



Strategic Theme:

3 A Prosperous Town Centre

Strategic Priorities aimed at strengthening Blenheim’s local economy

Initiatives under this Theme include:

- Creating new and capitalising on existing development opportunities in key locations.
- Setting up programmes and infrastructure aimed at training and employment of the local community, with a particular focus on the younger segment of the population.
- Strengthening local employment opportunities through micro interventions.
- Setting up programmes, services and infrastructure aimed at strengthening Blenheim’s tourism opportunities, leveraging off the tourism potential already existing within the wider Marlborough District.



5.3.1 A snapshot of Blenheim's economy

Economy and employment trends

Recent employment trends in the Marlborough District show that Blenheim essentially remains a rural service centre and that agriculture continues to be a strong component of the Marlborough economy.

Marlborough has transitioned from a diversified horticulture based economy to be strongly dependent on the high value wine industry. This specialisation has created strong employment growth, but this has left the District less diversified and therefore, more vulnerable.

There has been recent strong growth in employment in business services. However, this still leaves Marlborough short of most business services. There is therefore potential for future office based service growth, albeit modest. This demand will naturally seek space in the Blenheim CBD. Much of this growth could be accommodated in existing premises and sites in the town centre.

Retailing offers limited prospects for growth without some other stimulus or economic driver. This leaves the tourism and visitor economy offering the greatest prospects for Blenheim's future economic growth. Encouragement or support for this sector in the Town Centre should be improved.

Future demand for Town Centre land and space

Realistically, there is limited demand for future light industrial land, which can easily be accommodated elsewhere. It is therefore not essential to protect all industrial land on the periphery of the town centre, such as areas in Sinclair Street, Auckland Street and Park Terrace. Some can be released for future residential, mixed-use and/ or tourist development.

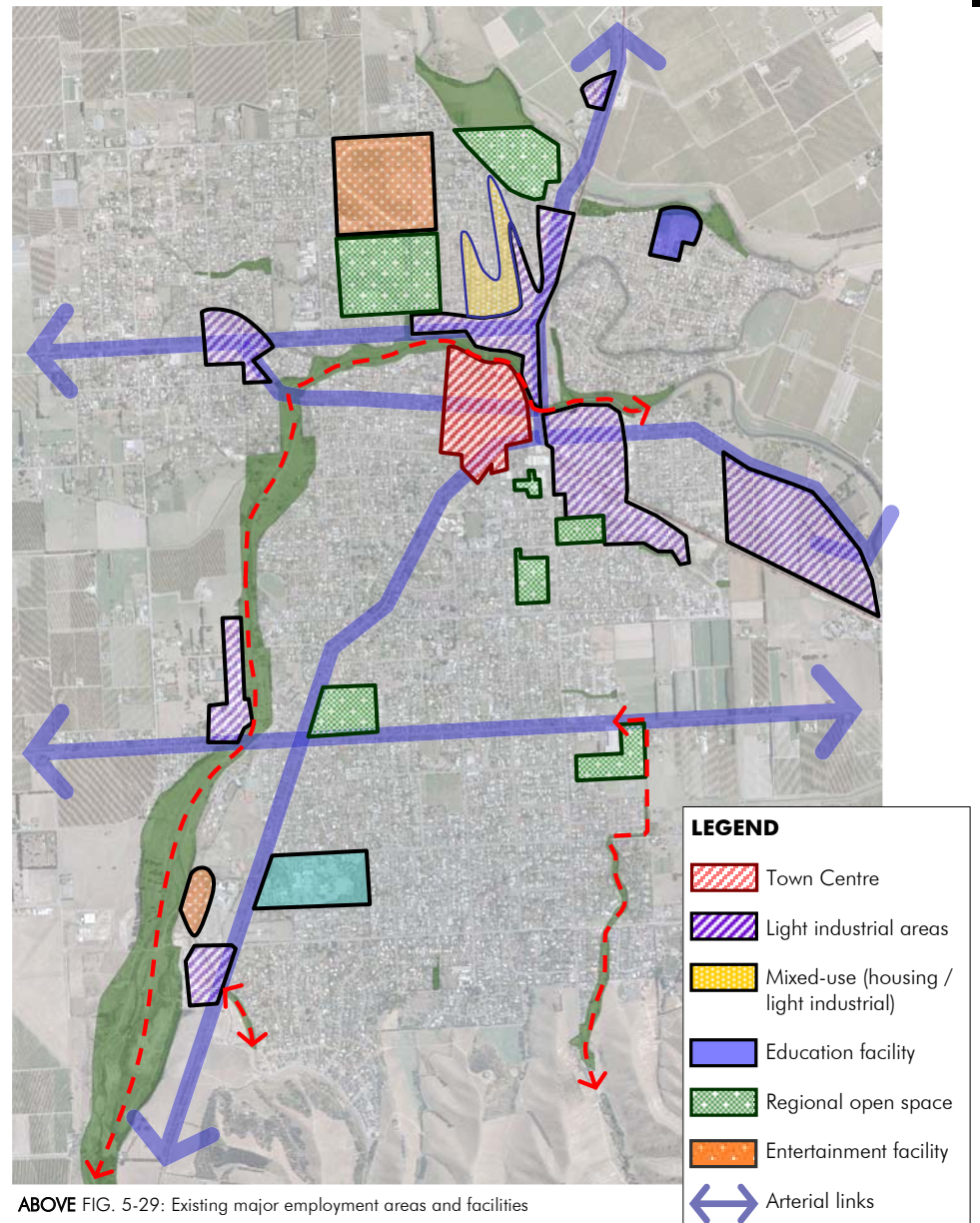
Office demand will be modest (requiring between 1.3 to 3.9ha up to 2031). Therefore, there will be insufficient demand to create new office precincts. The risk of the benefits from this growth being dissipated by being scattered throughout the town centre should be understood. To counter this, the best strategy is to indicate best infill sites and promote the preferred direction of office growth within the town centre. This offers the best prospect to benefit from future tightly clustered growth.

The way forward

A few exceptional, but affordable initiatives, in a few strategic locations, could make a world of difference to Blenheim's economic future.

Initiatives can be grouped into three categories:

- Development, business and investment attraction;
- Community, youth and economic development; and
- Visitor, resident and tourist attraction.



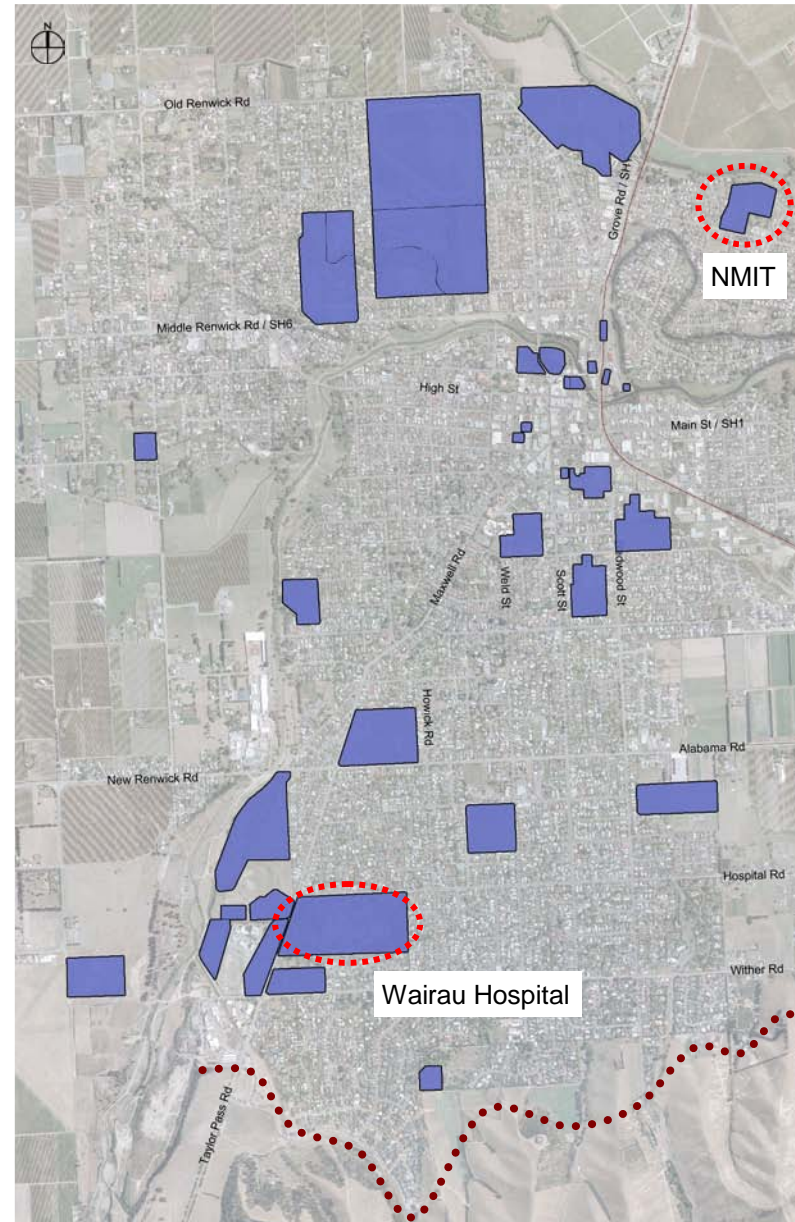
ABOVE FIG. 5-29: Existing major employment areas and facilities

5.3.2 Employment opportunities

Investing in the town centre's local employment does not need to be expensive. A few micro interventions aimed at grass roots level could generate the required spin-off to generate or improve business activity.

Employment Initiatives

- Develop a **Small Business Incubator**, to incubate and grow out local start-up and home based businesses. Include Individual small business space (easy in/easy out lease, at bottom of commercial market rentals, with own electricity meter); personable Manager with business mentor role on site; visiting small business advice (to meet identified client needs); local small business mentors (matched to incubator clients); shared reception, telephone answering and fee for service office services (Possibly set up as a community business, and/or set up to train local young people in basic office skills); and a café. Develop this as a hub for broader outreach services, as an incubator without walls initiative targeting new start-up small businesses and home based businesses seeking business skills or wishing to expand. Consider the possibility of combining with community service organisations and sharing facilities. Best use for adaptive re-use of the existing Library building (1400 sqm). Alternatively, adaptive re-use of the old Art Gallery or the addition of space into the proposal for the new Library Building.
- Develop a **Community and Small Business Support Centre** for time-share use by Marlborough small businesses, local community groups, after school tutoring, and visiting public and private advice agencies (including those supporting seasonal workers, and ethnic groups). This centre should include a good quality, small board room (with adjoining kitchen/catering); small tutorial and interview rooms; small meeting/workshop room; and small computer training room. Best located within or close to the proposed small business incubator. Best use for the adaptive re-use of the upper floor space of the existing Library building. Alternatively, incorporate into proposal for a new Library or possible adaptive re-use of the old Farmers Building.
- Run regular **Business Skills Initiatives** to develop Blenheim's reputation as a computer literate community by providing a regular series of short workshops and courses on topics such as internet use, doing business on the internet, turning crafts into businesses, selling services to government and big business. Consider involving NMIT and/or the Community College. Consider providing venues and running courses in the proposed library, alternatively in the proposed small business support centre.



LEFT FIG. 5-30: Distribution of Blenheim-wide existing key community facilities. Indicated are two major institutions: Nelson Marlborough Institute of Technology and the Wairau Hospital.

5.3.3 Community opportunities

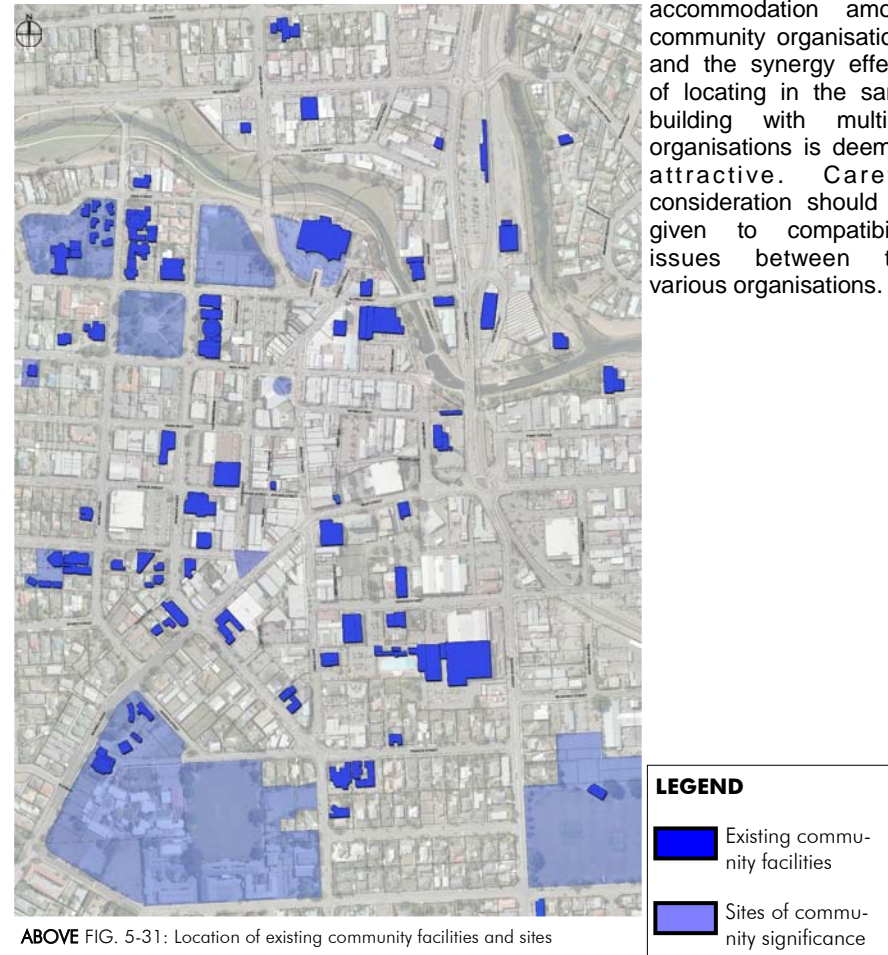
Setting up programmes and infrastructure aimed at training of local residents to further the social wellbeing of the community. A particular focus should be placed on learning and development opportunities for the younger segment of the population.

Community Initiatives:

- Develop a Multi-media and Sound Studio available to the local community, visitors and local small businesses. This initiative should be targeted to providing Marlborough's young people opportunities to gain potentially marketable skills from informal recreation pursuits. This could include: Computer game making software; Multi-media and design software; Animation lab; Film editing and post production; Band rehearsal and sound recording studio; DJ studio; Computer aided music composition; Sound mixing and CD cutting Lab; Computer controlled sound & lighting; Multi-media sight and sound production; Computer controlled laser light show production; Stage skills and equipment set-up & training (Roady skills); Outdoor performance and events equipment set-up & training. Considered the best option for re-use of the existing old Art Gallery. Alternatively create this special youth development space in the proposed new Library.
- Plan for off-route Small Group Congregation Points when intervening in the town centre. These places are for local young people and seasonal workers from different ethnic and Island backgrounds in the town centre. Locate them in highly visible, public places, where they will not interfere with retail trade and other pedestrian traffic.
- Run Professional Development and Other Courses in the CBD. Liaise with NMIT and the Hospital management to run professional development and other meetings and courses in the town centre. With the aim of activating and encouraging staff, students, external speakers and business visitors to come to the town centre meet and stay on afterwards, with their colleagues, families and friends. Consider providing a free venue (at new spaces or the Conference Centre).
- Develop a Community Arts Centre where creative people can pursue their life time interests in the creative arts, also welcoming tourists and visitors. Consider including: Both wet and dry craft rooms; Painting, glazing and enamelling room; Drying and storage rooms; Kiln, and finishing dips (wood chips, oil, water); Jewellery making equipment and benches; Fashion and dressmaking room; Sculpture and carving space; Display space (consider seeking different organisations to take over the space for regular events each month throughout the year); Best of Marlborough Craft Gallery. This could be developed as part of the proposed new Art Gallery. Alternatively, consider adaptive re-use of one of the following buildings: current library, current Art Gallery, current Farmers Building, or the Old Clubs building.
- Develop a Life Long Learning Centre where the local community and local workers can pursue their interests. This should be aimed at attracting wealthy retirees, new business founders, talented, skilled and creative people and their families to

Marlborough and the Blenheim City Centre. Also provide a computer supported homework centre for different aged children. It is best incorporated as part of the proposed new Library. Alternatively, it could be located as part of adaptive re-use of the existing Library building. Alternatively, adaptive re-use of the old Art Gallery or the old Farmers Building could be a suitable location.

- Redevelop the current library building as a Community Services Cluster. Using an existing building has the benefit of keeping rents low, as many of these organisations rely on grants. Another advantage of this preferred option is the presence of other organisations located in George Street. There is currently some demand for better accommodation among community organisations and the synergy effects of locating in the same building with multiple organisations is deemed attractive. Careful consideration should be given to compatibility issues between the various organisations.



ABOVE FIG. 5-31: Location of existing community facilities and sites

Technical background: site assessment for a new cluster of Community organisations

The current Community Centre in Alfred Street (next to WINZ) functions well. About 20 groups are currently based in it, ranging from elderly groups to health organisations. Its location is easily accessible by foot and close to other key services for people using the centre. The only reason for organisations to move out would be the poor internal environment of the building, i.e. very few windows and a lack of natural light.

Creating a new cluster of community groups and services would be aimed at other groups outside the community centre, looking to cluster for synergy effects. When establishing a new cluster of services, four considerations are important:

1. Outside funding is required for the purchase and outfit of the building.
2. The location should be within close proximity of other services.
3. Synergy with the library service is attractive for access to information, meeting space, internet and computer access.
4. Still being able to operate building on a cost recovery basis – keeping rentals affordable.

