



Public Spaces

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Market Place

Market Place is a key space for Blenheim's street life, it is a meeting place, retail edge and pedestrian movement hub connecting to the other streets, taxis and the Taylor River corridor. Market Place is one of the few locations around the CBD that pedestrians can make visual connections to the open space associated with the river corridor and will, in the future, become an important visual cue to lead visitors from the i-site, railway station and State Highway into the Blenheim CBD. Hence the upgrade of Market Place space should be considerably more than a street furniture and paving upgrade, it needs to integrate and connect to the movement networks and significant open space that come in and out of the CBD.

9.0 Design Brief - Recommendations

- 9.1 The design should consider Market Place as a single space and not two independent spaces separated by High Street.
- 9.2 Market Place spatial and surface design should clearly link to the Queens Street streetscape and future Queen Street Park. The design should connect Market Place on the north and south side of High Street both physically and visually.



Market Place



The Forum (building)



Fig. 30: Location of Market Place



Fig. 29: Aerial photo of existing Forum and Market Place

- 9.3 To create vehicle connections directly into the CBD from Market Street north and future gateways off the State Highway, the streetscape design should “two-way” the portion of Market Street adjacent to Market Place, that is currently one way. The design should remove the taxi stand from its current location in Market Place / Market Street north to either Queen Street or another location.
 - 9.4 The design should consider not replacing the removed taxi stand with car parks to allow the maximum depth of open space in the Market Place area.
 - 9.5 The design should consider the existing clock tower’s historical clock faces being “reframed” in a taller structure with less foot print to create a visual gateway to Market Place and visually connect Market Place to the Taylor River.
 - 9.6 The spatial and paving design should continue to allow the space to be used as a market place for the sale of food and goods.
 - 9.7 The spatial and paving design should allow public events and gathering to happen both large scale in the short term and smaller gathers long term, if Queen Street Park becomes a dedicated market and gathering space. Please refer to the Queen Street Park Design Brief on Page 41 and 42.
 - 9.8 Due to Market Place’s important “pedestrian hub role” the design should create a clear path across the open space that follows the building line and that is appropriate for everyone in the community to transverse from Market Street to High Street.
- 9.9 Design Brief - Considerations**
- 9.10 The design should consider creating a raised grassed seating area in the northern portion of Market Place as a place to rest, meet and as an offset to the hard paving to the southern portion of Market Place.
 - 9.11 The existing band stand should be considered being retained within Market Place. The existing trees in front of the Forum building should be retained.
 - 9.12 Market Place design should consider creating a space that allows an area of seating to also act as staging including a power and water supply.

Estimate Development Cost for Market Place: \$617,068



Fig. 31: Conceptual design of Market Place

Bythell Place

Bythell Place anchors the end of Queen Street and creates a significant open space node / rest spot for pedestrians within the CBD. It presently functions as a good food and entertaining space. The existing pedestrian movement and the entertainment / food uses are sometimes in conflict with each other and the space is not well designed to deliver either movement or eating / entertainment space cohesively. The space is big enough to deliver good outcomes for both uses but is presently filled up with objects (benches, rubbish bins, power boxes, water features, trees, art, car parks and light poles) with a flush road edge creating an uncomfortable relationship between the open space and the road. A design review needs to create a clean, clear flexible space that will allow both public and private seating and tables to co-exist while delivering clear pedestrian movement circulation on the edge of the spaces.

10.0 Design Brief - Recommendations

- 10.1 The design should consider both sides of Bythell Place as a single space, and not two independent spaces separated by Queen Street, connecting them both physically and visually.
- 10.2 The landscape should remove the existing flush curb and consider creating a



Bythell Place South



Bythell Place North



Fig. 33: Location of Bythell Place



Fig. 32: Aerial photo of existing Bythell Place

clear barrier between the road edge and the open space to create a space that is dining and family friendly.

