

Blenheim Town Centre Health Check

Marlborough District Council

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MARLBOROUGH
DISTRICT COUNCIL

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Executive Summary

Purpose

The 2010 Blenheim Town Centre Health Check is designed to provide a 'snapshot' of the Town Centre using a number of different indicators. The information gathered as part of the Health Check will be utilised to contribute to the evidence base used to inform local development proposals and implementation of town centre strategies within the Blenheim area. It has been designed so that it can be repeated in future years to identify trends and progress.

Methodology

The Town Centre Health Check was prompted by a study completed by Urbanism+ in July 2009, the Blenheim Town Centre Vision, which looked at the future of the Blenheim Town Centre and where it was headed. The Health Check was carried out during the month of December 2010 using data sought from street surveys, mapping projects and organisations such as Marlborough Roads. The data gathered were in relation to the 9am-5pm business day in the Town Centre, and the following information and conclusions do not apply to the Blenheim Town Centre after 5pm.

The Health Check was focused within a perimeter around the Town Centre in order to identify issues relevant to the Town Centre rather than greater Blenheim. The perimeter was carefully laid out to include the central business zone in Blenheim, as well as other major businesses which form a key part of the business district in Blenheim.

Main Survey Findings

Composition of the Town Centre

The Health Check showed that the majority of shop spaces in the Town Centre are taken up by comparison (non-food retail) outlets (37.5%) which is to be expected. However it also revealed that the amount of space used by offices and services is quite high (40% in total), showing that a lot of the prime retail space in the Town Centre is taken up with businesses that do not necessarily draw people into, or add to the vitality of, the Town Centre.

Commercial property values

Commercial property value is a key indicator of how the town is performing. Average current rental values in 2010 were \$250 - \$325 per m² in the primary retail area (mid Market St), \$195-250 per m² in the secondary retail area (Queen St) and \$100-\$175 per m² in the tertiary retail area (High St, Wynen St, Lower Scott St). There has been very few sales in the CBD to identify an average price, but yield rates lie in a range 8% – 8.5% for good quality well tenanted investments up to 10%+ for lower quality or more risky investments. There has been an increase in presence in Blenheim from national retailers in recent years (eg. Glassons, Pagani).

Pedestrian Routes

Pedestrian routes around the Town Centre were mostly found to be of good condition. In many instances it is the quality of the environment being walked through that affects the pedestrian route rather than the condition of the footpaths. However there were some pedestrian linkages that were found to be quite poor. These were generally 'shortcut' routes from major car parks into the Town Centre which are often used by locals, but very rarely by visitors to the town.

Transport

The transport facilities on offer in the Town Centre are of an adequate nature given the size and population of the town for car users. The car parking available in the Town Centre is sufficient although some shoppers have commented on the cost of parking. The recent addition of the Blenheim bus allows a greater ease of access to the Town Centre for Blenheim residents at a very reasonable cost. For non-Blenheim residents the public transport service is more sporadic, with the interchange on the town centre periphery at the railway station. The Town Centre is also well provisioned with cycle racks and taxi stands for those that prefer to use these modes of transport.

Environment

The state of the environment within the Town Centre was found to be good, however there were several areas that would benefit from further development. In particular, adequate shelter and directional signage was not found in many parts of the Town Centre and sufficient seating was not a lot better. Despite this, the Town Centre is a very clean environment to be in, with good footpaths and very little pollution.

Executive Summary

Vitality of the Town Centre

Overall, the town is performing reasonable well in the context of the current economic climate, but there are many areas for improvement. Market St continues to be the main shopping street for the town, with high passenger traffic and many of the most popular retailers. The town itself is proving to be more lively toward the northern end of the Town Centre, however areas such as Scott St are doing well in terms of evening dining and entertainment. The blank walls in Queen St do little to add any life or vibrancy to what should effectively be a partner to Market St as a main shopping street. Many of the side streets do not add to the vibrancy of the town.

Pedestrian Survey

The pedestrian survey carried out in the first week of December gave a huge amount of feedback regarding the Town and how it is viewed by both locals and visitors. There was a surprisingly low proportion of visitors in the Town Centre, which suggests there can be more done to attract visitors not only to the region, but the Town Centre also. The surveys revealed that people stating their key reason for coming to the town centre (other than work) was for non-food shopping, or visiting the bank or Post Office. This shows that Blenheim is now starting to provide these non-food shopping opportunities to an adequate standard that people are happy to come to Blenheim for them rather than travel elsewhere.

Issues Identified from Pedestrian Survey

The main issues with the Town Centre which became apparent during pedestrian surveys were; its functional nature, lack of shade, lack of public toilets and the traffic flow around the Town Centre. Many of those surveyed saw the Town Centre as a place to get jobs done and not browse leisurely, with many also stating that they would only spend as much time in the Town Centre as they had to. Many pedestrians stated that Blenheim is too hot in the summer to spend any length of time exposed to the sun and the little shade there was in town was not in places where it could be of the most benefit. The public toilets were commented on particularly in reference to the lack of facilities available when shops are not open. The traffic flow also came up often as an issue for the Town Centre, as many people find that the one way system through town is confusing and illogical.

In terms of areas to work on within the Town Centre, feedback seemed to focus around people loitering around the library and in the Forum. Many shoppers said that it made the town look unattractive and some even said that they are too intimidated to go to these places when these groups are gathered. The general feel was that there was nothing inherently wrong with the Town Centre, but it needed better maintenance and a new paint job. On the other hand, the hanging baskets around the town are a favourite with pedestrians, as are the open green spaces such as Seymour Square and the Riverbank.

Suggested Improvements from Pedestrian Survey

One of the suggested improvements for the town was to create a pedestrian mall in Market St. This would solve the problem of traffic management through the one-way system currently in place, and would create a greater space for community markets or cafés. However, this proposal is at odds with the Blenheim Town Centre strategy that specifically discouraged pedestrianisation due to its expected impact on vitality. A further suggestion was to renovate the entrance and exit points to Blenheim. Many of the shoppers felt that the entry points into the Town Centre were part of the reason there were not more visitors around and suggested creating a much more welcoming environment at each of the three main entry points (State Highway 1 from Picton, State Highway 1 from Christchurch and State Highway 6 from the Springlands direction).

Conclusion

The Blenheim Town Centre adequately provides for the basic needs of locals and visitors alike. The size and population of Blenheim does not necessarily warrant a large Town Centre, but what there is, needs to be looked after. There has been a certain amount of growth within the town in recent years and this has acted as a catalyst for the renovations of some shops along Market Street. Improvements are required to address town environmental issues, and to bring other areas up to the level of vitality present in Market Street. Future surveys will enable progress to be tracked alongside planned improvements.

Introduction

The Blenheim Town Centre has an important role to play within the Marlborough District. Not only is it the main service centre to both Blenheim and the surrounding settlements, but it also serves as a focal point for the community. Blenheim provides a wide range of services that are available to the whole population including retail, employment, education, transport and leisure activities.



This sort of study of the Town Centre has not been completed before in Blenheim, but given the changing economic times it is important to start taking stock of the 'health' of our town. This Health Check is also a timely follow up to the Urbanism+ report, to enable the Council to take stock of where Blenheim is at and whether any of the Urbanism+ work is being implemented. A healthy Blenheim Town Centre helps to provide a local identity and a unique sense of place, and regular reports allow for the maintenance of this facility. The Health Check also allows for the early recognition of any sign of decline in the Town Centre and enables action to be taken much sooner.

It is important that Blenheim remains competitive with its neighbours and continues to attract shoppers, visitors and businesses to the town. While it is inevitable that people will go to other centres for certain products it is important that the town builds on its strengths, alleviates its weaknesses and improves the facilities that it provides to the community.

The Blenheim Town Centre Health Check is designed to give an indication of where Blenheim currently stands and what work needs to be done and where, in order to improve the town. Establishing a baseline such as this would enable more efficient planning of Town Centre projects and would create a single document that could be relied upon to provide information regarding a number of key aspects of the Town Centre. In later years it is possible also that trend information may become available regarding shop vacancies, pedestrian views and the state of the environment among other things. Information such as this would enable Councillors to more reliably predict where Blenheim is headed long term and help them to see where the health of the Town Centre stands in relation to previous years. Town Centre Health Checks are common in the UK, where Councils are required to undertake these studies to support their District Plan policy development and assessment of planning (consent) applications. Of course, our commercial community will find this information to be useful too, and we encourage our businesses to read this report and to disseminate it widely.



As part of the Urbanism+ Ltd work on the Blenheim Town Centre in July 2009 (Blenheim Town Centre, A Vision for the Future), a number of projects were identified to work on over the next few years. These have since been approved in principle by the Council and implementation has begun on some of these projects, whilst funding is being sought for others. In the future, the Town Centre Health Check could play a fundamental role in the planning of these projects as it would set a baseline for where the Town Centre currently stands in relation to the Council's vision of where it should be.

Alistair Sowman
Mayor

Methodology

The methodology for the Blenheim Town Centre Health Check has drawn upon the criteria used by UK local authorities who are required by Planning Policy Statement 6 to regularly undertake a Town Health Check, as part of the town planning evidence base used to assess applications and develop policy. The Blenheim Town Centre Health Check was carried out during the month of December 2010 over a number of different days and weather conditions. At each step, an effort was made to ensure that this Health Check could be replicated in future years so that the Council is able to build up data on the Town Centre regarding trends over several years. The Town Centre Health Check is focused only on the daily life of the town and has accordingly omitted any study of the Town Centre night life.

The Health Check was focused within a perimeter around the Town Centre which includes the key central business zone and some outlying major businesses. This helped to focus the study and identify the issues that are specific to the Town Centre only, rather than the whole of Blenheim (See Appendix 1). Any businesses that lie outside of this perimeter were not surveyed as part of the Health Check.

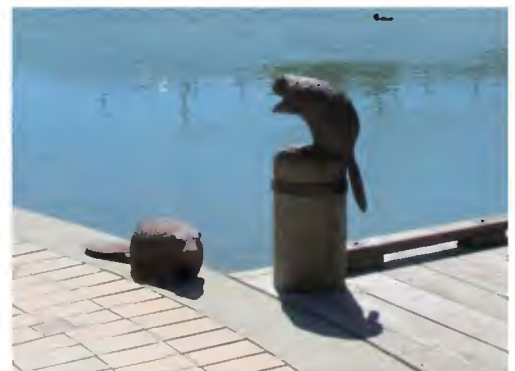
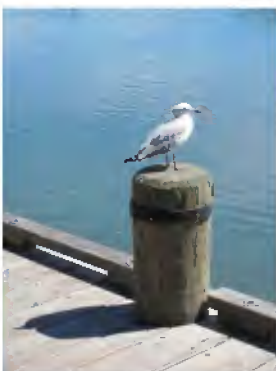
The key methods of research used during the Health Check were;

- A desktop study of existing data,
 - Blenheim Town Centre Strategy
 - Marlborough Roads parking and roading information
 - Wairau Awatere Resource Management Plan

- Primary research in the town centre to identify:
 - the composition of the Town Centre,
 - pedestrian routes,
 - transport,
 - the environment,
 - the vitality of the Town Centre,
 - user views of the Town Centre via a pedestrian survey (123 surveys were completed)

- Data provided by Alexander Hayward Ltd
 - key commercial property values,
 - Footfall (pedestrian traffic) data

It was intended to include views of the retailers in the Health Check, but it was not possible to convene a meeting within the limited time available. This could be included in future Health Checks.