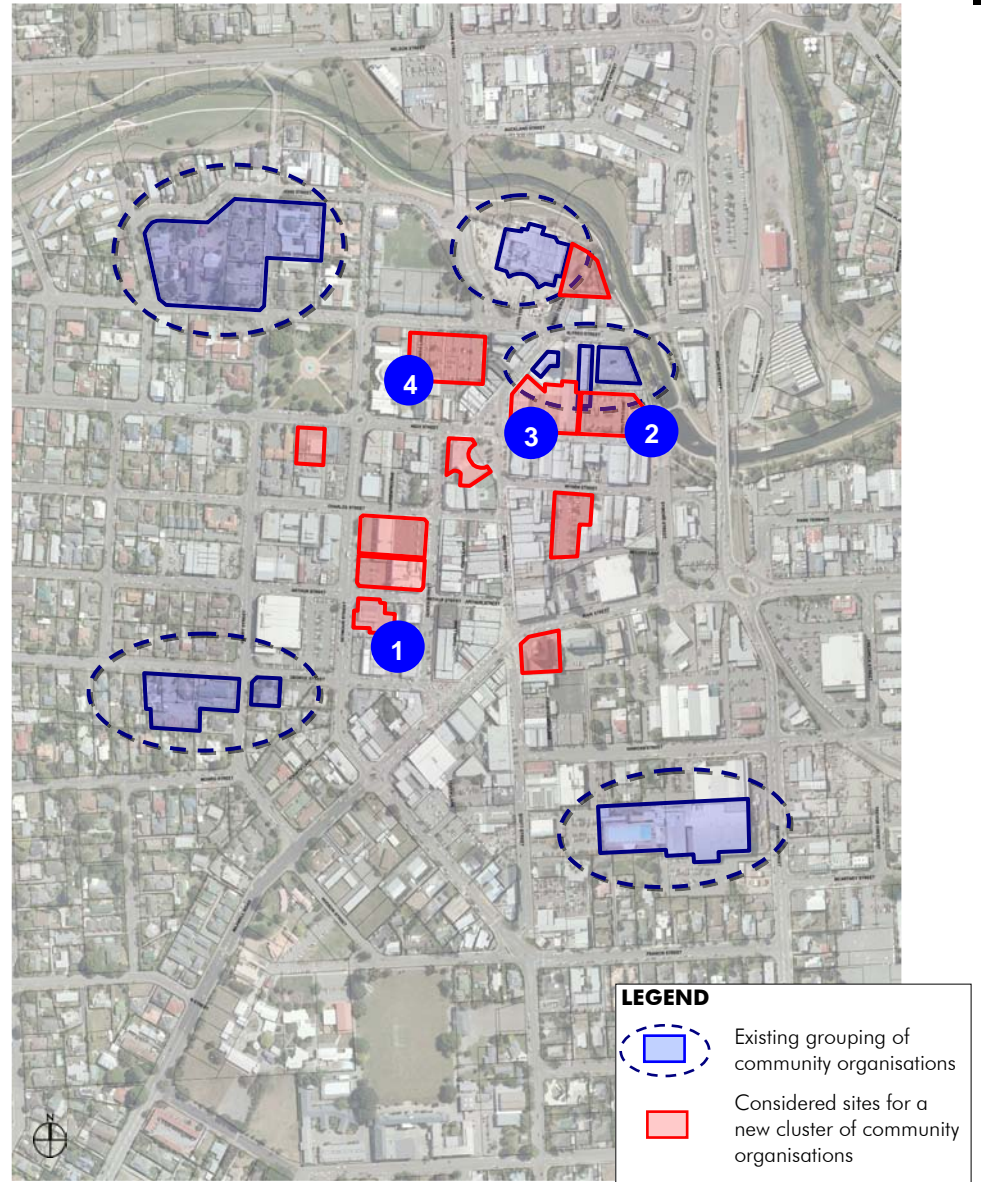
Refer to figure 5-32. All red sites and buildings are considered for possible use as a community services cluster.

Reasons for dismissing sites and buildings are one or more of the following:

- The site or building is too far removed from the pedestrian flows in the town centre;
- The site or building is considered to be in such a prime retail location, that rents will be unaffordable for most organisations; and
- The site or building is too far removed from other community services.

Rating of the top 4 sites/ buildings is based on the following:

- 1 - The current library building is the preferred location. The existing building will be re-used, which is cheaper than newly built; it is within walking distance from the major retail; it is within walking distance from an existing group of services in George Street; it is across the street from the proposed new library.
- 2 - The great advantage of this site on High Street is its proximity to the existing community centre. It could be attractive to build a purpose built building, but this will only be affordable if combined with a library.
- 3 - This option would be adaptive re-use of the current Farmers building. It is a very attractive option right in the heart of the town centre and very close to the community centre. High rental values would make this option less feasible.
- 4 - This assumes the construction of the Alfred Street carparking building with inclusion of community spaces. The accessibility for pedestrians would be better if these uses could be located on the proposed pedestrian link with Queen Street, rather than the Alfred Street side. High rental values would make this option less feasible.



ABOVE FIG. 5-32: Distribution of community organisations over the town centre and considered sites for a new cluster, including the top 4.

5.3.4 Tourism opportunities

Plenty of world class tourism attractions exist in Marlborough. Blenheim currently functions as an information and access hub for the district. This role should be strengthened through a range of initiatives. However, this Vision specifically focuses on programmes, services and infrastructure aimed at strengthening Blenheim's local attractiveness and creating new opportunities for local tourism.

Locating the i-Site in a more central location (refer to Strategic Theme 1) is part of the investment in Blenheim's tourism potential. **Further tourism Initiatives are:**

- Promote The Four Hour Coastal Drive as a reason to overnight in Blenheim. Promote any observation areas, wine and craft experiences along the way.
- Celebrate and showcase Marlborough foods in several initiatives on 'Signature Dishes'.
- Light town centre trees and Taylor River reserves with coloured backlights and flood lights to create a strong visual impression at night for pedestrians and passing traffic. Install mood lighting along the Taylor River walkways to increase their evening and night-time use.
- Run a regular program of events on the river bank. Beginning monthly and progressing to weekly Friday evening and weekend events. The aim is to attract residents and visitors to the Town Centre and inducing impulse expenditure. Consider turning a riverside building into an all weather venue for riverside events.
- Attract local residents and tourists to the town centre by the organisation of free evening laser light shows at night and weekends (especially in lower volume tourism months). Consider projecting them on to misting fountain in the Taylor River, viewed from the existing amphitheatre, river café and river bank reserves. Having an event in the evenings encourages more visitors to stay overnight in the town.
- Develop a Wine Discovery centre, combined with advice and an introduction to career paths in the wine industry. This could also be the first port of call for those in the wine industry, where different wineries and their key staff are introduced and information is provided about the different vintages and stocks of wines available. The Wine Centre is best co-located in an inner city location.
- Investigate the feasibility of the development of something like a 'Kitchen Stadium' or 'Health Lab' – a multi-purpose facility for food and wine events, cooking demonstrations, cooking courses, health product events, interactive health product making demonstrations, and local small business development in this field. Consider combination with the proposed wine discovery centre above or adaptive re-use of the existing art gallery building when a new art gallery is constructed.
- Possibly in conjunction with this, promote historic, health and native plants as a visitor attraction and for use in 'Kitchen Stadium'/'Health Lab' activities. Run these events from the proposed kitchen stadium (proposed for the combined i-Site/ Wine Discovery Centre or in the old Art Gallery).

- Install clusters of themed public art and sculptures for visitors, residents and tourists to play on and be photographed beside. Select up to six locations, thereby creating the reason for residents and visitors to move around the town centre on foot.



ABOVE & RIGHT FIG. 5-33: Examples of laser light shows projected onto misting fountains



ABOVE FIG. 5-34: Examples of themed public art and adventure playgrounds

Technical background: analysis visitor opportunities

Only a third of Blenheim visitors stay over-night, with the average overnight stay of business and recreational visitors being only 1.6 nights.

It is therefore clear that:

- Tapping into the day visitor and over-night tourism market will be particularly important for Blenheim's economic future and prosperity.
- Attracting the same age groups (older, over 50 year olds, and young adults aged 20 to 29 years old) is important to capture the incomes of local residents, visitors and tourists.
- It is also essential to stem the loss of local young people, and couples at the early family formation stage of their life cycle.
- It is also important to attract and retain former defence personnel, talented and creative people and new business founders who can live where ever they wish and are vital to underpin a more diversified Regional economy.

There are also opportunities for the Blenheim town centre to attract:

- Staff and students from NMIT;
- Staff and visitors to the District Hospital (subject to major redevelopment);
- Residents and visitors to local sports fields and those attending sporting and recreational events;
- The partners and the families of those attending conferences; and
- Workers and their families and friends before and after work, and at weekends.

The major difficulties faced by the Blenheim CBD in attracting these groups, is:

- The distance of many sporting and recreational opportunities from the CBD;
- The lack of any reason to visit the CBD beyond for normal shopping activities available elsewhere;
- The lack of any reason for tourists and visitors to come into the CBD, or to leave from and return to the CBD (apart from convenient, brief over night stays – especially when using the Inter-Island ferry), and
- The lack of major recreational and visitor attractions, able to keep each of these target age groups interested and actively engage in the Blenheim CBD for at least 1.5 hours each. (So that they spend more on meals, entertainment, casual shopping impulse expenditure and additional over night stays).

Many of the implementation initiatives recommended in the last section of this report are specifically aimed at addressing a combination of these needs, with minimal Council expenditure.

5.3.5 Development opportunities

It is not essential to protect all fringe CBD industrial land for the limited demand for future light industrial uses. Some can be released for future residential and tourist development. The best location for good quality, flexible, small-scale **service trades** and **showroom** space is on Sinclair Street (refer to figure 5-38).



RIGHT FIG. 5-35: Examples of small showrooms and service trade spaces

Office demand will be modest and there is the risk that benefits from this growth are being dissipated by being scattered throughout the town centre. As there will be insufficient demand to create new office precincts, the best strategy is to indicate best infill sites and promote the preferred direction of office growth within the town centre. This offers the best prospect to benefit from future tightly clustered growth. The best locations for these are in streets such as Seymour and Symons. More valuable and prestigious sites with high exposure are located by the river (end of High Street; Russell Terrace; next to the fire station). These are suitable for corporate headquarters or a major hotel (fig. 5-38).



LEFT FIG. 5-36: Examples of small clusters of good quality affordable offices.

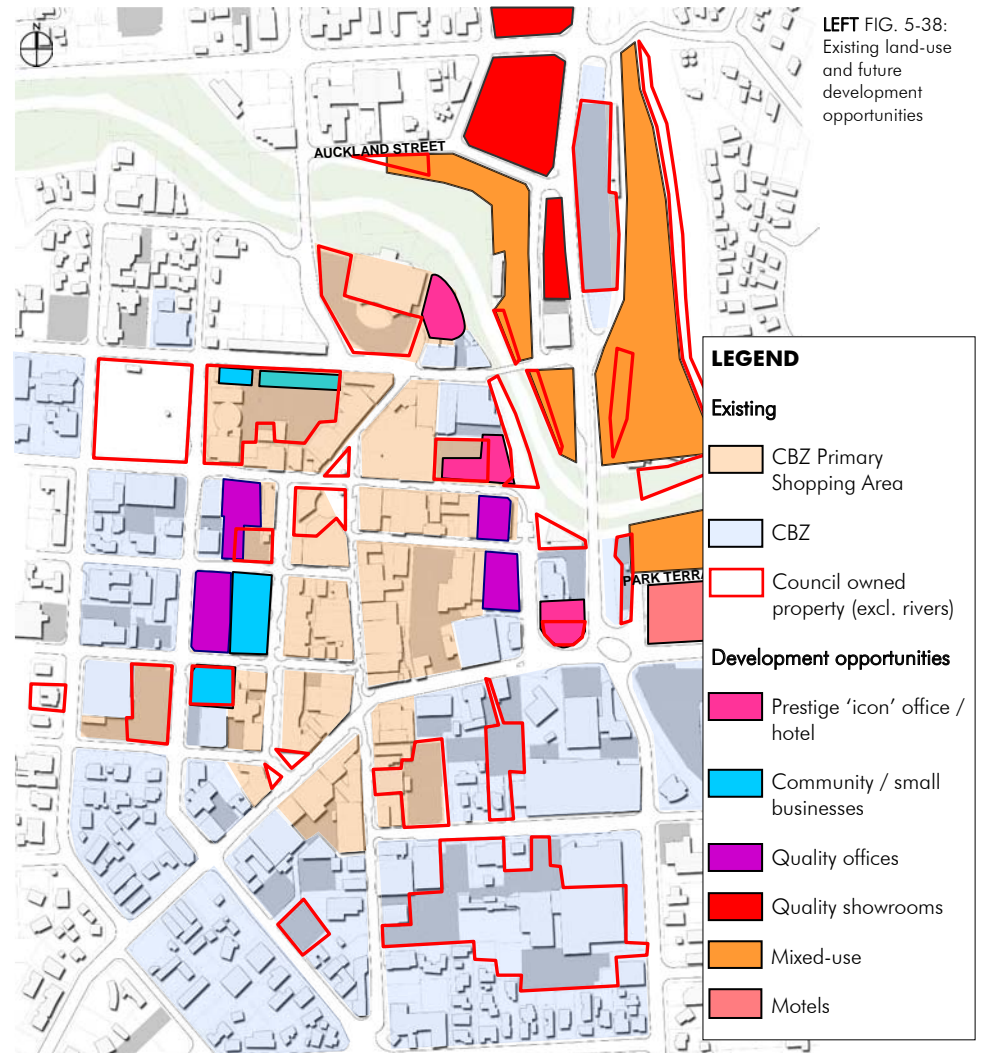
Sites with high amenity close to the retail heart could be expected to attract **mixed-use** office and residential development (Auckland Street; Park terrace, refer to Figure 5-38). Such space could accommodate live/ work and home based businesses, with residential located on the first floor above stop bank level.



RIGHT FIG. 5-37: Examples of town house style flexible residential offices

Initiatives:

- Promote a Development Vision for the future town centre, setting out the nature and desired location for different types of development.
- Prepare indicative designs for developments on strategic sites to illustrate the type of good quality, affordable developments desirable for particular strategic sites.
- Develop demonstration projects to showcase quality affordable developments.



LEFT FIG. 5-38: Existing land-use and future development opportunities

Technical Background: Development opportunities

Light Industrial Land

Potential supply and demand for light industrial land

The demand for additional light industrial land from 2008 to 2031 in Marlborough District, in the realistic existing economy scenario was found to be 36ha.

Comprising:

→ Food Industry	13.6ha	(39% of demand)
→ Light Industries	0.3 ha	(1%)
→ Printing and Publishing	2.4ha	(7%)
→ Construction and Utilities	8.9ha	(26%)
→ Wholesaling	<u>9.7ha</u>	(28%)
	34.9ha	
→ Vehicle Sales and services	1.8ha	
→ Machinery and Equipment hire	<u>0.3ha</u>	
	2.1ha	
Total	36.0ha	

The more aspirational demand for Light Industrial Land

The demand for additional light industrial land in Marlborough in the aspirational transition to match the South Island economy was found to be 80.7ha.

Comprising:

→ Food Industry	17.4ha	(23% of demand)
→ Light Industries	5.2ha	(7%)
→ Printing & Publishing	5.0ha	(7%)
→ Construction & Utilities	12.1ha	(16%)
→ Wholesaling	<u>37.5ha</u>	(49%)
	77.3ha	
→ Vehicle Sales & services	3.1ha	
→ Machinery & Equip. Hire	<u>0.3ha</u>	
	3.4ha	
Total	80.7 ha	

These figures are for the whole of the Marlborough District. Only part of this demand will need to be supplied in the vicinity of Blenheim.

On the supply side, there is an additional 36.0ha of land to be provided at Riverland Estate (connecting through to the Cloudy Bay Industrial Estate). This is sufficient to meet

the projected demand for light industrial land to 2031, under the realistic demand projection, without taking into account existing vacant industrial land there, and near the Blenheim City Centre. There is also a proposal for 25ha of additional industrial land, closer to the Blenheim CBD. This will give a total supply of light industrial land in excess of 61ha. This should be adequate to meet even the more aspirational demand envisaged up to 2031.

Office Space

Potential Demand for Different Types of Office Space

The demand for additional office space from 2008 to 2031 in the Blenheim town centre in the realistic existing economy scenario was found to be 10,700 sqm.

Comprising:

→ Prestige Corporate Space	1,500 sqm	(14% of demand)
→ Moderate Medium Rental Space	3,300 sqm	(31%)
→ Good Quality Affordable Space	5,900 sqm	(55%)

Only 500 sqm of this 10,700 sqm of office space required retail frontage, this would require about 30 linear metres of ground floor retail frontage, in or adjacent to the retail heart of the Blenheim CBD. In total the demand for town centre office space would average less than 490 sq m p.a. under this realistic existing economy scenario. This demand would require only about 1.3 ha of town centre land up to 2031.

The more aspirational demand for Office Space

The demand for additional office space under the more optimistic aspirational economy was still found to be only 31,100 sq m.

Comprising:

→ Prestige Corporate Space	3,500 sqm	(11% of demand)
→ Moderate Medium Rental Space	6,400 sqm	(21%)
→ Good Quality Affordable Space	21,200 sqm	(55%)

Only 700 sqm of this 31,100 sqm of office space required retail frontage, this would require about 42 linear metres of ground floor retail frontage, in or adjacent to the retail heart of the Blenheim CBD.

In total the demand for town centre office space would then amount to about 1,400 sqm p.a. under this more aspirational transitioning economy.

This demand would still occupy less than 4.0 ha of town centre land up to 2031.

5.3.6 Cost estimation, timeline & prioritisation

Ref*.	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
D1	35	Install i-Site signs 5km out of town centre on SH1 and SH6	physical	Medium term	High	3 signs
E1	57	Promote a Development Vision for the future town centre, setting out the nature and desired location for different types of development.	administrative	Short term	Medium	
E2	57	Prepare indicative designs for developments on strategic sites, illustrating the type of quality, affordable developments desirable for particular strategic town centre sites.	administrative	Medium term	Medium	
E3	57	Develop the first demonstration projects to showcase good quality affordable developments of different types in superior business settings.	administrative	Medium term	Medium	
F1	55	Promote The Four Hour Coastal Drive. Promote observation areas, wine and craft experiences along the way.	administrative	Short term	High	
F2	55	Celebrate and showcase Marlborough foods in several initiatives on 'Signature Dishes'.	administrative	Short term	High	
F3	55	Light town centre trees and Taylor River reserves with coloured backlights and flood lights. Install mood lighting along the Taylor River walkways.	physical	Short term	High	
F4	55	Run a regular program of events on the river bank. Beginning monthly and progressing to weekly Friday evening and weekend events.	administrative	Short term	Medium	
F5	55	Create free evening laser light shows at night and weekends (especially in lower volume tourism months). Consider projecting them on to misting fountain in the Taylor River, viewed from the existing amphitheatre, river café and river bank reserves.	physical	Short term	Medium	
F6	55	Develop a wine discovery centre, combined with advice and an introduction to career paths in the wine industry. Best co-located with the i-Site if in town centre.	physical	Short term	High	
F7	55	Undertake feasibility study into developing a 'Kitchen Stadium' or 'Health Lab'	physical	Short term	High	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Ref*.	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
F8	35	Develop a new i-Site in a new central location, preferably co-located with the wine discovery centre. Combine with DOC offices, Iwi regional offices. Integrate public toilets, mothercare facilities etc. Best location in association with the proposed Car Park structure in Alfred St.	physical	Short term	High	
F9	35	Downsize the current i-Site to become satellite office	physical	Medium term	Medium	
F10	55	Install themed public art, street furniture and signage to create a unique identity.	physical	Medium term	High	
F11	55	Install clusters of themed sculptures for visitors, residents and tourists to play on and be photographed beside. Select up to six locations.	physical	Medium term	High	
F12	55	Undertake feasibility study for a programme to promote historic, health and native plants as a visitor attraction as landscape elements and for interpretative, discovery and for use in 'Kitchen Stadium'/ 'Health Lab' (see F7) activities. Run these events from the proposed kitchen stadium. Consider 'heirloom varieties' plantings and/or a native plant discovery trail and nursery (with sales of plants, produce and products) with a junior playground and café.	administrative and possibly physical	Medium term	Medium	
F13	70	Improve access to the Taylor River and cycling and hiking trails, including providing skate board trails and interpretative signage. Connect these trails to the CBD and the i-site (consider opportunities for bike and skate hire, changing rooms, showers and safe bike, case/backpack storage to create reasons to come and go from the town centre). Connect them to the Wither Hills Reserve Tracks.	physical	Medium term	High	
H1	53	Plan for off-route Small Group Congregation Points when intervening in the town centre. These places are for local young people and seasonal workers from different ethnic and Island backgrounds in the town centre. Locate them in highly visible, public places, where they will not interfere with retail trade and other pedestrian traffic.	administrative and possibly physical	Short term	Medium	
H2	53	Run Professional Development and Other Courses in the CBD. Liaise with NMIT and the Hospital management to run professional development and other meetings and courses in the town centre. Consider providing a free venue (at new spaces or the Conference Centre).	administrative	Short term	High	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Ref*.	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
H3	52	Run regular Business Skills Initiatives on topics such as internet use, doing business on the internet, turning crafts into businesses, selling services to government and big business. Consider involving NMIT and/or the Community College.	administrative	Short term	High	
H4	53	Develop a Multi-media and Sound Studio available to the local community, visitors and local small businesses, targeting Marlborough's disadvantaged and at risk youth (providing opportunities to gain potentially marketable skills from informal recreation pursuits). Considered the best for re-use for the existing old Art Gallery. Alternatively create this special youth development space in the proposed new Library.	physical	Medium term	Medium	
H5	52	Develop a Small Business Incubator. Consider possibility of combining with community service organisations sharing facilities. Best use for adaptive re-use of the existing Library building (1,400 sq m). Alternatively, adaptive re-use of the old Art Gallery or add space into proposal for the new Library Building.	physical	Medium term	High	
H6	52	Develop a Community and Small Business Support Centre for time-share use by Marlborough small businesses, local community groups, after school tutoring, and visiting public and private advice agencies (including those supporting seasonal workers, and ethnic groups). Best located within or close to the proposed small business incubator. Best use for the adaptive re-use of the upper floor space of the existing Library building.	physical	Medium term	High	
H7	53	Develop a Community Arts Centre where creative people can pursue their life time interests in the creative arts, also welcoming tourists and visitors. Best developed as part of the proposed new Art Gallery.	administrative and possibly physical	Medium term	Medium	
H8	53	Develop a Life Long Learning Centre where the local community and local workers can pursue their interests. Also provide a computer supported homework centre for different aged children. Best incorporated as part of the proposed new Library.	administrative and possibly physical	Medium term	Medium	
H9	53	Redevelop the current library building as a Community Services Cluster.	physical	Medium term	Medium	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Strategic Theme:

4

A Greener Town Centre

Strategic Priorities aimed at greening the town centre

Initiatives under this Theme include:

- Creating vital biodiversity connections on a regional scale and the implications for the town centre.
- Creating a new inner city small park in Queen Street with the use of existing mature trees.
- Planting more street trees in the town centre to soften the feel and look of the place and provide shelter from the sun and rain.