- 10.3 The design should limit the amount design features within the space such as benches and raised planters in the middle of the space. The design should focus on seating on the edges of the space keeping the central space open and flexible for different public uses or private rental agreements with the food outlets on the edge of the space.
- 10.4 The spatial design should allow flexibility for public use and small gatherings, live music and dining by maximise paved area and provide water and power access.
- 10.5 The edge design for the space and the adjacent road surface details should minimise the road crossing points between the two halves of Bythell Place.
- 10.6 The design should create a clear pedestrian corridor along the edge of the building facades visually strengthen with a paving detail and free of clutter.
- 10.7 The existing water feature should be modified to provide water play, interest, seating and staging with consideration to predominate winds and the height of the water jets shoot water up.

10.8 Design Brief - Considerations

- 10.9 A large scale art piece should be considered for Bythell Place in a location that can be viewed from the corner of Market Street and Maxwell Road as part of the way finding and gateway strategy.
- 10.10 The design should consider the use of movable seats in Bythell Place to allow the public to select the area they want to sit in consideration to traffic noise, micro climate and events that maybe happening in the space at the time.
- 10.11 The planting on both sides of Bythell place should be considered as one design to strengthen the visual connections between the two spaces and strengthen any art project that is developed in this location.

Estimate Development Cost for Bythell Place: \$346,451



Fig. 34: Conceptual design of Bythell Place

Queen Street Park

The Queens Street Car Park is located in a strategically valuable position within the CBD due to its relationship, both physically and visually to Market Place. The site is presently a car park with a public toilets on the northern edge. The existing car park has building facades on two of its edges which would have an effect on future design in consideration to circulation, safety and solar access. There has been some concern in the past to the activities in this area and safety which would have to be considered in future designs.

Design consideration has to be given to a potential public building that may go on the South Western corner of Queen and Charles Street and that building's role on the future Queens Street Park design and required amenity.



Existing toilet block and substation



Existing Car Park



Fig. 36: Location of Queen Street Park



Fig. 35: Aerial photo of existing Queen Street Car Park

11.0 Design Brief - Recommendations

- 11.1 The design should plan to integrate both the existing car park open space with the adjacent South Western corner of Queen and Charles Street and consider both spaces as one spatially and in material design.
- 11.2 The viewing corridor and detailed design from Market Place open space design should influence the design of the Queens Street open space so they read as a continuation of space and not two different spaces. The existing public toilets should be upgraded or replaced in such a way that strengthens the proposed open space quality while remaining safe and accessible. (Refer to Appendix III on Page 77)
- 11.3 The park has to be spatially designed and detailed to allow for large community gatherings, music and markets including heavy vehicle access, water, power.

11.4 Design Brief - Considerations

- 11.5 The existing trees should be retain where possible.
- 11.6 Access to drinking water should be considered.
- 11.7 Space for temporary stalls and food outlets should be considered as they will support the use of the space for public gathering as well as provide passive surveillance.

Estimate Development Cost for Queen Street Park: \$538,530



Fig. 37: Conceptual design of Queen Street Park

Riverside Park

This site is presently a car park on the edge of the Taylor River adjacent to the corner of High and Symons street and the Taylor River amphitheatre. It is possible in the future that some of this site maybe developed into a building facing the river with the car park space between the future building and the river being developed into a public park on the Taylor River edge. This future space becomes important for a range of reasons: it forms an important gateway role viewed from the State Highway and from Market Place looking back towards the river. The site could play an important role bridging the grade change between the Taylor River bed and the street level, creating a stronger pedestrian access to the Taylor River Park and associate passive recreation areas.

The car park is presently not used to its capacity and it would be possible to develop a park in this location before future building was developed, but a park would have to be developed in conjunction with a conceptual building design so that the park does not negatively impact on a future building ability to integrate with the river edge.

The park should provide opportunity for visitors to stay and engage in the park and Taylor River corridor for a hour or more as outlined in the “Blenheim Town Centre - A Vision for the Future, July 2009”.



