provide good access to, an appropriate setting for, and facilities in support of a range of regionally significant activities.

4: Connectivity

Provide multi-modal access and good links between various important precincts and destinations.

10: Prosperity

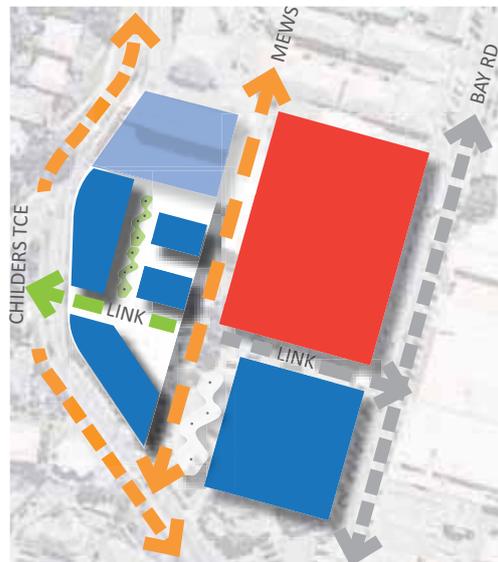
Improve capacity and potential for commercial and retail success.

- Comparative retail anchor is fundamental to attracting other comparative retail, and in doing so revitalising the retail environment in Kilbirnie, specifically Bay Road.
- Stakeholder interviews noted importance of destinations in the town centre to attract people.

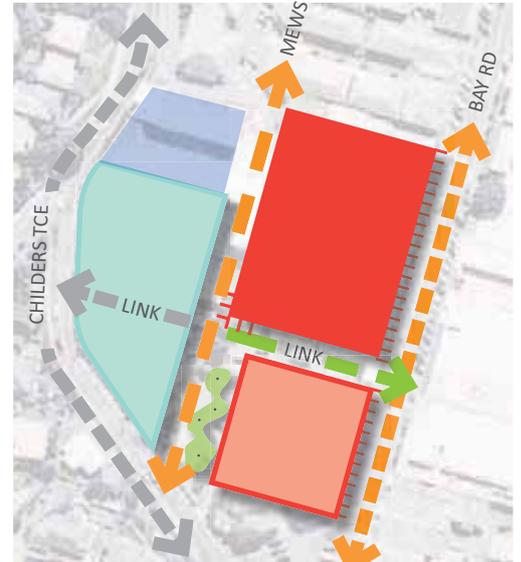
Brief

- Establish a new major comparative retail anchor on Bay Road with associated parking accessed of Childers Terrace.
- Develop intensive housing over the parking building fronting to Childers Terrace and forming a rooftop garden.
- Create a mid-block ‘mews court’ to provide for service access, access to the parking building, and through which pedestrians pass between Childers Terrace and Bay Road.
- Extend the mews court as a north-south service lane to the existing parking area and lane. This is important to ensure good access, and safety.
- Ensure that the new retail anchor, and housing above the car park looks out onto the lane and adjacent mews court.
- Provide trees within the mews court to enhance visual quality and outlook from nearby housing.
- Include a generous, high quality pedestrian link from Childers Terrace to Bay Road, but avoid public right of way through a structured car parking building. Ensure reasonably generous width, a direct line of sight and natural surveillance from activity at the edges of this lane.
- Provide a car park on two levels (with both levels ½ in and ½ out of adjacent ground level). Concept planning indicates this might cater for 120-140 cars.
- Provide link at ground level from car park to the retail anchor to activate the lane and ‘mews court’
- Ensure the retail anchor provides a glazed entry in view when the building is approached from Childers Terrace.
- While retail anchor must front Bay Road, provide small scale retail spaces both sides of entry to ensure fine grain.
- Improve Bay Road streetscape.