5.4.1 The need for a greener Town Centre

Regional biodiversity and ecology

The Blenheim Town Centre sits within the valley enclosed by the Tuamarina and Wither Hills. Ecological and biodiversity connections in this wider ecological network could be improved. The town prevents ideal ecological connections between the areas of significant biodiversity value either side of the town from occurring. For a town to have good ecological and biodiversity connections these areas of green space need to be of a reasonable size (about 2ha), be located within 500m of each other and be planted with many types of vegetation. These features will help create quality habitats between which birds and other species can travel.

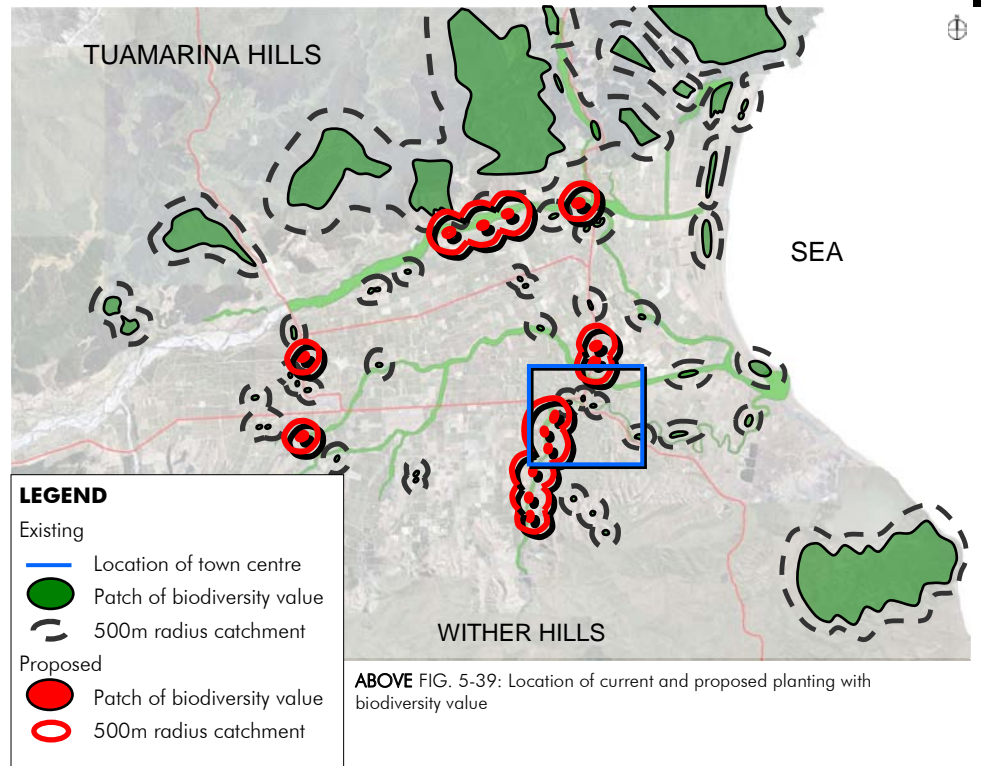
The ambition exists within the Council to create links in order to attract the Tui back to Blenheim (the Tui To Town project). This project can be strengthened and the lack of biodiversity connections can be countered by concentrating planting within school grounds, in parks and reserves, riparian planting along the Taylor River (less than 1km apart), and along transport corridors within and around the town centre.

Local amenity

Within the scope of this project, two types of improvements could be pursued to contribute to increased biodiversity and to give the town centre a greener appearance:

1. Add more public open spaces with a green and soft character as places of amenity in strategic locations.
2. Establish more green connections between existing green public open spaces within the town centre, in combination with additional street trees, including native species.

The scope for improvement specifically around the rivers will be dealt with separately in Strategic Theme 5: Connections to the Rivers.



LEFT FIG. 5-40: Diverse planting in stream corridors and open spaces to help link up the wider ecological environment

Technical background: Blenheim Open Space Distribution

Analysis of the distribution of public or communal open spaces and their catchments shows significant areas of Blenheim where people do not have open space within easy walking distance.

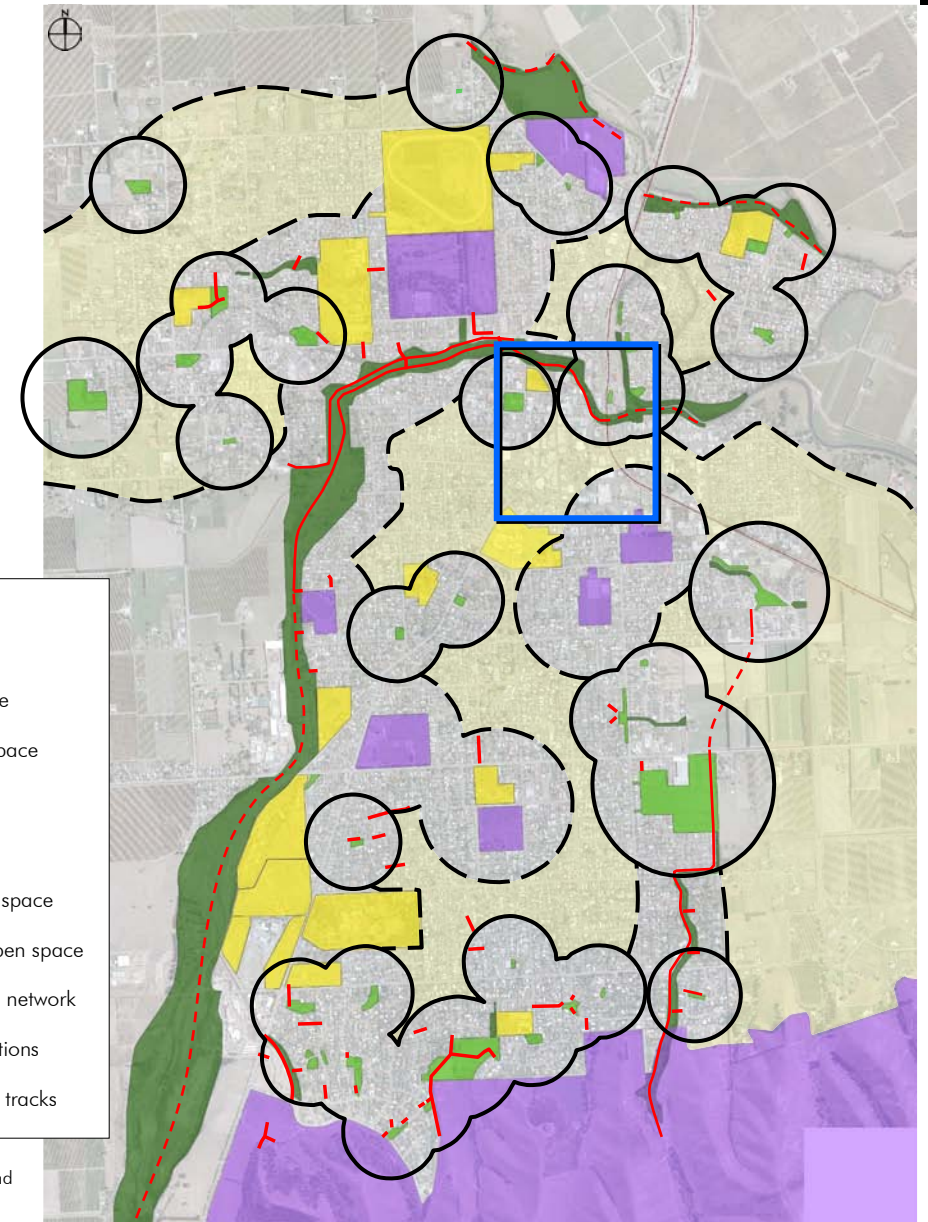
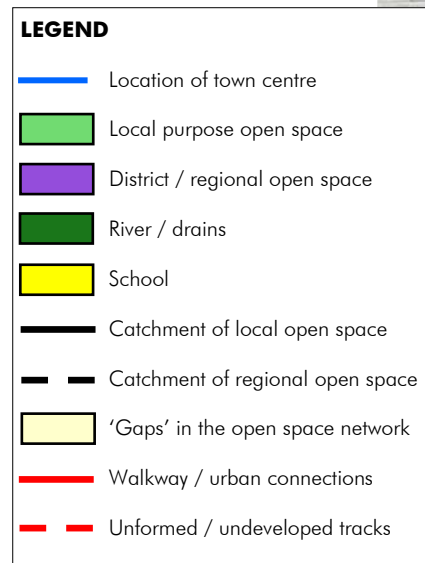
Method:

Refer to figure 5-41. Local purpose and district purpose open spaces have been plotted onto the map of Blenheim as well as the river areas. Schools are included as well, since some schools offer access to their grounds after hours. However this varies from school to school, so school grounds are dismissed as public open space for the purpose of this analysis.

The area of reach of an open space is called its catchment. The assumption is made that smaller local open spaces have a catchment with a 250m radius and more significant open spaces have a catchment with a 500 m radius. The areas outside any one catchment are indicated as gaps in the open space network.

Recommendation:

Undertake a revision of the Open Space Strategy to consider the possibility of delivering recreational open space within easy walking distance of 250 to 500m for 75 to 100% of all Blenheim residents.



LEFT FIG. 5-41: Distribution of public and communal open spaces within Blenheim

5.4.2 New pocket park Queen Street

The town centre is short of planted soft landscapes in an urban setting. Apart from areas around the river, Seymour Square is the only attractive and well maintained public green open space. Town centre workers could spend their lunch breaks in this park or shoppers could go there to take a rest away from the shops or let their children freely run around.

With projected growth of higher intensity residential and employment activities in the town centre over time, residents and workers will require additional areas of open space. A good opportunity to create an additional urban pocket park that would usefully contribute to a CBD user's experience in the Queen Street carpark. This space is within close walking distance from Market Place and has mature trees, which could be retained. Open space design should seek to improve employee amenity, enhance business settings as well as facilitate social interaction and a sense of identity.

Initiative:

Create a new inner city small park in Queen Street with the use of existing mature trees. This park could initially just consist of the eastern half of the carpark. It should be extended when additional parking capacity is created through the construction of one of the proposed carparking structures.

Good quality buildings on the edges of this open space are crucial. To the south the proposed new art gallery with its green forecourt (refer to Strategic Theme 1) would form this edge. A building with an active commercial use on the ground floor and turning its back to Thirteenth Lane is



ABOVE FIG. 5-42: Existing situation of the Queen Street carpark - stage 1 with only half of the carpark as pocket park and the new art gallery in place - final stage with full park and new commercial building on the western side

required to the west of this proposed pocket park.

The existing public toilet facility should be removed and new toilets including mothercare facilities etc. should be integrated within the proposed new art gallery, accessible from either Queen or Charles Street.

The existing service building should be relocated as well.



RIGHT FIG. 5-43: Artist's impression of the proposed new art gallery with its green forecourt. The Queen Street pocket park in the foreground

5.4.3 Street trees plan

There are several benefits of having street trees in the town centre:

→ Appropriate street trees soften the look and feel of the place; street trees could assist with the legibility in a place, through the establishment of different characters per street; street trees with a canopy provide shelter from the sun and rain; street trees in planters between kerbside parking bays would optically narrow down the street, resulting in traffic calming; street trees provide a barrier for cars to park on the footpath without using bollards; and street trees could help with biodiversity connection for some bird species.

There are however, also challenges with regards to street trees:

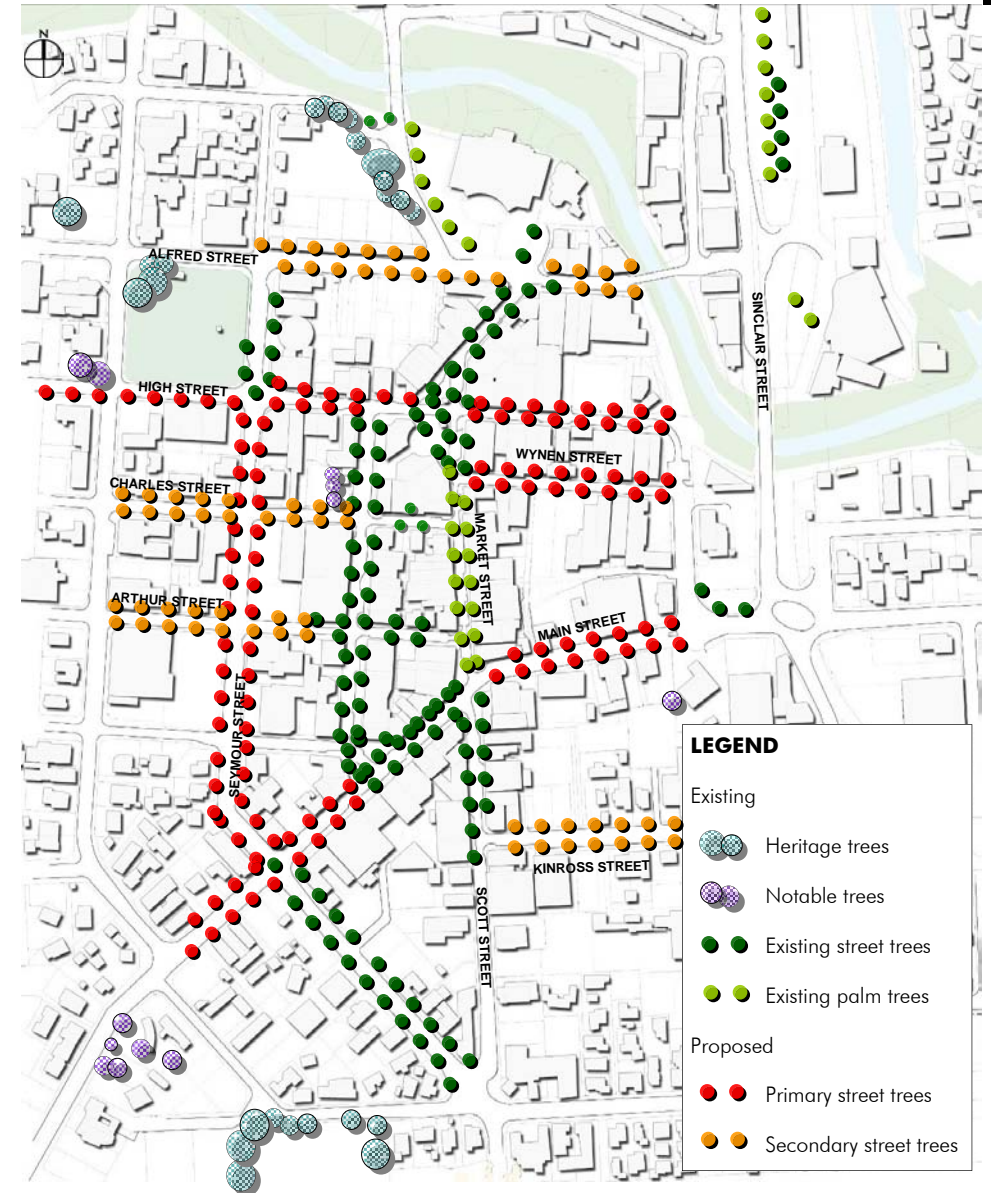
→ Street trees could interfere with canopies and footpath spaces; there are infrastructure constraints; tree lifecycle considerations could constrain street upgrade opportunities; and street trees could cause crime issues for pedestrians.

Some of the town centre streets, such as Market and Queen Streets are well provided with trees. It is proposed to add to this in a street tree planting strategy (figure 5-45) as follows:

1. First priority street trees (canopy trees) in: Seymour St between High St and Maxwell Rd; in Maxwell Rd between Henry St and Queen St; Main St between Market St and Symons St; High St between Henry St and Symons St; Wynen St as part of a comprehensive streetscape upgrade (refer to page 80).
2. Second priority street trees (canopy trees) in: Alfred St between Seymour St and the bridge; Charles St between Henry St and Queen St; Arthur St between Henry St and Queen St; Kinross St as part of comprehensive streetscape upgrade (page 79-80).
3. The palm trees in Market Street should be replaced with suitable canopy trees to provide shelter. This should be combined with the proposed streetscape review to move some of the physical clutter such as bollards and review potential options for the relocation of removed street furniture to new locations. It is also crucial to first find an appropriate location for the re-use of the palm trees.



ABOVE FIG. 5-44: The importance of street trees. Left: one of Blenheim's streets without trees, right: a tree-lined street



ABOVE FIG. 5-45: Map of existing trees in the town centre and proposed new street trees

5.4.5 Cost estimation, timeline & prioritisation

Ref*.	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
A3	64	Revision of the Open Space Strategy to consider the possibility of delivering recreational open space with easy walking distance 200-500m of 75-100% of residents	administrative	Short term	Medium	
B1	66	Street trees in Seymour St between High St and Maxwell Rd	physical	Short term	High	
B2	66	Street trees in Maxwell Rd between Henry St and Queen St	physical	Short term	High	
B3	66	Street trees (canopy trees) in Main St between Market St and Symons St	physical	Short term	High	
B4	66	Street trees (canopy trees) in High St between Henry St and Symons St	physical	Short term	High	
B5	66	Street trees (canopy trees) in Alfred St between Seymour and the bridge	physical	Medium term	Medium	
B6	66	Street trees (canopy trees) in Charles St between Henry St and Queen St	physical	Medium term	Medium	
B7	66	Street trees in Arthur St between Henry St and Queen St	physical	Medium term	Medium	
B8	66	Replace existing palm trees in Market St for suitable canopy trees. First find alternative location for palm trees.	physical	Long term	Low	
G5	65	Encourage development on the Queen Street carpark (across the road from current Noel Leeming and Shoe Warehouse and turning its back to Thirteenth Lane).	administrative	Short term	High	
G6	65	Develop an urban pocket park on the Queen St carpark in front of development as proposed in G5 (see plans)	physical	Short term	High	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Strategic Theme:

5 Stronger Connections with the Rivers

Strategic Priorities aimed at strengthening connections between the town centre and the Taylor and Opawa Rivers

Initiatives under this Theme include:

- Creating a new riverside park at the end of High Street, immediately north of the amphitheatre, as a place to hang out and enjoy Blenheim’s riverside setting.
- Creating opportunities to better engage with the river via a new walkway connecting Russell Terrace with the river walkways. Possible options for the Old Clubs site are presented.
- Improving the landscaping around the Taylor River and creating more places to get close to the river.
- Constructing more direct access points to the rivers to improve pedestrian connectivity between the town centre and the river areas.