Existing Riverside Car Park



View of the site from S.H.1 bridge



Fig. 39: Location of Riverside Car Park



Fig. 38: Aerial photo of existing Riverside Car Park

12.0 Design Brief - Recommendations

- 12.1 The design needs to create an easier access from the street level to the Taylor River linking the proposed park to the river recreational corridor.
- 12.2 The design should enhance the visual connection from Market Place to the Taylor River and become part of an art / gateway CBD development.
- 12.3 The park should create a strong and positive view from the State Highway.

12.4 Design Brief - Considerations

- 12.5 The park should consider providing space for people to eat and maybe exercise during lunchtime due to the site's proximity to the CBD.
- 12.6 The park should provide opportunity for visitors to stay and engage in the park and Taylor River corridor for a hour or more as outlined in the "Blenheim Town Centre - A Vision for the Future, July 2009".

Estimate Development Cost for Riverside Park: \$1,088,626



Fig. 40: Conceptual design of Riverside Park (purple showing possible future building outline)



Art and Way Finding

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Existing Art and Way Finding

The Blenheim CBD and Taylor River have a limited range of art installations of which most lack impact often due to the lack of scale or the location of the piece out of major sight lines.

The most visually dominating art within the CBD are the “blue arches” but due to their positioning they offer little as a gateway or way finding role and do little to lead people from the State Highway into the CBD. In most cases the arches have been sited back from the main sight lines hence offering little impact until you have either driven past them or under them. The arches are considered by most as “dated” and during the workshop process found very little support for keeping them, making room for developing a more cohesive art / gateway CBD wide strategy.

Due to the earthquake strengthen requirements in the past Blenheim lost many of its historical buildings and street facades, degrading its sense of place and identity. This lack of identity was addressed within the past streetscape by integrating symbolism into the street furniture, such as street lights. The result created confusing clutter. We believe that an integrated open space art strategy both permanent and temporary (both as art pieces and events) could enhance Blenheim’s sense of character and become a major draw card for the town. Art used and placed well could become a significant medium to draw State Highway users into the CBD.

The advantages of using art in this role to strengthen Blenheim’s sense of place is that art installations do not require significant change to integrate art pieces or events into the streetscape, unlike a themed streetscape itself, which requires significant change. Art can be a dynamic element within the streetscape that can be changed seasonally or annually renewing its vitality. The approach to integrating art into Blenheim CBD require stages or areas being identified where local and national artist may place a piece for a set amount of time with more permanent pieces strategically placed to anchor the temporary collection. The Marlborough region is rich with artists who could be approached to create the critical mass of art required to launch this idea.