Composition of the Town Centre

Diversity of Uses

In terms of retail activity, the Town Centre is quite varied. In order to determine the 'health' of the Town Centre and understand what the mix of businesses were in the town, the shops were divided into categories. Each ground-floor business was then mapped according to its category (Appendix 2). The categories were as follows:

Convenience: Shops that deal with basic consumable needs, e.g. supermarkets, grocers, butchers, bakers and newsagents/dairies.

Comparison: Shops that deal with most other goods, e.g. clothes, electronics, furniture etc.

Food and Entertainment: Outlets that provide food and/or entertainment, e.g. take-aways, restaurants, cafés, bars, nightclubs etc.

Residential: Residential properties that fall within the Town Centre perimeter.

Offices: General office space, e.g. Lawyers, etc. and other office-based businesses such as estate agents, travel agents, etc.

Service: Outlets that are service-based e.g. school, community centres, churches, banks, hairdressers, internet cafés, libraries, taxis, post office, etc.

Vacant: Any empty space in the Town Centre.

Findings

As would be expected, the number of shops in the Town Centre that are comparison outlets (i.e. clothes, electronics and furniture outlets etc.) was higher than any other category of shop. This is usual in a Town Centre as the comparison category covers a very wide range of shops.

The number of office-based businesses and services in Blenheim appeared to be relatively equal. This shows that a lot of the prime ground floor retail space (40%) is utilised as office space and service space. From a retailers' point of view this may not be so good as it has the potential to force retailers further out to the periphery of the Town Centre if the prime retail spots are used for other purposes. On the other hand, it shows that Blenheim is a very compact town and many of our core services are located in the Town Centre, making it easy to get everything done in the one place.

There was a surprisingly low percentage of convenience stores in the Town Centre. On one level it is unsurprising as many people now buy consumable goods from the supermarket rather than going to a butcher, baker and green grocer individually. However given the focus on healthy eating that permeates our society at the moment, it seems remarkable that there is very little fresh produce available in the Town Centre, outside of the supermarkets. In terms of bakers and butchers, the Town Centre has each of these, but only one butcher and two bakeries. Although Blenheim is not a large town, it is still interesting to see how strong the reliance on the supermarkets is to provide convenience goods in the Town Centre.

Category	Number of Spaces	
Convenience:	6	2%
Comparison:	121	37.5%
Food and Entertainment:	41	13%
Residential:	7	2%
Offices:	65	20%
Service:	64	20%
Vacant:	18	5.5%
Total:	322	100%

Commercial property values

Purpose

Commercial rental, sale prices and yields are key indicators of the health of a town, and are an accurate reflection of where the primary, secondary and tertiary locations are within the CBD. In terms of look and feel of the town, building quality and the type of occupiers, the cost of rent, purchase and redevelopment are the principal drivers that guide investment decisions.

Commercial property values

Local property advisers and valuers Alexander Hayward Ltd were asked to provide information on rental and sale prices achieved in Blenheim CBD as they are involved in many of the transactions that take place. Commercial confidentiality prevents specific details being available, but they were able to provide general information. The general current values in Blenheim (which relate to the area of the property closest to the street) are as follows:

- Primary shopping - mid Market St - \$250 - \$325 per m2
- Secondary Retail - Queen St - \$195 - \$250 per m2
- Tertiary Retail - fringe High St, Wynen, Lower Scott St etc \$100 - \$175 per m2

There has been very little recent retail investment sales activity to define yields but generally the yield rates lie in a range 8% – 8.5% for good quality well tenanted investments up to 10%+ for lower quality or more risky investments. Over the past two or three years rental rates are static or falling, and yields have increased (on a limited number of transactions). Many properties are privately owned by locals from Marlborough or Nelson, but there are also several out of town private investors with property interests in the CBD. There are few corporate investor owners of property in Blenheim CBD.

Type of retailer

There has been some turnover in units within the prime shopping area on Market Street over the past two years. National retailers such as Glassons, Specsavers and Pagani have chosen to open stores in Blenheim which can over time encourage other national retailers to follow suit. Some retailers have closed in Market St, such as John's CD Store and the Edinburgh Woollen Shop and have been replaced by other local retailers. An increasing presence of national retailers can increase rental values and squeeze out local retailers, but there are usually differing views amongst locals as to what is the right balance between national and local retailers in any town. There has been an increase in the number of women's fashion retailers in recent years in Blenheim, which provides more choice and may encourage more locals to shop in Blenheim rather than making a special trip to larger centres. Very little can be done to control what type of retailer comes into the town, other than incentivising and marketing to particularly types of retailer. This is a possible role for a town centre management organisation, which does not currently exist in Blenheim.



Pedestrian Routes in Blenheim

Objectives

During the Health Check, the Council looked at areas that may have high volumes of pedestrian movement in order to determine whether the pedestrian routes around the town were of an acceptable standard. To determine this, maps were made highlighting areas that may attract people or high volumes of foot traffic, such as large car parks, accommodation and other attractions. The natural pedestrian routes from these areas into the Town Centre were then mapped and rated according to their quality (Appendices 3, 4 and 5).

Findings

Using this methodology, it became clear that the majority of pedestrian linkages around the town are of good condition. The pedestrian routes in the centre of town are very good, but as one starts to walk outside of the core Town Centre area (but still within the town perimeter), the pedestrian linkages deteriorate noticeably. The quality of the footpaths is still the same in many places, however the environment that pedestrians are walking through is less pleasant. For example, while walking from the Stadium into town, the walk to and along Kinross St is not as nice the pathway closer to the Town Centre.

Poor Pedestrian Routes

The few areas around the Town Centre that have poor linkages are used often by locals, but are not necessarily highly publicised walkways. Examples of these routes are the alley links between the Kinross St Council car park and Main and Scott Sts. Poor routes can also be found from the AA car park on Seymour St through to Scott St, down either side of Houston Mitsubishi, FairWeathers and Chequers. These are short-cut routes rather than the intended pedestrian routes, but they could still be potentially dangerous areas, particularly at night time.



Examples of poor pedestrian routes within the Town Centre

A further poor linkage can be seen from the New World Supermarket into the Town Centre. Although most people would drive from the supermarket to town, there are a number of people who do walk (particularly from the number of backpackers in the area). The pedestrian crossing on Redwood St helps to make this pedestrian link to the Town Centre a lot safer, however it is a disconnected route. There is no sense of connection between the Town Centre and the supermarket and the pedestrian link between the two shows this.

Lack of Directional Signage

There is work to be done on all pedestrian links in terms of signage; particularly in the car parks, there is very little indication as to which way to go to find the Town Centre. This could be improved with the addition of simple signs pointing the way to the Town Centre, or town maps pointing out current location and the direction of the Town Centre. For some of the attractions a little further away from the Town Centre, the links would be improved by extending the Town Centre theme further towards these areas. Even having the little things like the same rubbish bins on the footpath would aid both way-finding and the sense of connectivity to these areas.

Motels and other accommodation sites around Blenheim also offer poor pedestrian links to the town. As many of them are on the periphery of the Town Centre, the links are not as good as those in the Town Centre itself. However for many routes it is just the area that is being walked through, not the actual footpaths. These links could be improved with clearer Town Centre signage and perhaps a continuation of the Town Centre theme through these links. In many cases this would improve the aesthetics of the route as well as the clarity of direction.



Above: Map showing poor pedestrian routes from some car parks to the Town Centre.



An example of possible Town Centre signage that could be used for helping with way finding.

Blenheim CBD's busiest and quietest streets

Objectives

A footfall count is a commonly used tool to measure the which parts of town attract the most pedestrians, and which attract the least by measuring the number of people passing by various points in the town. When measured over time they provide an interesting picture of how a town's 'centre of gravity' may shift due to changes in the location of key retailers, investment in certain parts of town, car parking and other factors. A footfall count has been carried out every year in Blenheim since 1989 (see Appendix 12) which provides a useful picture of how the town has changed over the last 20 years. Footfall information was provided by Alexander Hayward Ltd.



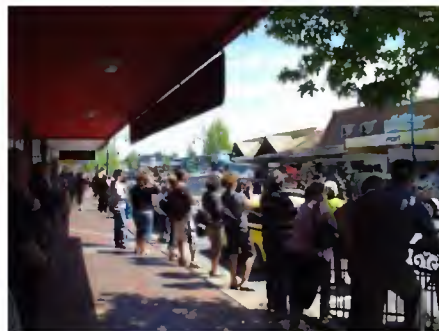
Above: Intersection of Maxwell Road and Market St, the busiest part of town in 2010

Current situation (see Appendix 11)

Market St is Blenheim's busiest street, with the intersection of Market St/Maxwell Road at Top Shots Photo Lab being the busiest point, followed by the SBS Bank/Trendez/Postie Plus area. The quietest points were the former DA Lewis store on High Street, followed by Queen St service station and Dowsons on Maxwell Road.



High St, the quietest part of town



Maxwell Road, looking towards Queen St



Bythell Place

Last five years

Figures for 2009 and 2010 show the overall number of shoppers to be higher than in the preceding three years. There is good correlation between the busiest places in 2010 and those over the last five years, although the Hannah's area was more often busier than Trendez before 2010. DA Lewis and Queen St service station were also quietest in the last five years, however Dowsons was not with High St Centre-point entrance and Cavalier Homes corner on Market/Alfred being quietest in other years.

Longer term

Looking back to 1989, the overall count numbers were much higher. The busiest places in 1989 were almost twice as busy as the busiest places in 2010. It is possible that this could be explained by a different methodology being used over time, or that town was much busier then. There is a similarity with the busiest and quietest places in 1989 and 2010. The Postie Plus/Trendez/Hannah's part of Market St were busiest, and the Farmers area was also busy too. The quietest places were also DA Lewis and Queen Street service station, with parts of Scott St and the corner of Charles and Seymour St also less busy. One other noticeable trend is the drop off in pedestrians after the late 1990's that have not recovered since.

Conclusion

The footfall figures confirm that Market St is the busiest shopping street in Blenheim, and this has consistently been the case since 1989. All of the other shopping streets have significantly lower footfall figures. The northern end of Market St, Queen St and High St have noticeably lower footfall figures than Market Street.

Transport Facilities

Findings

The Town Centre provides very adequately in terms of transport facilities. Blenheim people tend to drive into the Town Centre more often than walk or cycle, however there is a steady demand for these facilities also.

Parking

The transport facilities are of huge importance to the Town Centre. The pedestrian survey showed that most of the people in the Town Centre (67%) drive there, so it is important that the facilities are in place to accommodate this. There are more than 3000 parking spaces in central Blenheim. Approximately 2000 of them are public parking spaces while the other 1000 are used by businesses, for staff and customers. Many people in the pedestrian survey commented that there was a lack of parking, but this perception is more likely related to driver behaviour and an unwillingness to pay for parking, rather than a lack of parking itself. There is also an expectation amongst respondents that parking should be free, and that many drivers wish to be able to park directly next to their destination. However Blenheim is well served by car-parks which enable users to park relatively close to the Town Centre and at a reasonable rate so this is not an issue.