5.5.1 Blenheim's hidden gems

Blenheim has a rich history as a river port located on the confluence of the Taylor and Opawa Rivers. Some historic buildings connect with this history, such as the Boathouse Theatre, and also the River Queen, a historic paddle boat currently used as a restaurant.

Due to the change in transportation methods, with a greater focus on motorised land transport, Blenheim started to turn its back to the river, like many towns and cities in New Zealand. The need for protection against flooding hazard contributed to this development. More recently, riverfront locations are increasingly desired as high amenity settings for businesses and residential uses.

Blenheim is starting to re-discover the value of its riverfront setting. Recent high quality development near the river, such as the amphitheatre with adjacent boardwalks, but also the new Raupo Café, are examples of this. The river areas are also an attraction for joggers and people with dogs in the mornings and evenings.

This vision seeks to add to and reinforce this move.

- Strengthening existing and adding new direct pedestrian and visual connections will encourage the use of the river areas. Particularly, workers and shoppers in the town centre will be attracted.
- A few high quality public open spaces on the river, such as the amphitheatre will act as local destinations for foot traffic, which will increase commercial potential along those routes.
- Investing in the quality of the experience of the rivers will reinforce the town centre as a destination or starting point for regional bike and walk trails. This will increase Blenheim's tourism potential.
- The river, as a natural element with continuity over a long distance, will offer opportunities for biodiversity connections.



ABOVE FIG. 5-46: Marlborough's River Queen Restaurant on the Taylor River



ABOVE FIG. 5-47: The amphitheatre on the riverside



ABOVE FIG. 5-48: Mixed-use development on the northern bank of the Taylor River - Youell House Apartments



ABOVE FIG. 5-49: The Raupo Café by the Taylor River



ABOVE FIG. 5-50: Aerial photo and close up view of the Taylor River

5.5.2 Amenity of the Taylor river area

The current landscape between the stop banks is dominated by grass. This is partly due to the requirement for access by a digger for purposes of maintenance of the river. This situation should be reviewed to allow for a greater variation in landscaping and more recreational opportunities around the river, including increased public access to it. Figure 5-52 suggests conceptual options for changes to the river cross section.

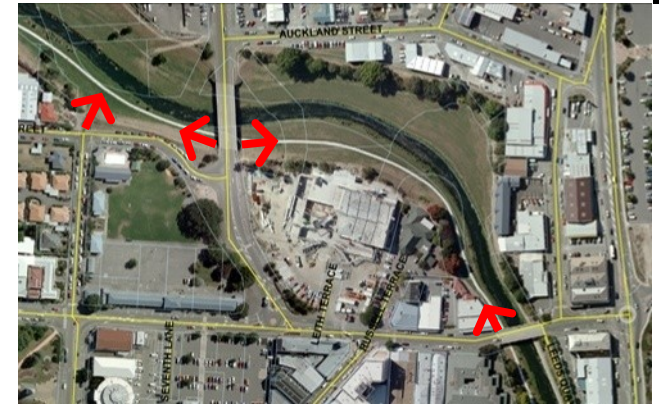
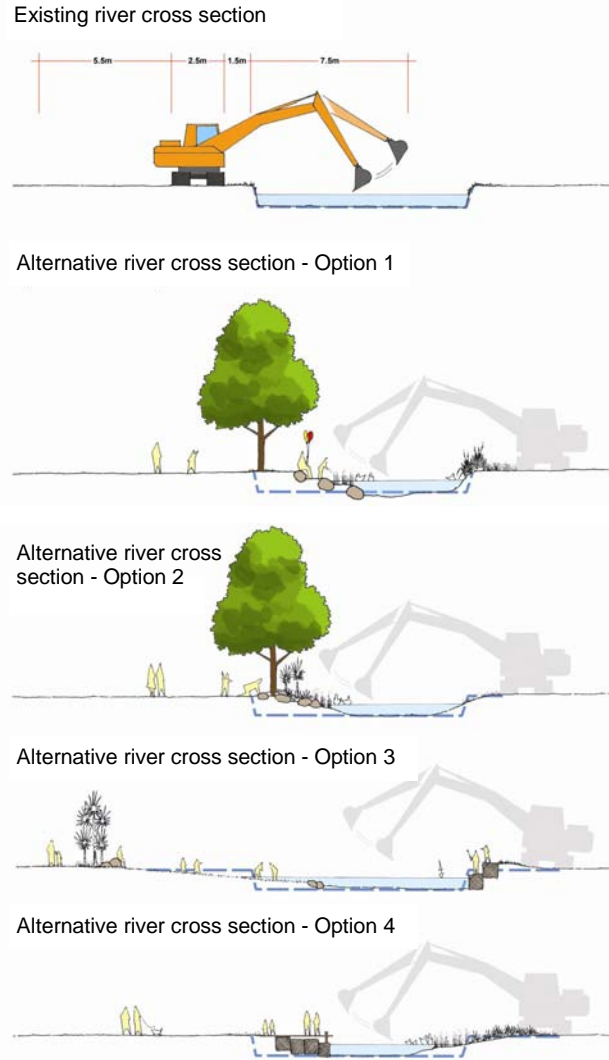
Initiatives:

- Develop a landscape master plan and implementation strategy for changes to Taylor River and associated areas. The scope of this should include landscaping, board walks, jetties, earthworks, parkland and ecological planting, with an educational and interpretation component. Part of this should be ecological plantings 1km apart in the Taylor River corridor to strengthen the Tui To Town project.
- Develop a strategy for the reduction of stream maintenance, mowing and carbon associated cost with the development of 1 ha.



ABOVE FIG. 5-51: Existing riverside predominantly landscaped in grass

BELOW FIG. 5-52: Required access by a digger to both sides of the river for maintenance is the current constraining factor for variations to landscaping in the river area. Four cross sections illustrate different options to increase the use of the riverside for recreational use, whilst retaining accessibility for maintenance.



ABOVE FIG. 5-53: Proposed locations for new pedestrian access points to the river area

5.5.3 Access to the Taylor river area

To maximise the benefits of improved amenity of the river areas for the town centre, it is very important to improve physical and visual links between the town centre and the river areas.

Initiatives:

- Construct more direct access points to the rivers to improve pedestrian connectivity between the town centre and the river areas. Proposed locations for this are shown in figure 5-53: Alfred Street bridge; Hutcheson Street bridge; and John Street (aligning with Seymour Street).
- Install landscape elements and street art to create stronger visual linkages between the Taylor River and Market Place along Market, Seymour and High Streets.
- Market the potential for the many recreational attractions that exist around the Taylor River through information available in the i-Site. This could include opportunities for bike and skate hire, changing rooms, showers and safe luggage storage to create reasons to come and go from the town centre. Connect the opportunities in this town centre part of the river area to existing cycling and hiking trails, such as the Wither Hills Farm Reserve Tracks.

5.5.4 Riverside park on High Street

The site on the riverbank at the end of High Street and immediately north of the amphitheatre has potential to become a place to “hang out” and enjoy Blenheim’s riverside setting.

Initiative:

Create a new public riverside park. The gradient of the slope of the riverbank should be flattened locally and terraces

should be created to allow for easy access and informal seating. Making this a truly public place will be crucial to its success. Development of a building with active uses overlooking this space should be encouraged.

Investigation into the realignment of major underground services is required.



ABOVE FIG. 5-54: Location (left) and concept plan (right) of the proposed riverside park at the end of High Street

LEFT FIG. 5-55: Artist's impression of the proposed riverside park



ABOVE FIG. 5-56: Example of a park in a similar setting in Queenstown

5.5.5 Riverfront opportunity in Russell Terrace

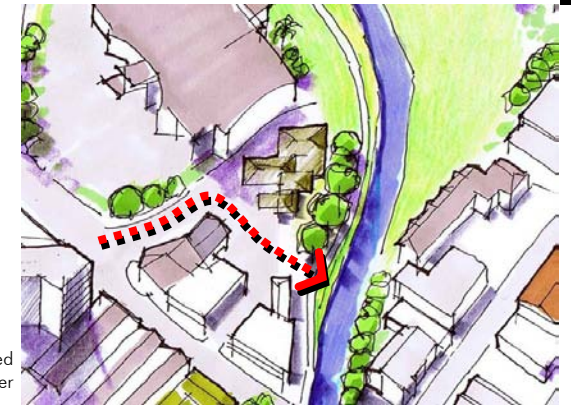
Another opportunity to increase the interaction with the river exists in the RSA site, where currently the Old Clubs is located. Four options could be identified:

1. Options for adaptive re-use of the **old clubs building**.
The deck on the ground floor of the existing building overlooks the river. This makes the building attractive for a seafood restaurant with al fresco dining, a boutique brewery with a tasting space, or a wine bar. Another option would be visitor accommodation or a boutique office.
2. Long term development site as iconic **hotel** or **office**.
The amenity of its riverside setting makes this site desirable as a location for an iconic hotel or office building. Potential synergies with the Convention Centre could also be attractive.
Any new building should actively relate to the public open space around the river.
3. Long term option for expansion of the **Convention Centre**.
The recently completed Convention Centre could seek to expand to the east in the long term. This would offer the opportunity to develop the extension as a part of the building with ground floor uses that highly relate to the river and makes the most of its riverside setting.
4. Long term development site as public **riverside park**. (overleaf, page 73)

In all options Russell Terrace should be emphasized as a walkway from Alfred Street to this site and through to the Taylor River by means of planting and its materials. An attractive and safe, well-overlooked pedestrian connection between the town centre and the river should be secured.



LEFT FIG. 5-57: Location of the site



RIGHT FIG. 5-58: Proposed public access way to the river



RIGHT FIG. 5-59: Artist's impression of adaptive re-use of the Old Clubs building as a boutique brewery/ wine bar (option 1). The Convention Centre is shown on the right hand side of the drawing

Riverfront opportunity in Russell Terrace -continued

4. Long term development site as public riverside park.

The site could be developed into a public park, which draws pedestrians from the shopping precinct to the river. To that end, Russell Terrace should be extended to connect directly to the riverside walkways. It is crucial to attract development of uses with an active ground floor to overlook this space (refer to figure 5-62). The current side elevation of the convention Centre and the current layout of the area south of this site are not suited to form the edges of a possible park. This park is a potential destination to relocate the palm trees from Market Street, due to the historic connection between the RSA and the introduction of palm trees to Blenheim.

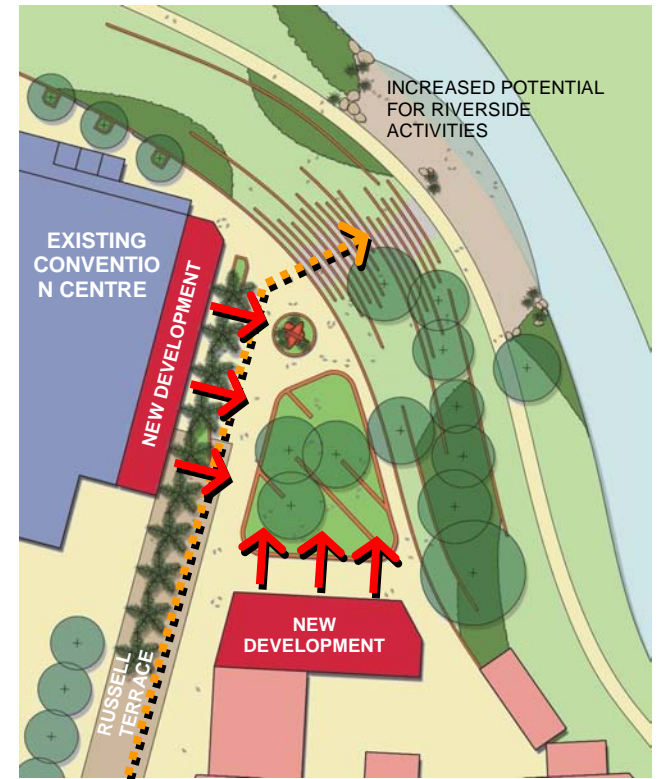
Russell Terrace should be emphasized as a walkway from Alfred Street to this site and through to the Taylor River by means of planting and its materials. An attractive and safe, well-overlooked pedestrian connection between the town centre and the river should be secured.



ABOVE FIG. 5-60: Location of the site



ABOVE FIG. 5-61: Artist's impression of the riverside park as in option 4



ABOVE FIG. 5-62: Conceptual plan for the riverside park option. The required new buildings with strong overlooking capacities located on the edges of the open space are indicated in bright red.

5.5.6 Cost estimation, timeline & prioritisation

Ref*.	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
C1	71	Develop small riverside park in location of service station north of amphitheatre: change gradient of riverbank locally to flatter angles; investigate whether realignment of major underground services is required.	physical	Short term	High	
C3	72	All options for Old Clubs site: extend Russell Terrace as walkway from Alfred Street to River	physical	Long term	Low	
C4	72	Option 1 for Old Clubs: Refit existing building into a seafood restaurant, boutique brewery or wine bar	physical	Long term	Low	
C5	73	Option 4 for Old Clubs: develop small riverside park	physical	Long term	Low	
C6	73	Option 4 for Old Clubs site: Attract development sleeving Convention Centre with active use fronting on to proposed riverside park as in C5	administrative	Long term	Low	
C7		Develop a riverside walkway between Sinclair St (northern bank Taylor River) and Dillons Point Rd (western bank Opawa River). Coordinate with possible SH realignment.	physical	Long term	Low	
C8	70	Develop a landscape master plan and implementation strategy for changes to Taylor River and associated areas.	administrative	Short term	High	
C9	70	Implement landscape masterplan item C8: landscaping, board walk, jetty, earthworks, parkland and ecological planting, educational and interperation component, active recreational and art component linking back to the town centre	physical	Medium term	High	
C10	70	Develop a strategy for reduction of stream maintenance, mowing and carbon associated costs with the development of 1 ha. Ecological plantings 1km apart on the Taylor River to strenghten the Tui To Town project	administrative	Short term	High	
O8	70	Installation of landscaping and street art to create stronger visual links between the Taylor River and Market Place along Market St, Seymour St and High St	physical	Medium term	Low	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Strategic Theme:

6

Vibrant Streets and Open Spaces

Strategic Priorities aimed at creating public places in town where locals and visitors can relax and meet

Initiatives under this Theme include:

- Reconstructing the open space of Market Place with larger planters and encouraging a change of uses on the ground floor of the adjacent buildings to better interact with the public space.
- Reconstructing the open space of Bythell Place with planters to soften the feel and create sheltered places turned away from the passing traffic in Maxwell Road and Queen Street.
- Upgrading the streetscape in upper Scott Street to support the increasing night life oriented activities in the area through improved amenity.
- Upgrading the current lighting and furniture elements in Market Street and Market Place to create a more contemporary image and remove unnecessary clutter from the streets.



5.6.1 Urban Open Spaces

A range of public open spaces currently exists within the town centre. Apart from the areas around the river, Seymour Square and the school grounds, most of them are hard surface urban spaces. Many of those are purely functional car parking areas (some with tree planting) with little amenity value for pedestrians or others.

The distribution and amount of existing urban open spaces with high amenity value is appropriate for the size of the town centre. However, over time more urban open spaces could be developed. In this Vision, the focus is on strengthening existing urban open spaces.

Qualities of good urban open spaces that should be pursued, include:

- A sense of enclosure
- Multiple points of access
- Amenity value
- Overlooked by surrounding active uses and passing traffic.

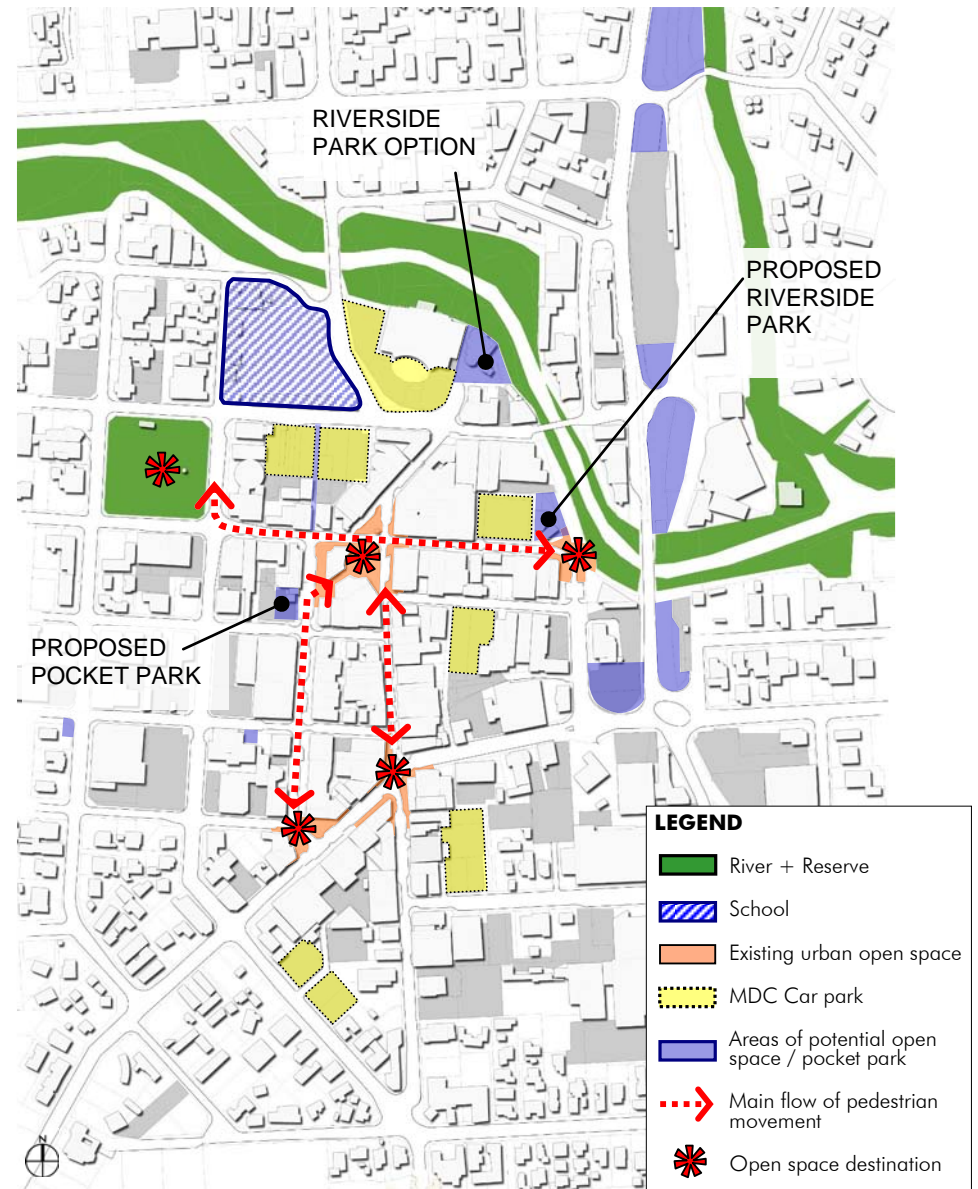
The quality of the streetscape is an important factor for the amenity of the town centre. Blenheim has not long ago invested in a streetscape upgrade of Market Street. This has certainly increased the walkability, a quality that should be extended to other areas within the town centre. However, the streetscape elements have a busyness to them and could be perceived as dated. The amount of streetscape elements associated with the implemented design concept creates a sense of clutter and negatively impacts on the walkability and accessibility.



