



# Marlborough Region Town Health Checks 2014

- Part One: Blenheim Town Centre
- Part Two: Picton Town Centre

January 2014



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**The research for this report, and production of the report was carried out by Christina Bright over the summer period of 2013/2014.**



Part One:

# Blenheim Town Health Check



2014

# **Executive Summary**

## **Purpose**

The 2014 Blenheim Town Centre Health Check is an update of the health check carried out in 2011. The project was designed to provide a snapshot of the town centre using a number of different indicators in a way that a follow up could be carried out to identify trends and progress. The 2014 Health Check follows a similar methodology to the 2011 study, generating a current view of the Blenheim Town Centre and where appropriate the report makes relevant comparisons to the 2011 study.

## **Summary of 2011 Health Check**

It was concluded in 2011 that the Blenheim Town Centre adequately provided for the basic needs of locals and visitors alike and was in a stable state. The size and population of Blenheim did not necessarily warrant a large town centre, but suggested that what was present must be protected. The growth of the town at the time and in previous years had acted as a catalyst for renovations to occur along Market Street, improving the vitality greatly in this area. It was suggested that improvements were required to address town environmental issues, and to bring other areas up to the vitality of Market Street. It was concluded that work could be done to create an attractive public place for Blenheim that reflects the identity of Marlborough.

## **Main Survey Findings**

### **Composition of the Town Centre**

- Majority of the town centre is composed of comparison type shops (31%), office space (19%), service based stores (17%), and food and entertainment outlets (13%).
- Vacancies in the Blenheim Town Centre make up 7% of the total composition, with 21 shop spaces in town being considered as vacant compared to 18 in 2011.
- A comparison to the 2011 study shows that the composition of the town centre has not changed.

### **Commercial Property Values**

- Alexander Hayward Ltd provided information which reveals there has been no change to the rental price of retail space in the town centre.
- There has been an increase in activity from investors, and investors have a higher interest in higher quality investments and are less interested in peripheral areas.
- The increase of national retailers has improved the quality of shopping in the town centre.

### **Pedestrian Routes**

- Pedestrian routes from Blenheim's points of attraction are of good quality.
- In many cases the quality of the environment, condition of some footpaths and level of pedestrian safety affected the pedestrian route.
- The addition of directional signage to the town centre has greatly improved many areas, however some areas still lacking directional signage received poorer grades.
- The quality of informal pedestrian routes continues to be of poor standard since the 2011 study.

### **Blenheim's Busiest and Quietest Streets**

- The data supplied from Alexander Hayward Ltd concluded that Market Street South was the busiest area of the town centre, and has been for quite some time. The quietest streets of the town centre were Market Street North and High Street towards the river.

## **Transport Facilities**

- Blenheim's Town Centre provides adequate off street and on street parking to satisfy the number of people who drive to town.
- Cycle facilities have improved since 2011 with the addition of cycle lanes along Seymour Street and the quantity of cycle racks continue to provide space to leave bikes safely around town.
- The public bus transport option services a large area of Blenheim, and operates regularly.

## **State of the Environment**

- There has been significant improvement since the 2011 study.
- The addition of directional signage improved many areas.
- The check highlighted that Blenheim is clean, uncluttered, has a good level of pedestrian safety, and the overall condition of footpaths is good.
- Areas of concern are the lack of seating, shelter, and the amount of noise pollution.

## **Vitality of Town Centre**

- The majority of Blenheim's Town Centre is performing well in terms of the street edge vitality.
- Weak and very weak edges identified were associated with blank wall space e.g. along Queen Street.
- In relation to the 2011 study, little has changed, with the distribution of strong to very weak edges being similar to the 2014 study.

## **Pedestrian Survey**

- The majority of respondents utilising Blenheim's Town Centre were from Blenheim.
- People utilised the town centre mostly for non-food shopping, but for work and to food shop also.
- The majority of people visit Blenheim weekly, and on average spend one to two hour in the town centre.
- People mostly drive (74%) into Blenheim's Town Centre and parked along metered street parking, or parked where parking was free and time unlimited.

## **Issues Identified from Pedestrian Survey**

- The top four issues the pedestrian survey identified was upgrading to maintain vibrancy, traffic management, the dull, dirty, and uncleanliness of town, and the vacant shop spaces in the town centre.
- The 2011 report identified issues of lack of shade, lack of public toilets, and similarly to the 2014 survey, cleanliness, and traffic flow.

## **Attractive and Unattractive Qualities**

- The most attractive aspect of Blenheim's Town Centre pedestrians identified was the shortness of walking distance between the main areas of town.
- The least attractive aspect identified was the state of the peripheral streets around the main shopping areas of Market Street and Maxwell Road.

## **Suggested Improvements from Pedestrian Survey**

- The most popular suggested improvements for the town centre were the introduction of pedestrian only areas, in particular along Market Street.



- Other suggested improvements included the general upgrading of the town centre, re-evaluating the parking strategy, introducing more shopping choice, and providing more family entertainment, especially for children.
- The 2011 survey also identified creating a market street pedestrian mall as a suggested improvement, but also included upgrading the railway station area which has since occurred.

## **Conclusion**

The Blenheim town centre adequately provides for the basic needs of locals and visitors alike. The current centre needs to be looked after, and built on to ensure that the centres health in future remains as positive as it is in 2014. It is essential to continue working on encouraging people travelling through the area to come into the town centre and enjoy what there is available.



## Introduction

The Blenheim Town Centre plays a vital role within the Marlborough District. It services both Blenheim and the surrounding settlements, but 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, education, and leisure activities, making it a place to work and relax.



In 2011 a Blenheim Town Centre Health Check was completed. This allowed for a snap shot of the town at that time to be produced and was carried out in a way that would allow for future health checks to be completed. The 2014 Blenheim Town Centre Health Check is a timely follow up to both the last health check and the Urbanism+ study carried out in 2009. This work produced a report which aimed to increase the wellbeing of the town centre in a social, environmental, cultural and economic sense. The generation of health check reports serve as one way of assessing the objectives the Urbanism+ study set out. The health of the town centre is important as a healthy town centre helps to provide local identity and a unique sense of place. Carrying out research such as this enables early recognition of any issues and will aid the facilitation of plans to alleviate weaknesses identified.

This health check is designed to give an indication of where Blenheim currently stands, and what work needs to be done in order to improve the town centre. Given this is a follow up to the 2011 study, this report will also compare current data with the previous health check's data to see if changes have occurred.

It is hoped that the generation of these reports will enable more efficient planning of town centre projects and generate a record for the number of different variables that are studied during the production of the report. Information like this would enable Councillors to more reliably predict where Blenheim is headed long term and help identify where Blenheim stands in relation to previous years.

As part of the Urbanism+ work in July of 2009 (Blenheim Town Centre, a Vision for the Future), a number of projects were identified to work on in the coming years. Since the 2011 health check some projects have been approved by the Marlborough District Council and been completed, whilst others are still being approved or awaiting funding. The health checks could play a fundamental role in the planning of such projects and the follow up of completed projects.

It is intended that our commercial community will find this information useful too. We encourage our businesses to read this report and to circulate it widely.

Alistair Sowman  
Mayor

## Methodology

This 2014 health check report is a follow up to the report completed in 2011. The methodology of this second report is drawn from the approach used by UK local authorities who are required by planning policy to regularly undertake a health check of town centres.

The health check has focused on a similar study area to that of the 2011 Town Centre Health Check within a perimeter around the town centre. The perimeter was carefully laid out to include the Central Business District (CBD), as well as other major businesses which form a key part of the business district in Blenheim. Anything outside of this area was not studied as part of this study. Refer to Appendix A for a map showing the health check extent.

The Blenheim Town Centre Health Check was carried out during the months of November and December in 2013, and January of 2014, 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.

The health check is focused only on the daily life of the town centre and has therefore excluded any study of the town centre night life.

The key methods of research used during the health check were;

- A desktop study of existing data:
  - Marlborough Roads parking information,
  - Blenheim Parking Study: 2012/13
  - Marlborough Bike Walk, and
  - Blenheim Town Centre, a Vision for the Future.
- Data provided by Alexander Hayward Ltd:
  - Key commercial property values, and
  - Footfall (pedestrian traffic) data.
- Primary research in the town centre to identify:
  - The composition of the town centre,
  - Pedestrian route quality,
  - Transport facilities,
  - State of the Environment,
  - Vitality of the street edges, and
  - User views of the town centre via a pedestrian survey.
- A photo survey of the town centre was completed to provide a snap shot of the area in pictures. Refer to Appendix K for map showing the coverage of the Blenheim Town Centre photo survey.

For ease of the future replication of this study a detailed methodology has been written and is held within the Marlborough District Council.

# Composition of the Blenheim Town Centre

## Diversity of Uses

In terms of retail activity, the Blenheim Town Centre is quite varied, and in order to determine the 'health' of the town centre it is important to understand the mix of businesses in the town. To do this the ground floor of each building footprint was mapped, and then categorised by the dominant land use.

The categories were as follows:

Convenience: Shops that deal with basic consumable need, e.g. supermarkets, grocers, butchers, bakeries, newsagents, and dairies, etc.

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

Food and Entertainment: Outlets that provide food and/or entertainment, e.g. restaurants, take-aways, cafes, children entertainment centres, museums, etc.

Residential: Residential property that falls within Blenheim's Town Centre perimeter.

Offices: General office space, e.g. lawyers, estate agents, travel agents, etc.

Service: Outlets that are service-based, e.g. school, community centre, churches, banks, hairdressers, libraries, post office, health centre, etc.

Tourist Activity: Businesses which are primarily providing a service that serves the tourist community in Blenheim, e.g. boat cruises, etc.

Industrial: Businesses which occupy a large space for certain activities, e.g. engineering plants, factories, warehouses, light-manufacturing plants.

Trade/retail: Businesses which provide a service and/or provide consumable items specific to a certain activity, e.g. mechanics, tyre sales, paint supplies, glass repairers, etc.

Inner CBD Accommodation: Accommodation that is available within the town centre perimeter, e.g. motels, backpackers, hotels, etc.

Vacant: Any empty space in the town centre.

N/A: Buildings which do not fit the above categories are classed as N/A e.g. unidentifiable buildings, garages, storage rooms detached from a main building, ground floor entrance ways to second story businesses, etc.

## Findings

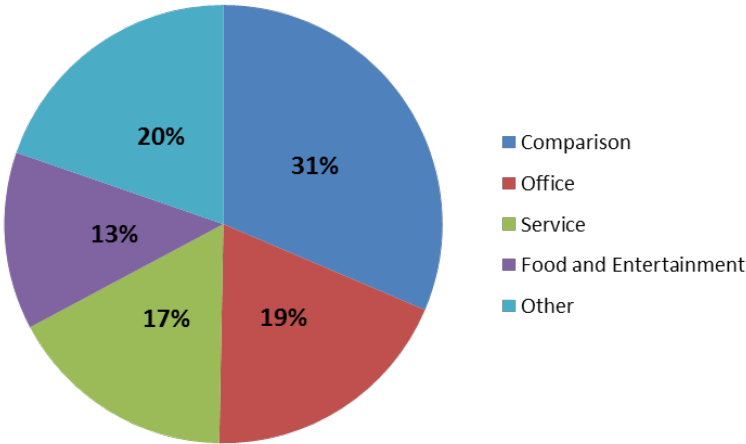
As would be expected, the number of shops in the town centre that are comparison type stores was higher than any other category, as per the 2011 health check, with comparison shops comprising 31% of the town centre. This is usual of a town centre like Blenheim, as the comparison category covers a wide range of shops.

The volume of office and service based businesses is the same as 2011. These two groups together compose 36% of the total ground floor space in the town centre area. This large volume may be of concern when assessing the potential for these businesses to push retail to the periphery of the town centre, and even beyond the perimeter set by this project. However these statistics do show the compact nature of the town centre, as many of the core services are located in the one place. This is an encouraging idea for people who prefer to get everything done at once in one location when coming into the town centre.

A notable fact from the 2011 study was the surprisingly low percentage of convenience stores in the town centre, something that has not changed significantly with a similar volume of convenience stores now as there was in 2011. This supports the conclusion that many people in modern society purchase convenience items from supermarkets, rather than making multiple visits to a butcher, green grocer and

baker separately. The makeup of the convenience stores in 2014 consisted of two bakeries, a green grocer, three small food stores, and two supermarkets, with no butcher available in town centre anymore.

The quantity of food and entertainment outlets has not changed between the two reports.



Above: Composition of the Blenheim Town Centre in 2014, showing the top for categories.

The only increase that was prevalent was the number of vacant shop spaces being slightly higher by 1.5% compared to 2011, increasing from 18 empty shop spaces to 21. Although at first alarming to see empty shops, these numbers are low given Blenheim’s size, and reflect the dynamic flow of businesses throughout the town centre.

With the addition of extra categories to the 2014 survey, more detailed identification has been able to occur. For example, locating the areas where accommodation is. The addition of

new categories, like Trade/Retail, allows recognition of stores which potentially alter the volumes of other categories, such as the comparison category. This is something the reader should consider when comparing the two reports.

**Table 1: Composition of the Blenheim Town Centre in 2014 and 2011.**

Category	Number of units 2014	Number of Units 2011	Percent of total (%) 2014	Percent of total (%) 2011
Convenience	8	6	3	2
Comparison	98	121	31	38
Food and Entertainment	41	41	13	13
Residential	1	7	0	2
Office	59	65	19	20
Service	53	64	17	20
Vacant	21	18	7	6
Inner CBD accommodation	5	N/A	2	N/A
Tourist Activity	0	N/A	0	N/A
Industrial	0	N/A	0	N/A
Trade/Retail	2	N/A	1	N/A
N/A	24	N/A	8	N/A
Total	312	322	100	100

Refer to Appendix B for a map showing the composition of the Blenheim Town Centre.

# 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 retail locations are within the town centre. The look and feel of a town, along with building quality, type of retailer, rent prices, and redevelopments are variables which drive people's investment decisions.

## Commercial Property Values

Local property advisers and valuers Alexander Hayward Ltd offered information on rental prices achieved in the Blenheim Town Centre as they are involved in many of the transactions that take place. Client confidentiality prevents specific details being available.

The current retail rent values in Blenheim are:

- Primary Shopping Typically \$250-\$350 per m2 with some outliers
- Secondary Retail: \$195 - \$250 per m2
- Tertiary Retail: \$100 - \$175 per m2

There has been increased activity recently in the commercial retail sector in Blenheim which has helped define the direction of market yields (net annual rental income divided by the property value). Evidence indicates that the required Rate of Return by investors for good quality well tenanted investments has decreased. Although this market appears to be strengthening, overall we are seeing a wide gap in yield rates, with increasing demand for high quality investments and little interest in fringe areas. Typically good tenanted investments are seeing yields between 7.25-8.25% (8-8.5% in 2011) with outliers at either end of the spectrum, and higher risk investments at the 9-10% + level (10% + in 2011).