Existing blue arches



Art installation in Bythell Place

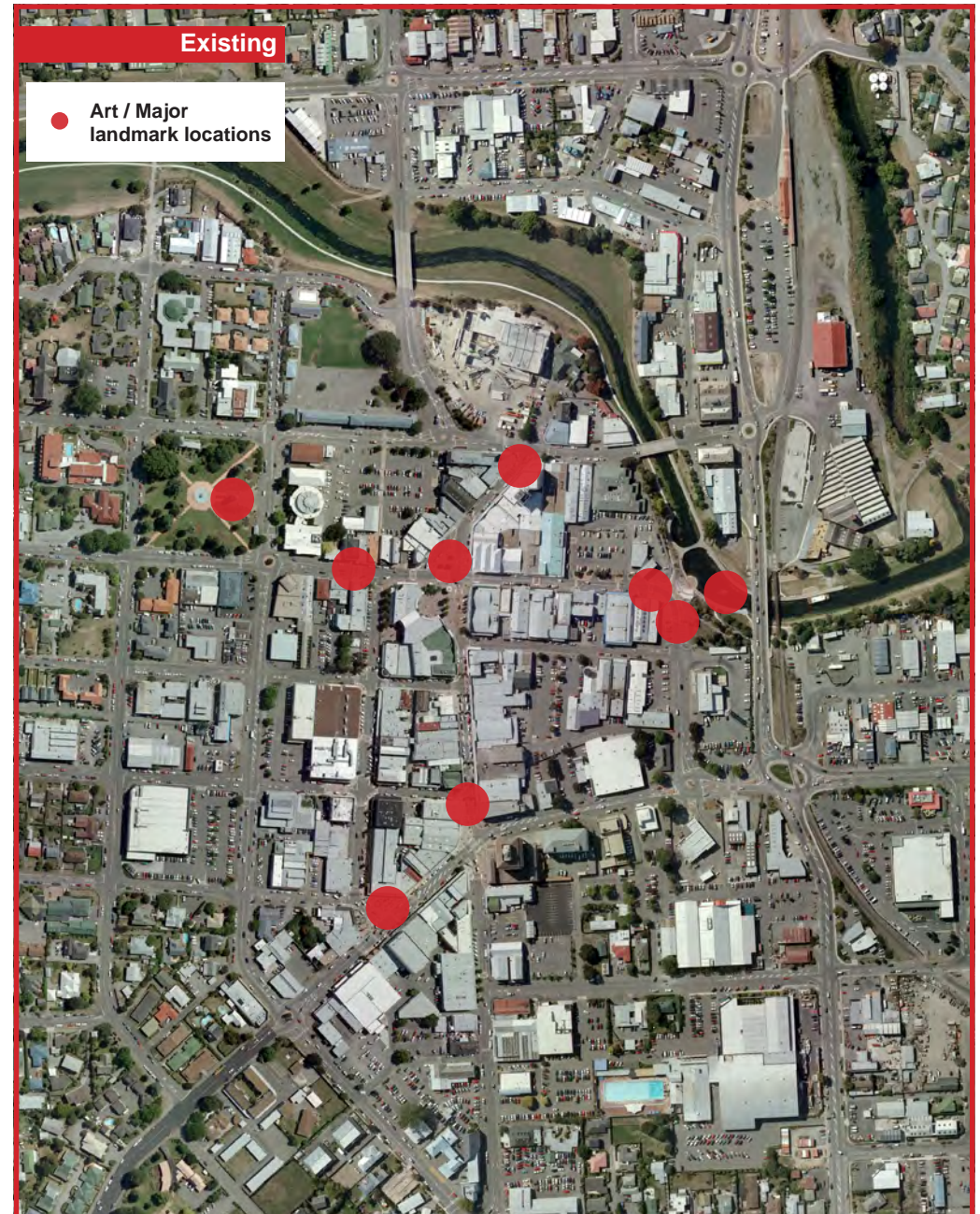


Fig. 41: Locations of existing public art installations and major landmarks

Proposed Art Locations

As part of the streetscape analysis, way finding portion of this project, we have had a first past at identifying the locations of future gateway and art installations. The approach was to create a cohesive art location plan that linked to major sight lines that would direct people off the State Highway and into the CBD and then visually link to other key locations within the CBD. There was recognition between how people experience art from the street level walking to that of being in a moving vehicle. This difference of viewing experience should be considered when considering the scale of form of art in all locations.

At key gateway points on the State Highway where we want the State Highway users to make the decision to turn into the CBD, we have created two possible concepts on how art could be used to direct people. The Tui to Town art work also ties into Blenheim's ecological and sustainability initiatives.