ABOVE FIG. 5-63: Market Place



ABOVE FIG. 5-64: The streetscape of Market Street



ABOVE FIG. 5-65: Public open spaces in the town centre: **Current - Potential - Proposed**

5.6.2 Changes to Market Place

The open space of Market Place could be reconstructed to improve the sense of enclosure and increase the usability for events. The current raised planters work well as places to sit on. This should be added to. The preferred option has two large raised planters in the southern part of Market Place and one in the northern part. All three planters will have gradually undulating lawns for people to lay or sit on. The resilience of the grass should be an important consideration for detailed design.

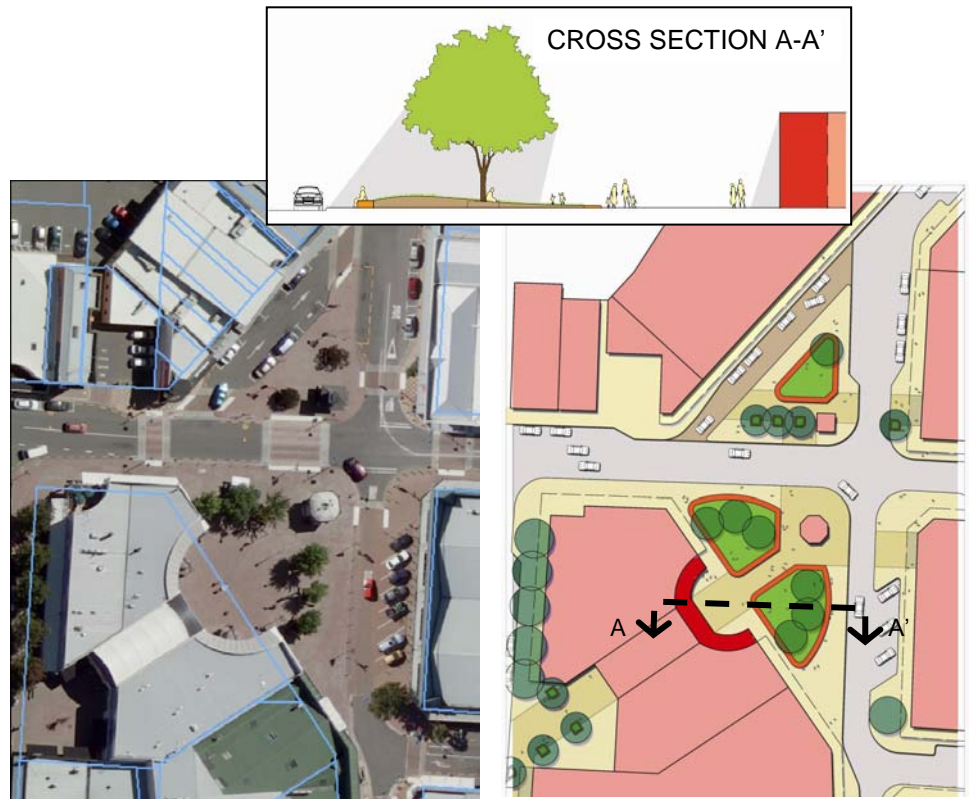
All existing trees will be retained and new trees will be planted in the northern part. Other elements such as the rotunda and the clock tower could be retained. A change of texture is required for the part of Market Street that cuts through Market Place to signify that the pedestrian has dominance over cars.

Uses that engage more actively with the open space should be attracted to the ground floor of the Forum building. Changes to the building might be desirable for this purpose.

This proposed upgrade ties in with an increased local awareness of the historic significance of Market Place. Anecdotally, Blenheim is the only town in New Zealand where the term Market Place has survived. The name originated when Market Place was the hub of the town, where regional farmers brought produce to sell. The New Zealand Historic Places Trust has agreed to fund four signs to be put up around the area.



ABOVE FIG. 5-66: Artist's impression of Market Place after the proposed reconstruction (includes alterations to the Forum building)

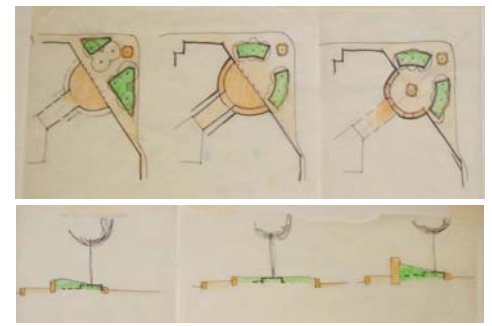


ABOVE FIG. 5-67: current situation of Market Place

ABOVE FIG. 5-68: conceptual plan and cross section for the reconstruction of Market Place



ABOVE FIG. 5-69: the current situation of Market Place



ABOVE FIG. 5-70: sketches of three other options for reconstruction of Market Place

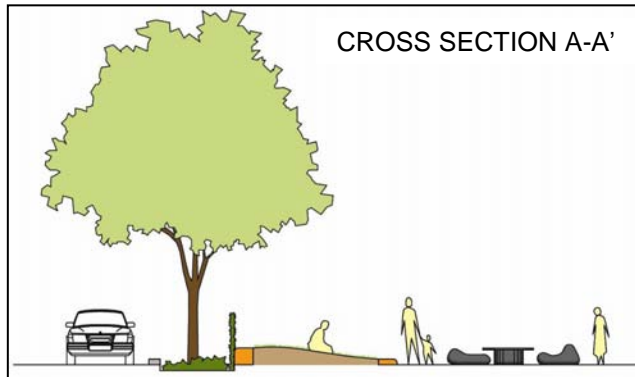
5.6.3 Changes to Bythell Place

The open space of Bythell Place could be reconstructed with planters and trees on the street edges. This will assist with the definition of the open space. Two additional raised planters on the street edges will be used to further soften the feel and create sheltered places turned away from the passing traffic in Maxwell Road and Queen Street. These planters will be grassed and mildly sloping to allow people to sit on them.

More unobstructed and better useable open space will be created by removing the existing planters. This will help with the conflicting situation between passers-by and people using the street as spill over space for the associated pubs.

Many of the existing bollards on the street edges could be removed as the planters mark the boundary between space for pedestrians and space for cars and also stop cars from driving on to the footpath. This will lead to a less cluttered streetscape.

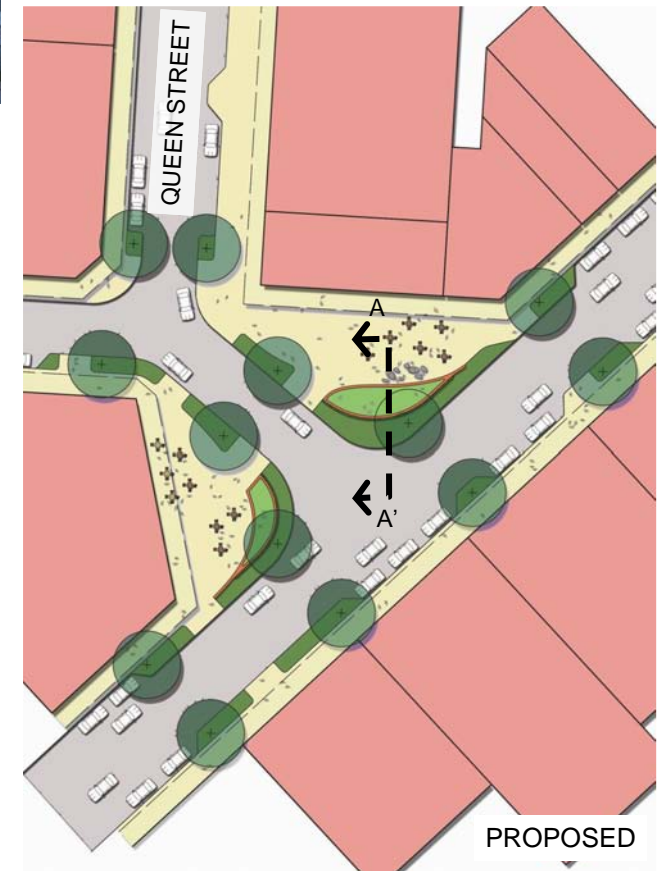
A total of five indented parking bays will have to be removed for this reconstruction.



ABOVE FIG. 5-71: Cross section of the proposed raised planters.



ABOVE FIG. 5-72: Existing situation Bythell Place.

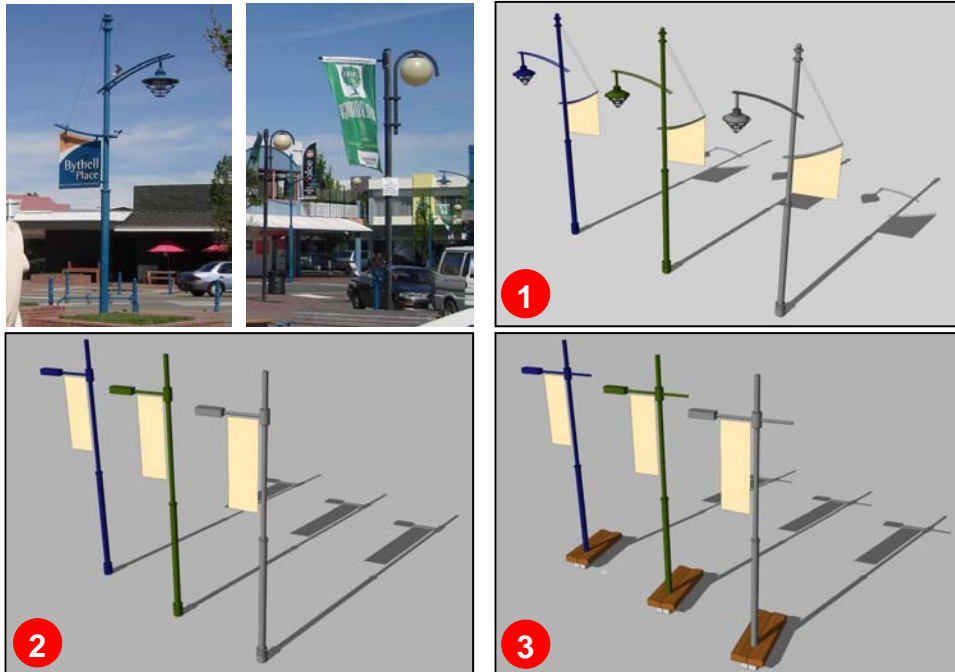


ABOVE FIG. 5-73: Conceptual plan for Bythell Place.

5.6.4 Options for changes to street furniture

Changes to the current streetscape elements of Market Street are proposed:

- Upgrading these elements to create a more contemporary image.
 - Since the lampposts are generally well positioned and their number is appropriate, it is recommended to consider alterations to the existing lampposts. Three incremental options are proposed:
 1. Paint existing lampposts in more contemporary colours and use different colour coding for different typical routes or precincts, which could assist with way finding;
 2. Previous option + replace the top half of the post with a more modern lamp fitting and increased lighting intensity;
 3. Previous option + Integrate seating, to remove some of the stand-alone furniture.
- Investigate a street design review to remove some of the physical clutter such as bollards in areas where vehicles could not have accessed anyway and review potential options for the relocation of removed street furniture to new locations.



ABOVE FIG. 5-74: Current lamp post design - Upgrade option 1: colour coding - option 2: replace top half - option 3: integration of seating



ABOVE FIG. 5-75: Area of increasing night life activity in upper Scott street, Maxwell Road and around Bythell Place

5.6.5 Streetscape upgrades

In addition to the proposed footpath upgrades (Strategic Theme 2) and street tree plan (Strategic Theme 4), a more integrated streetscape upgrade is proposed for the upper Scott Street area where an increasing number of nightlife entertainment facilities are located such as restaurants, pubs and the cinema. The upgrade will increase the continuity between Market Street and Scott Street and will support the activities through improved amenity. The upgrade will include footpath pavement, vandalism proof furniture such as benches, lampposts and rubbish bins, and street planting.

The upgrade should spill over into Kinross Street to include the area with problematic lighting in the western part of this street, in front of the cinema and the Thai restaurant (refer to Strategic Theme 2). This will also entice users of Stadium 2000, which is located in the eastern part of Kinross, into this area and possibly further north into Market Street or Bythell Place.

5.6.6 Cost estimation, timeline & prioritisation

Ref.*	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2- 5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
A1	77	Open Space reconstruction of Market Place.	physical	Short term	High	
A2	78	Open Space reconstruction of Bythell Place.	physical	Short term	High	
O1	79	Investigate the alteration of lamp posts (see drawings: three incremental options: colour coding, replace top half, integrate seating).	admin first, possibly physical	Short term	Medium	
O2	79	Investigate a street design review to move some of the physical clutter such as bollards in areas where vehicles could not have accessed anyway and review potential options for the relocation of removed street furniture to new locations.	admin first, possibly physical	Short term	Medium	
O3	79	Improve streetscape (including new street trees) in Wynen St in conjunction with new development of Farmers.	physical	Short term	High	
O6	79	Improve streetscape in Scott St between Main St and Francis St.	physical	Short term	High	
O7	79	Improve streetscape (including new street trees) in Kinross St between Scott St and Redwood St.	physical	Short term	Medium	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Strategic Theme:

7

Attractive Entrances into Town

Strategic Priorities aimed at presenting a friendlier image of Blenheim to traffic passing by or entering the town

Initiatives under this Theme include:

- Encouraging new development on the site that is highly visible for passing traffic on State Highway 1 (Sinclair Street).
- Encouraging development on Council-owned land by the fire station as a positive showpiece to passing traffic on State Highway 1 (Sinclair Street).
- Constructing an entrance feature at the entrance to the town centre by the intersection of Sinclair and Alfred Streets.
- Greening Sinclair Street in order to give the State Highway a friendlier and more attractive image upon passing the town centre.



5.7.1 The first impression of Blenheim

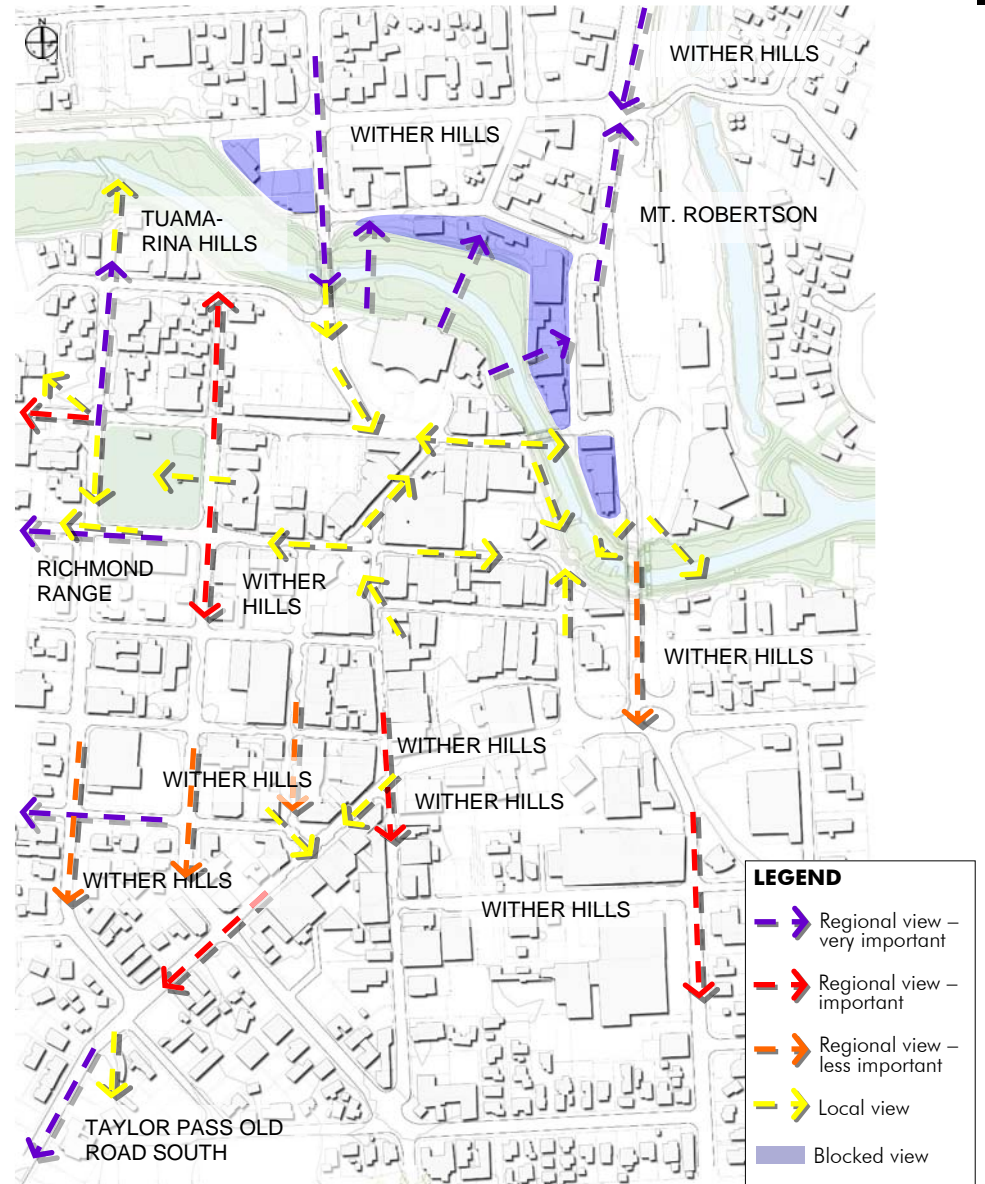
About 1.2 million ferry passengers arrive in the South Island every year, with approximately 50% of them travel past Blenheim. For many of them it is their first encounter with Blenheim. An aim should be making the first impression they get when entering the town as positive as possible.

The dominating natural features around Blenheim are the Wither hills to the south and the Tuamarina Hills to the north of the town. These ranges form an impressive backdrop to most of the views in and around town (refer to figure 5-77). However, the urban landscape of the Blenheim Town Centre does not present its best side to travellers on the State Highways, particularly SH1. Light industrial buildings dominate Grove Road and Sinclair Street, which makes for a less interesting and car-dominated environment. Many buildings southwest of the Taylor River turn their backs to the State Highway. The entrances (Hutcheson Street from SH6 and Alfred Street from SH1) into the town centre could be more attractive to entice people in for a stop. The Main Street roundabout (or 'egg-about') offers a very complicated traffic situation with a railway line crossing traffic flows twice. It is currently not an effective and inviting entrance to the town centre.

This poor interface is starting to change with recent developments such as the amphitheatre with associated public spaces on the river's edge as well as the Raupo Café in highly visible places. Several other opportunities exist to improve Blenheim's image to people entering or passing by.