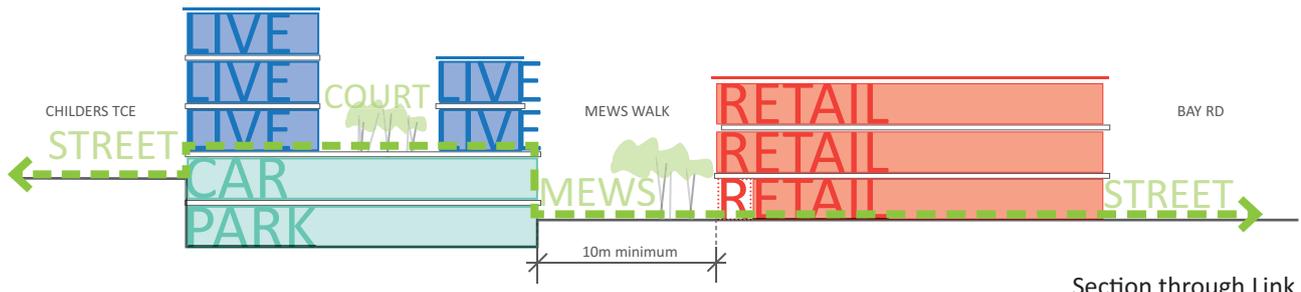
- retail anchor (3 storeys)
- general retail
- ground floor retail entry
- new residential above (3-4 storeys)
- existing residential
- new planting
- concealed carparking



Upper Levels



Street Level



Section through Link

Action

Priority: 1

- Develop business case for discussion with operators/land owners
- Engage in discussions and negotiations with landowners/ operators
- Seek development partner to finance and deliver the project
- Establish process of co-locating Community Centre with Library.
- After businesses have been successfully established, extend streetscape treatment from upper Bay Road and Rongotai Road south to Coutts Street.

Project is dependant on:

- a major comparative retailer seeking to consolidate or establish a major operation here
- purchase of adjacent sites for car parking/residential development
- finding a willing developer for carpark/residential site
- relocation of Community Centre and creche
- Council taking an advocacy and project facilitation role, encouraging the land owner/developer to develop.



PART 4 : INITIATIVES

“Eat” Street Precinct

“A town centre that respects its heritage and is distinctive, attractive and vibrant.”

Rationale

Consistent with Town Centre Plan principles:

1: Regional significance

Provide good access to, an appropriate setting for, and facilities in support of a range of regionally significant activities.

4: Connectivity

Provide multi-modal access and good links between various important precincts and destinations.

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

6: Sustainability

Provide a balance of economic and social success, and environmental responsiveness, now and in the long term.

10: Prosperity

Improve capacity and potential for commercial and retail success.

- Comprehensive retail development offers potential to increase scale of the supermarket while removing the existing blank wall to Bay Road.
- Onepu Road is the major vehicle connector, but there is insufficient demand to sustain conventional retail along this edge as well as Bay Road, ‘Eat Street’ and Coutts Street. So this will have a more vehicle oriented character, including car park entrances.
- ‘Eat Street’ provides new pedestrian only public space. It is orientated east-west to provide shelter from the prevailing winds.
- An east-west street provides access to the centre of the block, substantially increasing the value of retail space here.

Brief

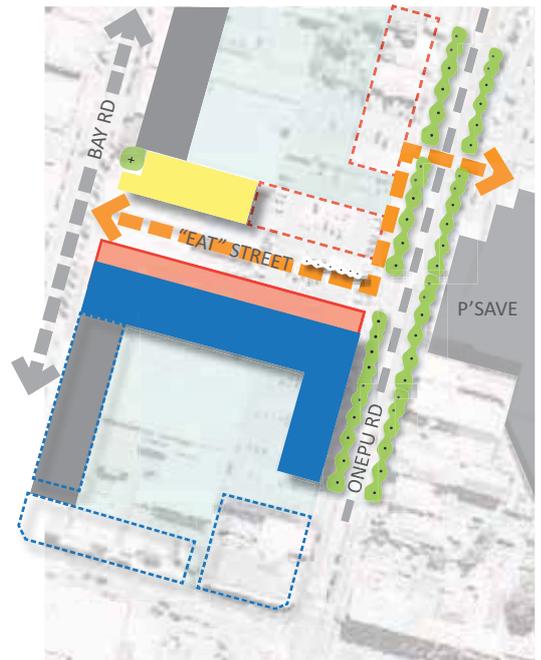
Retail and Grocery

- Provide a corner entry to the supermarket at Onepu Road for high visibility and strong visual connection to both ‘Eat Street’ and Onepu Road.
- Provide strong visual connection between supermarket checkouts and Onepu Road.
- Provide a veneer of food and beverage outlets (cafes, tea shops, bakeries and similar) along the edge of a relocated supermarket, both to ‘Eat Street’, and Bay Road.
- Provide for servicing mid block, with narrow one-way connections to Onepu Road and Coutts Street to minimise need to manoeuvre large vehicles on site, and to minimise access width.
- Provide upper level carparking with access from Onepu Road

