



MARLBOROUGH
DISTRICT COUNCIL



Only Marlborough

TOWN CENTRE HEALTH CHECK

November 2017 -
January 2018

PART ONE - BLENHEIM
PART TWO - PICTON

MARLBOROUGH DISTRICT
COUNCIL
ECONOMIC DEVELOPMENT

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The research for this report, and production of the report was carried out by Jacob Crosswell over the summer period of 2017/2018.

Blenheim



**Part
One**

NOVEMBER 2017 - JANUARY 2018

HAS BLENHEIM IMPROVED OVER THE PAST 2 YEARS?



COMPOSITION



POCKET PARKS & THE FORUM

MOST ATTRACTIVE
PARTS OF BLENHEIM

Executive Summary

Purpose

The 2017 Blenheim Town Centre Health Check is a follow up of the three previous checks that have been carried out before it (2011, 2014, 2015/16). Following the same detailed projects and procedures to form an outlook of the town centres operation through a variety of indicators.

Main Survey Findings

Composition of the Town Centre

- The overall pattern of composition is relatively the same to the pattern observed in the previous health check. Comparison, Service and Offices being the dominant businesses that make up the Central Business District. Due to this there have been only small changes since the last health check. One slight change seen in particular was an increase in the number of service type businesses.
- Noticeably the number of vacant building has decreased by 1% since the last health check. With the number of properties still significant, particularly a cluster located on Queen Street and patches in the upper end of Market Street.

Pedestrian Routes

- Pedestrian route quality across the central business district has remained consistent to the quality seen in 2016, continuing to allow pedestrians to easily access services through various paths and walkways.

Transport Facilities

- Transport facilities have not changed since the previous health check as Blenheim continues to offer consistent transport facilities. From the Blenheim bus service, to cycleways and a large number of car parks for those that choose to drive.

State of the Environment

- The selected areas that were analysed over the Central Business district are relatively stable. With two locations improving since the previous health check. Green Spaces/Pocket Parks continue to benefit town in terms of this indicator.

Vitality of Town Centre

- Street edges/frontages are performing well, similar to results reported in 2016. A noticeable difference in the activity is where there are now vacant properties for example the cluster in Queen Street.

Pedestrian Survey

- 90 Pedestrians were surveyed on their views of how they think the town is operating, whether or not the town provides what they need along with what more they would like to see.

- Of the 90 the majority (55%) were from Blenheim (central). The rest of those surveyed were mostly from different Blenheim suburbs or smaller towns. There were also a few international visitors that were surveyed.
- Many of the responses were positive with pedestrians reasonably satisfied with how the Town Centre operates. There were also a large proportion who did not believe Blenheim had improved over the past 2 years, of these pedestrians many gave suggestions for improvement.

Conclusion

Overall, the Blenheim Town Centre has remained very similar to the past 2016 health check. The Town continues to offer a wide range of facilities, particularly comparison, services and office business types. Meanwhile the state of the environment across the town centre is stable along with active edges along many of Blenheim's busier streets. Whilst the outlook is positive, there are many areas over the town which could be improved in order to continue the high performance of the Blenheim CBD, particularly the number of vacant properties within the Town Centre.

Introduction

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Methods

The 2017 Health Check is the fourth report of its type undertaken by the Marlborough District Council. Therefore, the report follows the same approach to previous health checks. Using methodology used by UK local authorities who are required to undertake a health check of the town centre in planning and policy.

To maintain a fair comparison the 2017 Town Centre health check has focused on the exact study area as 2016. Refer to Appendix A. This area includes the Blenheim Central Business District (CBD) composed of various business types.

The 2017 Blenheim Town Centre Health Check was carried out during the months of November and December 2017, and January 2018, over numerous days and various weather conditions. Across this study at each part effort was made to continue to ensure that consistent health checks could be replicated in years to come.

The town centre health check includes the term health. The term incorporates a range of determinants which collectively can be used to form what a healthy town centre could look like, while also giving a general snapshot in time of how well the town centre is performing. By carrying out this check over time we can then therefore see the progress being made and what contributes to a healthier town centre.

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

A desktop study of existing data:

- Town Centre Health Check 2015/16
- Blenheim Town Centre, a Vision for the Future
- Footfall (pedestrian traffic) data

Primary research in the town centre to identify:

- The day time composition of the town centre
- Pedestrian route quality
- Transport facilities
- State of the Environment
- Vitality of the street edges
- User views of the town centre via a pedestrian survey (Refer to Appendix M for survey location point map)

A photo survey was also completed providing visual documentation of the town centre health; refer to Appendix N for photo survey location point map.