## Type of Retailer

There has been a considerable increase in the appearance of national retailers opening stores in Blenheim as reported in 2011. With the appearance of large national franchises such as Glassons, Kathmandu, Bed Bath and Beyond, and more recently Rebel Sport in the town centre. The development of these stores will perhaps encourage other national retailers to follow suit.

Local retailers over time may feel more pressure from the presence of larger national stores whose presence can affect rental prices.

There has been a considerable increase in the number of clothing shops in recent years, including the redevelopment of current shops such as Farmers, which given these shops and areas an upmarket feel.

With the continued improvement in Blenheim shopping due to an increase in choice, more people may be encouraged to shop in Blenheim rather than travelling to other centres, or shopping online.



*Above: Examples of national franchise stores along Market Street in Blenheim.*

## **Pedestrian Routes**

### **Purpose**

During the health check, areas that may have high volumes of pedestrian movement were looked at in order to determine whether the pedestrian routes were of acceptable standard. With the 2014 report the quantity of routes examined was adjusted to show routes taken by those that may be less familiar with Blenheim's Town Centre, and also to show where routes that rated poorly are, many of which are informal paths from popular car parks.

### **Method**

To determine the quality of pedestrian routes in Blenheim's centre, areas that attract high volumes of foot traffic were identified:

- Movement of people from points of attraction e.g. the iSite, accommodation etc., and
- Informal walking routes taken mainly by locals from common parking areas.

Footpaths were rated as good, average or poor and were based on a number of variables: visibility, width of footpath, lighting, having clear boundaries, and the level of safety for pedestrians from traffic. The routes were also graded on: adequate seating, protection from the weather, visible pedestrian crossings, directional signage, ability to move prams and mobility scooters, and the speed of traffic next to the footpath.

### **Findings**

In general the qualities of the pedestrian routes around the town centre are of acceptable standard as highlighted in the 2011 study. For this reason the 2014 study has focused on the walkways that would be used by those less familiar with Blenheim's centre coming from and going to certain points of attraction, and has also focused on the poor routes highlighted in 2011 that are not necessarily highly publicised walkways.

### **Pedestrian Routes from Points of Attraction**

Essentially, the pedestrian routes from points of attraction throughout the town centre are of good quality.

The northern part of the town tends to have better conditions for pedestrians in terms of available lighting, directional signage, surrounding environment, and good safety with accessible pedestrian crossings. These routes overall were let down with inadequate shelter and/or seating, and some routes were still downgraded due to limited directional signage. For example the walk from the iSite on Grove Road is let down due to the limited signage suitable for pedestrians, and the lack of shade and shelter. The route does offer a pedestrian crossing which improves the quality of walk through this high traffic flow area.

Walking routes in the south and east of the town centre from accommodation and the Stadium2000 areas rated less than those in the north, predominately due to the condition of the footpaths, surrounding environment, lack of directional signage, and the level of pedestrian safety. An example of one of these poor links is the pedestrian route from the New World supermarket into town, including coming from the accommodation along Main Street. The pedestrian crossing on Redwood Street helps to make this route safer. However the route feels disconnected from town due to the lack of pedestrian safety caused by the high traffic flow intersection and train tracks. The state of the surrounding environment degrades this walking route too.





Above: Examples of pedestrian route qualities.

### Poor Pedestrian Routes

There are car parking areas around the town that have poor pedestrian links to the town centre. Examples of these poor pedestrian routes are the alley way links between the Kinross Street car park and Main and Scott Streets, and the link between the car park behind Harvey Norman to Scott Street, etc. These are short-cut type routes rather than formal walk ways. Although it is not intended that these alley ways be used, perhaps with the continued use of these unofficial walk ways upgrading needs to occur.



Above: Example of an informal alley way walk that is of poor quality. The addition of the sign attached to the fence has improved this walk way slightly.



### Directional Signage

Since the 2011 report was completed way finding signage has been installed around the Blenheim Town Centre aiding the movement of people between the town and points of attraction. The lack of directional signage was an issue with the pedestrian routes in 2011, and resulted in a disconnected feeling between many points of attraction and the town centre. As mentioned in the 2011 report the continuation of the town centre theme to the periphery of the town centre will aid with connecting people to the town centre. Refer to page 35 for another picture of way finding signage in the Blenheim Town Centre.

Above: One type of the new way finding signage in Blenheim Town Centre.

Refer to Appendix C for map showing the quality of pedestrian routes throughout Blenheim's Town Centre.

## Blenheim's Busiest and Quietest Streets

### Purpose

A footfall count is a commonly used tool to measure which parts of the town centre attract the most and the least pedestrians. This is done by counting the number of people passing by various points in town. When measured over time they provide an interesting picture of how a town's "centre of gravity" fluctuates 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 in the Blenheim Town Centre every year since 1989 and the data shows an interesting picture as to how the town has changed over the past 24 years. Footfall data was provided by Alexander Hayward Ltd for the last 20 years.

### Findings

An examination of the current situation shows that Market Street is the busiest street in the town centre, with the corner of Market Street and Maxwell Road being the busiest point, followed by the corner of the ASB Bank being second busiest. The high numbers of foot traffic extend from the Market Street, Maxwell Road corner to the intersection of Market Street with High Street where the high volumes of foot traffic drop off. Other streets which showed high numbers of pedestrian foot traffic were Queen Street, Maxwell Road, Main Street by Lifetime Finance, and the Forum area. The data shows that currently the quietest areas are Market Street North and the portion of High Street between Market Street and the river bank area.



*Above: Market Street North, the busiest street in the town centre.*



*Above: Market Street South, the quietest street in the town centre.*

sits for the town centre.

When assessing the top five busiest streets, and the top five quietest streets, over the past five years the pedestrian numbers have remained relatively stable, with peaks and dips occurring at times. However when comparing the most recent 2013 data with the year before, the busiest streets have become busier on average and the quiet streets and become quieter. 2011 seems to be an outlying year, on average with all areas of town being considerably higher than any other year in the five year period between 2009 and 2013.

In the longer term, data from 20 years ago reveals that the busiest areas were still Market Street, Maxwell Road, the Forum, and Queen Street. By approximately analysing the overall distribution of pedestrian numbers from 1993 to 2013, the town centre's busy areas were rather evenly distributed up to 2003. In the last 10 years a very busy area has centralised around Market Street South, and a very quiet area has formed around Market Street North and along High Street, changing the way the centre of gravity

Refer to Appendix D for table showing the footfall data for the past 10 years.

## **Transport Facilities**

The town centre of Blenheim adequately provides transport facilities for the public. Although the majority of people tend to drive into town, there is a steady demand for public transport options.

### **Parking**

The pedestrian survey carried out showed that 74 % of town centre users drive to town. It is therefore important that there are facilities in place to cater to the large volume of vehicles in town. There has been change since the 2011 report, with four developments occurring. Appendix E identifies the off road parking areas available in the town centre.

Firstly, the completion of the Alfred Street parking building provides an additional 236 covered public car parks to the town centre. Secondly and thirdly, redevelopments to the Wynen Street car park and the Stadium2000 car park have improved the quality and size of these car parks.

There has only been one other redevelopment which has resulted in a minor reduction in parking spaces, and that was the construction of Liz Davidson Place. Although there are fewer parking spaces in this area, it is minor in relation to the increase Alfred Street has allowed for.

The majority of Blenheim parking is metered, but there are options for free time restricted, and free time unrestricted parking around town too.

Overall, the Blenheim Parking Study: 2012/13, concluded there are 1,650 parking spaces in the central core study area which approximately matches the extent of the health check study. This number includes the 236 new parking spaces that the Alfred Street parking building now provides.

During the pedestrians survey people commented that there was a lack of parking, but this perception is more likely related to driver behaviour than the actual provision of parking space.

### **Cycle Facilities**

Blenheim adequately services those that cycle to the town centre with many cycle racks positioned around town. The distribution of cycle rack locations can be seen in Appendix E, and shows an even distribution across the town centre. The Blenheim Bike/Walk Map (Appendix E) identifies 25 cycle rack locations, of this 23 are considered to be in the town centre periphery set by this study. In total these cycle racks contain 162 individual places to leave bikes.

Since the 2011 report was completed, cycle lanes have been introduced along Seymour Street on both sides of the road, and also along Maxwell Road between the intersection with Seymour Street and St Mary's school.

### **Public Transport**

Currently there is a bus service that operates in Blenheim from Monday to Saturday, excluding public holidays. The town centre pick up and drop of point is along Seymour Street outside the Countdown Supermarket, where the bus stops every half hour. The bus travels two routes of which it alternates from the Countdown stop, a north route around Springlands to Riverlands, and a south route around Redwoodtown to Witherlea. The bus service is free for Supergold cardholders and children under five, one dollar for school children, and two dollars for adults. This bus service was in place in 2011, but now runs a Saturday service.

There is also a taxi service that operates in the town centre, with taxi stands on Market Street North, and on High Street close to the Farmers car park.

# State of the Environment

## Purpose

The quality of the environment is an important part of the Blenheim Town Centre. By assessing the state of the environment it is possible to easily identify areas which are not meeting standards, and may require some attention. This information allows recognition of the causes leading to decreases in environmental conditions, which could result in more easily remedied problems.

## Methodology

The state of the environment 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, footpath condition, and condition of cycle lanes.

Fifteen areas within the Blenheim Town Centre periphery were assessed based on the above variables. Each variable was either awarded a zero, one, or two score, representing bad, average, or good environmental conditions respectively. These variables were then averaged to produce a final score for the area, and using the same grading system concluded the area as either having a bad, average or good state of environment.

## Findings

The state of the environment check revealed the improvement which has occurred in Blenheim since the last health check was completed. The 2014 evaluation of the same sites revealed that elements such as the addition of cycle lanes along Seymour Street, installation of way finding signs, creation of green spaces, and general upgrading has improved the state of the environment.




The data collected shows variables that were consistently better across the town centre.

The town centre is generally, clean, uncluttered, provides safety for pedestrians, and the condition of footpaths is well maintained. However the data also shows that inadequate seating, shelter, and noise pollution are an area for concern in some places.

As concluded in the 2011 check, the uneven distribution of certain variables such as seating resulted in the downgrade of some environments. When examining the results of the 2014 check it was still clear whilst some areas are well equipped with seating, others are not.

As concluded in 2011 and likewise in 2014, the civic areas of the town centre such as the Forum and the library are of good environmental standard. However the southern end of town still needs further development to bring it up to the same good state of the environment as the northern end.

Refer to Appendix F for map showing the state of different environments, and Appendix G for a results table of the individual locations examined.

		
<p style="text-align: center;"><b>Good</b></p> <ul style="list-style-type: none"> <li>✓ No Clutter</li> <li>✓ Adequate Seating</li> <li>✓ Pedestrian Safety</li> <li>✓ Directional Signage</li> </ul>	<p style="text-align: center;"><b>Average</b></p> <ul style="list-style-type: none"> <li>✓ Directional Signage</li> <li>✓ Footpath</li> <li>✗ Cleanliness</li> <li>✗ Lack of Seating</li> </ul>	<p style="text-align: center;"><b>Bad</b></p> <ul style="list-style-type: none"> <li>✗ Noise Pollution</li> <li>✗ Lack of Directional Signage</li> <li>✗ No Seating</li> <li>✗ Poor pedestrian Safety</li> </ul>

# Vitality of the Blenheim Town Centre

## Purpose

The intention of assessing the street edge vitality of Blenheim’s Town Centre is to establish the quality of the interaction occurring between buildings and pedestrians. The strength of this interaction can give a good indication of how well the town centre is performing in terms of its vitality.

## Methodology

Street frontage in the town centre was graded as strong, moderate, weak or very weak based on a methodology used by the Urbanism+ study which carried out a similar evaluation of the street edge vitality in 2009. The grade awarded depended on the activeness of the street edge. Street edges classed as strong and being most active were cafes with tables along the street, retail with large doors, and shops with large windows that could be seen through. Moderate edges were shops that had windows with obstructions e.g. a bank or post office with flyers in windows, smaller windows, and recreational areas. Weak edges included petrol stations, shops with some blank walls, and accommodation or residential space that had some presence on the street. A very weak edge included vacant shops, blank walls, and spaces where no activity can be seen or there is no presence on the street.

## Findings

The results from the street edge vitality assessment have showed that the town centre is performing reasonably well, as was the case in 2011. The two studies of vitality match up reasonably well, and perhaps suggest that not much has changed in terms of the frontage of town centre streets. The high volume retail areas such as Market Street and Maxwell Road are standing out as comprising strong and moderate edges. As these areas attract high volumes of foot traffic it is positive that the vitality in these areas is most active. Generally these streets scored well due to large windows, welcoming entrances to shops, and cafes/restaurants which provide outdoor seating. Vitality decreases away from these main streets, and poor scores are generally caused by large amounts of blank wall for example Queen Street businesses, or car parks.



*Above: An example of strong street edge vitality.*



*Above: An example of very weak street edge vitality.*

As recognised in 2011, the compact nature of the town centre has confined the strong vitality areas to the main shopping streets. This small nature may help in the upgrading of some areas in future, as the distances to extend the strong vitality are not far. This assessment has identified those areas which could receive some attention to bring the vitality up to that of Market Street, for example the blank walls along Queen Street and the weak edges along High Street, especially the blank walls of Farmers and vacant buildings.

Refer to Appendix H for map showing the Street Edge Vitality throughout Blenheim’s Town Centre.

## Pedestrian Survey

A pedestrian survey was carried out during the month of December in 2013 to find out what people thought of the Blenheim Town Centre. Refer to Appendix I for a copy of the survey. A total of 150 surveys were collected across different days and utilised a combination of public street surveys around Blenheim (refer to Appendix J) and a web based survey for staff at Marlborough District Council. The information gained from the survey process was very useful in highlighting areas that need careful evaluation.

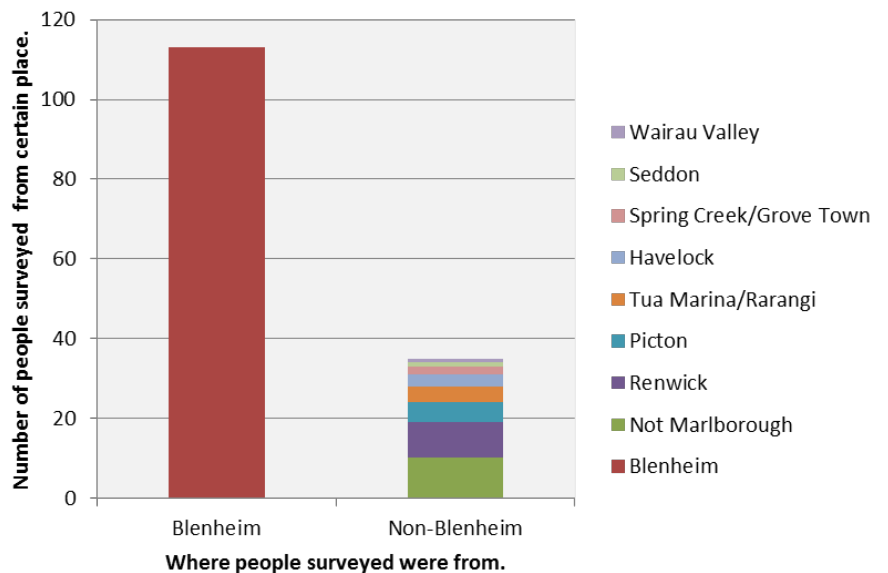
### Findings

#### Composition of Pedestrian Survey

Blenheim is a town utilised by predominately local people who come from Blenheim. It was not surprising when analysing the results of the survey that people from other places in Marlborough, for example Renwick, utilise the Blenheim Town Centre too.