‘Eat Street’

- Approximately 15m wide
- Height on northern side not less than two storeys, and maximum three storeys over not more than one third of its length

- ground floor retail
- new grocery
- - - verandah
- residential above(5-6 storeys)
- office space above
- existing heritage tree
- new trees
- carparking and servicing
- - - potential future development site
- - - potential future development site



Street Level

Upper Levels

- Height on south side may rise to 3-4 storeys along the length of the street, and then 2-3 levels above that in part, subject to design to avoid adverse wind effects in public space.
- Include small children’s play area
- Street trees to match other east-west streets – e.g. Coutts Street
- Planting to include Kowhai and duneland/wetland species, riparian grasses and reeds, representing ecological history of the area and to provide shelter and spatial definition.
- Integrate planting with Onepu Road
- Ensure active edges along the north side of Eat Street.
- Develop a widened footpath on the western edge of Onepu Road

Action

Priority: 1

- Supermarket or major department store as anchor
 - Develop vision and business case
 - Engage in discussions and negotiations with landowners/ operators now.
 - Anticipate incremental development of this complex, concentrating first on ‘Eat Street’ and south.
- Amend District Plan as required to:
- District Plan change to provide for and accommodate an east-west link.
 - Ensure mid-block street connection from Bay Road to Onepu Road
 - Allow for increased height on south side of this mid-block street connection
 - Ensure active edges both sides of this link.

Several challenges are presented by this initiative:

- Council will be required to take an advocacy and project facilitation role, encouraging the land owner/ developer to develop.
- Land-owner support is essential for re-development.
- There may be a requirement for land acquisition to achieve the mid-block link.
- Subject to detailed design and the street cross-section that emerges, land acquisition may also be required to achieve the pedestrian boulevard extending along the western edge of Onepu Road, north from ‘Eat Street’.



Diagram Section

Note: Width of street to be decided relative to building height along the northern edge of “Eat Street” and to achieve year round solar access to a width of around 5m metres along the southern edge at street level.



PART 4 : INITIATIVES

Bus Barn Redevelopment

“A town centre with multi-modal access and good links between various important precincts and destinations.”

Rationale

Consistent with Town Centre Plan principle:

3: Growth

Support expectations of population growth: 1000 additional residents and 600 dwellings by 2031 with commensurate increases in commercial, community and retail services.

4: Connectivity

Provide multi-modal access and good links between various important precincts and destinations.

10: Prosperity

Improve capacity and potential for commercial and retail success.

- A catalytic development that can be expected to both increase vitality, and with success, demonstrate how livable the Kilbirnie Town Centre can be.
- Level of retail complements but will not compete with Bay Road

- Provides for connectivity along and across a large existing urban block
- Will help to establish a positive precedent for new residential in the town centre, which will help to encourage other high quality development.
- Intensive residential development helps to achieve WCC intensification plans for Kilbirnie

Brief

- Establish residential development with diversity of housing types.
- Provide mid-block public access to Onepu Road
- Modulate building height for visual interest in the skyline
- Retain elements or traces of the bus barn structure in order to tell the history of this space.
- Place new service retail close to the Kilbirnie Town Centre edge to activate the edge of Onepu Road

Action

Priority: 1

- This is highest project priority as it is an opportunity to achieve significant change and benefits now.
- Landowner/developer has plans which are consistent with strategies to revitalise Kilbirnie Town centre, and are of good quality.

Amend District Plan as required to:

- allow for increased height to facilitate intensity and skyline articulation (balanced with scale transition to adjoining Area of Change, and consideration of shading).
- Require mid-block street connection from Onepu Road to Ross Street

The development of this precinct can provide up to one third of the anticipated residential growth for Kilbirnie. To achieve this, there are challenges to be overcome. The primary challenge is to find alternative locations for the buses that will be displaced from this site.