LEFT FIG. 5-76: Blenheim's presentation to State Highway 1

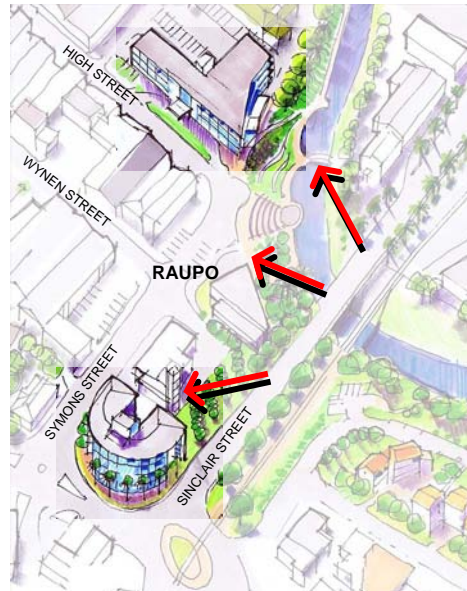


ABOVE FIG. 5-77: View shaft analysis with the Wither Hills to the south and the Tuamarina Hills to the north dominating most of the long distance views

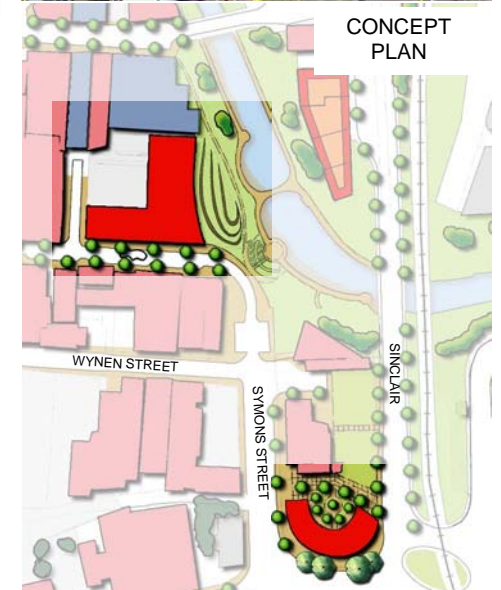
5.7.2 Development opportunities in highly visible locations

Two highly visible sites should be earmarked for high quality development:

- The Council owns some land on the riverside at the end of High Street. This site should be developed in conjunction with the proposed riverside park (Refer to Strategic Theme 5). The motorbike business (former service station) could be included in this to increase the development capacity. Potential uses to be attracted are an international hotel; apartments with commercial uses on the ground floor; or corporate headquarters. Crucial to the safety and amenity in the proposed riverside park are uses in the ground floor and preferably in the upper floors of the building that actively engage with and overlook the public open space.
- The carparking site to the south of the fire station is strategically located on State Highway 1. It has good accessibility by local, regional and national car traffic and within walking distance from the primary shopping zone. This Council-owned land has good capacities for the development of an iconic office building or an international hotel as a showpiece to passing traffic on State Highway 1 (Sinclair Street). Coordination with the functionality of the fire station is required as some of the parking space is used by the fire brigade. Inclusion of the fire station site would increase development capacity, but is not considered crucial.



ABOVE FIG. 5-78: Artist's impression of possible development on two sites highly visible from Sinclair Street



ABOVE FIG. 5-80: Location and conceptual plans for the two development opportunities



LEFT FIG. 5-79: Artist's impression of a possible development on the riverfront overlooking the proposed new park at the end of High Street

5.7.3 Greening of Sinclair Street

Vegetation around Sinclair Street could be increased in order to give the State Highway a friendlier and more attractive image upon entering and passing the town centre. It will also assist with traffic calming and will make crossing easier. Council has developed landscape plans for Sinclair Street in 2005. These are supported in principle as part of this Town Centre Vision.

Key recommendations include:

- Planting additional palm trees at the railway and river access points.
- At the railway entrance sites there is opportunity to create a bush walk environment and picnic seating areas adjacent to the car parking area.
- Where possible *Liquidambar styraciflua* will be planted as the avenue tree, connecting with Main Street and the town centre planting.
- To visually connect with Main Street secondary small trees, such as cabbage trees, cherry trees and lancewoods will be encouraged.
- The planting islands will contain local indigenous groundcover species.

There will be more scope for improvement when the proposed re-routing of SH 1 (refer to Strategic Theme 8) is constructed and the State Highway status is lifted from Sinclair Street.



ABOVE FIG. 5-81: Artist's impression of the greening of Sinclair Street, with an entrance statement located in the Alfred Street roundabout.

5.7.4 Entrance feature Alfred Street roundabout

Apart from directional signage, an entrance feature by the Alfred Street roundabout could assist State Highway users to turn into the town centre more easily. Figure 5-82 depicts an option which uses Tui sculptures on cables suspended from the Marlborough Lines building to a vertical element in the middle of the roundabout. Using the middle of the roundabout for a sculpture typical to Blenheim is another appropriate option that should be considered.



ABOVE FIG. 5-82: Option for an entrance statement in the Alfred Street roundabout: A flight of Tuis directing State Highway users to the town centre



ABOVE FIG. 5-83: Council plans for the planting of trees and shrubs in Sinclair Street (July 2005, Opus)

5.7.5 Cost estimation, timeline & prioritisation

Ref.*	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
A4	82	Viewing corridor/gateway study to identify view corridor and associated gateway opportunities within the CBZ, focussing on approaches from Picton, Christchurch and Nelson.	administrative	Short term	Low	
C2	83	Encourage development of a hotel and/ or restaurant on location of service station and adjacent carpark to generate activity over an extended part of the day in this area and front onto proposed riverside park as in C1.	administrative	Short term	High	
Q1	83	Investigate fire station relocation options.	administrative	Short term		
Q2	83	Encourage development on the land between the fire station and Sinclair street and between the fire station and Main Street for commercial uses, positively addressing these two streets.	administrative	Medium term		

*) Refers to Blenheim Town Centre Draft Implementation Strategy

Strategic Theme:

8

A Future-proofed Street Network

Strategic Priorities aimed at balancing the needs of all road users

Initiatives under this Theme include:

- Improving the opportunities for walking and cycling in the town centre and on certain key routes.
- Signalising several intersections that are currently roundabouts in order to make them more pedestrian and cycle friendly and solve immediate or future traffic flow problems at the same time.
- Proposing a corridor for a long term local re-routing of State Highway 1 and thus reclaiming Sinclair Street.



5.8.1 The street network

Blenheim's central street network consists of a fine-grain square block system in some areas combined with a number of large oblong blocks and diagonal links in other areas, resulting in intersections with 45° and 135° corners. In addition, the Taylor River causes some disconnections in places (e.g. High Street peters out in the east and forms a 'dog leg', using Symons Street to connect with Main Street). Two state highways and rail line, which are difficult to cross or to connect with, as well as several one way systems, further complicate the network.

The result is an overall disconnected urban system and poor legibility.

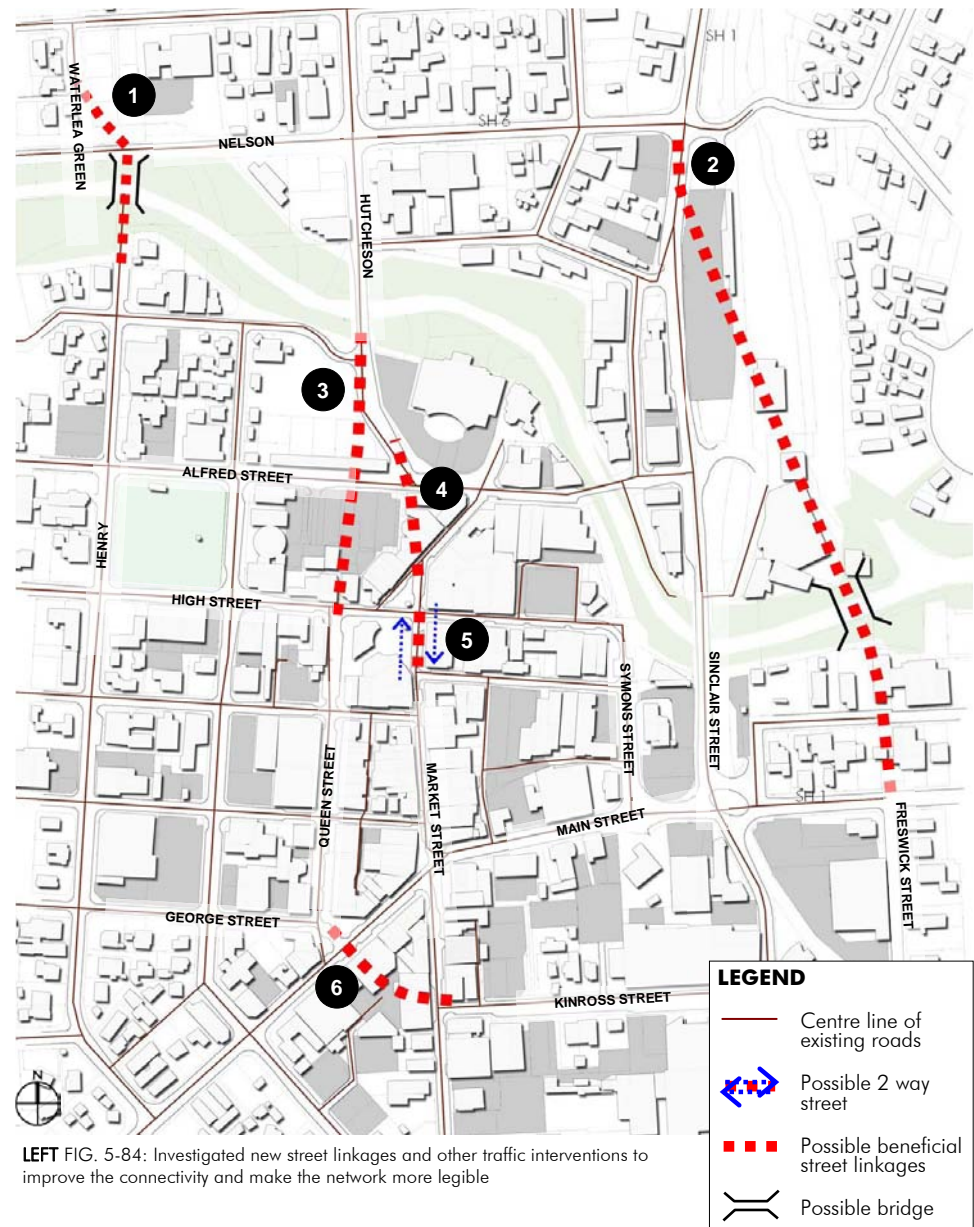
Scope for improvement

Refer to figure 5-84 for possible initiatives the movement system may benefit from. However, dealing with an existing urban area, many measures to improve this could prove unaffordable. Investigated new street linkages and other traffic interventions are:

1. Extend Henry Street to the north to connect with Parker Street via Waterlea Green using a bridge spanning over the Taylor River;
2. Local realignment of State Highway 1: from the intersection of Sinclair and Auckland Streets, to the intersection of Main and Freswick Streets;
3. Extend Queen Street to the north to connect with Hutcheson Street, through the Alfred Street carpark and the south-eastern corner of the Blenheim School site;
4. Extend Hutcheson Street to connect with Market Street through the Criterion Hotel;
5. Reconfigure the northern part of Market Street into a two way street; and
6. Establish a direct connection between Kinross Street and the Queen Street-Maxwell Road intersection.

Interventions 1, 2 and 5 are considered feasible or require further investigation and will be discussed further in this section of this report.

In addition, a range of smaller local traffic interventions are proposed to make the movement network more legible, more balanced for all users, more connected and more future proof.



LEFT FIG. 5-84: Investigated new street linkages and other traffic interventions to improve the connectivity and make the network more legible

5.8.2 Walking and cycling

The benefits of increased walking and cycling are multiple. Apart from the general health and environmental benefits, increased walking and cycling in the Blenheim Town Centre will lead to increased vibrancy and less parking problems.

The opportunities for increasing walking and cycling activity in the Blenheim Town Centre are present, as the town centre is flat and distances are limited. Using and improving the present conditions is key to increased pedestrian activity and bicycle use.

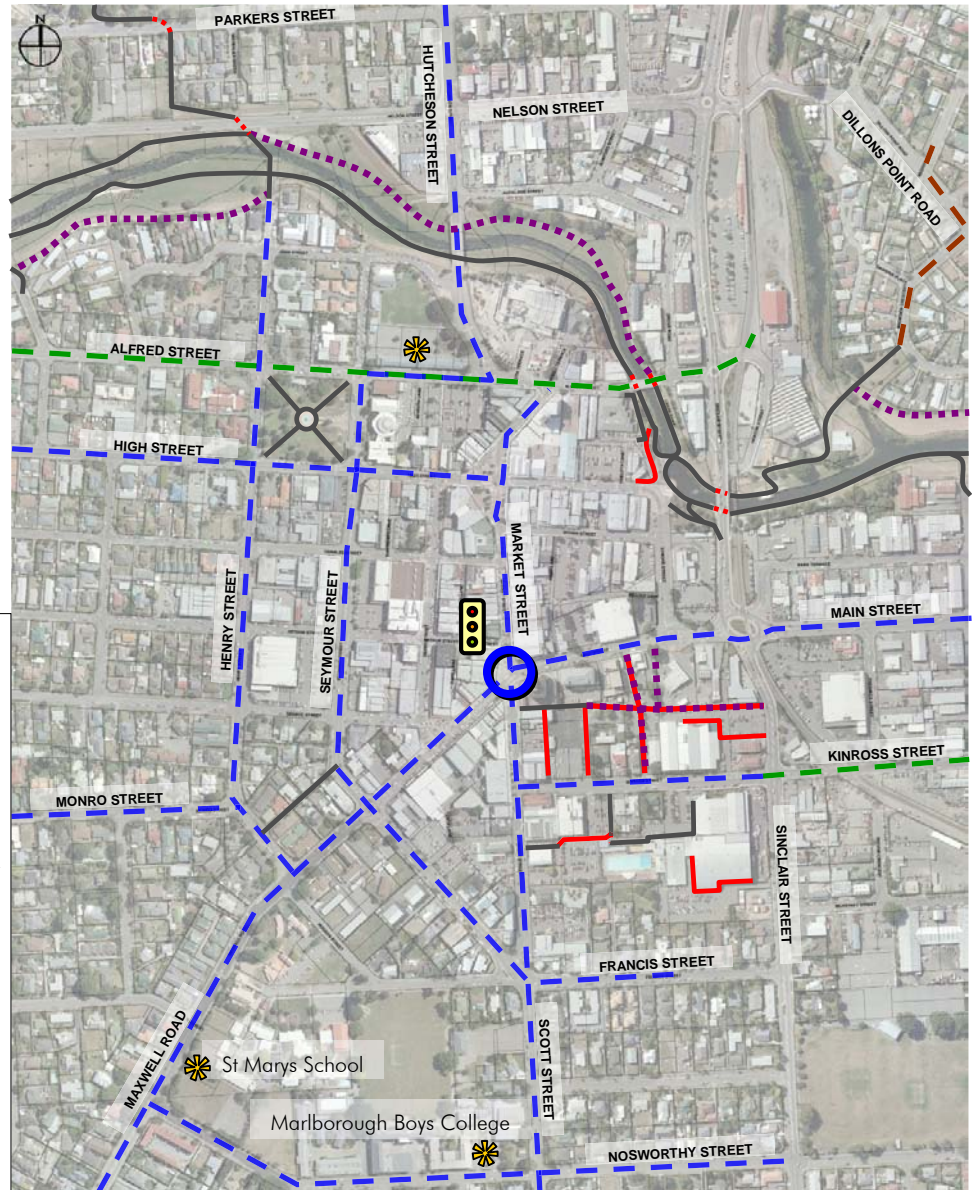
The walking and cycling plan as part of the town centre Vision is shown in figure 5-85.

Initiatives aimed at improving the opportunities for cycling and walking:

- Footpath and streetscape upgrade initiatives as presented under Strategic Themes 2 and 6. Part of this should be the consideration of existing locations of cycle storage and appropriate additional locations if required.
- Install pedestrian signals at existing crossing at intersection of Market Street, Main Street, Scott Street and Maxwell Road to regulate the many crossing movements taking place as a result of increased town centre activity in upper Scott Street.
- Install dedicated cycle lanes on Hutcheson Street between Nelson Street and Alfred Street; on Seymour Street between High Street and Maxwell Road; and investigate cycle lanes on Maxwell Road between Seymour Street and Alabama Road.
- Install a pedestrian crossing (no traffic signals in first stage, possibly added later) and refuge island at the intersection of Curry and Nelson Streets as a crucial link in a safe and direct walkway between the town centre and Pollard Park (alternative to the one that is currently signposted).
- Build several more direct connections in the form of staircases and/ or ramps between town centre footpaths and riverside walkways (refer to Strategic Theme 5).
- Signalising roundabouts to increase pedestrian crossing movement and make cycling safer (refer to the next paragraph overleaf).
- Investigate traffic calming Stephenson Street between Weld Street and Scott Street to improve safety for school children.
- Investigate inclusion of Kinross St in the 30km/h zone in conjunction with streetscape improvements to improve safety for pedestrians and enhance the amenity of the commercial area.

LEGEND

- — — Priority bicycle route
- — — Other bicycle route
- — — Desired new bike / walk link or improvement of existing one
- - - - Proposed bike / walk path
- Proposed pedestrian signals
- — — Existing bike / walk path
- - - - Existing path requiring improvement
- - - - Existing good connection
- Existing schools



ABOVE FIG. 5-85: Walking and cycling strategy for the wider town centre (not shown on this map: the alternative walkway from the town centre to Pollard Park via the northern riverbank, crossing Nelson Street and then via Curry Street).

5.8.3 Signalising intersections

Roundabouts are an effective means of ensuring efficiency of vehicle traffic flowing and turning. However, in many situations roundabouts negatively impact on pedestrian conditions. The average frequency of cars leaving a roundabout is approximately 1 car per 3 seconds. Pedestrians usually need a 6 to 7 second gap to cross a 6m wide street. In many cases, traffic efficiency thus leaves few 'gaps' for pedestrians to cross the streets. Pedestrian connections around roundabouts are often 'pushed out', resulting in less direct connections. To a lesser extent, these difficulties apply to cyclists as well, in addition to the dangerous turning movements on and off roundabouts.

As traffic amounts grow, even roundabouts will not be able to prevent vehicle congestion. This applies in particular to intersections with imbalanced flows (i.e. flows in a certain direction far greater than in the other direction). In the case of Blenheim, this means that local movement often suffers under regional movement.