Regarding the cost of parking in the Town Centre, kerbside metered car parking is set at \$1.20 per hour and pay and display car parking is \$0.80 per hour. (See Appendix 7) These rates are slightly higher than in both Nelson and Kaikoura which only charge \$0.50 per hour at off-road pay and display car parking. This is interesting as many people commented in the pedestrian survey that parking in Blenheim should be cheaper, however looking at similar regions nearby, parking in the Blenheim Town Centre is not too much more expensive. So although Blenheim parking may cost slightly more than nearby towns of similar size, the fees set are not unrealistic for the size of the town.

Cycle Facilities

Blenheim also has quite a large number of people who cycle into the Town Centre, so adequate cycle racks are just as important to have around the town. Currently there are approximately 26 locations within the Town Centre perimeter that have cycle racks with 186 spaces for cycles. (See Appendix 6)

There are no designated cycle lanes on the roads around the Town Centre at the moment, however there seems to be little demand for these. The off-road cycle lanes around the reserve areas in Blenheim are proving much more popular. These are well-maintained at the moment and the public are generally very satisfied with these.

Public Transport

Currently there is one bus that services the Blenheim Town Centre which operates from Monday to Friday (excluding public holidays). The main pick up point within the Town Centre is outside Countdown Supermarket on Seymour St, where it stops every half hour and travels alternating north (Springlands– Riversdale) and south (Redwoodtown– Witherlea) routes from there. The bus service is free for Supergold cardholders and children under the age of 5 but charges \$2.00 per adult and \$1.00 per school child. These fees are slightly cheaper than a similar service offered in Nelson, so it can be reasoned that Blenheim offers very reasonable rates for the bus service.

There are also a number of taxi services operating within the Blenheim Town Centre, with taxi stands in Market Street North and on the corner of High St and Market St. Feedback from the pedestrian survey has suggested that perhaps the Market St North taxi stand would be better located down the southern end of town, particularly in the Scott St area, as it is in the evening when there is the most use of the taxis and the Blenheim night life is centred away from Market St North. However in terms of daytime use, the location of the stand appears to function well.



Above: The Blenheim Bus

State of the Environment

Purpose

It is important to determine the State of the Environment as part of the Health Check as it is a vital part of our Town Centre. It may be that it is the environment that needs looking at in certain parts of the Town Centre, rather than anything else. If this is the case, then some issues may be more easily remedied than first thought. (See Appendices 8 and 9)

Methodology

The State of the Environment in the Town Centre was measured in a number of ways; the quality of the air, noise pollution, clutter, cleanliness, visual pollution, seating, shelter, green space, pedestrian safety, directional signage, footpaths and cycle lanes in the area. Each aspect was given a rating (Red=0, Orange=1, Green=2) depending on the quality. The final score was calculated using these incremental ratings.



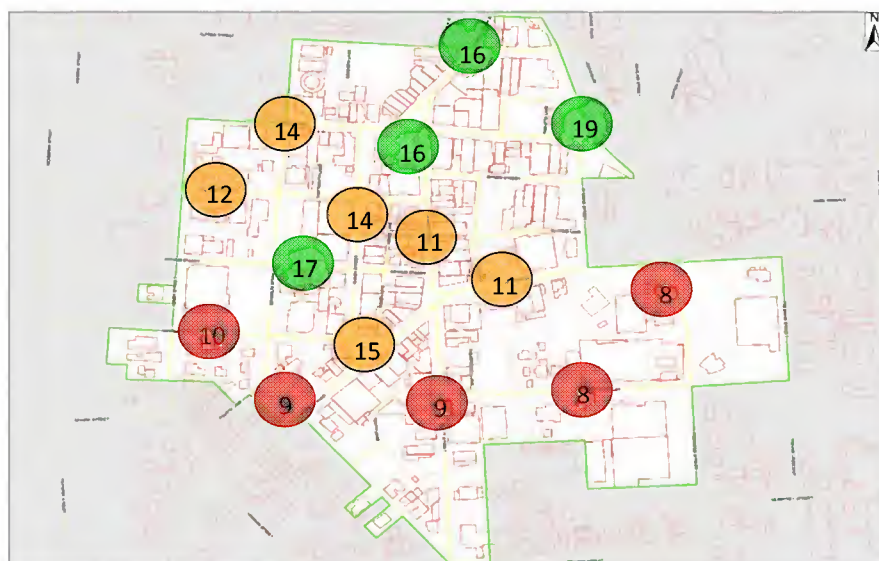
Above: An example of the clutter of street furniture in Bythell Place

Findings

The state of the environment check highlighted many important areas that the Town Centre needs to work on. It was particularly interesting to note that many of the comments from the Pedestrian Survey were supported by the findings in the State of the Environmental check. For example many pedestrians noted that there was not enough shelter within the Town Centre, generally referring to the lack of shade. The State of the Environment check found not only that there was indeed a lack of shade, but also a lack of rain shelter as well. There was a similar finding with seating around the town as many people felt that there was not adequate seating around the Town Centre. This was quite an interesting area to look at, as there are areas around the Town Centre with no seating at all, yet other areas with what would seem to be too much. From this it can be interpreted that the seating in the Town Centre may be adequate in terms of the number of seats, however it is the placement of these seats that needs to change.

To capture the visual state of the Town Centre at the time, we have elected to take a comprehensive set of photographs. These photos are held in the project file at the Marlborough District Council, however the map in Appendix 10 shows the points around the town that these photos were taken.

Overall, the civic areas of the Town Centre such as the library and The Forum (Market Place) are of a good environmental standard, however the southern end of the Town Centre needs further development.



Map showing the final scores of the State of the Environment check of the Blenheim Town Centre. Green= Good, Orange=Average, Red= Needs work. See Appendix 8 for more information.

Vitality of the Town Centre

Purpose

The strength of a street edge can give a good indication of how well the Town Centre is performing in terms of its vitality and economic environment. The edges shown below are arrived at using an analysis of the shop frontage on any given street along with the pedestrian counts for the area. This is to ensure that an accurate conclusion is drawn of the vitality of the area, as some areas of high pedestrian flow may not be where the shops are, or vice versa.

Methodology

The analysis of shop frontage of the streets of the Blenheim Town Centre was done by Urbanism+ in 2009. The study looks at what sort of shop edge is facing the street. The streets with a high area of dressed shop windows were seen to be a stronger street edge than those with blank walls or few shop windows. The Urbanism+ street edges were then combined with footfall counts taken from areas around the Blenheim Town Centre. (See Appendices 10 and 11 for footfall data). These two pieces of data help to provide an accurate view of the vitality of a street edge as it shows both the volume of pedestrian traffic and the level to which the street edge engages these pedestrians.

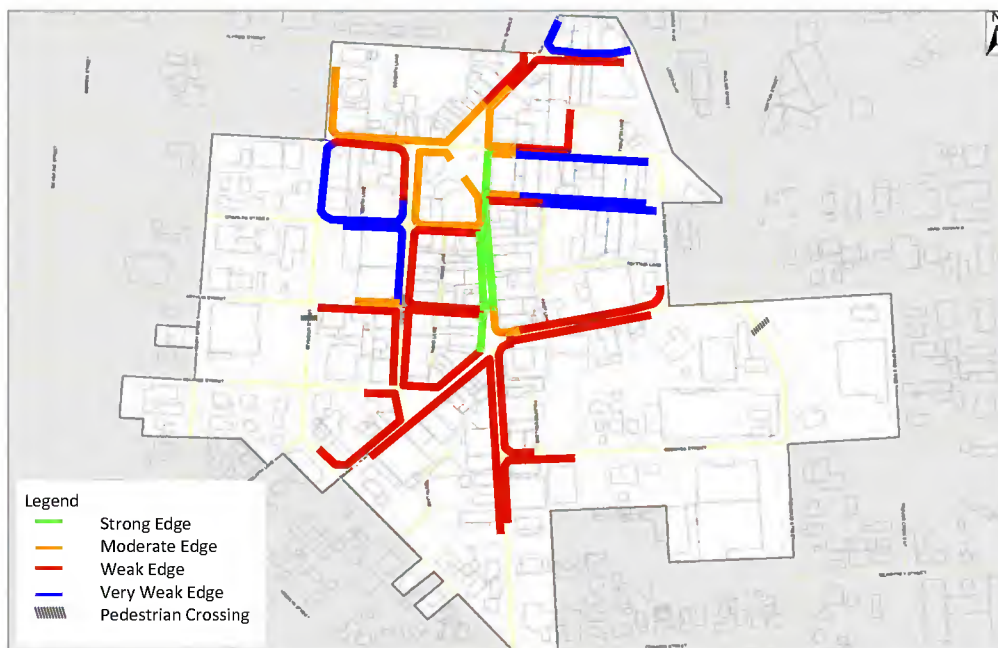


Above: The blank wall along Queen St harms the overall vitality of the area.

Findings

As can be seen below, the Town Centre is performing reasonably well. Market St is asserting itself as the main shopping street in the Town Centre, with both high volumes of pedestrian movement and large areas of shop frontage. From the street edging it becomes clear that the area of the Town Centre with the most vitality is centred around Market St, but travels through The Forum (Market Place) into Market St North to a lesser degree. It is interesting to note that the southern end of town does not appear to be particularly lively in terms of day to day shopping. An informal cluster of nightlife activity has formed in this area, creating a natural separation within the town of daily Town Centre activities and the night life scene. The Town Centre is confined to a very small area, with the vitality of the town not spreading much further than the main shopping streets

Looking at the Town Centre streets in this way also shows which streets could use improvement. In particular, there is a large amount of blank wall in Queen St which interrupts the shop frontage area, creating a very weak street edge. Replacing these blank walls with more active edges that engage pedestrians would help to create a much more vibrant street which could support Market St as the key Town Centre shopping street.



Above: Map showing the vitality of streets in the Blenheim Town Centre. (See Appendix 12 for larger map)

Pedestrian Survey

A pedestrian survey was carried out during the first week of December to find out what people think of the Blenheim Town Centre (See Appendices 15 and 16). A total of 123 surveys were completed over several days. The information gained from the survey process was very useful in highlighting several key areas that need careful evaluation.