PART 4 : INITIATIVES

Coutts Street Rejuvenation

“A town centre plan that is politically and economically viable.”

Rationale

Consistent with Town Centre Plan principle:

2: Activity

Provide opportunities for enhanced business, retail and community activity, all integrated with intensified living.

3: Growth

Support expectations of population growth: 1000 additional residents and 600 dwellings by 2031 with commensurate increases in commercial, community and retail services.

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

- Provides visual focus and a significant attractor at the south end of Bay Road.
- Provides for informal surveillance down Bay Road.
- Helps to extend the ‘main street’ environment of Bay Road into Coutts Street.
- High level of public space quality at mid block creates attractive environment for residents

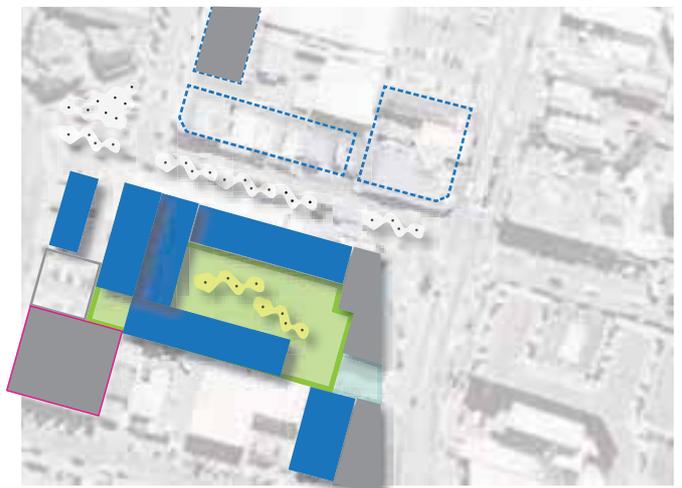
Brief

- Retail at Coutts Street edge, carparking at ground behind, and accommodation above, ideally including visitor accommodation
- Use building form to create a strong sense of spatial enforcement at the south end of Bay Road. This could be 5 storeys high
- Ensure scale transition towards Childers Terrace and adjacent residential development
- Recognise by high quality architectural design the prominent position and landmark status of a building and activity here.
- Locate car parking mid block in a structure, with garden courtyard above.



Street Level

- ground floor retail
- ground floor retail
- new street trees
- concealed carparking/loading
- existing building



Upper Levels

- residential and accommodation
- hotel garden courtyard over parking
- existing buildings
- mosque
- potential future development site



- Service from Cruikshank Street
- Provide generous footpath on the sunny south side of Coutts Street, to enhance connection between Bay and Onepu Roads
- Create a high quality pedestrian access from Bay Road to the mosque.
- Street trees along this east-west street to match other east-west streets – e.g. ‘Eat Street’
- Planting to include Kowhai and duneland/wetland species, representing ecological history of the area



Action
Priority 3

- Needs comprehensive redevelopment to significantly upgrade Coutts Street.
- Develop business case and enter into negotiations with land owner/s
- Amend District Plan to allow for high intensity landmark development along Coutts Street
- Development along Cruikshank Street could be incremental.



Note: buildings to the North of Coutts Street to be height restricted ensuring sun to South Coutts St pedestrian areas in mid winter.

PART 4 : INITIATIVES

Kilbirnie Gateway

“A town centre which provides good access to, an appropriate setting for, and facilities in support of a range of regionally significant activities”

Rationale

Consistent with Town Centre Plan principle:

4: Connectivity

Provide multi-modal access and good links between various important precincts and destinations.

5: Local character

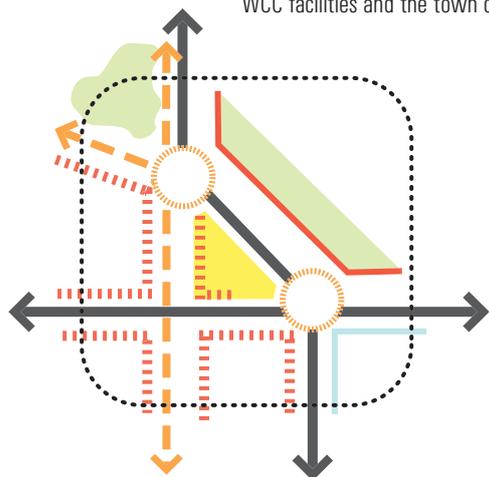
Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

9: Responsibility

Ensure safety as well as respect for and enhancement of the quality of the local neighbourhood.