The top three most common areas people visited from were:

- Blenheim (76%)
- Outside Marlborough (7%). Areas including, Auckland, Wellington, Christchurch and Nelson.
- Renwick (6%).

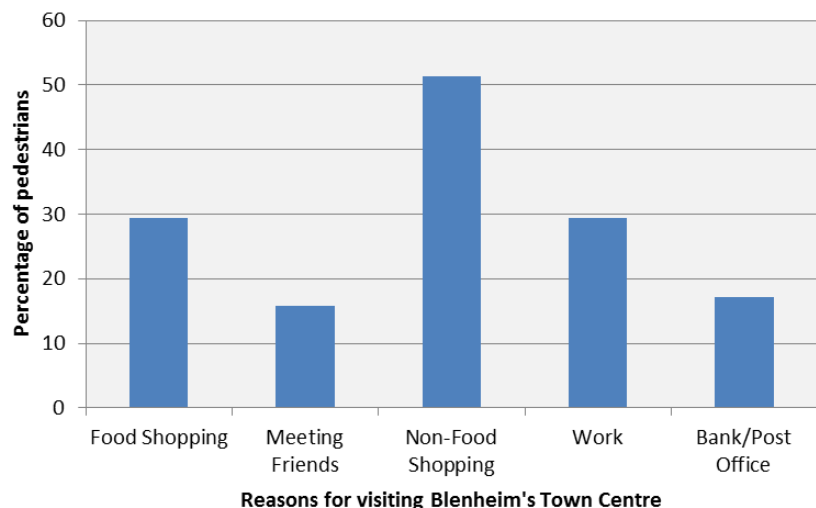


Above: Graph showing the composition of the people surveyed, in relation to where they were from.

The 2011 pedestrian survey showed this similar low proportion of people who were not locals. This is a possible area of concern given Blenheim's position as a central location between Christchurch, Picton, and Nelson.

#### Reasons for visiting Blenheim's Town Centre

Consistent with the 2011 survey, non-food shopping was the most common reason to come into the town centre. This shows that Blenheim does provide for the non-food related shopping that people wish to do. However all choices were popular, therefore it can be suggested that Blenheim's Town Centre is well equipped in all aspects.



Above: Graph showing pedestrians' main reasons for visiting Blenheim.

### Time spent in the town centre

The amount of time spent in the town centre reflected two groups:

- People who worked in the town centre spent 3 plus hours (27%).
- People who shopped spent 1 to 2 hours (28%).

These results are relatively consistent with the 2011 survey, where most people would spend an hour or less in the town centre. Suggesting that people utilised the town to complete brief jobs, and limit the amount of leisure time.

### How often people visit the town centre

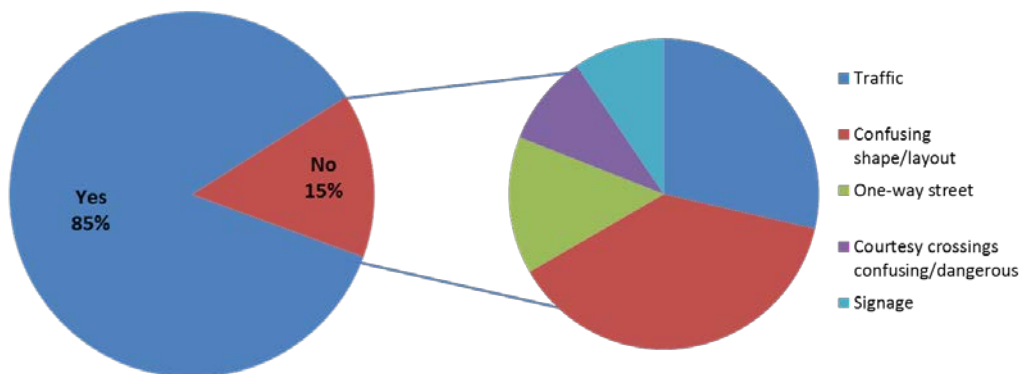
The frequency of how often people visit Blenheim’s Town Centre has not changed since the 2011 report.

- Most people visit weekly, followed by, daily, monthly, yearly, and just once respectively.

The feeling from pedestrians is that people would try and complete all the required tasks in one trip to town, regardless of how far they lived. Again this may be an indication that the town centre is not a place to spend a lot of leisure time.

### Ease of access

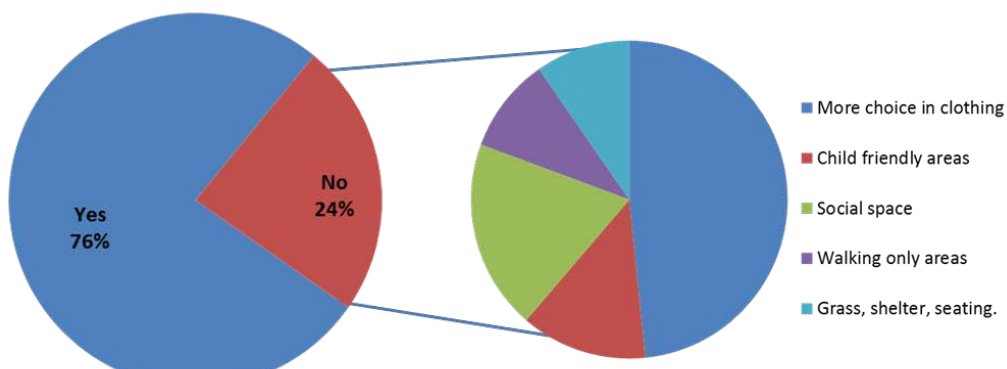
Overall, the majority of respondents concluded that Blenheim was easy to navigate, but could be confusing for non-locals due to the layout of the town.



Above: Chart showing public perspective on the ability to way find in Blenheim, also showing the most commonly mentioned issues with way finding.

### The town centre’s ability to provide what is needed

Many respondents were content with what the town centre provided, in general agreeing that the centre provides everything that is needed.



Above: Chart showing public perspective on Blenheim's ability to provide all they need, also showing the most commonly mentioned things people believed should be provided.

### Travelling into the town centre

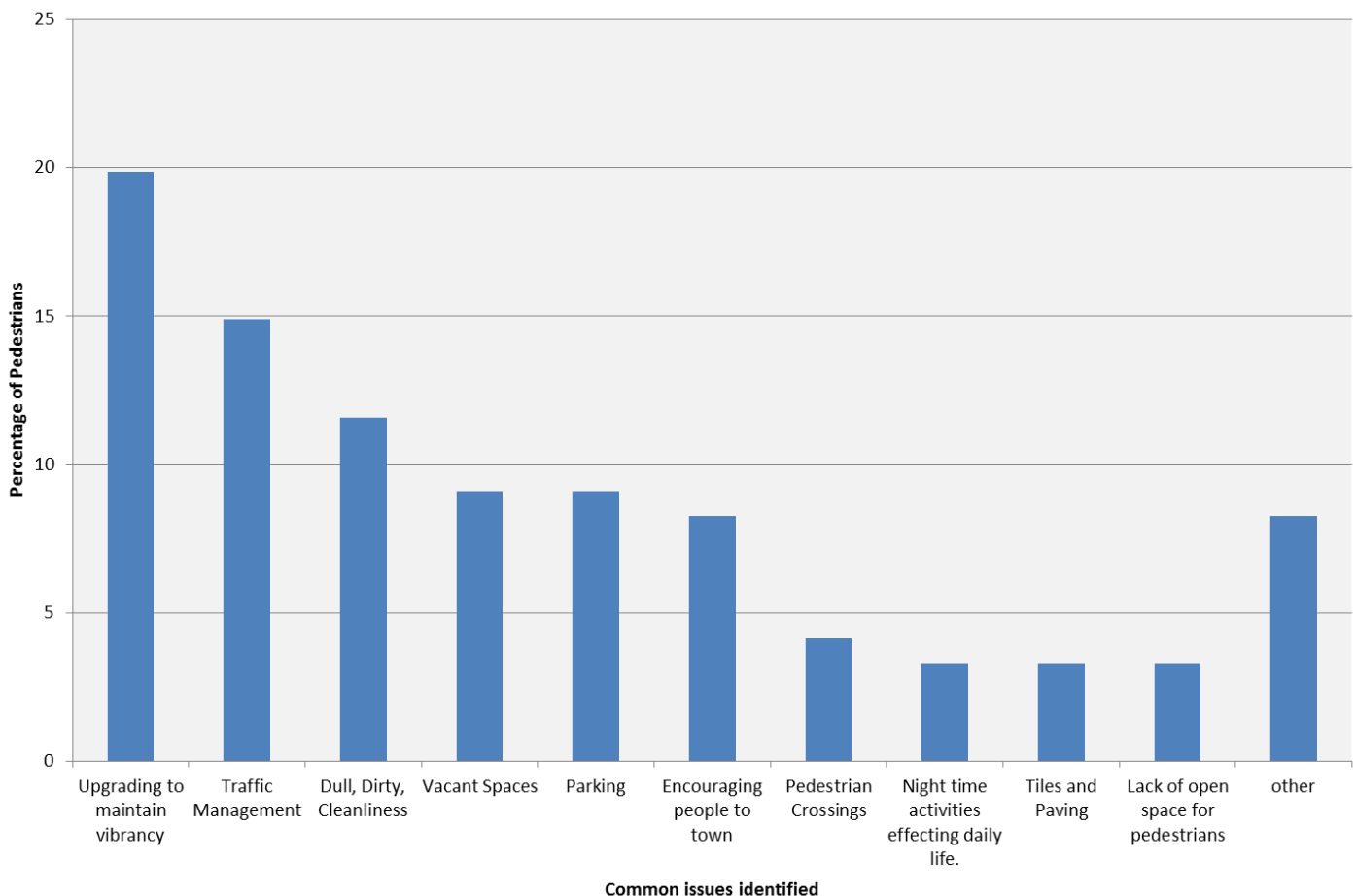
The survey revealed that overall people tend to drive to Blenheim. Of those people who drove the majority used on street metered car parking, e.g. Market Street. Free time unlimited parking, e.g. the residential streets around Seymour Square, and free shop parking, e.g. The Warehouse, were also popular options.

Transport Option	Percent
Drive	73.6%
Walk	20.1%
Cycle	3.5%
Bus	2.8%

### Issues with Blenheim

For ease of analyse the most common issues mentioned across all surveys were grouped to identify areas that may require attention in future.

- The most prominent issue mentioned by people involved the upgrading of areas around town to maintain the vibrancy of the town centre. This included the lack of greenery, the dullness of shop frontages and certain areas, poor vitality, and the lack of Homogeneity.
- The 2011 pedestrian survey identified traffic flow as a frequently mentioned issue. As in 2014, the survey revealed that issues with traffic flow/management in the town centre were prevalent, with speed and congestion being the problem.
- Cleanliness was a concern in both 2011 and 2014, especially the mess that remains after Friday and Saturday nights.
- For both 2011 and 2014 the issue of parking was brought up, but with no specific comments.
- People stated the impracticality of having traffic in the main shopping areas such as Market Street or Bythell Place (on Queen Street).
- The vacant units in the town centre, and the challenge of encouraging people/visitors into the town centre were issues mentioned also.



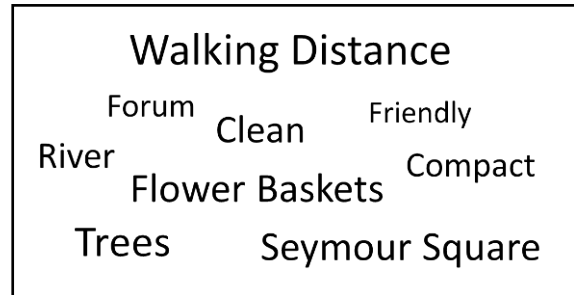
Above: Graph showing the issues facing Blenheim's Town Centre (issues selected were the most commonly reoccurring issues across all surveys).



### Attractive Aspects of Blenheim

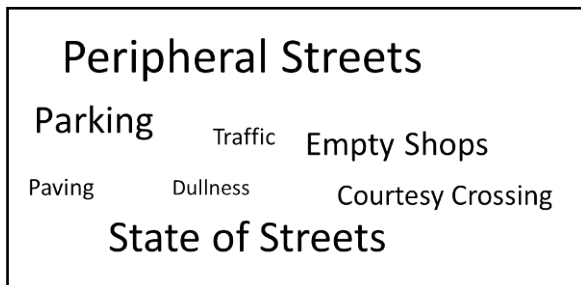
The most attractive aspect of the Blenheim Town Centre as reported by pedestrians is the ability to walk short distances between various places in town, with people commenting that the compact nature makes shopping easy and convenient.

It seemed as though people respected the green, park like surroundings that the town centre offers, with Seymour Square being a favourite, followed by the plantations of trees, and the flower baskets, including the forum and river areas which offer this pleasant, green setting.



Above: Representation of the most attractive aspects of Blenheim's Town Centre. Larger font represents higher proportions of responses from the pedestrian survey.

Comments consistent with the 2011 survey reveal a trend that the open spaces, with touches of greenery and other landscaping are popular with pedestrians.



Above: Representation of the most attractive aspects of Blenheim's Town Centre. Larger font represents higher proportions of responses from the pedestrian survey.

### Unattractive aspects of Blenheim

Negative responses that appeared often generally regarded the quality of the streets that were peripheral and less used than streets like Market Street. With people regarding these areas as dull and less appealing than the environment created in the Market Street area.

Consistent with 2011, traffic was an unattractive aspect identified by the public. People stated that the presence of traffic in the town centre was the cause.

Parking was highlighted as unattractive, alongside empty shops, courtesy crossings and the paving materials in the town.

### Suggested Improvements

The top five suggested improvements were:

- The most commonly suggested improvement was creating pedestrian only areas, by not allowing traffic to travel through certain spaces like Market Street.

The idea of creating a Market Street pedestrian mall was suggested in the 2011 report, and thoughts have not changed. People felt excited by the prospects of smaller market stalls that could establish if the area become a pedestrian only space, but too the opportunity for public entertainment to be put on.

“Closing off the middle portion of Market St and turning it into a pedestrian area - add a few more seating areas, have small raised gardens/grassed areas.”

- Member of public surveyed from web survey.

- A second improvement involved the overall upgrading of areas in the town centre that are less attractive. By the addition of more flowers and trees to enhance the green space that people find so attractive.

“Complete overhaul to make it more modern and snazzy.”

-Member of public surveyed on the streets of Blenheim.