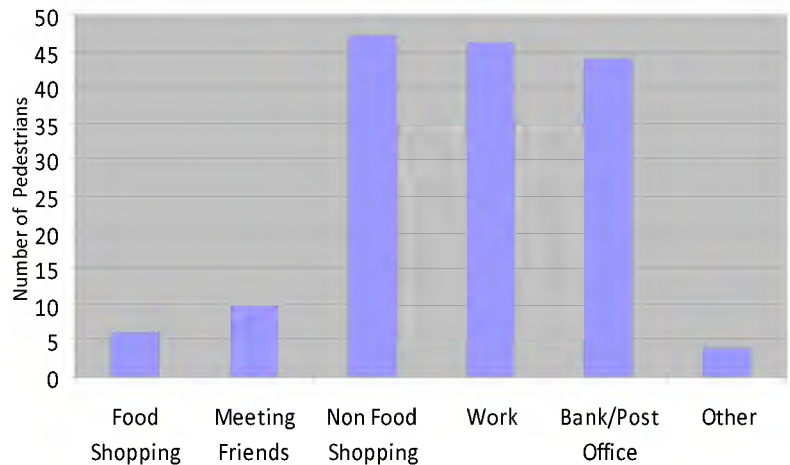
“I don’t like to spend time here, I only come in when I have to and then do my jobs as quickly as possible.”
 -A shopper on the streets of Blenheim

Findings

The first revelation from the survey was how few of the people in the Town Centre were visitors. Only 7% of pedestrians surveyed were from outside Blenheim and the surrounding area. This is quite a low figure, considering Blenheim’s location on the prime arterial route between Picton and Christchurch. It is this factor, combined with Marlborough’s reputation as a beautiful wine-growing region that would lead one to think that more could be done to draw these visitors into the Town Centre, rather than just the region.

In terms of the (approximate) age spread of pedestrians, the results were relatively unsurprising. Blenheim is known for its nationally very high percentage of elderly people, and this showed through in the results. These figures show that Blenheim has an issue retaining young people after they leave college, and it is not until later on in life that people begin to return to Blenheim to live.

Many of those surveyed identified their key reason for coming to the town centre was for non-food shopping. This could be anything from clothing and shoes to stationary or household goods, however it shows that Blenheim is now starting to provide these non-food items to an adequate standard that people are happy to come to Blenheim for them rather than travel elsewhere. Other main reasons for coming to town were to go to work or to go to the bank and/or post office. The number of people in town for these reasons also shows that people see the Town Centre as a place to get jobs done and not browse leisurely, with many also stating that they would only spend as much time in the Town Centre as they had to.



Above: Graph showing pedestrians’ main reasons for visiting Blenheim. (Taken from the pedestrian survey)

Of the pedestrians surveyed, there were very few who would on average, spend a lot of time in the Town Centre. Most people (77%) said that they would only spend an hour or less in the Town Centre when they came in. The prevailing attitude seemed to be one of get in, get the jobs done and get out. This may be an indication of a fast paced lifestyle or it could show a lack of attraction in the Town Centre; people do not enjoy spending time in the Town centre so they leave as soon as possible.



Above: Representation of frequency of pedestrian visits to Blenheim. Larger font represents higher proportion of responses from pedestrian survey.

Further to this, only 29% of people come into the Town Centre on a daily basis, those that do were generally coming in for work or the post office. Most respondents said that they came to the Blenheim Town Centre on a weekly basis and would try and get everything done in the one trip, regardless of how far out of town they lived. Again, this may be an indication that the Blenheim Town Centre is not an enjoyable place to spend time and needs to be addressed.

On the whole, those surveyed found Blenheim adequately provided everything they need. Most people said that it was accessible and easy to find their way around, although it could be confusing if one was unfamiliar with it.

Pedestrian Survey– Continued.

Issues with Blenheim

There were many different issues with Blenheim that were identified by pedestrians during the survey. As can be expected, the problems one sees with the Town Centre depends entirely on the way it is used or viewed. However there were clear issues that were identified by a number of people as needing attention.

Lack of Shade

Most prominent of the issues raised was the lack of shade in the Town Centre. Blenheim is well known for its high sunshine hours and many pedestrians commented that the Town Centre in the summer is a very stark and dry place. Although the Town Centre does already have some shade trees, it is clear that there are not enough around the town and that the Council should look toward planting more, or finding alternative sources of shade.

Public Toilets

The survey results also highlighted a need for more public toilets in the Town Centre. This was not only for day time use but to keep the streets tidier with night time users also. A few pedestrians commented that as there was no longer a public toilet on Scott St (since Kathmandu was built), the street got a lot messier on Friday and Saturday nights from intoxicated patrons. Another person surveyed identified the same problem on Market St, in Queens Market Mall. However there was also a number of people who recognised a need for more public toilets during the day also, stating that the elderly population in particular find it difficult to travel the distances to find them around the Town Centre.

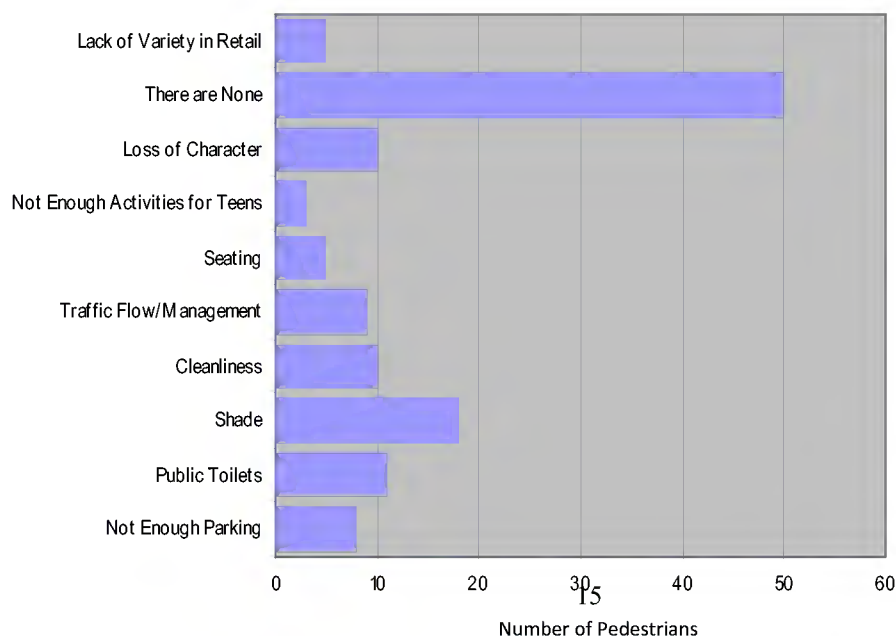
Cleanliness

The cleanliness of the Town Centre was also highlighted by many people as an issue. In particular it was the mess found on the streets after Friday and Saturday nights, but it included day to day cleaning also. Some people stated that the problem of cleanliness could be solved by water-blasting the paving in many places, as it is not rubbish making it seem dirty, just marks that needed a little more work to remove.

Traffic Flow

Traffic flow and the management of traffic flow was another frequently mentioned issue. People were particularly unhappy with the congestion that appears at roundabouts and in Market St, but recognised that it was not a problem that could be fixed quickly. In addition to traffic flow problems, a number of pedestrians expressed frustration with the parking situation in the Blenheim Town Centre. The lack of parking was a problem that was raised several times, but also the lack of parking close in to the Town Centre for those who struggle with access (not just those with disabilities, but the elderly also). The working people often stated that there was a shortage of all day parking available to workers, but it was recognised that there was plenty of such parking slightly further out of town at no cost.

There was also a very large proportion of people who said that there were no issues with the Blenheim Town Centre and they were perfectly happy with it as is.



Left: Graph showing the issues facing Blenheim. (Issues selected were the most commonly recurring issues across all surveys)

Pedestrian Survey– Continued.

Attractive Aspects of Blenheim

The most attractive aspect of Blenheim as recognised by most of the pedestrians surveyed are the hangings baskets and various pockets of planting throughout the Town Centre. Many people said that the planting softened the look of the town and helped to make it more inviting.

Another favourite for the most attractive aspect of the Blenheim Town Centre was the Taylor River developments. Pedestrians said it added a nice community atmosphere to the town as people could often be seen enjoying the riverbank area. Along the same vein, the open spaces in the Town Centre were identified as attractive aspects of Blenheim also. The grassed areas such as Seymour Square and Pollard Park were more popular in their mentions, but The Forum (Market Place) and Bythell Place were included in it as well.



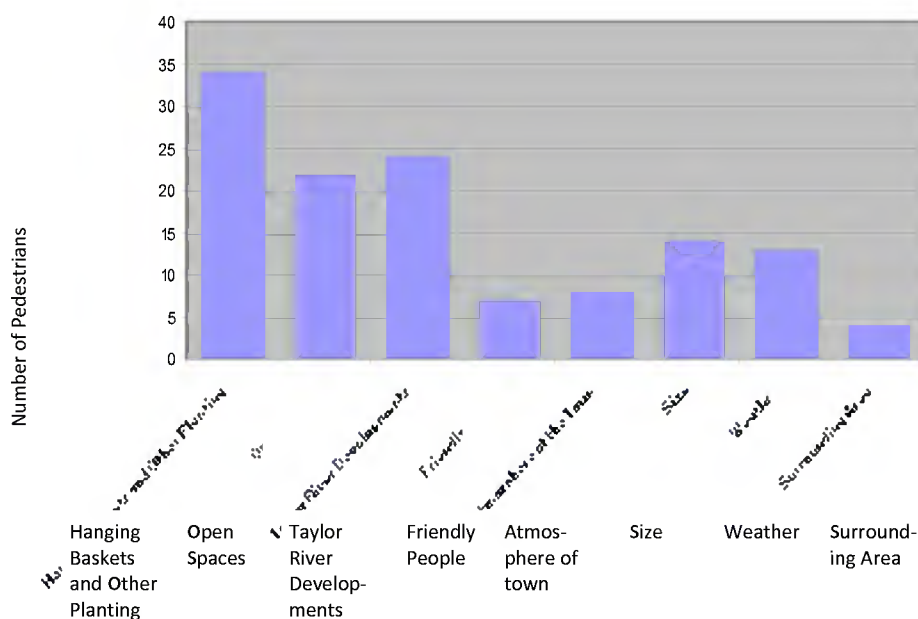
Above: View of Taylor River Redevelopments

Unattractive Aspects of Blenheim

A heartening number of people surveyed stated that there was no aspect of Blenheim which was the least attractive. However there were some responses that appeared often in identifying the least attractive aspect of the Town Centre. The aspect of Blenheim that people find least attractive are the groups of people that loiter in The Forum (Market Place) and outside the Library. Some of the respondents said that these groups made them feel quite intimidated and they would not go into the library if there were such people outside. A recent initiative by the Library to play classical music in their outside space has alleviated this problem to some extent and also met with favourable comments from many users..

A further unattractive aspect identified was the traffic. Many said that as Blenheim was a small town the amount of traffic was surprising and often the traffic would factor into their decision as to whether or not to come to the Town Centre. Another side of the traffic problem was the roundabouts; in particular the egg-about on Sinclair St which many said was confusing as it was contrary to other large roundabouts in other areas.

Other unattractive aspects identified included the lack of maintenance, the aged look of the town and the entry and exit points into both Blenheim and the Town Centre. Although these aspects were not the most widely responded on, it was widely agreed that it was the combination of the above aspects that made Blenheim such an unattractive town at first glance.



Above: Graph showing most attractive aspect of Blenheim (taken from most popular responses from pedestrian survey). 16

Pedestrian Survey– Continued

Suggested Improvements for Blenheim

Market Street Pedestrian Mall

There were a number of suggested upgrades from the Blenheim public for the improvement of the Town Centre.