Stakeholder interviews noted importance of:

- a strong and visible link between WCC facilities and the town centre



- gateway space
- primary traffic route
- - - retail frontage
- new enframing element
- ☀ new pedestrian friendly intersection
- ⋯ gateway study area

- resolving the bus stops with wider footpath, more space and better safety
- Good pedestrian connections across Evans Bay Parade and Rongotai Road enhance links between the town centre and Evan Bay.

Brief

- Provide better functionality and higher amenity for waiting at the bus stops.
- Provide direct and safe pedestrian crossing to and from Kemp St / the ICSC, Council and community facilities, local schools and the bus stops/Bay Road Area.
- Extend ‘Main Street’ treatment of Bay Road to the intersection of Kilbirnie Crescent and Evans Bay Parade.
- Concentrate bus stops in the single section of Rongotai Road between Bay and Onepu Roads.

- Investigate potential to achieve necessary increased footpath width on the south side of Rongotai Road by setting back frontages of development on this side.
- Integrate with Rongotai Road boulevard.
- Extend Rongotai Road boulevard landscape treatment to connect with Kilbirnie Crescent and Evans Bay Parade.
- Encourage 4 storey development on the edge of the triangular block facing Bay Road, and 2-3storey development along the north-edge of Rongotai Road.

Action

Priority: 2

- Traffic modelling needs to be underway now, to ensure satisfactory performance of public transport, anticipated private vehicle flows and intersections.
- As part of investigation of multiple flow scenarios, investigate potential for a shared surface treatment which extends across all the major intersections here, and involves removal of all traffic lights, and replacement of these with roundabouts.

This presents some key challenges;

- Acquisition of land to allow for sufficient footpath width on north or south side of Rongotai Road.
- Potential road realignment.
- Implications of modifications of the carriageways and public transport routes on traffic flows and accessibility for pedestrians. This will require modelling.



PART 4 : INITIATIVES

Infrastructure Plan

“A town centre which provides good access to, an appropriate setting for, and facilities in support of a range of regionally significant activities”

A coordinated plan which ensures integration of the range of infrastructure initiatives is required. This will reconcile public space amenity and traffic flow concerns, address ecological issues and provide a safe, attractive public environment in Kilbirnie.



Artist's impression of mid-term development





Artist's impression of long-term development



PART 4 : INITIATIVES

Main Street

“A town centre with opportunities for enhanced business, retail and community activity, all integrated with intensified living.”

Rationale

Consistent with Town Centre Plan principle:

2: Activity

Provide opportunities for enhanced business, retail and community activity, all integrated with intensified living.

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

10: Prosperity

Improve capacity and potential for commercial and retail success.

- Provides the high quality street environment at the town centre which will attract and encourage occupation, and provide the setting for intensified retail activity.

Brief

- Provide a generous footpath both sides of the street, complementing the pedestrian-only area that may be formed at ‘Eat Street’.
- Ensure there are places for people to sit at key points along the street.
- Retain the existing open triangle of space at the Coutts Street/Childers terrace intersection to maintain visual links to and from Bay Road and provide a generous spatial setting for development on the south side of Coutts Street.
- Investigate potential for shared and multiple use of this space, including carparking.
- Maintain car parking along Bay Road.
- Enhance facilities for pedestrians on Bay Road, ensuring a low speed environment while maintaining vehicle access through.
- Maintain and celebrate the existing Pohutukawa tree on the east side of Bay Road.
- Avoid use of street trees to achieve a landscape contrast with Coutts Street and ‘Eat Street’.
- Develop consistency with ‘Eat Street’, Coutts Street and the Kilbirnie Gateway by ensuring elements and surfaces are of the same family, while recognising the special function and character of these individual spaces.