- Many people mentioned that parking could have a part to play in attracting people into town. Some respondents commented that having free parking at certain times would encourage more people into the town environment, and the need to introduce these types of ideas into a parking strategy that suits pedestrians and drivers is required.
- The feeling of being limited by choice in shopping was an issue related to the small compact nature of the town centre, and an issue identified by the pedestrian survey. Many people feel that introducing better shopping opportunities in the town centre would be a pleasing improvement.
- Introducing opportunities for children in the town centre, and other types of family entertainment including better family friendly areas was a suggestion made.

Other comments included improvements to seating and shelter facilities, removing courtesy crossings, changing the type of paving in the main walking areas of town, and encouraging locals to keep the town centre tidy.

It is interesting to note that some of the suggested improvements made in the 2011 report were not mentioned by any pedestrians in the 2014 survey. Perhaps this is due to some of the work that has been done in recent years to upgrade the town centre. For example the railway station area was an area suggested that required improvement in 2011, and since the report was finished, this area has been redeveloped, improving the aesthetics of this environment greatly.

# Conclusion

The overall picture of the Blenheim Town Centre is rather positive. And the health of town centre is encouraging despite any issues or unattractiveness experienced by those that use the town centre. Blenheim is a functional town possessing many qualities that cater for locals and tourists. In future the current issues that Blenheim faces will encourage progress to be made, offering opportunities to improve Blenheim's health as time progresses.

The succession of the 2014 health check from the 2011 report has already captured some of the redevelopment that has improved the health of the town centre. Overall the town remains in a stable state as it did in 2011, but with the improvements that have occurred since then, the overall quality has increased slightly. It is hoped that with continued documentation of the variables examined in this type of study that planning for a healthy Blenheim Town Centre will be uncomplicated, and a healthy future for Blenheim will result.







Part Two:

# Picton Town Health Check



2014

## **Executive Summary**

### **Purpose**

This is the first Town Centre Health Check that has been undertaken for Picton. The 2014 Picton Town Centre Health Check has been designed to provide a snapshot of the town centre using a number of different indicators. The information generated as part of the health check can be used to inform local development proposals and be utilised in the implementation of town centre strategies within the Picton area. The project has been initiated following the production of a Blenheim Town Centre Health Check in 2011, and follows a similar methodology.

Town centre health checks are common in the UK, where councils are required to undertake these studies to support their District Plan Policy and are used in the assessment of planning (consent) applications. It is intended that this report will have an advisory role to Marlborough District Council, allowing staff to reliably predict where Picton is headed for the future.

## **Main Survey Findings**

### **Composition of the Town Centre**

- The majority of the town centre is composed of food and entertainment businesses (21%), and comparison type stores (20%).
- Vacant units in the town centre make up 10% of the total surveyed area, with 14 shop spaces being considered as vacant.
- As a tourist town, many of the comparison shops sell products focused on the needs of a tourist rather than local needs.

### **Pedestrian Routes**

- Pedestrian routes around Picton's main street were found to be of good quality.
- In many cases the quality of the environment affected the pedestrian route rather than the condition of footpaths.
- The lack of directional signage became evident while evaluating pedestrian routes, and is perhaps an area that could be addressed in future to improve the quality of Picton's pedestrian routes.

### **Transport Facilities**

- Picton's Town Centre adequately provides parking options for the majority of people visiting the town centre.
- As a tourist gateway and service transfer for Marlborough Sound residents, there is long term stay car parking available, and also a parking lot for campervans to park, (both of which have small costs associated). The rest of Picton's parking is free, and either time restricted or time unrestricted.
- Picton offers cycle racks throughout the busy areas of town.
- There is no local bus service, but bus services from Christchurch and Nelson stop in Picton to connect passengers with the ferry.
- The train station in Picton offers another mode in which people can be connected with Picton and the ferry.

### **State of the Environment**

- The state of the environment check concluded that overall Picton Town Centre has an average environmental condition, although busier areas provided better environments.

- The check highlighted that Picton is clean, uncluttered, has little visual pollution, and has adequate green space.
- Areas of concern are the lack of seating, shelter, and directional signage which let down many environment check points.

### **Vitality of Town Centre**

- The majority of Picton's Town Centre is performing well in terms of the street edge vitality and the interaction between buildings and pedestrians is positive.
- Weak and very weak edges identified were associated with residential property, accommodation, car parks, larger buildings, and secluded restaurants and pubs.

### **Pedestrian Survey**

- The majority of people utilising Picton's town centre were people from Picton, with the non-local visitors coming from Blenheim and areas out of Marlborough such as Wellington.
- People utilised the town centre mostly for food shopping, but also to engage in tourist activities and meet up with friends.
- The majority of people visit Picton daily, then monthly, and weekly, and tend to only spend an hour or one to two hours in the town centre.
- People mostly choose to drive (63.2%) into Picton's town centre and park where parking is free. Pedestrians also walked (22.8%), and arrived to Picton by boat (10.5%).

### **Issues Identified from Pedestrian Survey**

- The top four issues the pedestrian survey identified for Picton's Town Centre were the economic instability of the town, keeping the town centre vibrant and nice, being able to provide for locals and tourists in a balanced way, and finally the lack of way finding signage.

### **Attractive and Unattractive Qualities**

- The most attractive aspect of Picton's Town Centre revealed from the pedestrian survey was the foreshore area.
- The least attractive aspect identified were the vacant units in the town centre.

### **Suggested Improvements from Pedestrian Survey**

- The most popular suggested improvements for Picton's Town Centre revolved around upgrading High Street.
- Other suggested improvements included the filling of empty shops, general upgrading of the town centre, and providing way finding signage.

### **Conclusion**

The Picton Town Centre adequately provides for the needs of visitors. However, the size of the town and the focus on providing for tourists indicates that the town centre may not fully meet the needs of locals. Although Picton's size and population is small and does not warrant a large town centre, the town centre needs to maintain its vitality. With the continued use of Picton as the landing point for passenger ferries between the North and South Islands it is essential to remedy any weakness and enhance Picton's strengths.



## Introduction

Picton's Town Centre plays a vital role within the Marlborough District. Not only is Picton an essential connection between North and South Islands for the public, but is also important for railway networks and freight movement. Picton is the gateway into the wider Marlborough Sounds area, and therefore is a hub for tourist activities, but also provides a range of services for locals.



This sort of study on the Picton Town Centre has not been completed before, but since completion of the 2011 Blenheim Town Centre Health Check, the benefit for a similar study in Picton has been highlighted. These sorts of projects allow data to be collected that help to evaluate the 'health' of our town centres, something that is important when making provisions for the future. A healthy Picton Town Centre helps to provide local identity and a unique sense of place, something that with regular reports allows for the maintenance of Picton's character. A health check like this allows for early recognition of any decline in the town centre and enables action to be taken much sooner.

Picton's vitality is an asset to the Marlborough Region. It is important that Picton remains competitive with its neighbours and continues to cater to the needs of visitors, and locals. It is inevitable that due to Picton's size people will go to other centres for certain products. Although this occurs it is important to build on Picton's strengths, and alleviate any weaknesses to ensure the experience people receive when visiting Picton is positive, and ensure Picton's Town Centre continues to provide for locals.

This report will provide an overview of where Picton currently stands and what work could be done to improve the town centre. The establishment of a baseline such as this in Picton will enable more efficient planning of town centre projects and serves as a reference when information is required on the number of different aspects this report details. In later years it is possible that trends may be identified with subsequent reporting, identifying where progress or decline has occurred. Information such as this would enable Council to more reliably predict where Picton is headed long term, this will enable better and more informed town planning to occur.

It is intended that our commercial community will find this information useful too. We encourage our businesses to read this report and to circulate it widely.

Alistair Sowman  
Mayor

## Methodology

The methodology used for the Picton Town Centre Health Check is similar to the criteria used to complete the 2011 Blenheim Town Centre Health Check. In 2011 the study drew upon the methods used by UK authorities who are required by planning policy to regularly undertake a town centre health check.

The Picton Town Centre Health Check was carried out during the months of November and December in 2013, 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.

The health check is focused only on the daily life of the town centre and has therefore excluded any study of the town centre night life.

The health check was focused within a perimeter around the town centre which includes the central business district and some outlying major businesses. Anything outside of this area was not studied. Refer to Appendix J for a map showing the health check extent.

The key methods of research used during the health check were;

- A desktop study of existing data:
  - Marlborough Roads parking information.
  - Marlborough Urban Growth and Development: Picton, Havelock, and Inner Sounds Settlements, a Strategy for the Future.
- Primary research in the town centre to identify:
  - The composition of the town centre,
  - Pedestrian route quality,
  - Transport facilities,
  - State of the Environment,
  - Vitality of the street edges, and
  - User views of the town centre via a pedestrian survey.
- A footfall survey was not available for Picton.
- A photo survey of the town centre was completed to provide a snap shot of the area in pictures. Refer to Appendix T for map showing the coverage of the Picton Town Centre photo survey.

For ease of the future replication of this study a detailed methodology has been written and is held within the Marlborough District Council.

# Composition of the Picton Town Centre

## Diversity of Uses

In terms of retail activity, the Picton Town Centre is quite varied, and in order to determine the 'health' of the town centre it is important to understand the mix of businesses in the town. To do this the ground floor of each building footprint was mapped, and then categorised by the dominant land use.

The categories were as follows:

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

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

Food and Entertainment: Outlets that provide food and/or entertainment, e.g. restaurants, take-aways, cafes, children entertainment centres, museums, etc.

Residential: Residential property that falls within Picton's Town Centre perimeter.

Offices: General office space, e.g. lawyers, estate agents, travel agents, etc.

Service: Outlets that are service-based, e.g. school, community centre, churches, banks, hairdressers, libraries, post office, health centre, etc.

Tourist Activity: Businesses which are primarily providing a service that serves the tourist community in Picton, e.g. boat cruises, etc.

Industrial: Businesses which occupy a large space for certain activities, e.g. engineering plants, factories, warehouses, light-manufacturing plants.

Trade/retail: Businesses which provide a service and/or provide consumable items specific to a certain activity, e.g. mechanics, tyre sales, paint supplies, glass repairers, etc.

Inner CBD Accommodation: Accommodation that is available within the town centre perimeter, e.g. motels, backpackers, hotels, etc.

Vacant: Any empty space in the town centre.

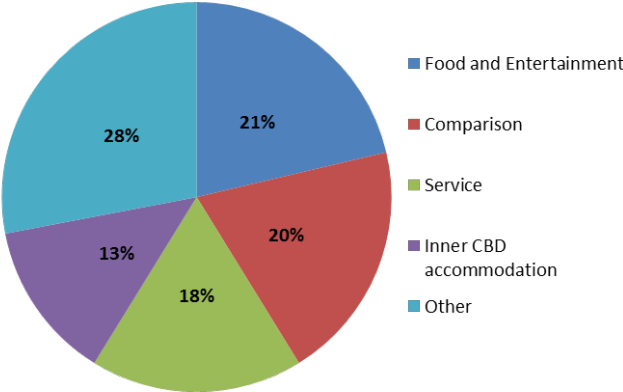
N/A: buildings which do not fit the above categories are classed as N/A e.g. unidentifiable buildings, garages, storage rooms detached from a main building, ground floor entrance ways to second story businesses, etc.

## Findings

The number of shops in the town centre that are food and entertainment based is greater than all other categories, something that may not be usually expected for a town centre. The volume of outlets offering food and entertainment is consistent with Picton's reputation for being a popular destination tourist town. The volume of tourist activities and inner city accommodation supports this also, showing that the town has grown to support the needs of tourists.

The composition of comparison type stores in Picton's Town Centre is lower than what is usually seen in a town centre. But due to the high volume of shops catering to services, food and entertainment businesses, and tourist activities there is a relatively low volume of space available for comparison type stores. It would also simply not be possible for Picton to carry multiple franchise comparison stores like Farmers, or The Warehouse due to its size. The comparison stores that are present are mostly pharmacies, boutique clothing stores, or gift shops more suited to the tourist type shopper, and perhaps less suited to locals.

The number of service based shops in Picton can be explained due to its size, location, and proximity to those that live in the outer reaches of the Marlborough Sounds. These service based shops provide for the many that utilise Picton as a place to collect groceries, items from Hammer Hardware for the house or garden, and receive services from the doctor or hairdresser, etc. Such activities are crucially important in this part of Marlborough for the locals, who do not have the means or time necessarily to travel to Blenheim.



Above: Composition of the Blenheim Town Centre in 2014, showing the top for categories.

Picton is supported by one supermarket and only two other convenience shops (a bakery, and a small Four Square supermarket). Given Picton's size this is not surprising. Noted by people surveyed in the pedestrian survey was the lack of convenience item stores in Picton, and the disappointing quality of what is available. Although Picton is a small town, it is interesting to see the reliance that locals have on the one main supermarket to provide all the essential convenience items required.

The number of vacant unit in the Picton Town Centre at the time of the survey was relatively low (14 units, 10%). This is inconsistent with the large volume of comments made during the pedestrian survey that highlighted how concerning the number of vacant units was. It is important to note that given Picton is a tourist suited town, the rates of activity are seasonal, and generally the town feels more vacant during winter months as commented by people during the pedestrian survey.

**Table 1: Composition of the Picton Town Centre**

Category	Number of Units	Percent of total (%)
Convenience	3	2.2
Comparison	27	19.9
Food and Entertainment	29	21.3
Residential	2	1.5
Office	6	4.4
Service	24	17.6
Vacant	14	10.3
Inner CBD accommodation	18	13.2
Tourist Activity	7	5.1
Industrial	0	0.0
Trade/Retail	2	1.5
N/A	4	2.9
Total	136	100.0

Refer to Appendix M for map showing the composition of the Picton Town Centre.

# Pedestrian Routes

## Purpose

During the health check areas that may have high volumes of pedestrian movement were looked at in order to determine whether the pedestrian routes were of acceptable standard. The outcome of such examination highlighted the quality of the routes pedestrians are most likely to take when coming from certain areas within Picton's Town Centre.

## Method

To determine the quality of pedestrian routes in Picton's centre, areas that attract high volumes of foot traffic were identified:

- Movement of people from the ferry, bus, and train terminals;
- Accommodation;
- Tourist activities; and
- High Street.

Routes were rated as good, average or poor and were based on a number of variables: visibility, width of footpath, lighting, having clear boundaries, and the level of safety for pedestrians from traffic. The routes were also graded on: adequate seating, protection from the weather, visible pedestrian crossings, directional signage, ability to move prams and mobility scooters, and the speed of traffic next to the footpath.

## Findings

Due to Picton's small size, High Street is regarded as being the main street connecting many areas. The pedestrian routes along High Street are of good quality, however when walking away from this main street, but still within the town centre periphery, the quality of the pedestrian routes deteriorates.

It was found that the poor and average pedestrian routes in Picton are essential walking routes for Picton's tourism industry. The walks from main accommodation areas, for example Waikawa Road to High Street, are not lit with suitable lighting, and lack directional signage. Along with this, the walk along Auckland Street towards the town centre from the arrival point for many transport services and the information centre is confusing, not lit, lacks pedestrian suitable signage, and directs people along a



Above: Examples of pedestrian route qualities.

narrow footpath, beside a high traffic flow intersection where no pedestrian crossing is available. These areas of most concern feel disconnected from High Street, and the quality of the pedestrian routes reflects this.