Most notably was the redevelopment of Market St into a pedestrian mall. This came from many people in response to the problem of traffic flow through the Market St area. Many felt that all parking should be removed from Market St in order to keep the traffic flowing more easily, but a more suitable way of dealing with the problem would be to remove traffic all together. It was suggested that between the corner of Main St and Market St (Post Office corner) and the intersection of Market St and Wynen St, all traffic be removed and the road area paved as a pedestrian mall. Other ideas that built on this proposal were the introduction of cafés and more market stalls similar to the current coffee cart and Jones' berry fruits stall, that could sprawl out across the pedestrian area to create a relaxed market-type atmosphere. There were some reservations toward this idea as many thought that the parking situation should be dealt with in order to compensate for the lost parking on Market St. Some people also expressed concern at the idea of paving this area as the paving stones can become quite slippery and dangerous when wet.

Overall it was felt that creating a pedestrian area in Market St would increase foot traffic in town which would in turn help to create a more vibrant feeling Town Centre.



Above: Photo showing the suggested Market St pedestrian mall

Entry and Exit Points into Blenheim

A number of people surveyed also recognised the need to fix the entry and exit points into Blenheim. The entry/exit points currently take visitors through a large part of Blenheim's industrial area, which is regarded as unattractive and ineffective at drawing people into the town centre. There were few suggestions as to how to fix the entry from the south as there is currently little that can be done to disguise the industrial activity on Main St as one enters Blenheim from Christchurch. However the northern entry to Blenheim was suggested as a potential area for redevelopment. In particular, it was suggested that the car park areas near the Skate Park and Railway Station could be developed into green spaces, with more grass and trees. This would soften the harsh industrial nature of this area and create a more appealing entry to town, hopefully enticing visitors to come further into the Town Centre. It was also suggested that perhaps the Town Centre theme could be continued at these key exit and entry points of the town, so that one was given the sense of truly entering or exiting the town. Clearer signage was also put forward as an option to increase the visibility of the Town Centre from these points and provide a clear signal as to the location of the heart of the Town Centre. The current signs are dated and hold no indication as to the direction of the Town Centre.

Railway Station Area

As a continuation from above, it was suggested that the Railway Station area needs developing. Many felt that the empty space of the car parks, the rubbish dropped by people parking there and the 'pseudo' used car car-yard nearby were not a good look and the area needed softening. It was thought that more trees and grassed areas would help, but also that the Railway Station itself would benefit from a paint job. The Railway Station is the first thing many people see of Blenheim as it is the drop off/pick up point for all of the buses and of course the trains as well. It is also the home of the Blenheim i-site which deals with a large number of visitors to Blenheim on a daily basis. For this reason, it was suggested that the area be redeveloped in some way to make it feel less like a car park on the outskirts of Blenheim, and instead a welcoming space that leads visitors on to the Town Centre.



Left: The empty space around the Railway Station

Pedestrian Survey– Continued

Suggested Improvements for the Blenheim Town Centre

Courtesy Crossings

A further suggestion was the removal of the ‘courtesy crossings’ and rumble strips throughout the Town Centre. Many drivers expressed frustration at the way these were treated as proper pedestrian crossings and pedestrians walk out onto them without stopping for the vehicles which have right of way over courtesy crossings. As a result, the courtesy crossings and rumble strips are seen as dangerous additions to the streetscape, rather than traffic calming instruments as they are intended.



Rumble strips along Market St

Loiterers

The groups of people loitering around town in The Forum (Market Place) and in front of the Library in particular were seen as a huge problem to the Blenheim Town Centre. As a result of this it was suggested by a large number of people that groups such as this be stopped from loitering as it is intimidating for locals and a very bad look for visitors. Some suggested that perhaps an area needed to be provided for these people to go, however it is difficult to provide a facility that would cater to all people’s needs. Other suggestions included finding activities to keep these people occupied and having the police help solve the problem.

Uniformity

General uniformity of the streetscape throughout the Town Centre was suggested many times and is seen as a key issue for Blenheim to focus on. As part of this broad idea, it was suggested that the look of the town centre is softened by increasing the planting throughout the town and finding a more uniform colour scheme for the town. Many also suggested the removal of the Palm trees around the Town Centre (particularly in Market St) as these were out of character with the rest of the town and could be replaced by other trees which provided more shade during the summer time. A lot of people expressed the opinion that the Town Centre is visually mismatched and illogical, so these suggestions would be intended to remedy that.



Above: A clear example of the lack of uniformity throughout the Town Centre; the 6 different styles of Rubbish Bins all found within the Town Centre Perimeter.

Upgrade of Scott Street

It was also suggested that Scott St be upgraded. Many of those surveyed said that it was the most disjointed part of the Town Centre, although there were a number of good shops and cafés up Scott St, the streetscape was entirely different to that of the Town Centre. The majority of the suggestions regarding Scott St simply included bringing it up to the same standard as the rest of the Town Centre in terms of the paving, lamp posts and seating throughout the street.

Other suggestions for the improvement of the Town Centre include ideas such as introducing more to do for people (Mini golf and an Ice Skating Rink were identified as two possible activities), putting street maps through the Town Centre and having street side recycling bins. Many people also suggested that supporting more local business in the Town Centre would be an improvement as it would create a greater sense of community and help to keep the local economy strong.

Conclusion

The overall picture of the Blenheim Town Centre is quite positive, and the recent growth it experienced has meant that Blenheim locals are now happy to shop here for day to day goods, rather than drive to Nelson for better range. Blenheim has a naturally older population who come to the Town Centre generally on a weekly basis and tend to drive in. These factors all need to be taken into consideration when establishing how well the Blenheim Town Centre performs and thus its 'health'.

Composition of the Town Centre

In terms of shopping space in the Town Centre, the number of vacant units is very low. This indicates that despite any hardship from the current economic squeeze, the retail industry in Blenheim is still managing to hold on. The large number of service and office spaces in the Town Centre is possibly not as encouraging as it shows that prime ground floor retail space is being used for industry, which is not necessarily utilising the shop frontage and location that these businesses have access to. It is also interesting to see that Blenheim now relies heavily on supermarkets for convenience goods, rather than individual butchers, bakers and greengrocers as there are very few of these types of shops in the Town Centre.

Commercial property values

Average current rental values in 2010 were \$250 - \$325 per m² in the primary retail area (mid Market St), \$195-250 per m² in the secondary retail area (Queen St) and \$100-\$175 per m² in the tertiary retail area (High St, Wynen St, Lower Scott St). There has been very few sales in the CBD to identify an average price, but yield rates lie in a range 8% – 8.5% for good quality well tenanted investments up to 10%+ for lower quality or more risky investments. Demand has remained steady in Blenheim, particularly in the primary shopping area. Many properties are privately owned by locals from Marlborough or Nelson, but there are also several out of town private investors with property interests in the CBD. There are few corporate investor owners of property in Blenheim CBD.

Pedestrian Routes

The pedestrian routes around the Town Centre are good on the whole, however there are some aspects that need work. For example there is very little directional signage in any area around the town which helps with way finding. Many pedestrians said that Blenheim is a confusing town to find ones way in, yet there is nothing which would offset this. A few signs along some of the more heavily used pedestrian routes with maps of the Town Centre and an indication of current location would go a long way toward remedying this issue. Some of the pedestrian routes used more frequently by locals are not of a very high standard either, however this becomes more of an issue at night when the lack of lighting makes the routes dangerous rather than just poor quality. Overall, the footpaths and walking environments within the Town Centre are very good.

Transport Facilities

Transport facilities in Blenheim are of a good standard also, considering the size of the Town Centre and the size of the population. The need for public transport is catered for well by the numerous taxis and the Blenheim bus which runs 5 days a week. Car parking in Blenheim is an issue that may never please some town-goers, yet there is a large number of car parks currently available and the opening of the new Alfred Street car parking building in 2011 should ease any remaining parking issues that people may have. The pricing of all of these services is very reasonable when compared to other similar sized towns nearby, and the cost of parking is not overly expensive as some pedestrians have commented.

State of the Environment

The environment in the Town Centre has some areas which could be looked at. The lack of shade within the Town Centre is certainly something that should be addressed given that Blenheim has such a warm climate. Some of the shop verandas provide shade, however these are not present throughout the whole of the Town Centre. The air is relatively clean and it's quality is only compromised by the large volumes of traffic which release exhaust fumes in some parts of the Town Centre. It appears that the southern end of town is the least environmentally attractive part of the Town Centre, however if there was more shade and directional signage in these areas they would be improved dramatically. The amount of green space within the Town Centre could also be improved. There are some green spaces such as Seymour Square and the occasional patch of grass in Bythell Place, however the majority of the green comes from trees, rather than park-like areas. 19

Conclusion

Vitality of the Town Centre

The Town Centre is definitely focused along Market St which is the main shopping street, however the rest of the centre could do with an uplift and more life in it. The streets on the periphery of Market St are adequate, yet further away again the streets can only be described as lifeless for the lack of shop frontage or pedestrian movement. The Town Centre would benefit greatly by an increase in active street edges outside of Market Street. This would help to spread the main shopping areas more evenly throughout the Town Centre and provide a much needed boost to the vitality of the town.

Pedestrian Survey

The pedestrian survey identified many needs for the Town Centre. In particular, the lack of visitors to the Town Centre became apparent and it is clear that work needs to be done in this regard to attract visitors not only to the region, but to the Town Centre. Most pedestrians talked to shared the view that the Town Centre is not a leisurely place, it is functional and serves the purpose well, however it is not a place that people come to relax.

The pedestrian survey also highlighted issues for Blenheim such as; lack of shade, lack of public toilets, loiterers and the traffic flow around the Town Centre. The issues that have arisen from the pedestrian survey show the next logical areas to look to for improvement around the town, as these have been identified by the people using the town on a day to day basis. The feedback from pedestrians has proven invaluable as it allows the issues to be identified from a ground level and enables the Council to identify where the Blenheim people most want to see improvement.

The construction of a pedestrian mall in Market Street was a popular suggestion for the improvement of the Town Centre. Many pedestrians thought that this would solve the problem of traffic congestion and improve the vitality of the core shopping area. Other suggestions include developing the entry and exit points to Blenheim and increasing the planting and green spaces around the town. These suggestions give a clear idea of what the way forward for the Town Centre should be; working towards a more vibrant and green place with an equal focus on leisure and functionality.