Previous Town Centre Health Check

Conclusion from 2016 Town Centre Health Check

It was concluded that the overall picture of the Blenheim Town Centre is positive, and like previous health checks, 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. Progress was made in the town centre over the time period between the 2011, 2014, and 2016 health checks, already eliminating some of the issues identified in the past. Overall the town remained in a stable state as it did in previous years, but with the improvements that have occurred since then, the overall quality has increased slightly. It was 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.

Composition of the Blenheim Town Centre

Diversity of Uses

The Blenheim Town Centre has various business types in terms of retail activity. To analyse the “health” of the town centre it is important understand the combination of businesses that operate within it. In order to do this the ground floor of each building footprint was mapped, and categorised by the main land use.

The categories were repeated from the previous 2016 Town Centre Health Check:

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, bars, takeaways, cafes, children entertainment centres, museums, art gallery 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.

Demolished: Buildings that were present in previous health checks and no longer present.

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. Buildings under renovation or temporarily closed were also classified as N/A.

Analysis

From the composition data collated it is clear that there are again three dominant business types in which the Blenheim Town Centre is composed of, seen in Figure 1 below. Of the total number of the ground level units surveyed 29% were comparison stores. However, this is to be expected with the comparison category covering various businesses in which residents often need access to within a town. Collectively offices and services contributed to 41%, the percentage of offices has the potential to be higher than 20% as there were a significant amount of offices in on first floors of buildings; these were therefore not included in the survey (As only ground floor units of the CBD were recorded). This pattern is not unusual following a similar pattern seen in previous health checks. This should be expected for a Town Centre of Blenheim’s size in order to provide for its residents and visitors.

Blenheim CBD Composition

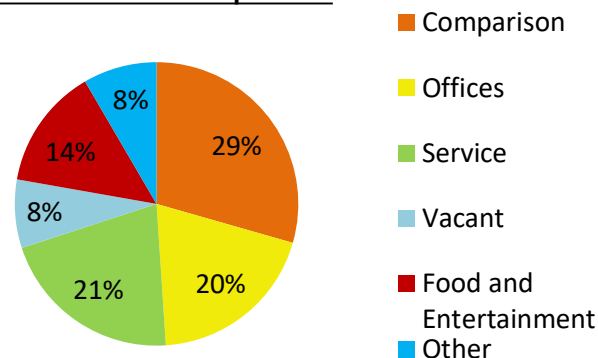


Figure 1: Pie Chart, Composition of Blenheim Town Centre, displaying the top 6 categories

Comparison of the percentage of total units for 2016 and 2017

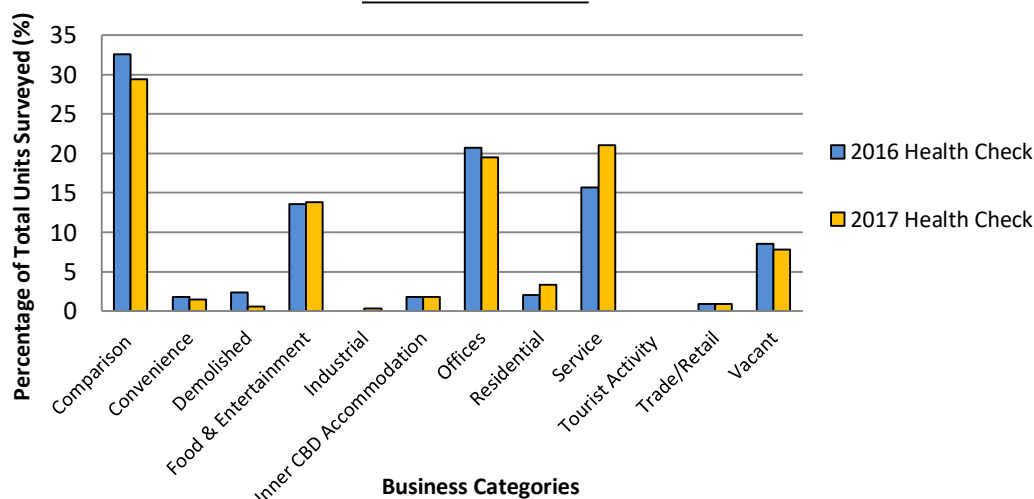


Figure 2: Pivot Chart, Percentage of Units for both 2017/2018 and 2015/2016 health checks.