It is however important to note that many of the walking routes, especially those in the foreshore area are of good quality when the weather is pleasant. However these can become very exposed when the weather turns bad, and this is reflected in the grade these routes received.

**Lack of Directional Signage**

The lack of directional signage decreases the quality of many of the pedestrian routes through Picton’s Town Centre. This was something highlighted by the Pedestrian Survey also, as many people (who were not locals) commented that finding their way around Picton was a challenge. The assessment of the pedestrian routes also identified that of the way finding signage in place throughout Picton, there is a lack of consistency, and signs are aesthetically displeasing. Blenheim’s Town Centre has recently had way-finding signs posted around town that are very effective at helping people locate areas in towns. This may be something that needs to be looked at in Picton.



*Above: Another type of the new way finding signage in the Blenheim town centre.*

The picture to the left is an example of the way finding signage that was introduced in the Blenheim CBD during the 2012/2013 period. Picton could adopt a similar design to introduce way finding signs into the town centre. These signs are more pedestrian friendly than the street signage that pedestrians in Picton currently rely on to find their way around. Examples of current way finding signs in Picton can be seen below.



*Above: Inconsistent way finding signage currently in the Picton town centre.*

Refer to Appendix N for map showing the quality of Picton’s pedestrian routes.

## Transport Facilities

The town centre of Picton provides transport facilities for visitors and locals.

### Parking

The pedestrian survey carried out showed that 63% of town centre users drive to town. It is therefore important that there are facilities in place to cater to the large volume of vehicles in town. Picton offers plenty of both on street parking and off street parking, with a count of 699 parking spaces managed by the Marlborough District Council for the public to use.

Picton offers the option of long term parking costing two dollars per day, and also parking for campervans which costs 40 cents an hour. All other parking in Picton is free, and either time restricted e.g. parking along high street, or at Mariners Mall, or time unrestricted e.g. residential parking on the periphery of the town centre.

### Cycle Facilities

There are cycle rack facilities in Picton for those that bike to the town centre. These are predominately located in the high foot traffic areas of High Street, and the foreshore area along London Quay, with the new development of the foreshore area increasing the number of cycle racks available.

### Public Transport

Given Picton is a popular destination for tourists the public transport options available are relatively good. However, there are no services that operate specifically for the town centre.

The ferry terminal offers a well-equipped terminal, a bus stop and many rental car offices, along with the recent installation of a modern bus stop just outside the iSite building. There are bus stops in town where bus tours stop on a regular basis allowing passengers to get off and easily access the town centre.

The train station also offers an option for people to access Picton's transport interchange at the iSite, allowing access to buses and the ferry.

There are public transport options for accessing the Marlborough Sounds, with water taxis, and cruises available that leave the Picton foreshore regularly throughout the day.



*Above: Buses stopped at various locations around town centre.*

# State of the Environment

## Purpose

The quality of the environment is an important part of the Picton Town Centre. By assessing the state of the environment it is possible to easily identify areas which are not meeting standards, and may require some attention, allowing problems to be remedied.

## Methodology



The state of the environment 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, footpath condition, and cycle lanes.

Eight areas within the Picton Town Centre periphery were assessed based on the above variables. Each variable was either awarded a zero, one, or two score, representing bad, average, or good environmental conditions respectively. These variables were then averaged to produce a final score for the area, and using the same grading system concluded the area as either having a bad, average or good state of environment.

## Findings

The state of the environment check highlighted a number of areas that rated averagely, and did not meet the same standards as those that stood out as having a good state of environment. This indicates that work could be done in the town centre to establish more consistent environmental conditions.

The data collected shows variables that were consistently better across the town centre. From the eight areas surveyed it was found that the town centre is generally, clean, uncluttered, not visually polluted, and had adequate green space. However the data also shows that inadequate seating, directional signage, and shelter are an area for concern for some areas.

		
<p style="text-align: center;"><b>Good</b></p> <ul style="list-style-type: none"> <li>✓ Cleanliness/Clutter</li> <li>✓ Adequate Seating and Shelter</li> <li>✓ Pedestrian Safety</li> <li>✓ Directional Signage</li> </ul>	<p style="text-align: center;"><b>Average</b></p> <ul style="list-style-type: none"> <li>✓ Clutter</li> <li>✓ Visual Pollution and cleanliness</li> <li>✗ Poor Pedestrian Safety</li> <li>✗ Lack of Directional Signage</li> </ul>	<p style="text-align: center;"><b>Bad</b></p> <ul style="list-style-type: none"> <li>✗ Lack of Directional Signage</li> <li>✗ Adequate Seating and Shelter</li> <li>✗ Poor Pedestrian Safety</li> <li>✗ Noise Pollution</li> </ul>

*Above: Examples of the different states of the environments.*

Overall, it can be concluded that the Picton Town Centre has an average environmental condition rating. Areas such as High Street and London Quay are of good environmental condition. However the edges of the Town Centre Periphery may need further development.

Refer to Appendix O for map showing the eight survey points and results, and Appendix P for a results table of the individual locations examined.



# Vitality of the Picton Town Centre

## Purpose

The intention of assessing the street edge vitality of Picton's Town Centre is to establish the quality of the interaction occurring between buildings and pedestrians. The strength of this interaction can give a good indication of how well the town centre is performing in terms of its vitality.

## Methodology

The Blenheim Health Check in 2011 studied the vitality of the street edges in the town centre and this recent evaluation of Picton's street edge vitality follows a similar methodology, adapted from the Urbanism+ work in 2010. Street frontage in the town centre was graded as strong, moderate, weak or very weak. The grade awarded depended on the activeness of the street edge. Street edges classed as strong and being most active were cafes with tables along the street, retail with large doors, and shops with large windows that could be seen through. Moderate edges were shops that had windows with obstructions e.g. a bank or post office with flyers in windows, smaller windows, and recreational areas. Weak edges included petrol stations, shops with large blank walls, and accommodation or residential space that had some presence on the street. A very weak edge included vacant shops, blank walls, and spaces where no activity can be seen or there is no presence on the street.

## Findings

The majority of Picton's Town Centre is performing well in terms of the street edge vitality and the interaction between buildings and pedestrians is positive. Edges in the primary shopping area, e.g. High Street, where there are high levels of pedestrian movement are of strong or moderate vitality. This strong and moderate vitality radiates slightly through outer streets, but quickly declines where weak and some very weak edges are associated with residential property, accommodation, car parks, larger buildings, and secluded restaurants and pubs. Similar results were found during the Picton Town Centre work undertaken by Urbanism+ in 2010.

The town centre is confined to a very small area, with street edge vitality not spreading much further than the main shopping street and areas that attract high pedestrian volumes. Through examining street edge vitality, areas that could benefit from some improvement have been identified. In particular, there is a large amount of inactive street edge along Wellington Street, and the southern end of High Street. Upgrading these areas by encouraging the development of more active shop fronts would enhance the vibrant feeling of Picton's streets, and be more engaging for pedestrians.



Above: Examples of Street Edge Vitality.

Refer to Appendix Q for map showing the street edges assessed and the results.

## Pedestrian Survey

A pedestrian survey was carried out during the month of December in 2013 to find out what people thought of the Picton Town Centre. Refer to Appendix R for a copy of the survey. A total of 58 surveys were collected across different days and utilised a combination of public street surveys in Picton (refer to Appendix S) and a web based survey for staff at the Marlborough District Council. The survey was also included in a local newsletter sent to residents, giving the public the option to fill the survey in and return to the local council office.

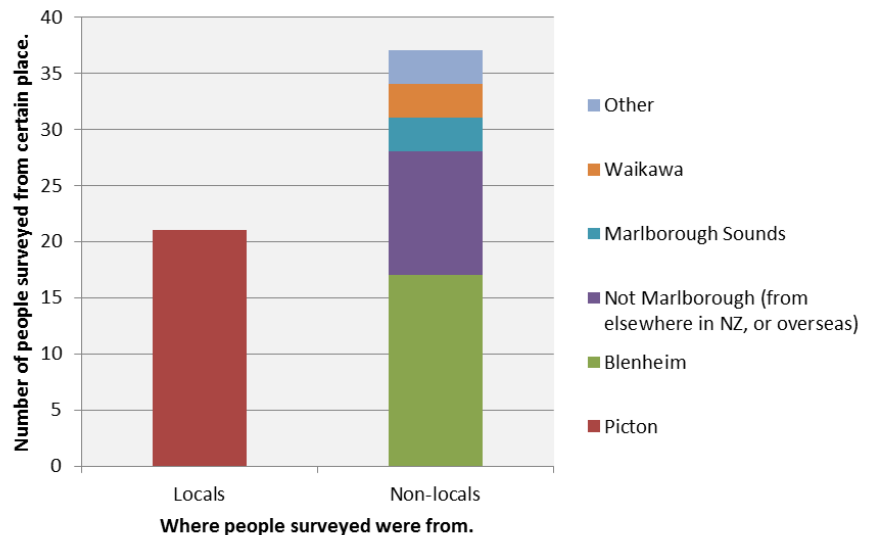
### Findings

#### Composition of Pedestrian Survey

Picton is a town utilised by many people who come from many different places. The variation of locals and non-locals is higher than Blenheim

The top three most common areas people visited from were:

- Picton (36%)
- Blenheim (29%)
- Outside Marlborough (18%), predominately from Wellington and Christchurch, and overseas countries such as Germany.

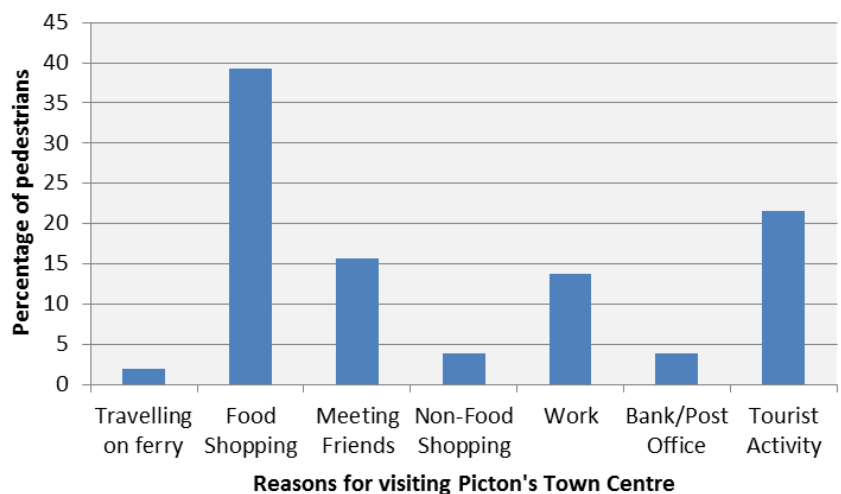


Above: Graph showing the composition of the people surveyed, in relation to where they were from.

The variation in place of origin supports Picton's tourism industry, pointing out the importance of harnessing Picton's tourism opportunities. However, given that the majority of people using the town centre were locals, a balance between catering for tourists and locals needs to be a priority.

#### Reasons for visiting Blenheim's Town Centre

Food shopping was the most common reason to come into the town centre, followed by partaking in tourist activities. Perhaps due to locals using Picton's centre for the supermarket, and tourists indulging in what the area has to offer. With the lack of respondents indicating non-food shopping as a reason to visit Picton, it can be assumed that there is a lack of willingness to shop in Picton, and perhaps people are travelling elsewhere to fulfil non-food shopping requirements.



Above: Graph showing pedestrians' main reasons for visiting Blenheim.

**Time spent in the town centre**

Of the pedestrians surveyed, there were very few who would on average spend a lot of time in the town centre, with the consensus being one hour, or one to two hours both times making up 32% of the total pedestrians surveyed each.

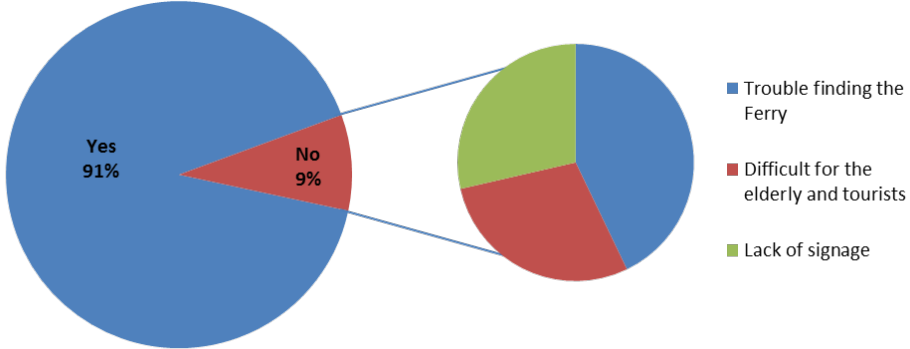
**How often people visit the town centre**

The frequency of how often people visit Picton’s Town Centre is a reflection of whether a person is a local or visitor.

- Respectively, monthly, daily, and weekly were the top three frequencies at which people visit Picton’s centre.

The opportunity for Picton to expand its shopping choices may provide potential to improve the town centre’s health in the future. By encouraging non-food shopping with more choice, people may visit the town centre for longer and visit more frequently.

**Ease of access**

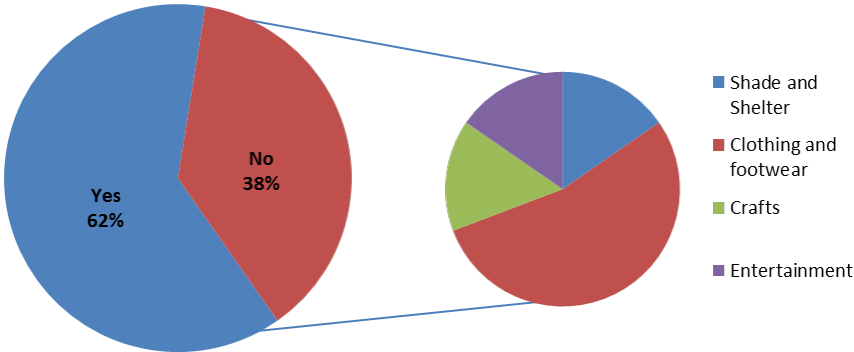


Overall the majority of people, especially locals, found Picton easy to access and navigate. However, of the tourists surveyed, many made comments on the difficulty to find their way around, despite Picton being small.

*Above: Chart showing public perspective on the ability to way find in Picton, also showing the most commonly mentioned issues with way finding.*

**The town centre’s ability to provide what is needed**

The majority believed that Picton did provide everything they needed. However respondents arrived at this answer by accepting the small nature of Picton and understanding that Picton cannot carry large franchise stores. Many people felt that a better variety in general would benefit the local community.