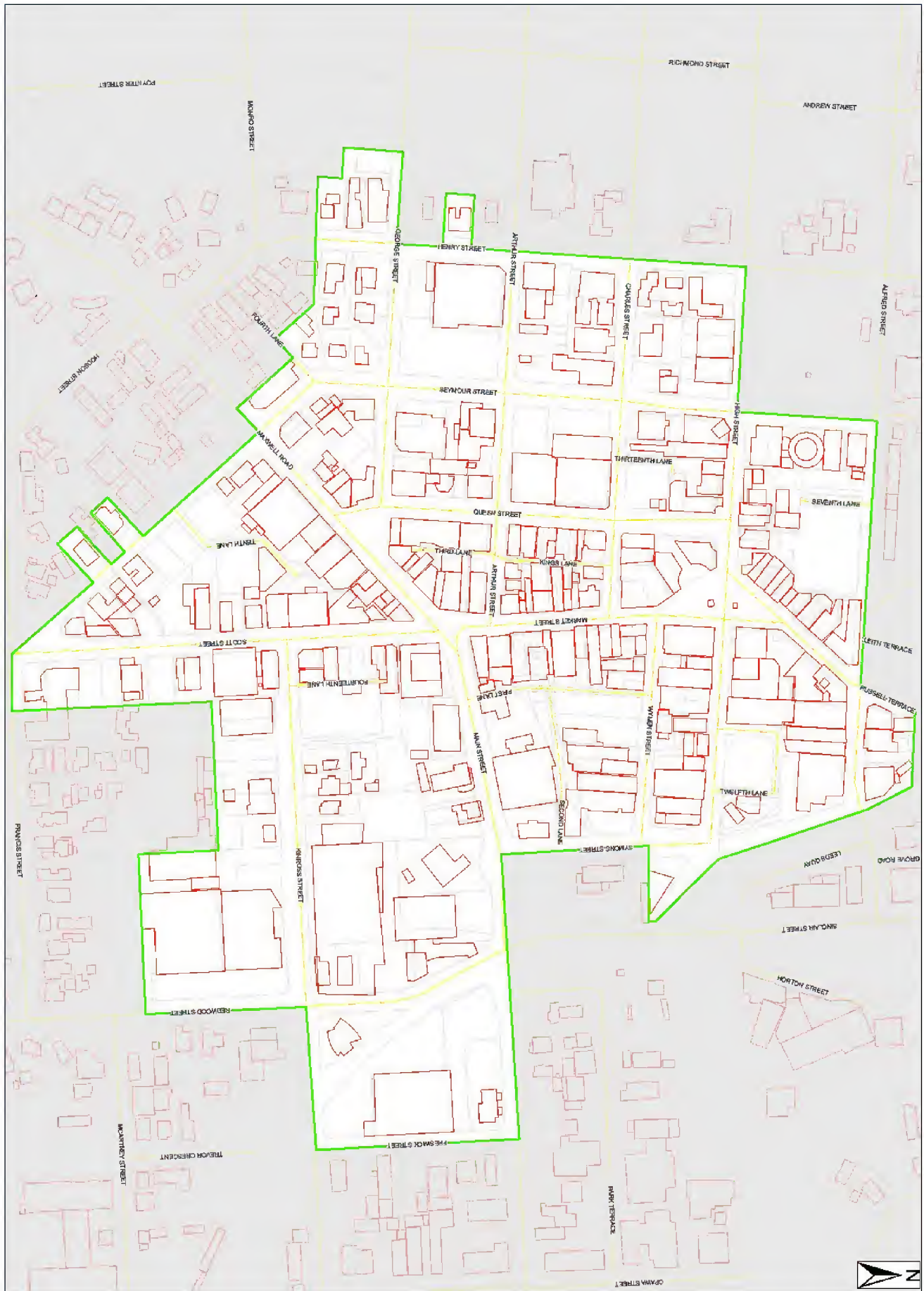
Overall, the Town Centre is in a stable state. The Town Centre serves the surrounding population well and the people of Blenheim are generally happy with the way things are. However there is still work to be done to create an attractive public realm for Blenheim that reflects the unique identity that the town has.



Appendices

1. Town Centre Perimeter
2. Category Spread of Businesses
3. Points of Attraction: Car Parks and Pedestrian Dispersal
4. Points of Attraction: Within the Town Centre
5. Points of Attraction: Outside the Town Centre
6. Placement of Transport Facilities
7. Car Park/ Infringement Fees
8. Environmental Survey Points
9. Environmental Survey Results
10. Pedestrian Survey
11. Pedestrian Survey Points
12. Pedestrian Footfall Counts 2010
13. Pedestrian Footfall Counts 1989-2010
14. Street Edge Vitality Map

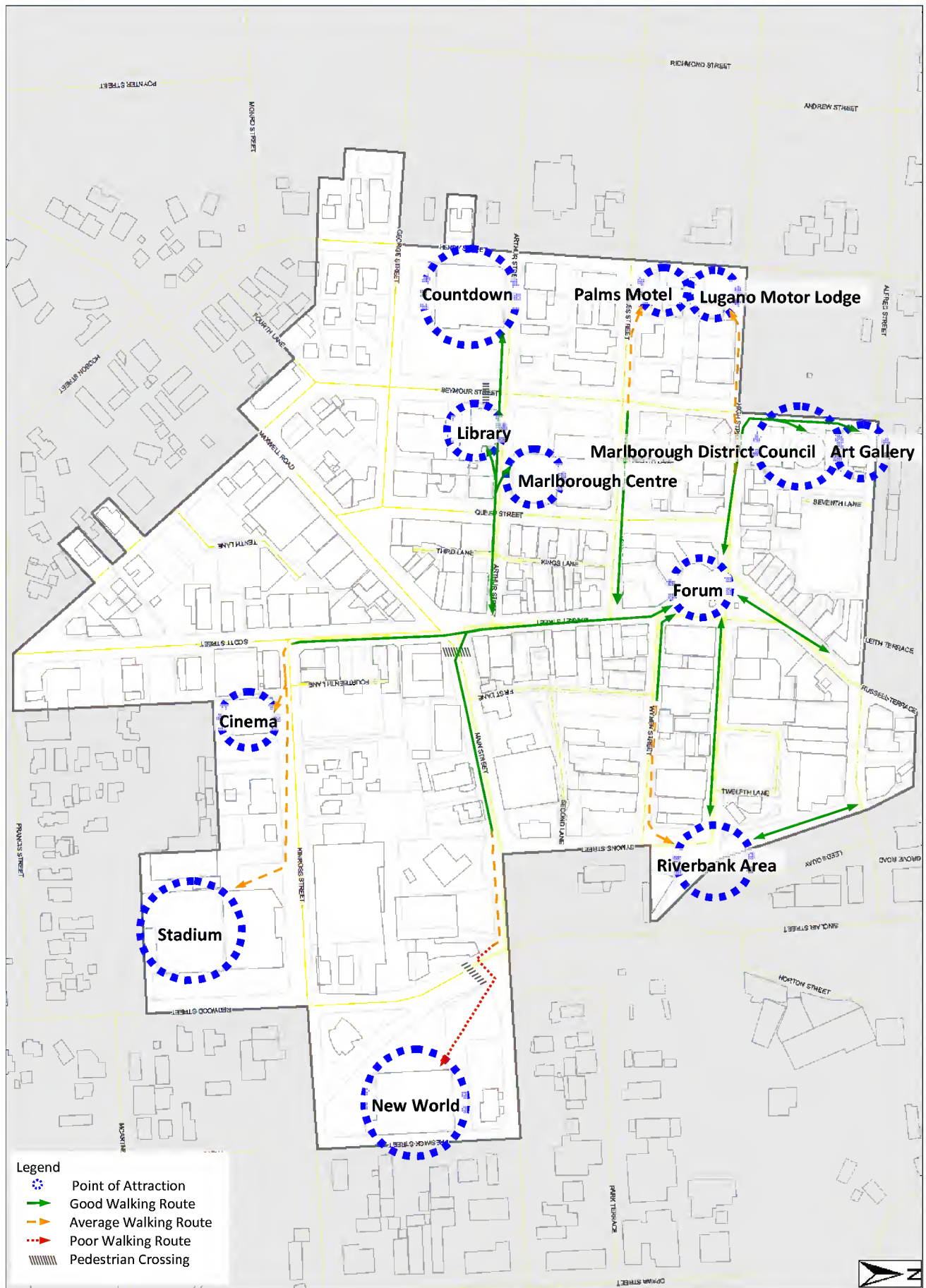
Appendix 1- Perimeter of Town Centre



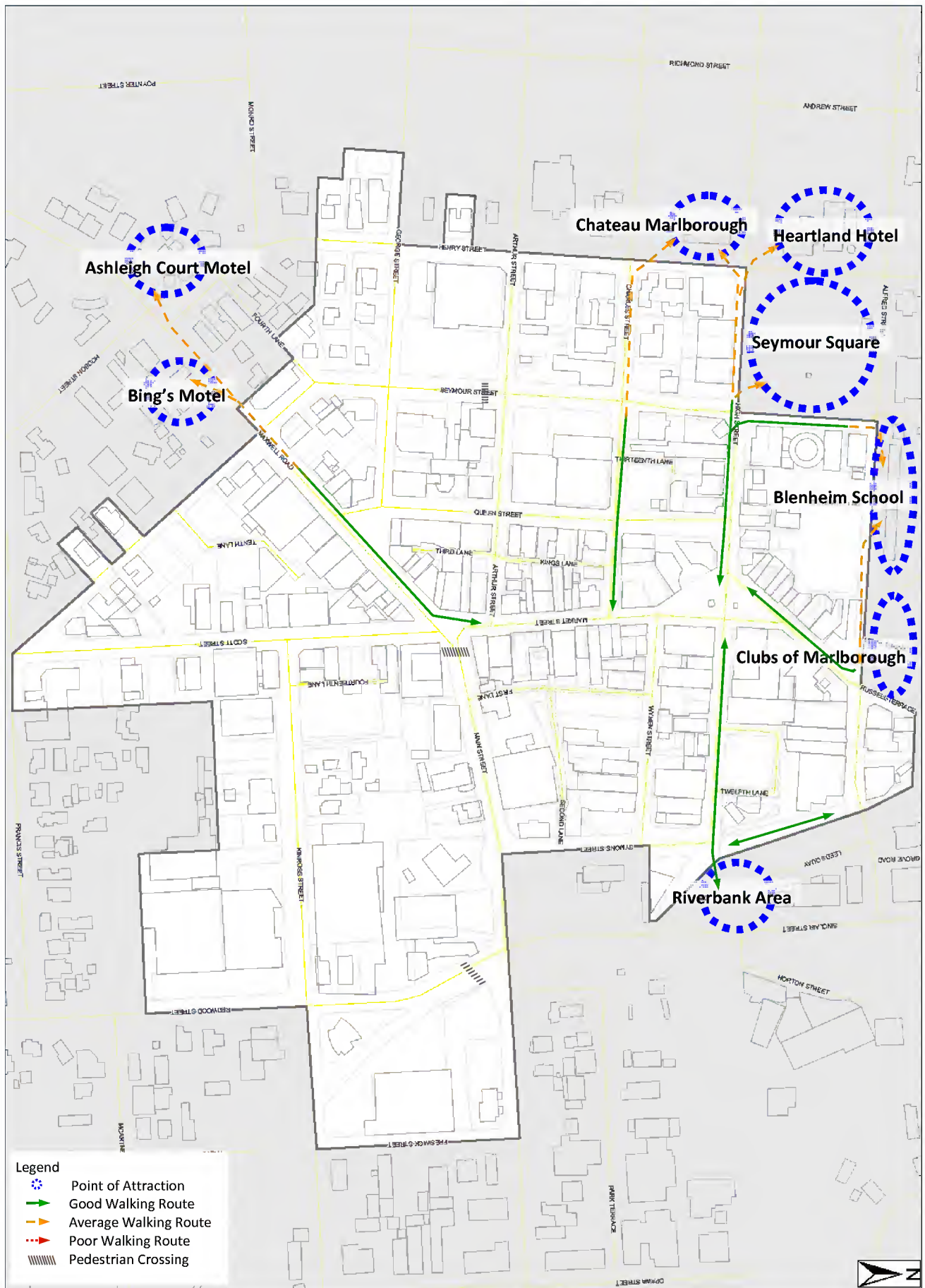
Appendix 3- Car Parks and Pedestrian Dispersal