Corner of S.H.1 and Alfred Street



Photoshop illustration of gateway art concept

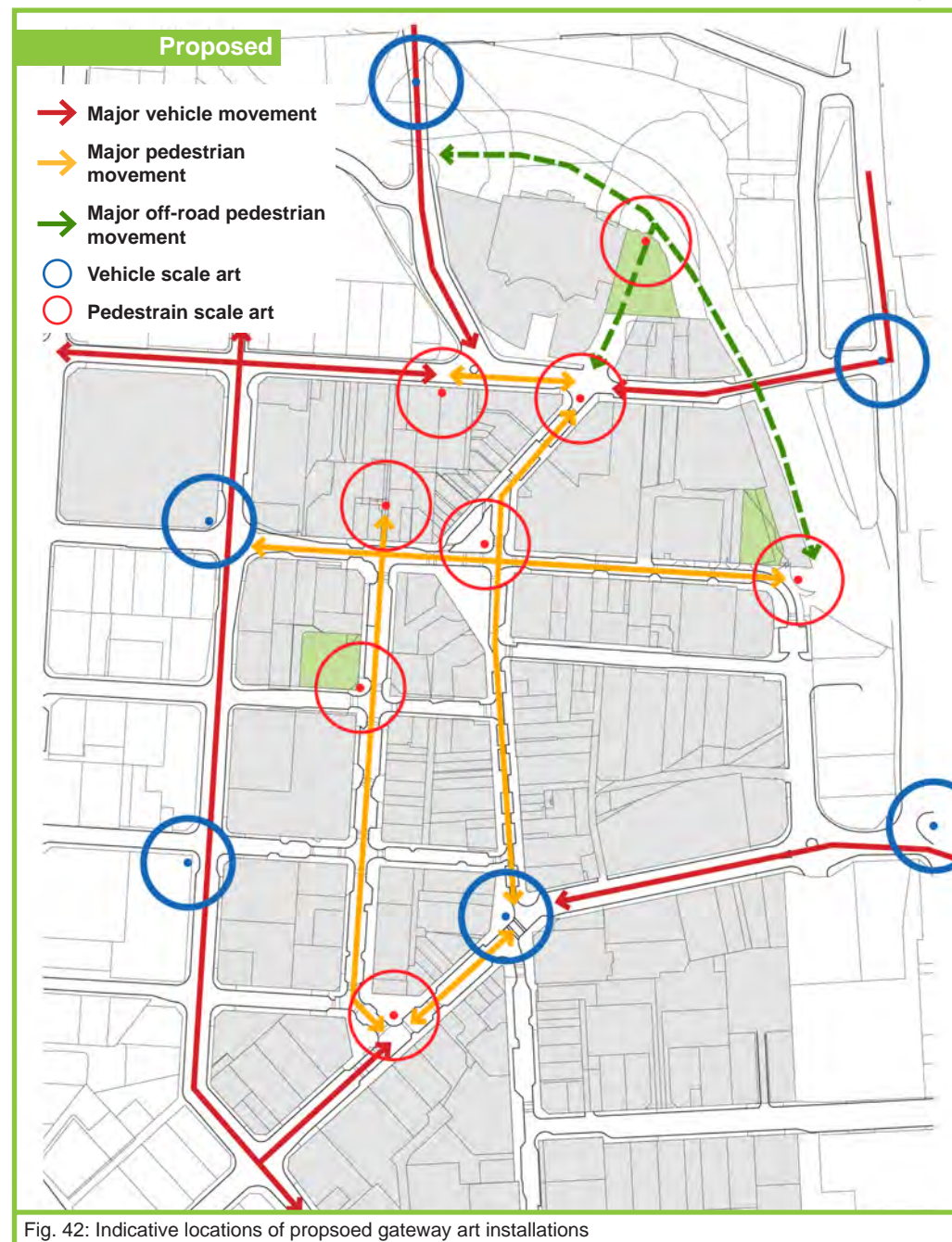


Fig. 42: Indicative locations of proposed gateway art installations

13.0 Art and Way Finding Design Brief

- 13.1 Locations for permanent and temporary art pieces should be created within the CBD area and fringes to strengthen the movement network into the CBD.
- 13.2 Art locations should give consideration to viewing corridors and how the viewer would experience the piece (pedestrian vs. car) by providing an appropriately scaled piece.
- 13.3 An art festival for Blenheim that allows art, music, food, wine of the region to be celebrated should be created. This festival would allow local and national artists to create temporary work in the street.



Corner of S.H.1 and Alfred Street



Photoshop illustration of gateway art concept

Proposed Way Finding - Banner

We have considered banners as part of the Art and Way Finding Design Brief. Banners are currently located in fringe CBD areas but there is room to bring a cohesive banner design and installation into the CBD. Banners could be used as a temporary art canvas to add vibrancy to an art festival.