Comparing the percentages of business types from the 2017/2018 health check to the previous health check carried out in 2015/2016 (Figure 2) there have been minor changes across the categories. Firstly, there is an increase in the percentage of services within the Blenheim Town Centre from 16% in 2016 to 21% in 2017. There have been a few new services that have moved into the CBD which could partly contribute to this increase. The percentage of comparison units remains high despite being 4% less than the 2016 percentage. We can see that many properties have change

categories since the previous health check but the proportions are similar, this can be seen in Appendix C. This map highlights all the buildings that were categorised differently during the 2017/18 health check from 2015/16. This map does also spotlight some properties in which the last health check may not have identified, plus buildings in which may have changed classification due to differing researcher opinions.

Category	Number of Units	Percentage of Total
Convenience	5	2%
Comparison	98	29%
Food & Entertainment	46	14%
Residential	11	3%
Offices	65	20%
Service	70	21%
Tourist Activity	0	0%
Industrial	1	0%
Trade/Retail	3	1%
Inner CBD Accommodation	6	2%
Vacant	26	8%
Demolished	2	1%
Total	333	100%

Table 1: Composition of the Blenheim Town Centre 2017
(Number of Units and Percentage of Total)

The number of trade/retail and industrial units continues to be low. This is to be expected with many construction/manufacturing businesses with properties outside of the main Town Centre

The number of demolished buildings has also decreased. Many buildings were demolished during the previous health checks due to various reasons. During this health check there were two demolished units. One comparison unit demolished on Queen Street after earthquake related damages. A residential unit was demolished on Scott Street adjacent to Paddy Barrys.

In terms of Accommodation, along with Food and Entertainment, the percentage of units for both categories has remained the same. With a range of facilities on offer within the CBD. Both categories would also likely have more properties outside the study perimeter

Building Distribution

Referring to Appendix B. for Blenheim Town Centre Composition Map. The composition distribution varies significantly in certain regions of the CBD with no set pattern. There is however a distinct agglomeration of comparison stores along Market Street which has been common throughout the health checks carried out. Whereas services and offices in comparison are quite dispersed over the study area. Residential properties and inner CBD accommodation have a tendency to be further from the centre, located on the peripheral streets in the study area.

Vacant Building Distribution

One of the top issues of unattractiveness for the Blenheim CBD identified in the 2016 pedestrian, survey was the number of vacant shops along central streets. There was only a 1% drop in the number of vacant units from 2016 to 2017/18 and therefore a significant number of vacant properties still remain. This is supported by 42% of those surveyed in the Pedestrian survey mentioning that the least attractive part of the Blenheim Town Centre is the empty shops.

In the previous health check the distribution of vacant shops was quite dispersed. From the 2017 map of vacant properties (Refer to Appendix D) we can see they are still dispersed across the Town Centre. However, there is a significant cluster on Queen Street with vacant buildings all in close

proximity to each other. It was noted that there are a significant number of vacant units that were above the ground level and therefore were not included in this study.

Pedestrian Routes

Purpose

Over the course of the health check, particular pedestrian routes which see high pedestrian movement were observed to determine if the quality of the routes were of acceptable standard.

Method (Used for 2016 Health Check)

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.
- Informal walking routes taken mainly by locals from common parking areas.

Routes were rated as good, average or poor and were based on a number of variables:

Footpaths were considered for:

- Visibility
- Width of footpath
- Condition of footpath material
- Lighting
- Having clear boundaries

Routes were considered for:

- Adequate seating
- Protection from weather
- Level of Safety
- Way finding signage
- Pram/mobility scooter access

Findings

	<p>Good Route</p> <ul style="list-style-type: none"> ✓ Pedestrian Safety ✓ Lighting ✓ Shelter ✓ Clear Boundaries ✓ Way Finding ✓ Footpath Width ✗ Seating
	<p>Average Route</p> <ul style="list-style-type: none"> ✓ Pedestrian Safety ✓ Way Finding ✗ Fast Traffic ✗ Foot Path Condition ✗ Shelter ✗ Seating
	<p>Poor Route</p> <ul style="list-style-type: none"> ✓ Pedestrian Crossing ✗ Fast Traffic ✗ Railway Tracks ✗ Seating ✗ Shelter ✗ Seating

Overall the pedestrian routes surveyed were all consistent, remaining at the same quality level seen in the 2016 health check. Refer to the Appendix E for the 2017 Pedestrian Routes Map

The routes which connect popular areas around the town centre are in great condition. Pedestrians are able to reach and access a range of businesses easily and safely. This is also partly due to the size of Blenheim’s CBD, being smaller town accessibility is expected to be higher.