Appendix 4- Points in Town Centre



Appendix 5- Points Outside Town Centre

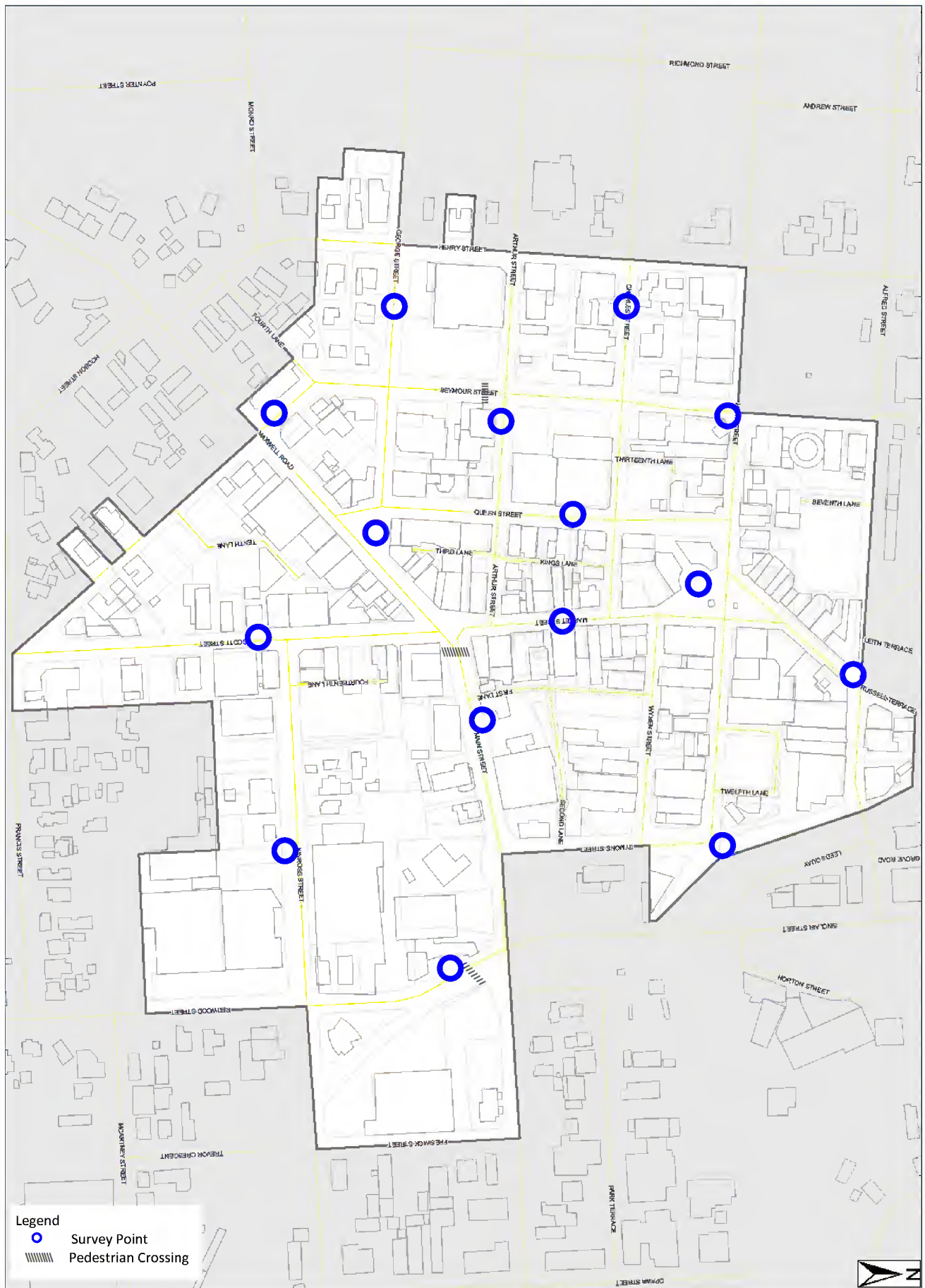


Appendix 7- Current Parking/Infringement Fees

FEE TABLE: Parking	
Offences	Charges \$
Not more than 30 minutes	\$12.00
Between 30 minutes and 1 hour	\$15.00
Between 1 hour and 2 hours	\$21.00
Between 2 hours and 4 hours	\$30.00
Between 4 hours and 6 hours	\$42.00
More than 6 hours	\$57.00
6 metres of intersection	\$60.00
On or near pedestrian crossing	\$60.00
Yellow lines	\$60.00
Double parking	\$60.00
Inconsiderate parking	\$60.00
Parking in clearway	\$60.00
Parking in bus lane	\$60.00
Other parking	\$40.00
No registration	\$200.00
No Warrant of Fitness (WOF)	\$200.00
Fees	Charges \$
All off-street parking meter fees per hour	\$0.80
Kerbside parking meter fees	\$1.20
Meter covers - tradespersons per day	\$9.80
Meter covers - tradespersons per half a day	\$4.90
Meter covers - commercial promotion per day	\$20.40
Meter covers - commercial promotion per 1/2 day	\$10.20
Prepaid car park permits (Alfred, Queen, High Streets, McMurtrys and Boyces) available quarterly, half yearly and annually.	\$818.00
Leased car spaces (long term car parks) per year	\$818.00

The current infringement fees for the Blenheim Town Centre are comparable with the surrounding regions. Nelson, Wellington and Christchurch all have equivalent infringement fees.

Appendix 8- Environmental Survey Points



Appendix 9- Environmental Survey Results

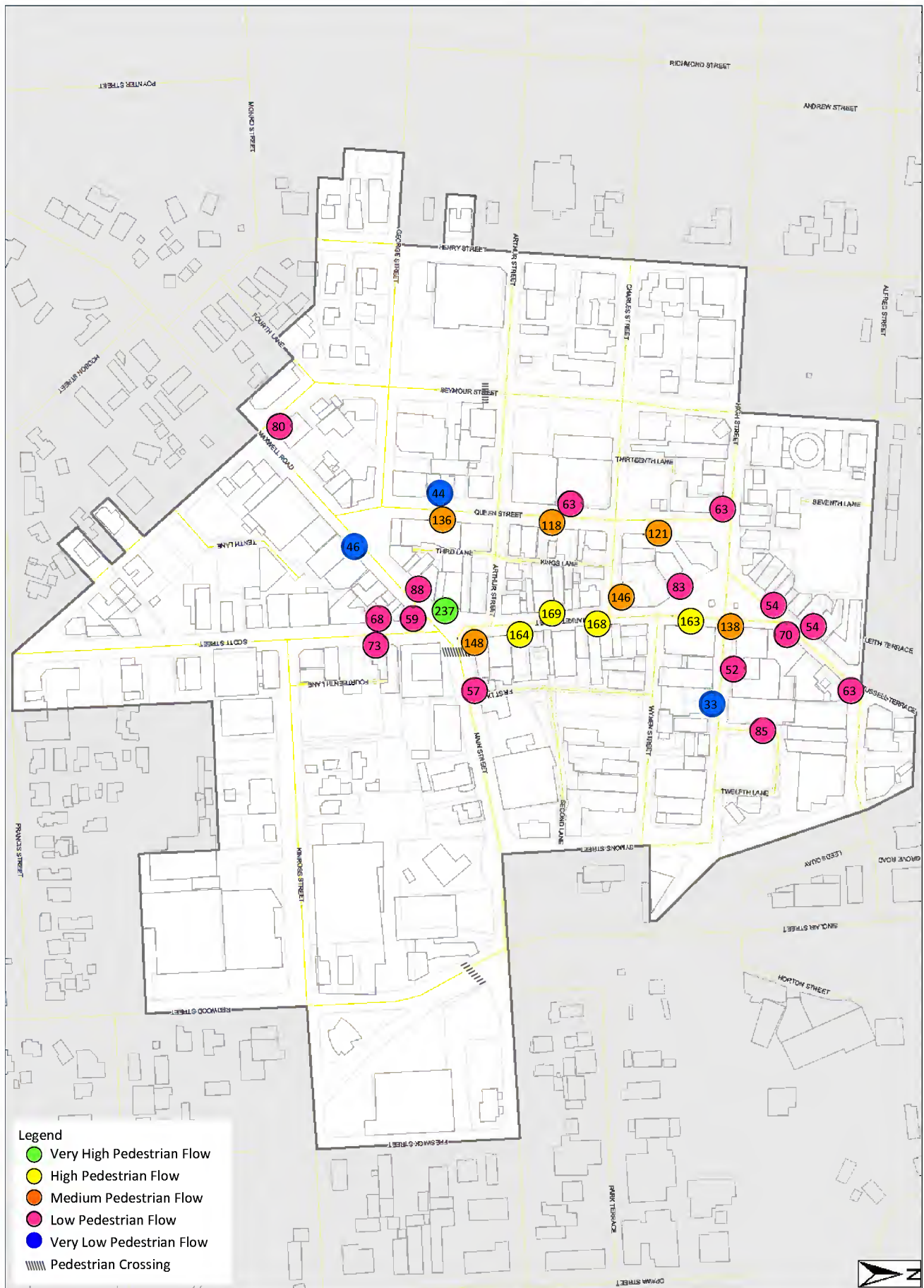
Number of Check Point	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Level of Pedestrian Safety	Adequate Directional Signage	Condition of Footpaths	Condition of Cycle Lanes (if any)	Final Score	Comments
1. Market Street	Orange	Orange	Red	Green	Red	Green	Green	Red	Orange	Orange	Green	NONE	11	Pedestrian safety is compromised by the courtesy crossings
2. Scott Street	Orange	Orange	Orange	Orange	Orange	Red	Orange	Red	Green	Red	Orange	NONE	9	
3. Kinross Street	Orange	Orange	Green	Green	Green	Red	Red	Red	Red	Red	Red	NONE	8	No pedestrian crossings at all-yet people cross constantly
4. Redwood Street	Red	Red	Green	Orange	Green	Red	Red	Red	Green	Red	Orange	NONE	8	Close to egg-about, so has heavy traffic nearby
5. Main Street	Orange	Orange	Orange	Orange	Orange	Red	Orange	Orange	Orange	Orange	Orange	NONE	11	Green space is not 'space'
6. Riverbank	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	NONE	19	The shelter provided is shade, not rain shelter
7. Russell Terrace	Green	Orange	Green	Green	Green	Red	Orange	Orange	Green	Orange	Green	NONE	16	There is a lot of planting, but actual 'green space' is not there
8. Forum	Green	Orange	Orange	Green	Orange	Orange	Orange	Green	Orange	Orange	Green	NONE	16	There is shade, but no rain shelter
9. Queen Street	Orange	Orange	Orange	Orange	Orange	Green	Green	Orange	Orange	Orange	Green	NONE	14	There is planting but no 'space'. The courtesy crossings do not enhance pedestrian safety
10. High Street	Green	Red	Orange	Green	Green	Green	Red	Green	Green	Orange	Orange	NONE	14	There is no street-side seating but plenty in Seymour Sq. The High St roundabout offers a lot of noise pollution
11. Charles Street	Green	Green	Green	Green	Orange	Red	Red	Orange	Orange	Red	Orange	NONE	12	The only visual pollution comes from the buildings lack of maintenance
12. George Street	Orange	Orange	Orange	Orange	Orange	Red	Red	Orange	Orange	Red	Orange	NONE	10	A lot of the noise and rubbish comes from Countdown
13. Arthur Street	Green	Orange	Orange	Green	Green	Green	Red	Green	Green	Orange	Green	NONE	17	There is no shelter at all and people loitering bring the area down
14. Bythell Place	Green	Orange	Red	Green	Orange	Green	Red	Green	Green	Orange	Green	NONE	15	Clutter comes from too much street furniture. No shelter at all
15. Seymour Street	Orange	Orange	Green	Orange	Green	Red	Red	Red	Orange	Red	Orange	NONE	9	Not a well provisioned area