Signalisation initiatives:






Over time signalising the following intersections (including pedestrian crossings) in order to make them more pedestrian and cycle friendly and solve immediate or future traffic flow problems at the same time:

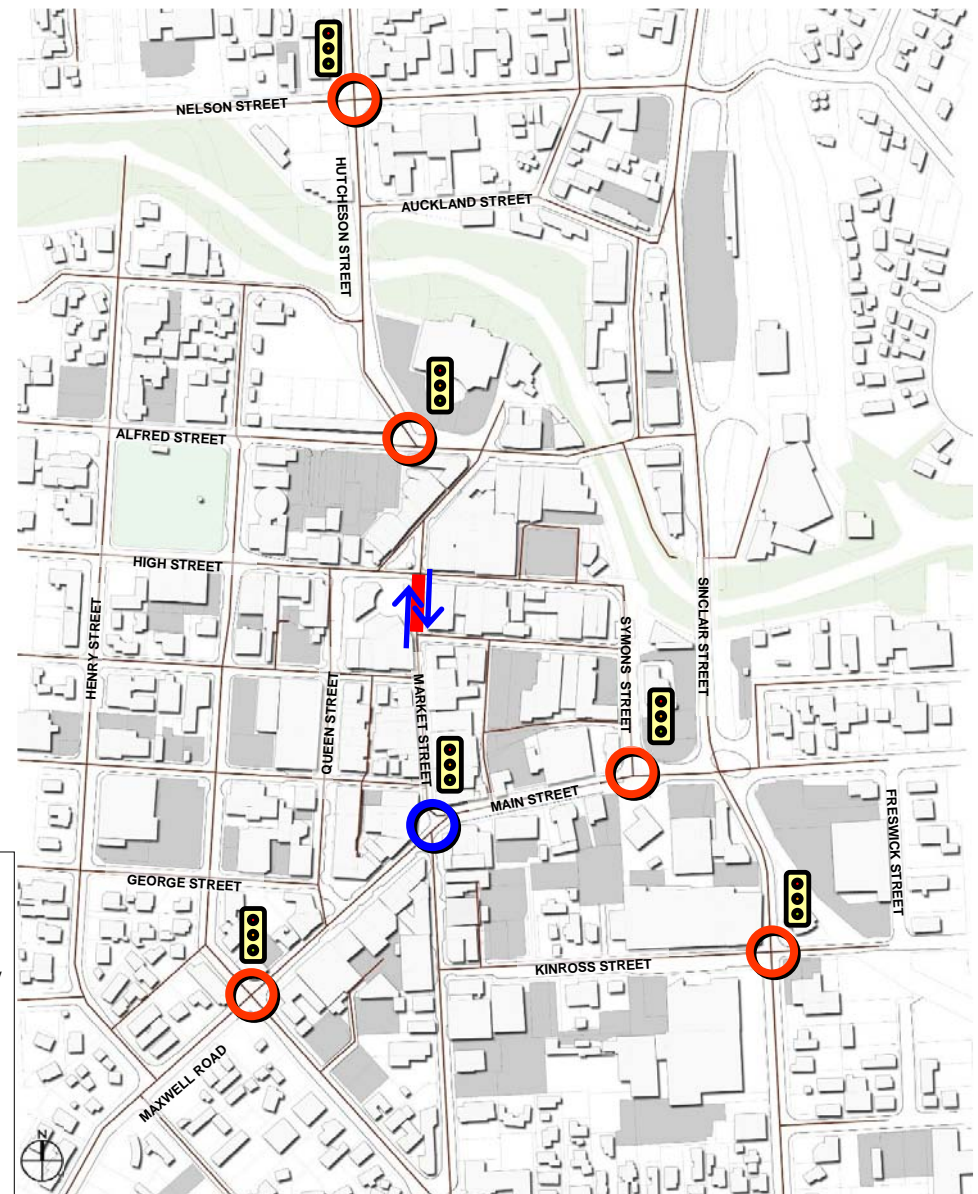
- Nelson St - Hutcheson St intersection;
- Symons Street - Main Street intersection;
- Sinclair Street - Kinross Street intersection;
- Seymour Street - Maxwell Road intersection; and
- Alfred Street - Hutcheson Street intersection, in conjunction with the construction of a parking structure in Alfred Street and subsequent vehicle entrances into this parking garage.

Additional initiative to improve traffic flows

- The 'two way-ing' of Market Street-North to improve legibility and connectivity and increase traffic flow through Wynen Street to improve business viability resulting from increased passing trade.

LEGEND

-  Centre line of existing roads
-  Proposed two-way street
-  Proposed new corridor SH 1
-  Proposed new traffic signals
-  Proposed new pedestrian signals



ABOVE FIG. 5-86: Proposed traffic signals and two-way street

5.8.4 Re-routing State Highway 1

The State Highways bring a large amount of 'passing trade' into the town centre, benefiting the local economy. However, the negative impacts of this traffic are considerable. Apart from noise and air pollution, these impacts include severance, e.g. cutting off areas north and east of the town centre. The Council and Marlborough Roads have undertaken strategic investigations of options for the re-routing of State Highway 1, located to the east of Blenheim. This Town Centre Vision proposes in concept an alignment that is shorter (and more affordable) and is located closer to the town centre to retain the benefits of the movement economy, whilst reclaiming Sinclair Street as a local street with more pedestrian and cycle friendly conditions.

Initiatives:

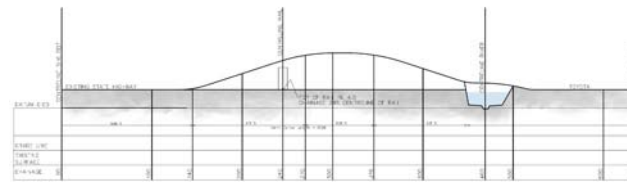
→ Investigate the costs and benefits of the realignment of State Highway 1, using a shorter route and a corridor closer to the town centre: starting from the intersection of Sinclair Street with Auckland Street, crossing the railway line (grade separated), parallel to the Opawa River (western riverbank), crossing the Taylor River west of the Boathouse theatre and connecting with Main Street (SH1) at the Freswick Street intersection (refer to figures 5-87 and 5-89). Preliminary design suggests the technical feasibility of this alignment, including curves and gradients for grade separated crossings with the railway line and the river (figure 5-88). **However, more detailed design is required to investigate the feasibility of this route.**

In conjunction with this local re-routing, the following measures are required:

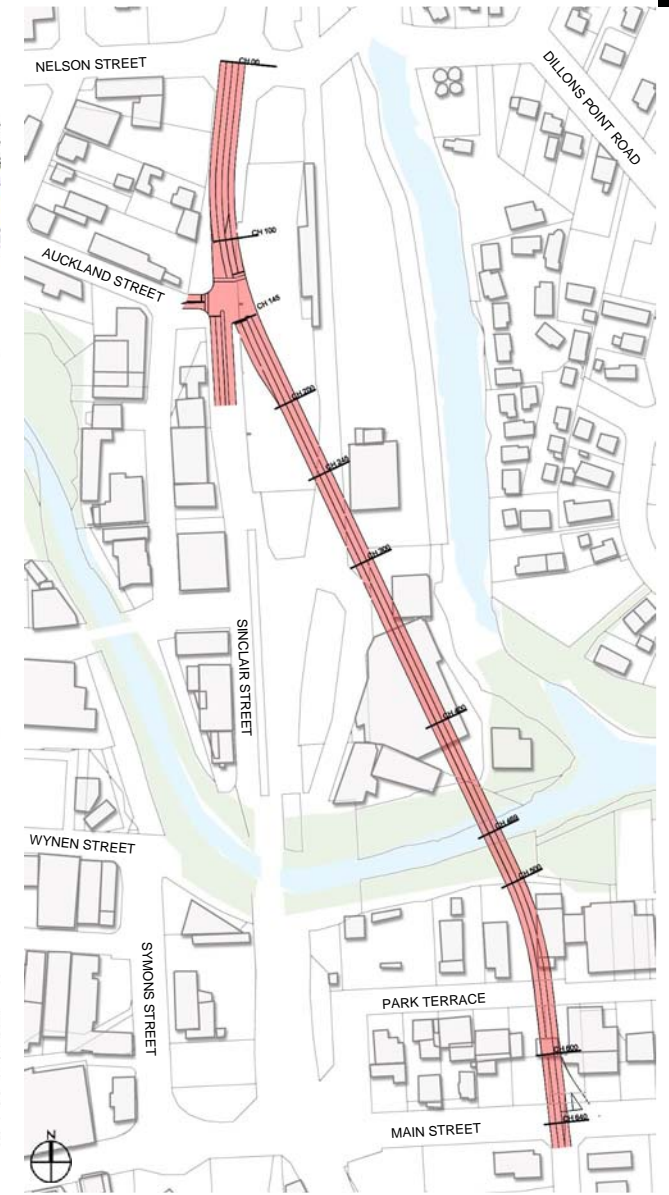
- Widening of the Nelson Street - Sinclair Street roundabout to allow for increased turning traffic at the Auckland Street intersection onto the proposed newly aligned State Highway 1.
- Installation of traffic signals (including pedestrian crossings) at the Main Street - Freswick Street and Sinclair Street - Auckland Street intersections.



ABOVE FIG. 5-87: Approximate corridor of the proposed local re-routing of State Highway 1



ABOVE FIG. 5-88: Proposed re-routing - diagrammatic cross section



ABOVE FIG. 5-89: The proposed corridor for the re-routing of State Highway 1

Technical background: ring road considerations

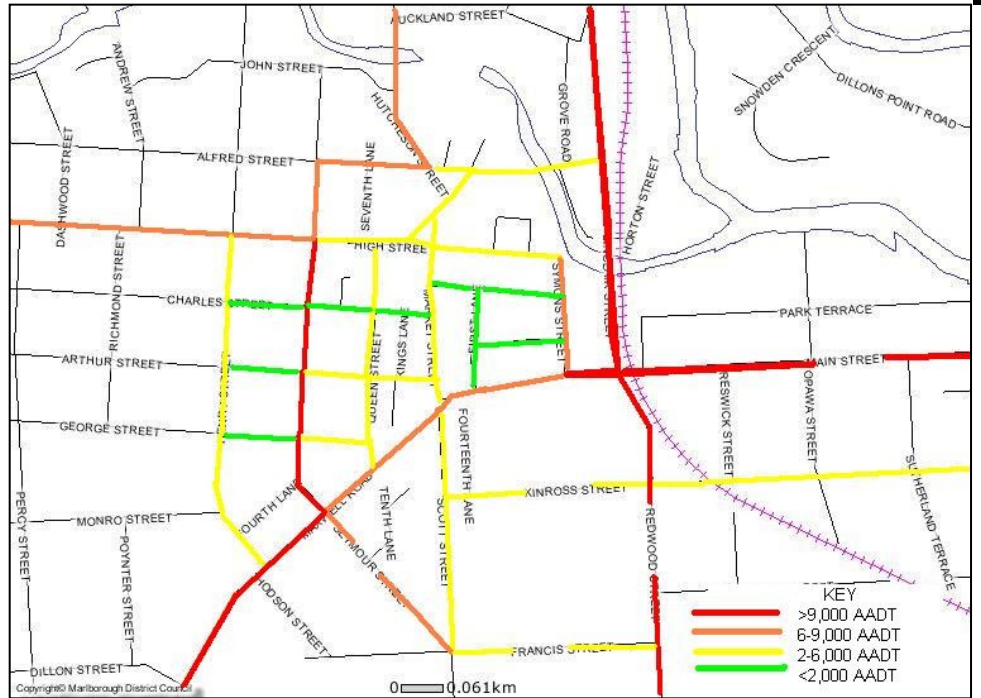
The Council has considered enlarging the 'Ring' around the town centre by moving it from Francis Street and Seymour Street to Francis, Hodson and Henry Streets. However, traffic counts (as partly shown in figure 5-90) suggest that the 'Ring' is actually a 'Western bypass', as the main flow of traffic is Scott Street - Seymour Street, rather than Francis Street - Seymour Street.

If the emphasis is shifted from Seymour Street to Henry Street, it is required to make some considerable changes to the Scott Street - Francis Street intersection to allow for turning traffic, in addition to works to the Hodson Street - Maxwell Road intersection (refer to figures 5-91 and 5-92). Until a possible Henry Street bridge (across the Taylor River and connecting to Nelson Street) is in place, traffic would have to turn at least once again to reach Alfred Street, requiring the upgrade of the Henry Street - Alfred Street intersection.

A possible Henry Street bridge would only be necessary to cater for traffic that leaves Blenheim northbound, as westbound traffic would use High and Boyce Streets to connect to State Highway 6.

This leads to the conclusion that a possible Henry Street bridge would be a long term option (figure 5-93). Northbound traffic needs to increase to a point that justifies it. Besides that, drastic changes to the Scott Street - Francis Street intersection and Hodson Street - Maxwell Road intersection are required.

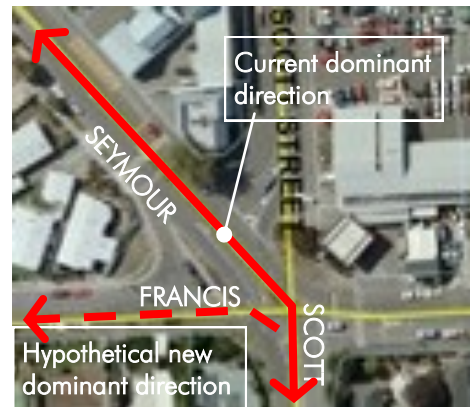
For the short to medium term, it is proposed to leave the 'ring road' in place. Traffic signals are proposed for the Seymour Street - Maxwell Road intersection (figure 5-94) to increase efficiency and counter delays.



ABOVE FIG. 5-90: Average daily traffic (ADT) in and around the town centre



ABOVE FIG. 5-91: Hodson St - Maxwell Rd intersection



ABOVE FIG. 5-92: Scott, Francis, Seymour Sts. intersection



ABOVE FIG. 5-93: Current ring road vs. possible long term future ring road



ABOVE FIG. 5-94: Proposed signalisation

5.8.5 Cost estimation, timeline & prioritisation

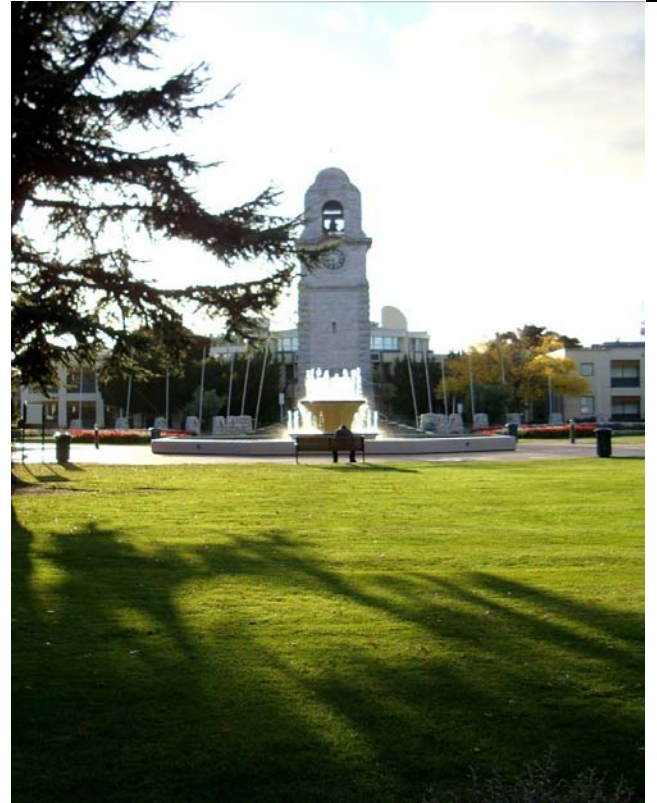
Ref.*	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
D2	88	Signpost alternative walkway to Pollard Park (Henry St-across footbridge-along northern riverbank, crossing Nelson at Curry St, through Curry St, crossing Parker St).	physical	Short term	High	
K1	89	Replacing one-way system of Market Street between High Street and Wynen Street by a two-way system.	physical	Short term	High	
K2	88	Investigate inclusion of Kinross St in the 30km/h zone in conjunction with streetscape improvements (see O7).	administrative	Short term	Medium	
K3	88	Investigate traffic calming Stephenson St between Weld St and Scott St.	admin first, possibly physical	Short term	Low	
K4	89	Signalisation of Nelson St-Hutcheson St intersection (incl. pedestrian crossings).	physical	Medium term	Medium	
K5	89	Signalisation of Symonds Street and Main Street intersection (incl. pedestrian crossings).	physical	Medium term	High	
K6	89	Signalisation of Redwood Street and Kinross Street intersection (incl. pedestrian crossings).	physical	Medium term	High	
K7	89	Signalisation of Seymour Street and Maxwell Road intersection (incl. pedestrian crossings).	physical	Medium term	High	
K8	90	Investigate realignment SH 1: from intersection Sinclair St-Auckland St, crossing the railway line (grade separated), parallel to the Opawa River (western riverbank), crossing the Taylor river west of the Boathouse theatre and connecting with the current SH1 at the intersection Main St-Freswick St. (includes construction of 2 bridges and the carriageway).	admin first, possibly physical	Long term	High	
	90	Works and costs ancillary to construction of re-routing SH1 (includes land acquisition, alterations to services, engineering and administration, contingencies on construction costs).	admin first, possibly physical	Long term	High	
K9	90	In conjunction with K8: widen roundabout Nelson St-Sinclair St to allow for increased turning traffic at Auckland St intersection onto newly aligned SH as described in K8.	physical	Long term	Medium	

*) Refers to Blenheim Town Centre Draft Implementation Strategy

**) NB. Calculations are based on rough estimates and conceptual design, further design work and more accurate information is required for more realistic cost estimations

Ref.*	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
K10	90	In conjunction with K8: signalisation of Main St-Freswick St intersection.	physical	Long term	High	
K11	90	In conjunction with K8: signalisation of Auckland Street-Sinclair Street intersection.	physical	Long term	High	
L1	88	Pedestrian crossing + island at intersection Curry St-Nelson St to improve safety of walkway CBD to Pollard Park.	physical	Short term	Medium	
L2	88	Pedestrian signals at existing crossing at intersection of Market Street, Main Street, Scott Street and Maxwell Road.	physical	Short term	Medium	
M1	88	Investigate cycle lanes on Maxwell Road between Seymour Street and Alabama Road.	admin first, possibly physical	Short term	Low	
M2	88	Cycle lanes on Hutcheson Street between Nelson Street and Alfred Street.	physical	Medium term	High	
M3	88	Cycle lanes on Seymour Street between High Street and Maxwell Road.	physical	Medium term	High	
N1		In conjunction with car parking building and possible relocation of i-Site into it: traffic and parking management (coach and campervan parking) in Alfred Street between Seymour St and Hutcheson St.	physical	Short term	High	
N2		Investigate installing live signage town centre carparking vacancies.	admin first, possibly physical	Medium term	Low	
L3	88, 70	Build a staircase to connect the footpath on the northern side of Alfred Street (immediately west of the bridge) with the footpath on the eastern bank of the Taylor River.	physical	Short term	High	
L4	88, 70	Build pedestrian connections (staircase and/ or ramps) between the footpaths on both sides of Hutcheson Street (immediately south of the bridge) with the footpath on the southern bank of the Taylor River.	physical	Short term	High	
L5	88, 70	Build a pedestrian connection between John Street and the footpath on the southern bank of the Taylor River (aligning with Seymour Street).	physical	Short term	High	

*) Refers to Blenheim Town Centre Draft Implementation Strategy



Strategic Priorities which value the historical, cultural & built identity of the town centre

Initiatives under this Theme include:

- Proposing an approach to the protection and recognition of heritage and character buildings, and places of interest using three categories of value. The main aim of this is to ensure that local character in central Blenheim is protected and cherished, and collective awareness about built character and identity is raised.
- Provision of financial incentives to owners of heritage and character assets to aid their on-going protection.
- Establishing a historic way finding trail.
- Increasing the provision of signage, information display panels and plaques.

Strategic Theme:

9

Reflecting Blenheim's Built Character



5.9.1 Built heritage and character in the town centre

Strengths:

- Five buildings and landmarks in the central area (or periphery of) have a national New Zealand Historic Place Trust registration (Blenkinsopp's Carronade, War Memorial and Clocktower in Seymour Square, Blenheim railway station, Cleghorn Memorial Rotunda in Market Square and St Mary's Catholic Church in Maxwell Road.
- The central area has many character buildings and places of interest from industrial, post-war, art deco periods. These contribute to its sense of place.
- Several information panels and plaques are currently located on buildings, features or sites of heritage interest around the town centre.