Action

Priority: 2

- Plan now to allow incremental implementation with associated initiatives, such as the Bay Road Anchor/‘Eat Street’ Precinct, Kilbirnie Gateway and Coutts Street rejuvenation, and public investment as appropriate in coordination with one or more of those initiatives.
- While the visual and experiential quality of Bay Road is important, this is influenced significantly by the key structural consideration of activity (or lack of) along its edges. That should be addressed before significant investment in the streetscape of Bay Road.



Main Street programme

A 'Main Street' programme would be planned and administered by a Town Centre Coordinator in partnership with the Kilbirnie Business Association. The requirements for a successful main street revitalisation, which also apply to the synonymous concept of 'Town Centre Management', are well known and proven. The approach described and the principles that follow are sourced from the Mainstreet: National Trust for Historic Preservation organisation in the USA, and are directly applicable to revitalising Kilbirnie.

The Mainstreet "Four Point" Approach

1. Organisation

- working toward a common goal
- assembling people and funding
- volunteer-driven with board and committees
- support by a paid program director
- divide the workload
- clearly delineate responsibilities,
- build consensus and cooperation

2. Promotion

- sell a positive image
- encourage consumers and investors
- improve consumer and investor confidence
- encourage commercial activity and investment

3. Design

- getting Main Street into top physical shape.
- inviting atmosphere,
- a positive visual message
- good maintenance practices

4. Economic Restructuring

- strengthen a community's existing economic assets while expanding and diversifying its economic base.

Eight Principles for 'Main Street' are:

1. Comprehensive

A comprehensive approach, including activity in each of Main Street's Four Points, is essential.

2. Incremental

Successful revitalization begins with basic, simple activities that demonstrate that "new things are happening". Incremental change leads to much longer-lasting and dramatic positive change.

3. Self-help

Mobilise local resources and talent. Only local leadership can produce long-term success

4. Partnerships

Public and private sectors have a vital interest and must work together to achieve common goals

5. Identify and capitalise on existing assets

Capitalise on the assets that make the neighbourhood unique. Local assets are the foundation for all aspects of revitalization

6. Quality

Emphasize quality in every aspect of revitalisation. Shoestring budgets and "cut and paste" efforts reinforce a negative image ...concentrate on quality projects over quantity.

7. Change

Changes in attitude and practice are slow but definite — public support for change will build. Change also requires better business practices, altering ways of thinking, and improving the physical appearance of the centre.

8. Implementation

Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning pave the way for larger ones as the revitalization effort matures, and constant revitalization activity creates confidence.

PART 4 : INITIATIVES

Onepu Road

“A town centre with improved capacity and potential for commercial and retail success.”

Rationale

Consistent with Town Centre Plan principle:

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

- Essential as a means of redressing the currently extremely poor environmental quality of Onepu Road.
- Onepu Road remains as a major vehicle thoroughfare, and an important site of vehicle oriented retail. There is insufficient demand to justify active edges with conventional retail along this street, and the current Pak’ n Save supermarket presents a largely blank wall to the street, so environmental quality will be delivered with tree planting.
- Potentially relatively low implementation cost, as can be incrementally delivered as part of adjacent private site redevelopment.

Onepu Road promenade

- joins the transverse links (Pak’ n Save Entry, ‘Eat Street’ and Coutts St)
- provides generosity of space for pedestrians and proposed new street trees
- 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

Brief

Onepu Road promenade:

- Provide a generous pedestrian promenade area on the west side of Onepu Road, particularly to connect Pak’ n Save to Eat Street.





Street Level Plan Diagram

Action

Priority : 2

Plan now to allow coordination with adjacent development:

- Timing of planning is important (now), to take advantage of progress on the bus barns site, and potentially on Pak' n Save and Woolworths sites with implementation of this section potentially partly/fully by others.
- Plans need to be in place to allow incremental implementation by development that is likely to occur both sides of the street.
- Private development to implement parts, WCC to fill the gaps.
- Coordinate with 'Eat Street' precinct
- Investigate means of implementation via development contributions process.



PART 4 : INITIATIVES

Rongotai Boulevard

“A town centre that provides a balance of economic and social success, and environmental responsiveness, now and in the long term”

Rationale

Consistent with Town Centre Plan principle:

4: Connectivity

Provide multi-modal access and good links between various important precincts and destinations.