(Red=Bad(0), Orange= OK (1), Green= Good (2))

Appendix 10- Photo Survey Points



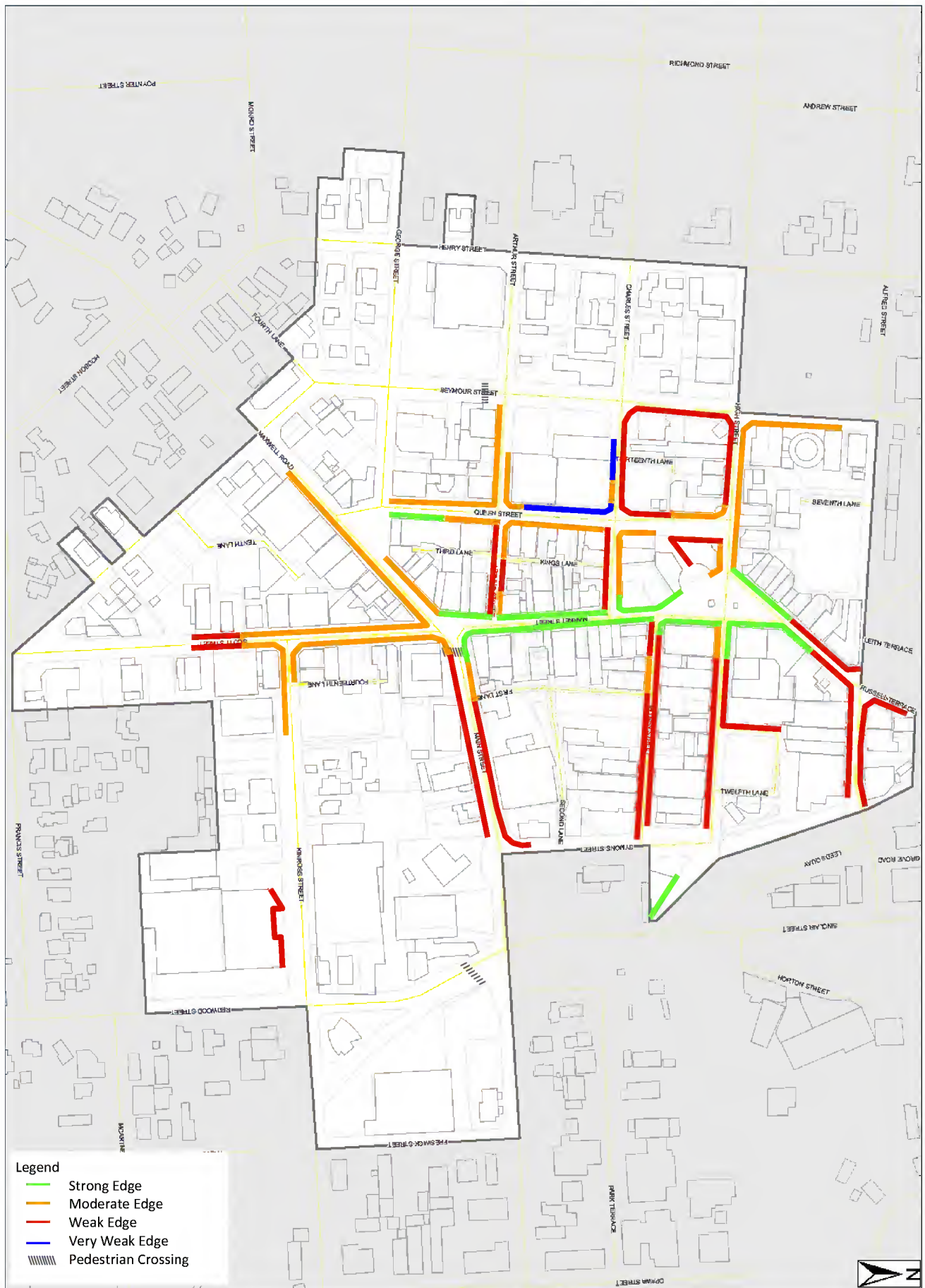
Appendix 11- Pedestrian Footfall Counts 2010



Appendix 12- Footfall Counts 1989-2010

CHECK POINTS	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010		
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	
** = baseline																								
Market St Postie Plus/Just 82**	426	274	339	247	255	234	208	229	233	213	170	189	119	166	154	176	127	139	157	162	204	164	164	
Market St Southland Building Society	265	200	183	159	163	147	160	168	159	133	165	155	114	182	198	198	142	146	162	186	224	169	169	
Market St Trendez	369	255	323	244	273	248	210	229	220	193	196	180	130	187	152	175	165	136	119	108	132	168	168	
Market St ASB Bank/First National	188	115	118	102	145	192	178	187	167	161	159	133	158	158	144	171	156	139	120	109	128	146	146	
Market St McRaes/Hannabs	306	235	394	305	295	295	199	254	243	186	226	187	168	148	155	178	169	145	154	188	169	163	163	
Market St/High St Corner Farmers	345	282	312	268	142	157	249	251	109	191	93	183	119	77	157	162	152	154	157	175	131	138	138	
Market St - NBNZ/Café Le Cupp	78	106	92	99	98	39	90	116	62	86	91	88	134	189	73	84	59	71	48	62	37	54	54	
Market St Centrepoin Mall Ent.	182	143	134	130	94	40	122	160	125	71	109	111	94	112	87	79	94	66	94	123	141	70	70	
Market St Nth Millers	154	89	107	90	93	76	89	103	64	74	76	86	70	68	68	87	58	51	51	85	161	54	54	
Market/Alfred Street Cnr Cavalier Homes	94	85	123	99	84	93	69	54	99	82	62	67	67	50	44	51	43	45	38	49	54	63	63	
Queen St Air NZ/Queens Mkt	136	162	109	99	93	117	112	108	115	95	84	81	107	109	122	94	110	115	62	83	114	118	118	
Queen Street entrance Neel Leeming	135	165	105	65	97	98	105	107	110	83	61	62	32	36	48	46	55	59	35	56	64	63	63	
Queen St Sassa Cafe/Petrolheads Barber	186	164	144	124	160	124	117	119	115	105	101	98	116	106	76	96	106	98	49	80	118	136	136	
Queen Street Service Station	45	76	49	57	112	47	69	89	68	76	55	55	77	46	75	45	57	38	23	37	43	44	44	
Maxwell Road - Marib. Mortgage Bureau	153	99	142	108	86	99	91	74	86	88	85	84	78	108	120	99	107	67	66	88	89	80	80	
Maxwell Road - Dowsons	138	101	95	102	85	58	68	68	69	46	52	43	54	59	53	67	66	67	52	73	70	46	46	
Maxwell Road - Living Room	139	104	106	72	75	50	56	83	67	61	77	60	78	95	78	91	78	77	67	90	80	59	59	
Maxwell Road - Cruzizes	175	123	123	91	131	103	132	130	104	136	135	84	73	125	94	91	93	88	75	82	110	88	88	
Scott Street Florist	86	70	81	68	91	58	53	51	59	57	65	63	65	65	70	73	69	64	71	56	58	68	68	
Scott Street - Beyond the Fringe	115	93	80	89	90	60	71	70	74	72	85	96	105	105	86	85	134	69	73	67	71	73	73	
Main Street Mortgage Link	92	94	88	84	51	60	90	44	62	52	57	51	64	82	61	66	0	57	51	60	79	57	57	
High Street Centrepoin Ent.	139	100	101	91	83	108	126	124	103	92	68	48	32	34	23	44	62	38	30	63	56	52	52	
High Street D A Lewis (Vacant)	75	51	55	48	81	94	93	128	123	45	26	27	19	25	34	31	44	27	31	35	34	33	33	
Car park entrance to Centrepoin	218	183	150	116	146	175	101	78	104	65	95	70	58	123	94	123	103	78	77	92	100	85	85	
Paper Plus/Forum Corner	0	0	0	0	212	169	127	114	168	128	105	115	98	131	105	148	112	98	120	77	128	83	83	
Queen/High Street corner (UFS)	0	0	0	0	0	67	65	81	79	62	61	76	65	65	75	83	40	61	56	73	92	63	63	
Queen Street entrance to Forum	0	0	0	0	0	145	189	212	193	132	147	148	120	122	80	82	76	104	74	55	123	121	121	
Charles/Symour St Cnr (deleted from count 2005)	0	0	0	0	0	21	27	35	16	22	18	28	14	24	28	31	0	0	0	0	0	0	0	0
Market Street Adventure Sportsworld	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	117	118	121	127	150	148	148	
Market/Maxwell Road Top Shots Photo Lab	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	187	128	174	162	295	237	237	

Appendix 13- Urbanism+ Street Edge Map



Map shows Urbanism+ Street Edging based on shop frontage only.

Appendix 15- Pedestrian Survey

Below: the questions asked of pedestrians during the survey.

1. Where are you from? _____

If local, what part of Marlborough are you from? _____

If not, what brought you to Blenheim? _____

2. Why are you in Central Blenheim?

Food Shopping

Work

Meeting Friends

Bank/Post Office

Non Food Shopping

Other

3. How long do you expect to spend in Central Blenheim?

<30minutes

1hour

1-2hours

2-3 hours

3+ hours

4. How frequently do you visit Central Blenheim?

Daily

Weekly

Monthly

Yearly

This once

5. How did you get here?

Walk

Cycle

Drive

Other _____

Mobility Scooter

6. Is the Blenheim town centre easily accessible physically and navigably?

Yes

No

If no, why not? _____

7. What are the most important issues facing Blenheim?

8. Does Central Blenheim provide everything you need (i.e. more amenities, retail space or social areas)?

Yes

No

If no, what else should be provided?

9. What is the most attractive aspect of Central Blenheim?

10. What is the least attractive aspect of Central Blenheim?

11. Suggest one thing you think would improve Central Blenheim:

Appendix 16- Pedestrian Survey Points