However, there are many improvements that could be made to ensure pedestrians have higher quality and safer footpaths/walkways. Shelter was an aspect in which many routes lacked, especially in terms of shade. For one of the regions which experiences the most sunshine hours in New Zealand there could be slight adjustments made to ensure pedestrians can get from A to B in most weather conditions.

The Quays Development along the Taylor River is now a great route for pedestrians to walk from the site to the town centre. This route was already categorised as good in quality when checked in 2016, however this development makes the route more attractive

for pedestrians to walk. Development's such as The Quays are vital in order to maintain the quality level of the pedestrian routes.

The Northern pedestrian routes of the CBD are all in a stable condition, and as mentioned earlier tend to look nicer from the view of a pedestrian. In comparison to many of the southern routes which are less popular and are of poor quality, which could be expected as this links are not considered formal walkways. As these routes are mostly short cuts in which pedestrians can use to get to and from stores they are more often used by locals than visitors. There are seven of these routes in a poor condition in the south side of the study boundary. During the observation many these routes tended to be unclean and were less attractive for people to walk through. This could be expected as they are alley ways between buildings. However, perhaps if they were made cleaner and aesthetically appealing then more pedestrians could potentially uses these routes more to reach their destinations within the CBD.

It was observed in the 2016 health check that some routes improved in quality from small developments such as signage to bigger developments such as pocket parks (for example outside of Stadium 2000). These adjustments in previous years have kept the quality of the routes fairly consistent. This shows the benefits of investing in new improvements to current pedestrian routes and other urban environments over the town centre. The only route to see improvement was located on the Maxwell Road entrance into the CBD formerly rated as poor condition in 2016 this route was observed as average condition in 2017/18. This improvement may have been due to the time of the day in which the observation took place as there less traffic than usual. However, the route was reasonably clean which a big factor in this improvement.

Blenheim's Busiest and Quietest Streets

By analysing pedestrian counts throughout the Blenheim Town Centre we can form a better picture as to which areas see more activity than others. This can be very helpful to view in the process of planning new projects within the CBD. From the pedestrian counts taken in Blenheim in 2017 on the 28th & 30th of November there are some key patterns that can be seen in the foot fall table (Refer to Appendix F)

It can be seen that are a few dominant streets/areas which saw higher pedestrian counts. Market Street and Maxwell road both tend to see the most pedestrians. This is to be expected with Market Street having a large number of retail stores all nucleated together, while Maxwell follows off the southern end of Market Street and contains a number on shops. Queen Street also saw high footfall counts particularly the southern end which also has a row of operating businesses such as Brumby's and the Petrolheads Barbers. The forum is also an area of high pedestrian activity, this being a popular area surrounded by various shops along with sufficient seating, particularly outside Thomas's Café. Noticeably Northern Scott Street had a reasonably high pedestrian count. This could be due to the flow of pedestrians walking from Market Street. While similar to Market Street, Scott Street does not quite have the number of businesses to draw more people into the southern part of the CBD.

Overall there are some key streets within the Blenheim Town Centre which see a high number of pedestrians while others have lower activity particularly streets which lie on the outer areas of the CBD. As an outlook across the years the counts have fluctuated consistently since 2008 with some streets seeing lower numbers each year.

Transport Facilities

The town centre of Blenheim consistently provides adequate transport facilities for both residents and visitors. The pedestrian survey carried out showed that while some pedestrians opted for other forms of transport the majority (74%) most often drive into the centre of Town.

Parking

-Number of parks to be adjusted-

Blenheim offers various types of parking in the central business district with both street parking and off street parking available, customer car parks and pay and display car parks. Overall Blenheim parking is mostly composed of metered parking and pay and display car parks. While there are none metered car parks these tend to be restricted to a time limit, free no-limit parking can often be found in the edges of the CBD in close proximity to residential areas. Off street parking adds up to 907 parks, while on street parking in the CBD adds 340 to this.

Cycle Facilities

Blenheim still adequately services cyclists across the central business district. The cycle lanes that were introduced in the previous health check seem to be functioning well over some of the main streets. While the cycle lanes provide a safer option for cyclists to access particular parts of the CBD. There are still areas in which improvements could be made to ensure the whole town centre is safer for cyclists along with everyone else on the roads, for example, some of the busier roundabouts could be made more cycle friendly. This could be particularly beneficial in future years if plans for a Coastal Cycle way from the Marlborough Sounds through to Christchurch, if the trail is formed Blenheim could perhaps see more cyclists come into the Town Centre. From the pedestrian survey 11% of the pedestrians surveyed cycled into the Town Centre. Many pedestrians who said they drive most often said they would occasionally cycle into town but dependent on weather.