*Above: Chart showing public perspective on Picton's ability to provide all they need, also showing the most commonly mentioned things people believed should be provided.*

**Travelling into the town centre**

The survey revealed that overall people tend to drive to Picton, perhaps due to its size and proximity to other areas. With the number of people walking, one would assume that lots of people, especially tourists are utilising public transport options for arriving in Picton, or locals that live close enough walk into Picton. The number of people in town too that had arrived by ferry is positive, indicating that people are stopping

to enjoy Picton once arriving in the South Island, or spending time in Picton before leaving. Of those people who drove, the majority parked in free time limited, on street parking, e.g. High Street or free time limited off street parking e.g. Mariners Mall.

**Issues with Picton**

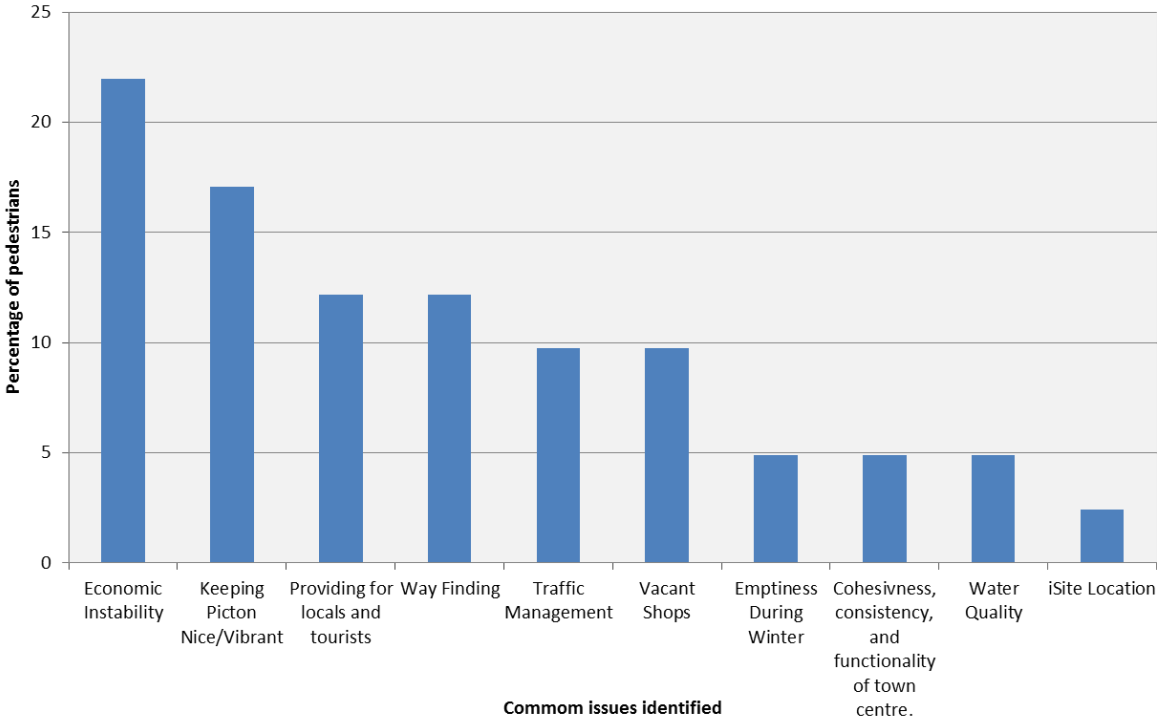
There were many different issues with Picton’s Town Centre identified during the survey. For ease of analysis the most common issues mentioned across all surveys were grouped to identify areas that may require attention in future.

Transport Option	Percent
Drive	63.2%
Walk	22.8%
Boat (personal or ferry)	10.5%
Other	3.5%

- The most prominent of the issues raised was Picton’s economic instability and/or vulnerable economy. People identified that this was due to retail leakage, lack of investment, people utilising Blenheim’s town centre, and unreliable business profitability.
- People associated the economic instability of Picton with the vacant units in town especially over winter, and the balancing act between providing for locals and tourists.
- People acknowledged keeping Picton’s Town Centre vibrant and nice as another leading issue. Locals were more generally concerned with the upkeep of the centre and the flower and tree plantings. Tourists commended Picton on its vibrancy, explaining that it would be a shame to lose the appeal of the town.
- Way finding was identified as an issue in Picton’s centre. Locals expressed the ease of access for themselves but pointed out the difficulties perhaps for someone who does not live in the area. Tourists who were surveyed expressed concern for way finding from the ferry terminals, and didn’t know what was beyond the main street of Picton.
- Traffic management was a concern mentioned by some of those people surveyed, pointing out issues with parking, campervans in the town centre, and the traffic/pedestrian interaction in regards to safety.
- The cohesiveness, consistency and functionality of the town centre were identified as an issue, and also the iSite location.

“Creating a town centre that attracts visitors as well as providing for residents.”

-Member of public surveyed on the streets of Picton.



Above: Graph showing the issues facing Picton’s Town Centre (Issues selected were the most commonly reoccurring issues across all surveys).

### Attractive aspects of Picton

The most attractive aspect of the Picton Town Centre as recognised by most of the pedestrians surveyed was the outlook to the foreshore and the foreshore area itself.



Above: Representation of the most attractive aspects of Picton's Town Centre. Larger font represents higher proportions of responses from the pedestrian survey.

Another favourite for the most attractive aspect of Picton's Town Centre were the trees, and other greenery, especially the Pohutukawa trees being popular with tourists.

Many people said that the cafes were excellent and many tourists commented on the boutique type shops present in the town centre. The feeling gathered from many people surveyed was that Picton was a friendly place with great scenery and the views of the harbour were fabulous.

### Unattractive aspects of Picton

The majority of people surveyed explained that there wasn't anything that was least attractive about Picton's Town Centre. However the survey did reveal some common things that people believed weakened the town centre, and could be improved.

The aspect of Picton that people found least attractive was the vacant shops. Comments from people about this explained that the vacant shops tire the town, and make it appear dull.



Above: Representation of the least attractive aspects of Picton's Town Centre. Larger font represents higher proportions of responses from the pedestrian survey.

Further unattractive aspects identified generally pointed out the less welcoming areas of Auckland and Wellington Streets, including the top portion of High Street by the mall. People described these areas as grubby and tatty, feeling disconnected from the more social, better looking end of High Street closer the foreshore.

### Suggested Improvements for Picton's Town Centre

There were a number of suggested upgrades mainly from Picton locals for the improvement of the town centre.

- The upgrade of the area around the mall on High Street was pointed out as something that would improve the appearance of Picton, and more trees through the centre of High Street would further enhance the green space.

"Lose the cars on High Street up to Dublin Street and convert this area into a precinct - even if only for the summer season to increase foot traffic and provide more social space amongst the retail area."

- Member of public surveyed from web survey.

- Some respondents suggested that adjusting the layout of the lower half of High Street (closest to the foreshore), by making this a no traffic area may encourage more foot traffic and provide a better space for retail activities. In addition to this, people commented that the closure to traffic in this area would create a better connection between shop owners and current street stall owners,

and allow more stalls to establish, even if this meant that the street was closed seasonally, indefinitely or for market days.

- Filling empty shops was a comment that transferred through from the least attractive qualities of Picton. Many people not only said this was the least attractive aspect of Picton's centre, but suggested that solving this issue would alleviate many of Picton's problems.
- People suggested that developing the untidy areas of Picton such as Wellington and Auckland Street is much needed. Keeping in mind that retaining Picton's character is vital, and the development should be consistent across the town centre. The addition of more trees, and upgrading the children's playground were mentioned too. In general people wished for a tidy up to occur, to lessen some of the unattractiveness in the town centre.
- Those who were not locals suggested signage as something that would improve the town centre. Directional signage was a variable looked at in both the study of the pedestrian routes and the state of the environment in Picton, included earlier in this report. In both cases the lack of signage downgraded the scores some routes and environments received.
- Additional comments made by the public included the provision of different entertainment types, a re-evaluation of the parking in Picton, and investigating a marketing strategy to encourage ferry passengers to travel through Picton rather than bypassing it for the terminals. Despite all the suggestion for improvement made, the public provided these with a positive outlook, and didn't appear negative when discussing Picton's future.

# Conclusion

The overall picture of the Picton Town Centre is rather positive. And the health of town centre is encouraging despite any issues or unattractiveness experience by those that use the town centre. Picton is a town within a unique setting where you can live, indulge, and relax, possessing many qualities appreciated by locals and visitors. In future the current issues that Picton faces will push for development to occur, offering opportunities to improve Picton's health as time progresses.

The Town Centre adequately provides for the needs of visitors, and to a lesser extent for locals due to the focus on tourists. Since the outcome of continuing ferry operations from Picton was reached, it is essential that any weakness be alleviated and Picton's strengths enhanced. This study has identified areas that may need attention in future, and with future surveys progress can be tracked.



## Appendices

- A: Location map of the Blenheim Town Centre, showing the study extent.
- B: Blenheim Town Centre Composition map.
- C: Blenheim Town Centre quality of pedestrian route map.
- D: Blenheim footfall data provided by Alexander Hayward Ltd.
- E: Blenheim Bike/Walk map showing transport facilities in Blenheim's Town Centre.
- F: Blenheim Town Centre state of environment map.
- G: Blenheim Town Centre state of environment results table.
- H: Blenheim Town Centre street edge vitality map.
- I: Blenheim Town Centre pedestrian survey.
- J: Blenheim Town Centre pedestrian survey locations.
- K: Blenheim Town Centre photo survey coverage map.
- L: Location map of the Picton Town Centre, showing the study extent.
- M: Picton Town Centre Composition map.
- N: Picton Town Centre quality of pedestrian route map
- O: Picton Town Centre state of environment map.
- P: Picton Town Centre state of environment results table.
- Q: Picton Town Centre street edge vitality map.
- R: Picton Town Centre pedestrian survey.
- S: Picton Town Centre pedestrian survey locations.
- T: Picton Town Centre photo survey coverage map.