Challenges:

Much of the original Victorian and Edwardian built fabric in the town centre area has been lost. This is a consequence of:

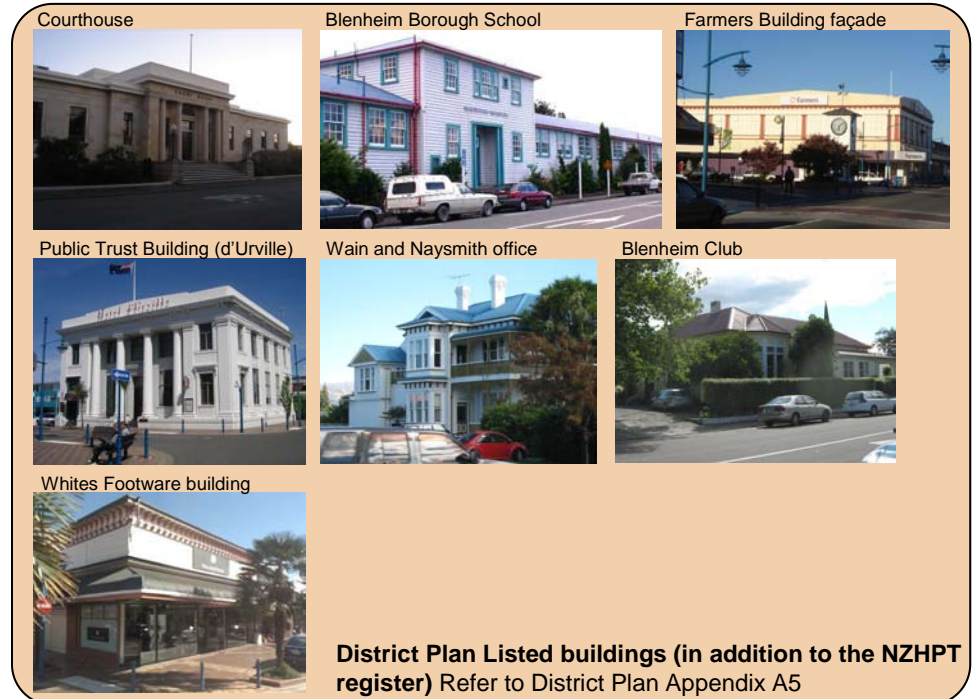
- Building materials used in the early European era, namely timber, which was vulnerable to both fire and flood;
- A transition over time to contemporary commercial buildings for office and retail activities demanding larger floor plates, greater heights, cheaper construction techniques and modern materials;
- Strengthening requirements for pre 1977 earthquake prone buildings and the prevalence of un-reinforced concrete masonry and clay brick in buildings;
- High costs associated with building conservation, structural improvements to meet statutory standards, Council fees and contribution levies;
- Few buildings currently afforded with formal protection under the District Plan which provides a limited heritage register of Class A and B historic buildings, places and sites. Only 11 listings pertain to the Blenheim town centre area.

Much of the existing built fabric has limited heritage merit and the value of certain assets is debated between heritage experts. However, many of these buildings do have values from a local identity perspective or architectural era representation point of view, e.g. examples of art deco or modernism. In this sense the challenge remains to:

- Raise community and developer awareness and debate on the existing heritage and character assets within the town centre.
- Give legacy to the Blenheim townscape and its character through the remnant historic assets.

Principles / ideals:

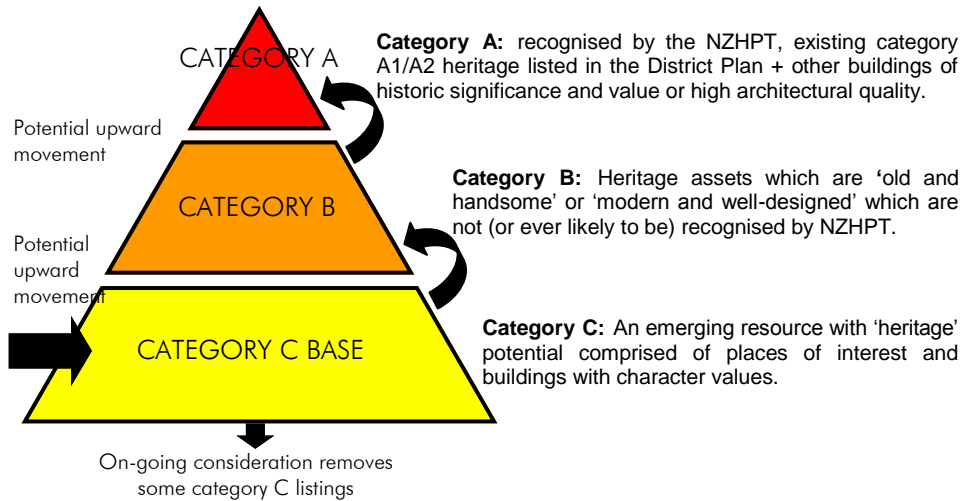
- Further recognising and safeguarding valued heritage and character buildings in the town centre through a revision to the District's built heritage management strategy.
- Guiding adaptive reuse of heritage buildings or new development to be sensitive to the immediate and wider context within the resource management process.
- Providing heritage specific governance structures to more adequately deal with Blenheim's built character in an open communicative, multi-disciplinary forum.



5.9.2 Heritage and character buildings strategy

Heritage management process

Three categories of heritage building, places, site listings are proposed: Category A, B and C (refer to Figure 5-95). In comparison to the current approach, an additional listing category 'C' has been created. This is a recognition of an emerging 'heritage' resource. In other words, buildings which contribute to the character of the town centre that have potential heritage attributes. By building a stronger management base, these character assets have greater chance of community acknowledgement, protection and potential to climb up the heritage ladder to a higher listing status.

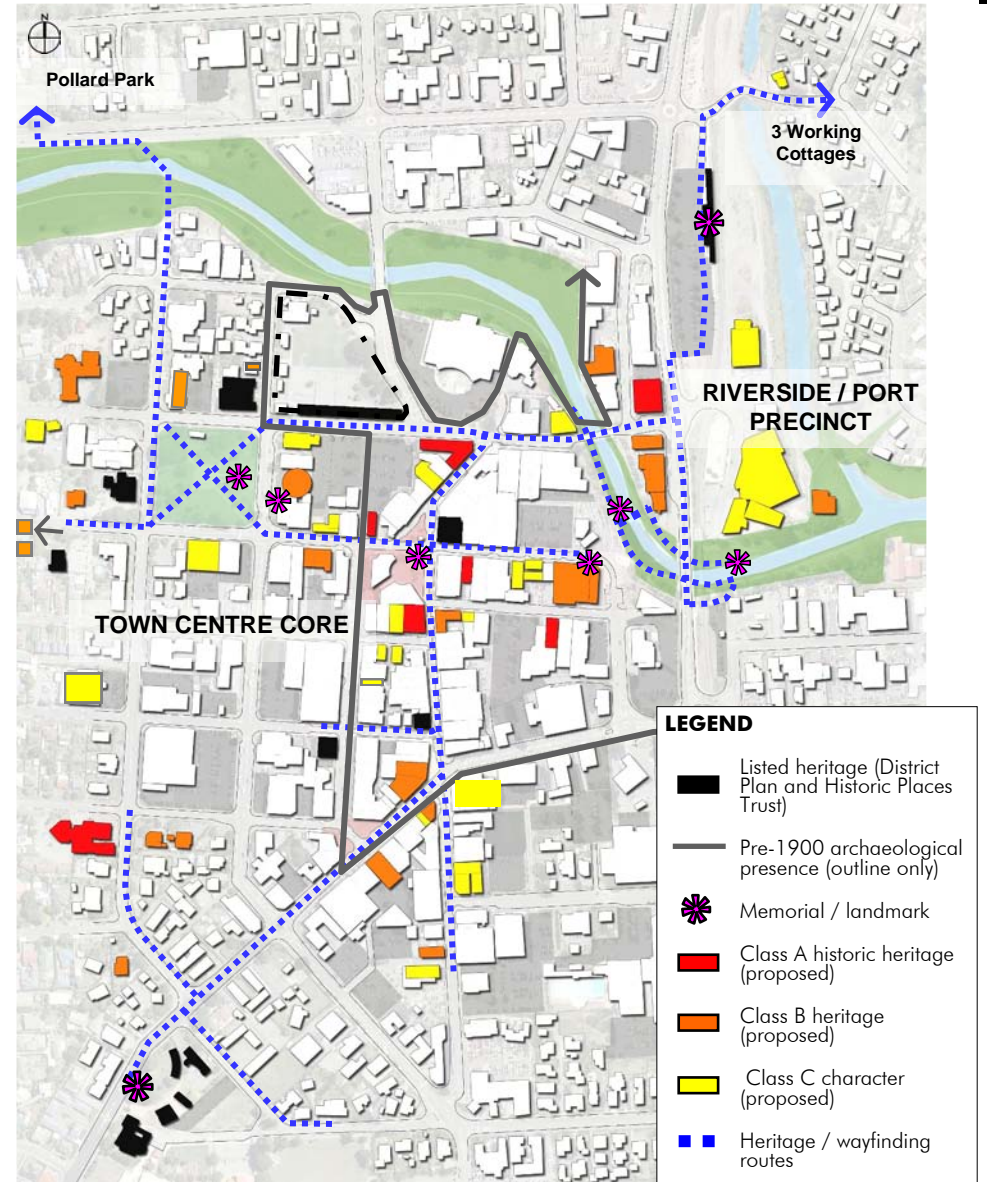


ABOVE FIG. 5-95: a new heritage management process is proposed.

Heritage management is a dynamic process, with elements being lost and added continually. 'C' listings may offer considerable utility for the wider management of the built heritage portfolio by:

- recognising a lower value heritage or character building / item;
- avoiding associated onerous or costly controls to building owners;
- helping to raise custodial awareness, pride of ownership and intrinsic worth;
- raising community consciousness and appreciation of heritage values;
- enabling contemporary, post war buildings to be included which progressively add value to the built environment over time.

For an indicative list of buildings earmarked for consideration within the above categories refer to page 97. These are plotted in Figure 5-96 right.



ABOVE FIG. 5-96: Character and heritage strategy

Technical background: Draft heritage and character list

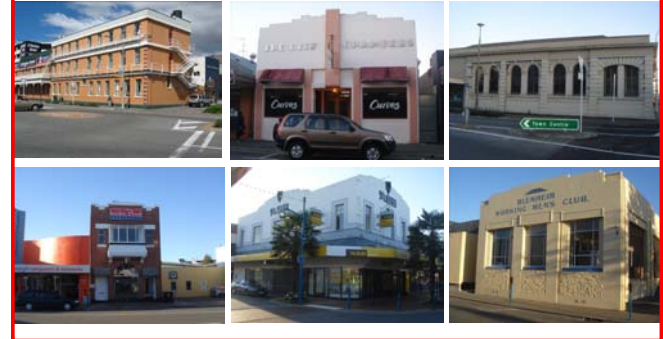
Photo reference	Name / address of building	HPT registered (to be confirmed)	DP listing	Provisional value assigned (Category A,B,C)	Details of heritage / character values associated with the building / feature
HPT1 / DP1	Blenkinsopp's Carronade	Yes			Other
HPT2 / DP2	War memorial and clocktower, Seymour Square	Yes - Cat.1	Yes - A/1		Civic and governmental
HPT3 / DP3	Blenheim railway station	Yes	Yes - A/2		Civic and governmental
HPT4 / DP4	Cleghorn memorial rotunda, Market Square	Yes	Yes - A/2		Civic and governmental
HPT5 / DP5	St Mary's Catholic Church, 57 Maxwell Road	Yes - Cat.1	Yes - A/1		Religious building
DP6	Courthouse, Cnr Alfred and Seymour Streets		Yes - A/2		Civic and governmental
DP7	Blenheim Borough School, 42 Alfred Street		Yes - A/2		Civic and governmental
DP8	Farmer's Building, 42-44 High Street (façade)		Yes - A/2		Commercial (retail)
DP9	Public Trust Building (D'Urville's), 48-52 Queen Street		Yes - A/2		Commercial (office)
DP10	Wain and Naysmith Office, 125-127 High Street		Yes - A/2		Residential building adapted for commercial office use
DP11	Blenheim Club, 92 High Street		Yes - A/2		Residential building adapted for community use
DP12	Whites Footwear Building (Hallensteins), 84-90 Market Street (façade)		Yes - A/2		Commercial (retail)
A1	Criterion Hotel			A	Commercial (hotel / accommodation)
A2	Ritz Chambers			A	Commercial (office)
A3	Grain store			A	Industrial (general)
A4	Mike Pero			A	Commercial (office)
A5	ASB			A	Commercial (office)
A6	Working Men's Club			A	Residential building
A7	Maternity Hospital (Salvation Army)				Civic and governmental
B1	Beehive MDC offices, 15 Seymour Street			B	Civic and governmental
B2	Raffles Hotel (The Podium), 59 Market Street			B	Commercial (hotel / accommodation)
B3	Boathouse Theatre, 12 Horton Street			B	Community building
B4	Marlborough Lines, 1 Alfred Street			B	Commercial (office)
B5	Royal Hotel, 7 Grove Road			B	Commercial (hotel / accommodation)
B6	Union Steamship Company (St Vincent de Paul Centre), 63 High Street			B	Commercial (office)
B7	Seymour Building (Radich Dwyer), 76 High Street			B	Commercial (office)
B8	River Park Motors and Barry's Hotel (Liquorland / Warehouse Stationary), Symonds Street and High Street			B	Industrial (general) adaptive reuse to commercial retail
B9	Adams Place, 96-98 Market Street			B	Commercial (retail)
B10	Fairweathers pub, 36 Scott Street			B	Industrial (general) adaptive reuse to commercial retail
B11	Living Room Café, 2 Maxwell Road			B	Commercial (retail)
B12	Womens Club			B	Residential building adaptive reuse for community use
B13	Church of the Nativity, 76 Alfred Street			B	Religious building
B14	Wisheart MacNab and Partners, 73 Alfred Street			B	Commercial (office)
B15	Old Movie Theatre, Maxwell Road			B	Community building
B16	Former residence now office, 141 High Street			B	Residential building adaptive reuse for commercial office use
B17	Former residence now backpackers 144 High Street			B	Residential building adaptive reuse for hotel / accommodation use
B18	Residence, 8 Seymour Street			B	Residential building
B19	Presbyterian Church, corner Alfred and Henry Streets			B	Religious building

Nb. This list is provisional only, and is to be subject to detailed assessment and formal public consultation prior to any District Plan change.

Technical background: Draft heritage and character list

Photo reference	Name / address of building	Provisional value assigned (Category A,B,C)	Details of building / feature
C1	Old Library Building (Millenium Art Gallery), cnr Seymour and High Streets	C	Civic and government building adaptive reuse to community
C2	City Hotel	C	Commercial (hotel / accommodation)
C3	Riverside building, 14-24 Alfred Street	C	Industrial (maritime)
C4	Opawa Landing, 6-8 Horton Street	C	Industrial (maritime)
C5	Railway shed (Blenheim Go Kart), off Maxwell Road	C	Industrial (general) adaptive reuse to recreational
C6	Millers, 22 Market Street	C	Commercial (retail)
C7	Able Properties, 27 Scott Street	C	Commercial (retail)
C8	McKendry Motors (Honda), 81 High Street	C	Industrial (general)
C9	Houston (Mitsubishi), 42 Scott Street	C	Industrial (general)
C10	Building Arms (Shapeshifters), 1 Kinross Street	C	Industrial (general) adaptive reuse to retail
C11	Steak Shed, 7 Charles Street	C	Commercial (retail)
C12	Hair stylists, 11 Charles Street	C	Commercial (retail)
C13	David Johnson Gallery, 3 Maxwell Road	C	Commercial (retail)
C14	Thomas's, 54 Market Street	C	Commercial (retail)
C15	Blenheim Dental Studio 71 Alfred Street	C	Commercial (office)
C16	Fine photos 44-46 Market Street	C	Commercial (retail)
C17	Station Backpackers, 1a Dillons Point Road	C	Residential building adaptive reuse for hotel / accommodation use
C18	Radich Dwyers, 76 High Street	C	Commercial (office)
C19	Jetz streetwear, Charles Street	C	Commercial (retail)
C20	Marlborough Express Newspaper, 62 Arthur Street	C	Industrial (general) / Commercial (office)
C21	Post Office tower, 3 Main Street	C	Commercial (office)
C22	Organic shop, 33 Queen Street	C	Commercial (retail)

Proposed category A examples



Proposed category B examples



Proposed category C examples



Town centre heritage walk

Several key routes emerged through the central area which have a higher concentration of identified heritage / character assets. Namely, Maxwell Road, Scott Street, Market Street, Alfred Street, High Street and Sinclair Street. Connecting up these routes and other short detours past other buildings of interest led to a potential heritage walk around the town centre core through to Pollard Park, St Mary's, and the riverside / port precinct.

This could be complemented with signage, plaques and information panels of a uniform design and colour. Refer to the blue routes in Figure 5-96.

5.9.3 Cost estimation, timeline & prioritisation

Ref.*	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
P1	95-98	Building on workshop outcomes undertake a technical investigation of all identified heritage and character buildings plus places of interest (provisional class A, B, C). The outcomes of this study should seek to: (1) inform a District Plan Change to revise and expand the existing Heritage list (including class A (1)(2), class B, and the introduction of a new class C); (2) inform buildings worthy of HPT listing; (3) establish character precincts (riverside / wharf)	administrative	Short term	High	
P2	95-98	Prepare a Town Centre Development Design Guide which also covers heritage / character as a non-statutory planning tool to guide appropriate responses to new development and adaptive reuse development	administrative	Short term	High	
P3	95-98	Provide financial incentives to owners of heritage assets listed in the District Plan through the introduction of Heritage Improvement and Incentive Grants. Grants could go towards items such as: a) earthquake strengthening, fire, egress or acoustics up to a statutory standard; b) external and/or internal conservation of built heritage fabric, c) building repainting; d) conservation of external and internal heritage fabric; e) Council resource consent fees or development contributions; f) consultant fees for specialist assessments.	administrative	Short term	High	
P4	95-98	Through resource consent activity status allocation insert a Controlled Activity provision on the modification / demolition of proposed class C heritage buildings	administrative	Medium term	High	
P5	95-98	Provide heritage way finding and information signage along identified routes and adjacent to key buildings including those along: Maxwell Road, Market Street, northern Henry Street, eastern Arthur Street, High Street, Alfred Street and Sinclair Street	physical	Short term	Medium	
P6	95-98	Introduce a heritage steering committee comprised of key representatives of: Historic Places Trust, Historical Society, Marlborough District Council, Brayshaw Park, Local architects / developers / built environment professionals, Blenheim Business Association and business owners, the proposed Urban Design Panel	administrative	Medium term	High	
P7	95-98	Fund the review of pre resource consent applications of class A-C buildings by a conservation architect / heritage specialist	administrative	Medium term	High	
P8	95-98	Require a heritage / conservation assessment report in resource consent applications for class 1 and 2 heritage buildings	administrative	Medium term	High	
P9	95-98	Produce a Heritage Walking Route Map for Blenheim town centre	administrative	Medium term	Medium	

*) Refers to Blenheim Town Centre Draft Implementation Strategy