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

6: Sustainability

Provide a balance of economic and social success, and environmental responsiveness, now and in the long term.

- Provides a major integrating landscape element, and a significant new area of public open space
- Rongotai Road will become an important public space in its own right.

- Provides for enhanced pedestrian and cycle access between the ICSC and the town centre.
- Forming a strong planted boulevard that will read as a linear park, provides high quality outlook for the intensified housing intended for Kilbirnie.

Relocation of major planting element:

- Represents the historical shoreline
- Extends existing pattern of planting on seaward edge of Kilbirnie Crescent, giving enhanced continuity.
- By allowing significant areas of vegetation to be established, provides enhanced amenity for adjoining residential areas.
- Provides potential to address flooding problems.

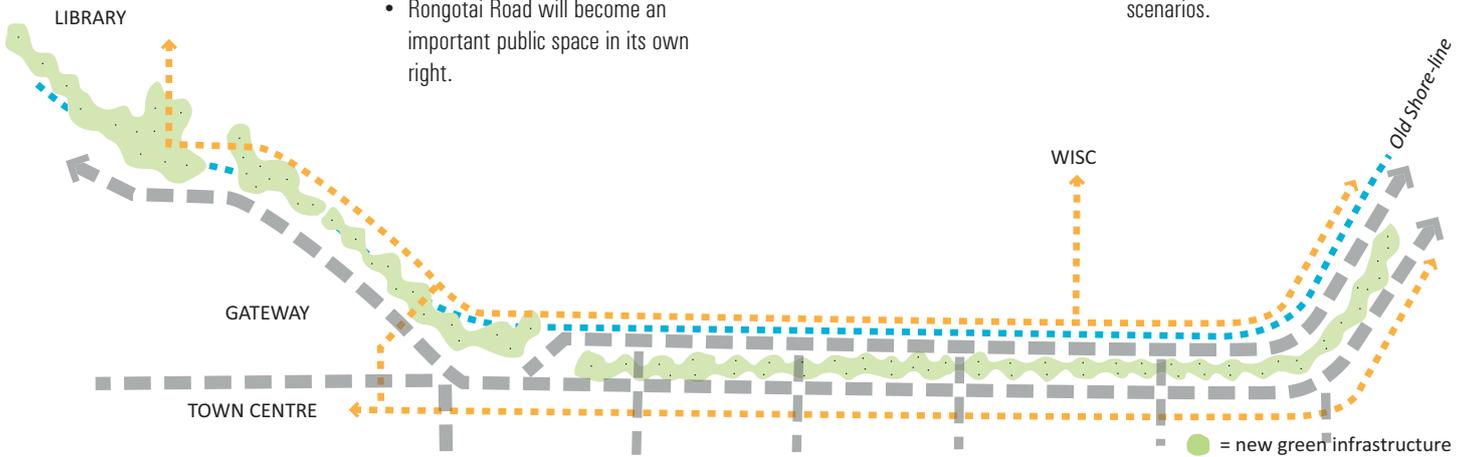
Brief

- Increased building height both sides of Rongotai Road
- Provide for stormwater retention.
- Planting to include Pohutakawa to make link with Kilbirnie Crescent, and duneland/wetland, riparian grasses and reeds, representing ecological history of the area

Action

Priority: 2

- Vary District Plan to allow for increased building height and development intensity both sides of Rongotai Road.
- Integrate this scenario into traffic modelling for related Kilbirnie Gateway initiatives.
- Undertake stormwater management assessment of scenarios.



Community Walkway

“A town centre that is safe, and respects and enhances the quality of the neighbourhood in which it is set”

Rationale

Consistent with Town Centre Plan principle:

4: Connectivity

Provide multi-modal access and good links between various important precincts and destinations.

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

- Potential to deliver a significant new open space with high recreational potential at relatively low implementation cost, as can potentially be incrementally delivered as part of adjacent private site redevelopment.
- Provides environmental infrastructure

Brief

Provide pedestrian and cycle path Elements and landscaping capable of removal to allow for drainage works

Action

Priority : 2

- Plan now to allow coordination with adjacent development:
- Timing important (now), to take advantage of progress on the bus barns site, with implementation of this section potentially partly/fully by others (i.e. Infratil)
- Begin with design for the entire reserve



Concept Diagram



PART 4 : INITIATIVES

Childers Terrace

“A town centre that will support expectations of population growth.”