# Appendix: A

N



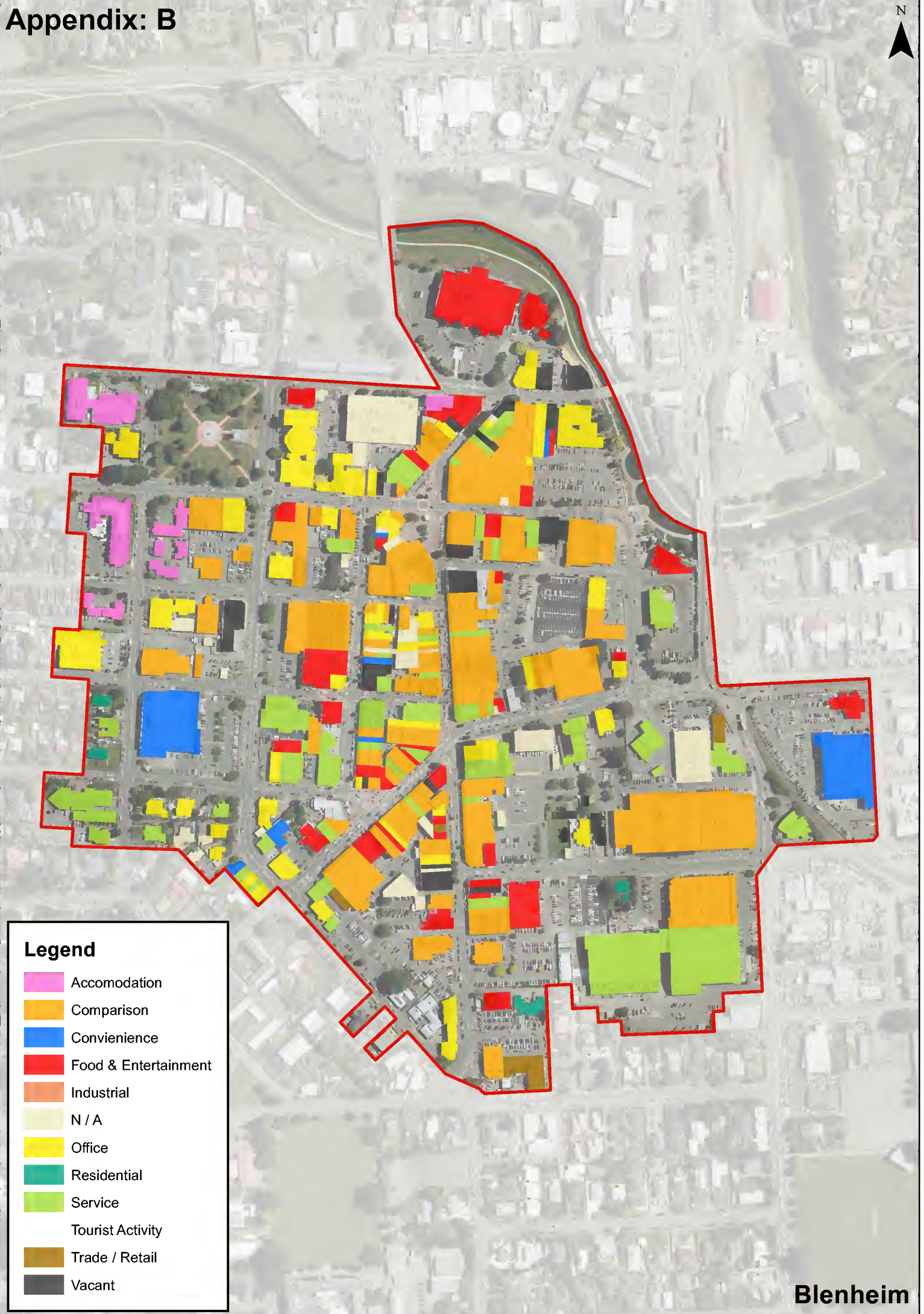
## Legend

 Study Area Extent

**Blenheim**

# Appendix: B

N

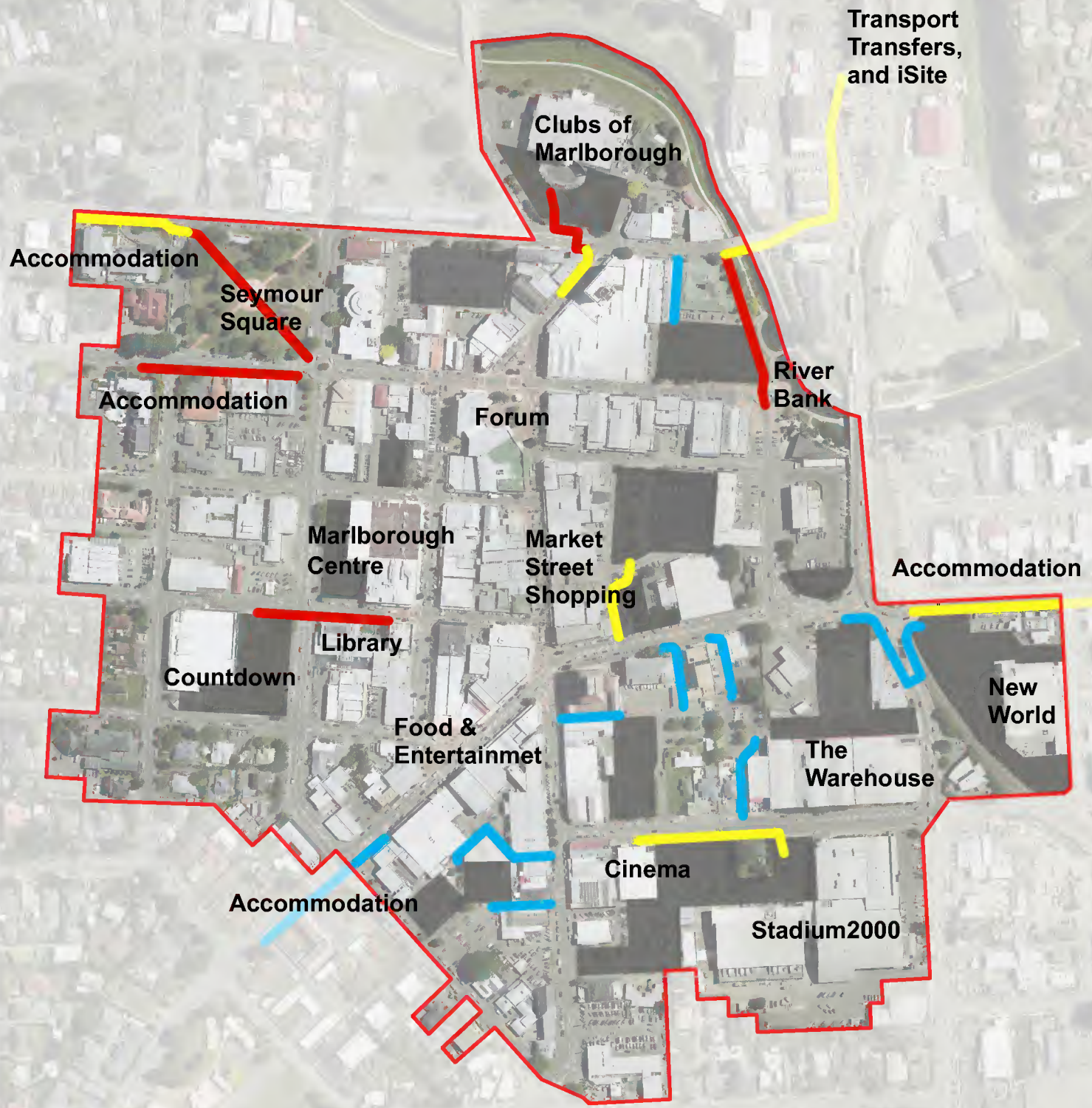


**Legend**

- Accommodation
- Comparison
- Convenience
- Food & Entertainment
- Industrial
- N / A
- Office
- Residential
- Service
- Tourist Activity
- Trade / Retail
- Vacant

**Blenheim**

# Appendix: C



**Legend**  
**CBD Pedestrian Route Quality**

- Red line: Good
- Yellow line: Average
- Blue line: Poor

## Appendix: D

Check Points	11&13/11/03	9&11/11/04	8&10/11/05	14&16/11/06	6&8/11/07	11&13/11/08	17&19/11/09	16&18/11/10	15&17/11/11	27&29/11/12	03&05/12/13
Market St Postie plus/Fashion Cent	154	176	127	139	157	162	204	164	150	134	127
Market St Pascoes	198	198	142	146	162	186	224	169	175	156	166
Market St Trendz	152	175	165	136	119	108	132	168	180	181	159
Market St ASB Bank/First National	144	171	156	139	120	109	128	146	207	159	211
Market St McRaes/Hannahs	155	178	169	145	154	188	169	163	147	156	115
Market/High St corner Farmers	157	162	152	154	157	175	131	138	176	134	147
Market St NBNZ/Café Le Cupp	73	84	59	71	48	62	37	54	96	34	40
Market St North Opposite old Millers building	87	79	94	66	94	123	141	70	66	42	39
Market St North old Millers building	68	87	58	51	51	85	161	54	48	77	41
Market/Alfred St corner	44	51	43	45	38	49	54	63	47	47	56
Queen St Air NZ/Queens Market	122	94	110	115	62	83	114	118	94	98	92
Queen St entrance Noel leeming	48	46	55	59	35	56	64	63	69	39	46
Queen St Brumbys	76	96	106	98	49	80	118	136	95	133	103
Queen St Service Station	75	45	57	38	23	37	43	44	65	103	56
Maxwell Rd Max Relax	120	99	107	67	66	88	89	80	70	96	95
Maxwell Rd Beta Electrical	53	67	66	67	52	73	70	46	58	81	65
Maxwell Rd Mangos	78	91	78	77	67	90	80	59	80	99	82
Maxwell Rd Ritual	94	91	93	88	75	82	110	88	95	101	111
Scott St Florist	70	73	69	64	71	56	58	68	61	75	70
Scott St Beyond the Fringe	86	85	134	69	73	67	71	73	82	127	88
Main St Lifetime Finance	61	66	N/A	57	51	60	79	57	51	95	102
High St Locksmith	23	44	62	38	30	63	56	52	21	40	41
High St Sewing Store	34	31	44	27	31	35	34	33	61	40	27
Carpark entrance to Centerpoint	94	123	103	78	77	92	100	85	82	56	81
Paper Plus/Forum	105	148	112	98	120	77	128	83	65	148	105
Queen/High St corner	75	83	40	61	56	73	92	63	71	70	62
Queen St entrance to Forum	80	82	76	104	74	55	123	121	108	90	100
Market St SBS Bank	N/A	N/A	117	118	121	127	150	148	161	112	137
Market/Maxwell Rd	N/A	N/A	187	128	174	162	295	237	304	270	275

Blenheim

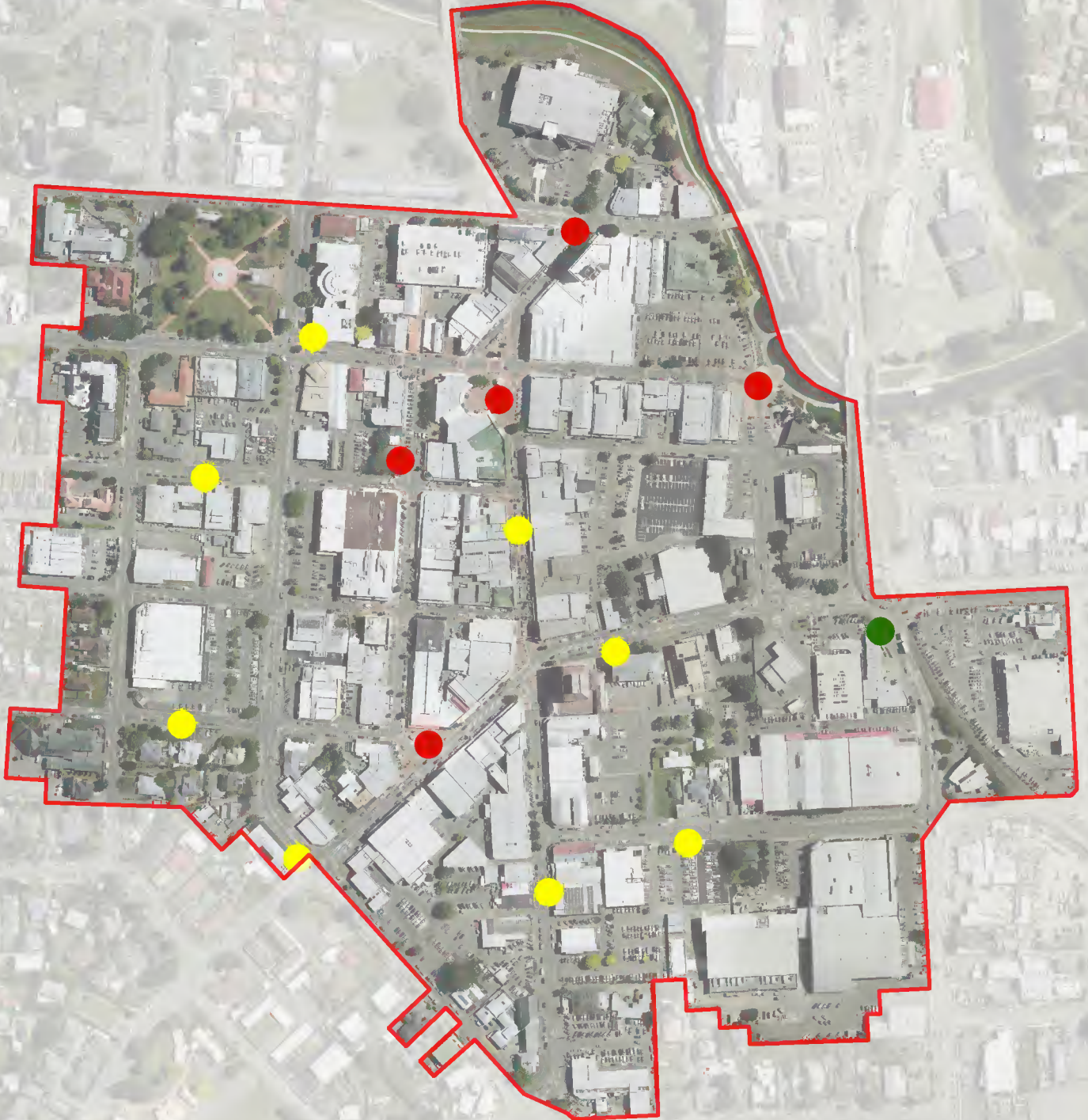
# Appendix: E

## Central Blenheim Bike / Walk Map



### Legend

-  Town Centre Highlights Walk
-  Bike / Walkway
-  State Highway
-  Walkway
-  Accessways
-  Toilets
-  Cycle Racks
-  Information
-  Car Park
-  Bus Stop
-  Taxi



**Legend**

**State of the Environment**

- Good
- Average
- Bad

## Appendix: G

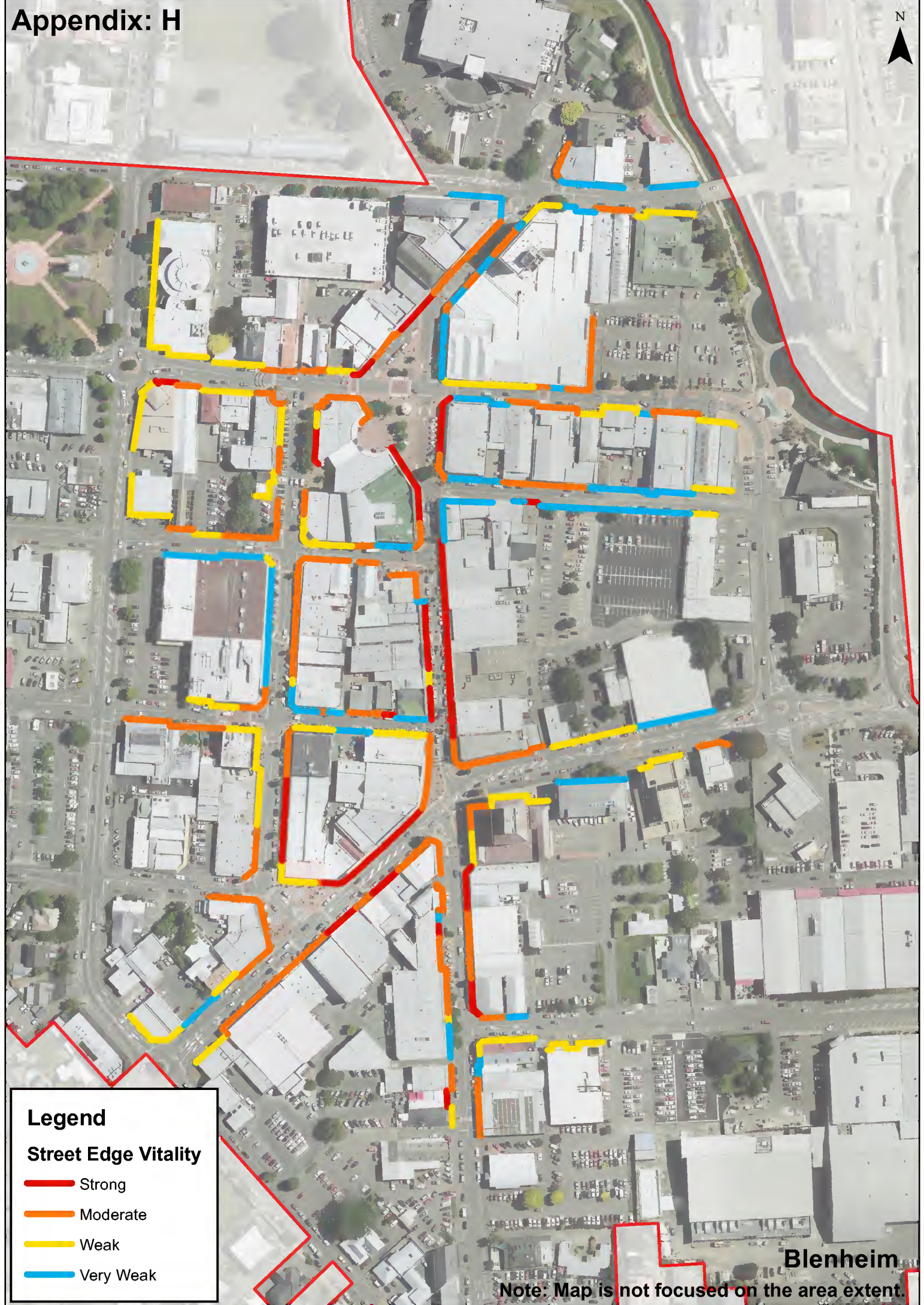
	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian safety	Directional Signage	Condition of Footpaths	Cycle Lanes	Final Score	Conclusion
1. Market Street	1	1	2	2	2	2	1	1	1	1	2	NONE	1	Average
2. Scott Street	1	1	2	1	2	1	1	1	1	2	2	NONE	1	Average
3. Kinross Street	2	2	2	2	2	0	0	0	2	2	2	NONE	1	Average
4. Intersection of Redwood Street and Main Street	0	0	2	1	0	0	0	0	1	0	1	NONE	0	Bad
5. Main Street	1	1	2	2	2	2	1	1	1	0	2	NONE	1	Average
6. River bank area on Symons Street	2	1	2	2	2	2	1	2	2	2	2	NONE	2	Good
7. Intersection of Leith Terrace and Russel Terrace	2	1	2	2	2	1	1	2	2	2	2	NONE	2	Good
8. Forum/Market Place	2	1	2	2	1	2	2	2	2	1	2	NONE	2	Good
9. Queen Street, Liz Davidson Place	2	1	2	2	2	2	1	2	2	2	2	NONE	2	Good
10. Intersection of Seymour Street and High Street	2	1	2	2	2	0	0	1	2	2	1	NONE	1	Average
11. Charles Street	2	1	2	2	1	0	0	0	2	0	1	NONE	1	Average
12. George Street	1	1	1	2	0	0	0	0	1	0	1	NONE	1	Average
13. Intersection of Arthur Street and Seymour Street	2	1	2	2	2	0	1	1	2	2	1	2	2	Good
14. Bythell Place	2	1	1	2	2	1	1	2	2	1	2	NONE	2	Good
15. Intersection of Maxwell Road and Seymour Street	1	0	2	2	0	0	0	0	1	0	1	2	1	Average

Bad=0, Average=1, Good=2

Note: State of the Blenheim Town Centre Environment 07/01/2014

**Blenhiem**

# Appendix: H



## Legend

### Street Edge Vitality

- Strong
- Moderate
- Weak
- Very Weak

**Blenheim**

Note: Map is not focused on the area extent.