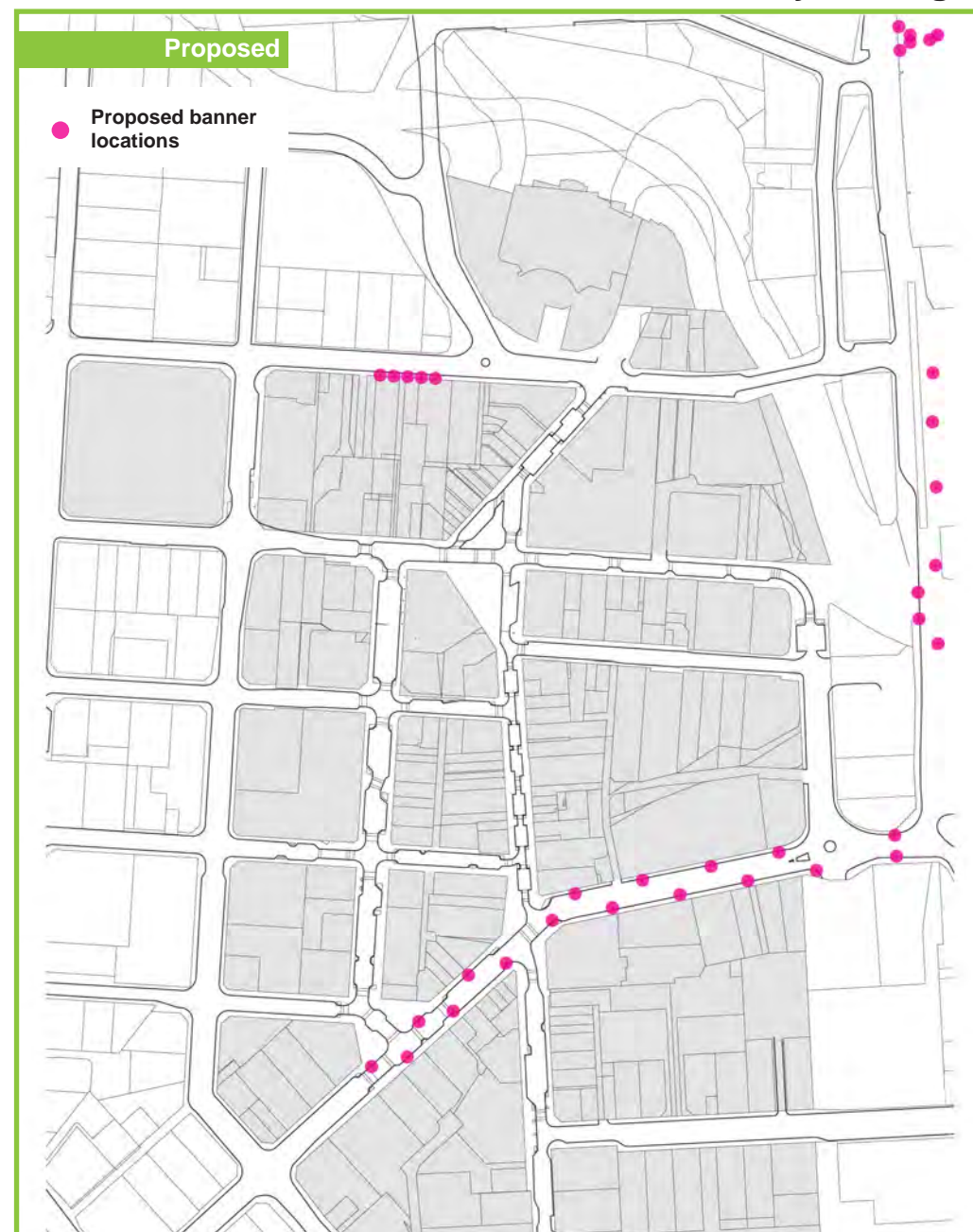


Fig. 43: Indicative locations of proposed banners (may also be dependent on proposed light pole locations)