Rationale

Consistent with Town Centre Plan principle:

5: Local character

Create a town centre that respects its heritage and is distinctive, attractive and vibrant.

9: Responsibility

Ensure safety as well as respect for and enhancement of the quality of the local neighbourhood.

- Stakeholder interviews noted importance of more and better parking related to St Catherines and St Patricks.
- There are safety concerns around the Childers Terrace/Rongotai Road intersection
- Residents are using this street for shortcutting, past the points of entrance to two schools, causing a safety risk
- This solution can solve three problems while offering higher residential and streetscape amenity.

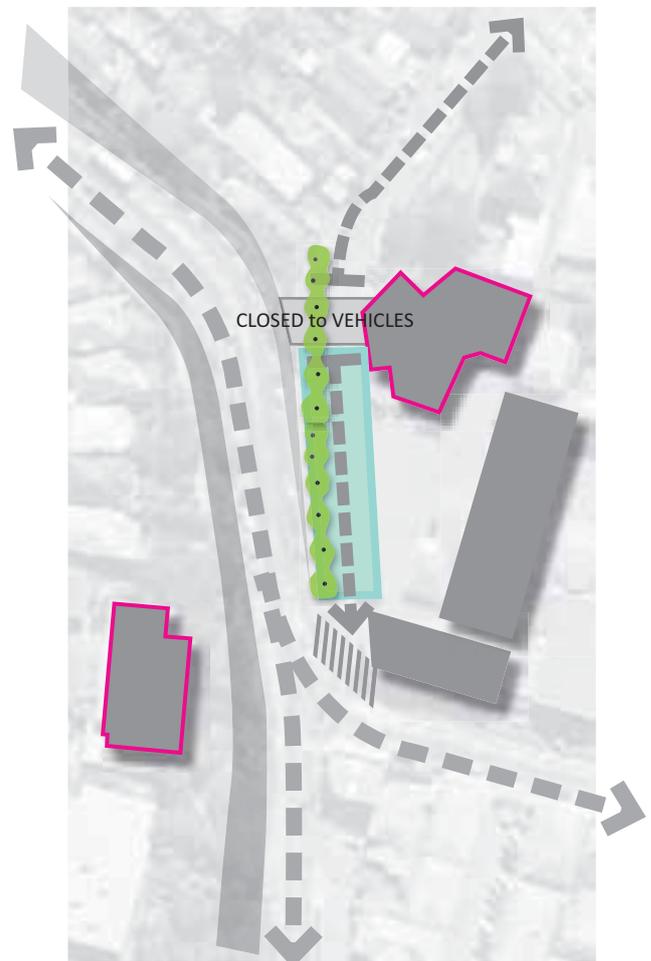
Brief

- Maintain pedestrian and cycle access.
- Narrow and traffic calm the entry to Childers Terrace from Rongotai Road, providing for pedestrian priority across the entry to Childers Terrace.
- Develop a parking precinct within the south part of Childers Terrace
- Plant new street trees.

Action

Priority: 3

Undertake further detailed consultation around this issue with local residents, and affected stakeholders such as St Patricks and St Catherines. Integrate closure into traffic modelling for related Kilbirnie Gateway initiatives.



Concept Diagram

- existing buildings
- school buildings
- new vegetation
- carparking
- ▨ threshold treatment

Community Centre Integration

Rationale

- Relocation and integration of the Community Centre will achieve efficiencies and synergies with existing Council facilities
- Integration allows for use of the current site on Bay Road for the retail anchor initiative.

Brief

- Develop frontages to Kilbirnie Crescent and Evans Bay Parade.
- Integrate planting through introduction of transverse allees notionally continuing the east-west grid of the town centre.
- Develop frontage to Kilbirnie Park
- Provide for through site link between sports hall and bowling club.
- Explore high quality options for improvement and enhanced use of bowling club facilities.

Action

- Undertake a site study to identify options for optimal configuration of Council facilities on this site.
- Identify with a process of user consultation the qualities that will allow a new integrated facility to offer better service to the public of Kilbirnie.