# Appendix: I

Ask for: Christina Bright

## Blenheim CBD Health Check Pedestrian Survey

Date \_\_\_/\_\_\_/\_\_\_

1. Where are you from?

\_\_\_\_\_

If local, what part of Marlborough are you from?

\_\_\_\_\_

2. What is the most common reason for you to come into Blenheim's CBD? (Please tick one that applies.)

Food Shopping	<input type="checkbox"/>	Work	<input type="checkbox"/>
Meeting Friends	<input type="checkbox"/>	Bank/Post Office	<input type="checkbox"/>
Non-Food Shopping	<input type="checkbox"/>	Other:	<input type="checkbox"/>

3. On average, how long would you spend per visit in Central Blenheim? (Please tick one that applies.)

Less than 30 minutes	<input type="checkbox"/>
1 Hour	<input type="checkbox"/>
1-2 Hours	<input type="checkbox"/>
2-3 Hours	<input type="checkbox"/>
3+ Hours	<input type="checkbox"/>

4. How frequently do you visit Blenheim? (Please tick one that applies.)

Daily	<input type="checkbox"/>
Weekly	<input type="checkbox"/>
Monthly	<input type="checkbox"/>
Yearly	<input type="checkbox"/>
This once	<input type="checkbox"/>

5. How did you get here? (Please tick one that applies.)

Walk	<input type="checkbox"/>
Drive	<input type="checkbox"/>
Mobility Scooter	<input type="checkbox"/>
Cycle	<input type="checkbox"/>
Bus	<input type="checkbox"/>
Other:	<input type="checkbox"/>

6. If you drive, where do you park?

\_\_\_\_\_

7. Is the Blenheim Town Centre easy to access and find your way around?

YES                      NO

If no, why not?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. What are the most important issues facing Blenheim's Town Centre?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. Does central Blenheim provide everything you need? (i.e. enough amenities, retail space or social areas?)

YES                      NO

If no, what else should be provided?

\_\_\_\_\_

\_\_\_\_\_

10. What is the most attractive aspect of Blenheim's Town Centre?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. What is the least attractive aspect of Blenheim's Town Centre?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

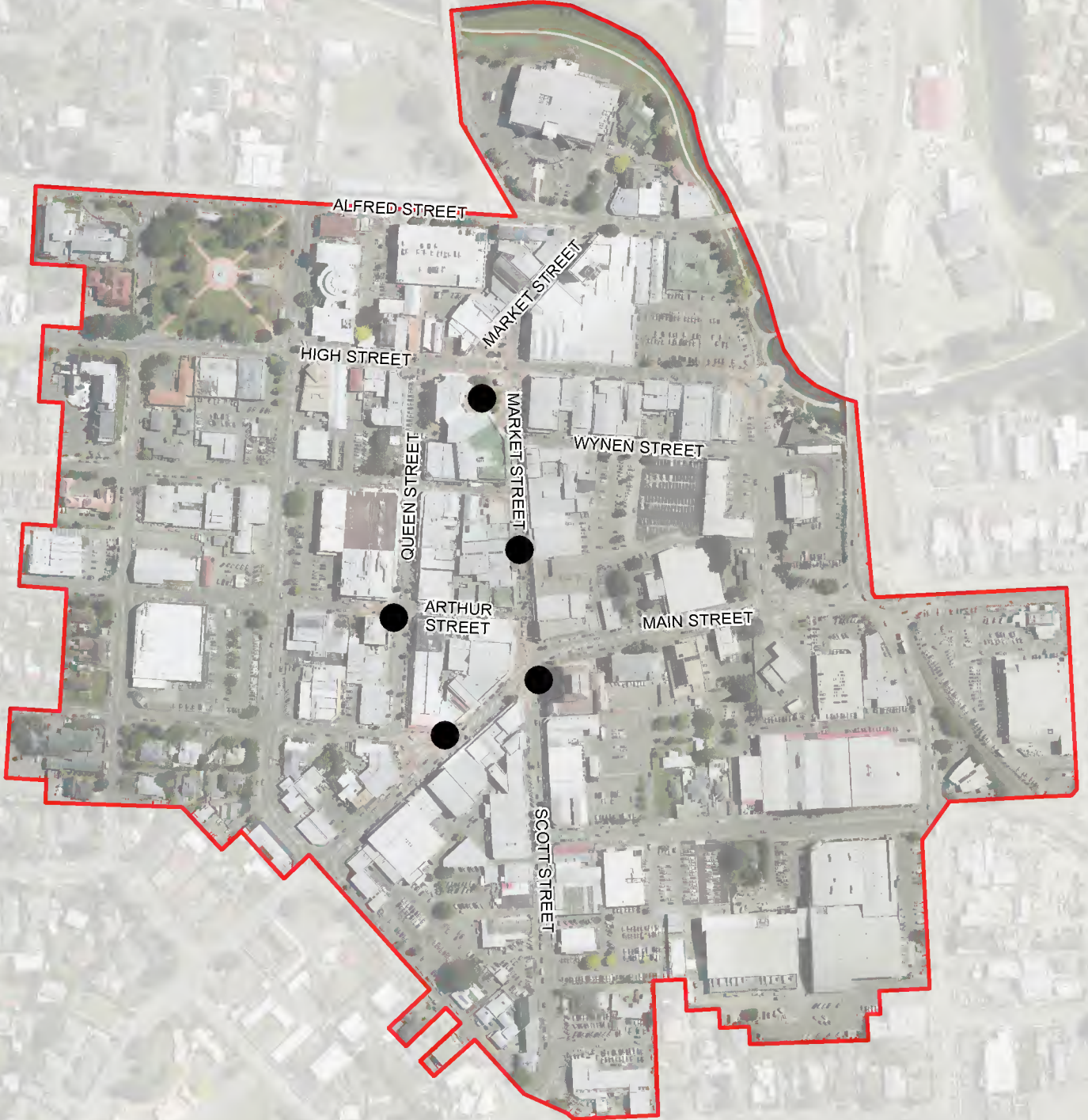
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# Appendix: J

N



## Legend

### Survey Point

- Pedestrian Survey

Blenheim

# Appendix: K



**Legend**


- Photo Survey Point
- Photo Direction

**Blenheim**

Note: Map is not focused on the area extent.



**Legend**

 Study Area Extent



**Legend**

- Accommodation
- Comparison
- Convenience
- Food & Entertainment
- Industrial
- N / A
- Office
- Residential
- Service
- Tourist Activity
- Trade / Retail
- Vacant

# Appendix: N

Ferry Terminal

N



iSite

Foreshore

Picton Marina

Accommodation

Accommodation

Mariners Mall and Fresh Choice

Picton

## Legend

### CBD Pedestrian Route Quality

Good

Average

Poor



**Legend**

**State of the Environment**

- Good
- Average
- Bad

## Appendix: P

	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian safety	Directional Signage	Condition of Footpaths	Cycle Lanes	Final Score	Conclusion
1. Outside the isite building on Auckland Street	1	0	2	1	1	0	0	1	1	0	1	NONE	1	Average
2. Intersection of London Quay and High Street	2	1	2	2	2	2	2	1	2	1	2	NONE	2	Good
3. Inetrsection of London Quay and Wellington Street	2	2	2	2	2	2	1	2	1	0	2	NONE	2	Good
4. Intersection of Dublin Street and Auckland Street	1	1	1	1	1	0	0	1	1	0	1	NONE	1	Average
5. Instersection of High Street and Dublin Street	1	0	2	2	1	1	2	1	1	1	1	NONE	1	Average
6. Intersection of Waikawa Road and Wellington Street	0	0	2	1	0	0	0	0	0	1	0	NONE	0	Bad
7. Intersection of Broadway and High Street	1	1	2	2	0	0	0	0	1	0	0	NONE	1	Average
8. Outside the Aquarium	2	2	1	2	1	1	1	2	2	1	2	NONE	2	Good

Bad=0, Average=1, Good=2

Note: State of the Picton Town Centre Environment 05/12/13

**Picton**





**Legend**

**Street Edge Vitality**

- Strong
- Moderate
- Weak
- Very Weak

# Appendix: R

Ask for: Christina Bright

## Picton CBD Health Check Pedestrian Survey

Date \_\_\_/\_\_\_/\_\_\_

1. Where are you from?

\_\_\_\_\_

If local, what part of Marlborough are you from?

\_\_\_\_\_

2. What is the most common reason for you to come into Picton's CBD? (Please tick one that applies.)

Food Shopping	<input type="checkbox"/>	Work	<input type="checkbox"/>
Meeting Friends	<input type="checkbox"/>	Bank/Post Office	<input type="checkbox"/>
Non-Food Shopping	<input type="checkbox"/>	Other:	
Tourist Activity	<input type="checkbox"/>		
Catch the Ferry	<input type="checkbox"/>		

3. On average, how long would you spend per visit in Picton? (Please tick one that applies.)

Less than 30 minutes	<input type="checkbox"/>
1 Hour	<input type="checkbox"/>
1-2 Hours	<input type="checkbox"/>
2-3 Hours	<input type="checkbox"/>
3+ Hours	<input type="checkbox"/>

4. How frequently do you visit Picton? (Please tick one that applies.)

Daily	<input type="checkbox"/>
Weekly	<input type="checkbox"/>
Monthly	<input type="checkbox"/>
Yearly	<input type="checkbox"/>
This once	<input type="checkbox"/>

5. How did you get here? (Please tick one that applies.)

Walk	<input type="checkbox"/>
Drive	<input type="checkbox"/>
Mobility Scooter	<input type="checkbox"/>
Cycle	<input type="checkbox"/>
Boat (ferry or personal)	<input type="checkbox"/>
Other:	<input type="checkbox"/>

6. If you drive, where do you park?

\_\_\_\_\_

7. Is the Picton Town Centre easy to access and find your way around?

YES                      NO

If no, why not?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. What are the most important issues facing Picton?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Does Picton provide everything you need? (i.e. enough amenities, retail space or social areas?)

YES                      NO

If no, what else should be provided?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. What is the most attractive aspect of Picton?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. What is the least attractive aspect of Picton?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. Suggest one thing you think would improve Picton's Town:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If taking this survey away to fill out. Please return to council by either: Dropping it off at the Picton Marlborough District Council reception, or post to; Christina Bright, Regulatory Department, 15 Seymour Street, PO BOX 443, Blenheim 7240.

Alternatively you can access the survey online, <https://www.surveymonkey.com/s/PictonHealthCheck>



**MARLBOROUGH  
DISTRICT COUNCIL**

# Appendix: S

N

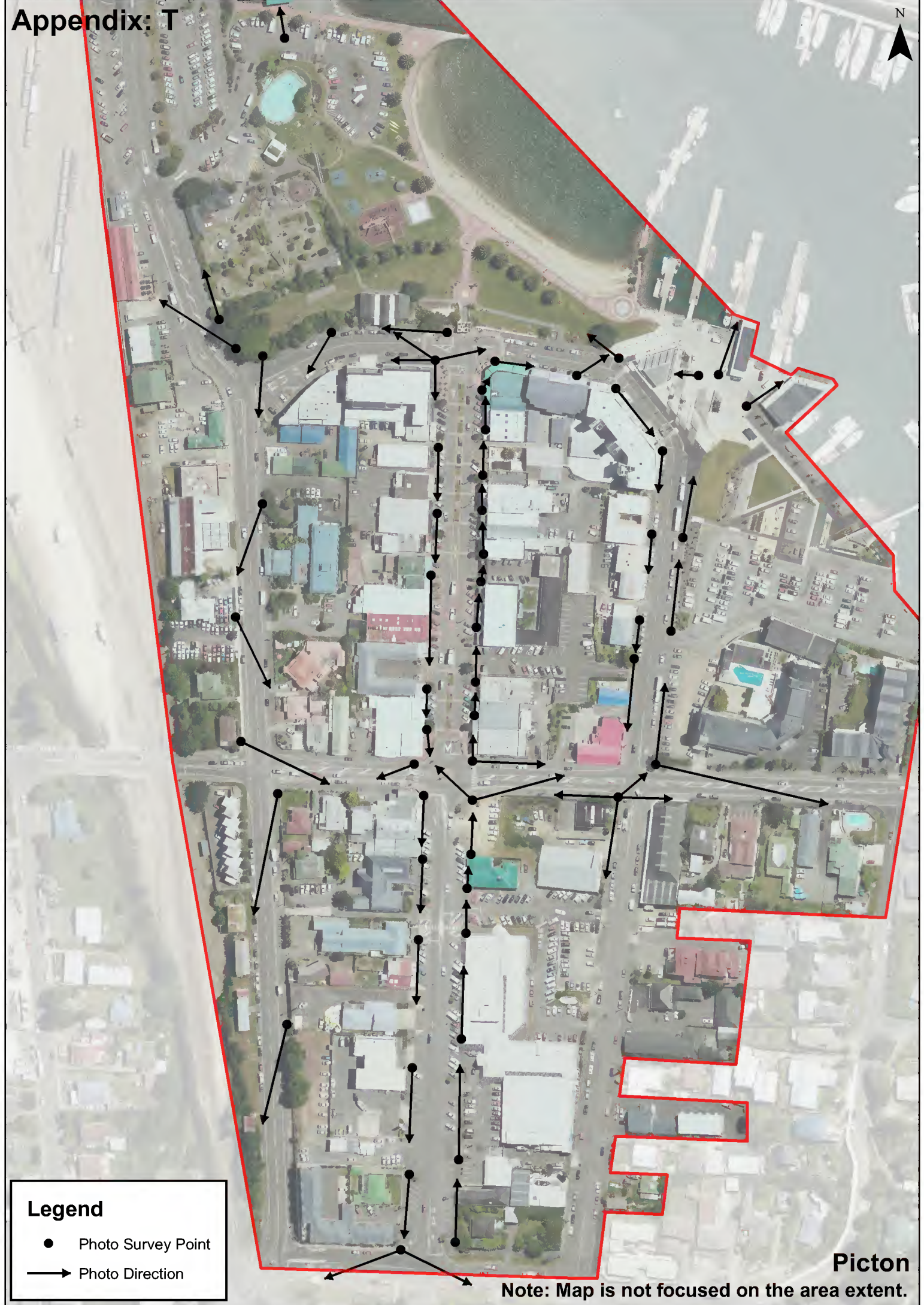


**Legend**

**Survey Point**

- Pedestrian Survey

Picton



**Legend**

- Photo Survey Point
- Photo Direction

**Picton**

**Note: Map is not focused on the area extent.**