Public Transport

In terms of Public Transport the Blenheim Bus is still operating despite a change in sponsorship. The council along with the new sponsor Bayleys Marlborough and funding from the NZ Transport Agency provide the subsidised bus service. Fares are two dollars for adults, one dollar for school children/students and free for SuperGold cardholders and children under five. A potential service to Renwick is still in consideration. However, the current routes still cover a large area of Blenheim Only 3% of those who took part in the pedestrian survey take the bus into the CBD which does raise the question of the demand for this service as it is often seen with zero passengers driving around the town. A second option for transport is Marlborough Taxis Ltd. which still operates within the town centre, the taxi stands also remain located on High Street (Close to the Farmers Carpark) and on Market Street North.

State of the Environment

Purpose

By measuring the state of the environment over multiple points within in the Blenheim Central Business District (CBD) we are able to attain vital information regarding the quality of the town centre for all users. The state of the environment has the ability to also influence the quality other aspects of the CBD and is a key component to an efficient town. The analysis is a sufficient detector for factors which may lead to a decrease in the quality; it is this recognition that can allow for issues to be remediated.

Method (Used in 2016 Health Check)

The process by which the state of the environment was measured also followed the measures used in the past health check in order to gain a sufficient comparison. Measuring the state of the environment with the following variables:

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 (if present).

Each variable was awarded a score of zero, one, or two, 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. These averages can be seen on page 15 from the infographics displayed. Refer to Appendix G for the State of environment map and Appendix I for the results tables. All locations were surveyed twice, on separate days at different times (9-10am – 27/11/17 & 11am-12.30pm – 11/12/17)

Findings and Emerging Trends

The state environment for the 2017 health check has mostly remained the same since the past health check. However, there are two locations which have improved since being analysed in the previous health check. The first site improved is outside the Rangitane building. This comes as a result of this area being redeveloped along Main Street after the 2015/2016 health check took place; this has seen the State of the environment improve from average to good. The second location of improvement is the Redwood Street/Main Street Roundabout. While there hasn't been any new development this improvement could have perhaps have been the result of a better day of observation, however this area could have been less active with low levels of traffic heading in this direction due to the SH1 closure up to the 15th December 2017.

The majority of locations which scored a good ranking overall tended have good marks over a range of the selected variables. While there are many locations with high green space there are areas in which more green space could contribute to nicer environments across the CBD with Green space having an average ranking of 1 (see infographic 1). Ultimately the state of the environment across the Blenheim CBD is stable, with room for future adjustments to particular variables such as shelter, seating and directional signage.

State of the Environment

Blenheim Town Centre Average rankings



AVERAGE SITE RANKING



Infographic 1 - Blenheim State of the Environment average scores for variables measured.

Infographic 2 - Blenheim State of the Environment Site Averages.

Vitality of the Blenheim Town Centre

Purpose

Through assessing the street edge vitality a better picture can be formed of the activeness and aesthetic appeal of Blenheim's Town Centre. Street Vitality is dominant aspect of urban planning; involving the key interaction between pedestrians and the building fronts along the CBD streets. The strength of this interaction can give a good suggestion of how well the town centre is functioning.

Method (Used in 2016 Health Check)

Following the method of the previous health checks street frontage in the town centre was graded as strong, moderate, weak or very weak based on a method 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.

- Strong: Most active e.g. cafes with tables along the street, retail with large doors, and shops with large windows that could be seen through.
- Moderate: Recreational areas or shops that had windows with obstructions e.g. a bank or post office with flyers in windows, smaller windows.
- Weak: Inactive e.g. petrol stations, shops with some blank walls, accommodation or residential space that had some presence on the street.
- Very weak: Very inactive, where no activity can be seen or there is no presence on the street e.g. vacant shops, blank walls.

Findings and Emerging Trends

The pattern of street vitality in the Blenheim Town Centre has also remained relatively the same since the last health check (Refer to Appendix J). However due to there still being a high number of vacant buildings, some streets have less activity; therefore, there is a decrease in the level of street vitality in specific areas of the CBD. Queen Street is an example of this, the 14th of November Earthquake in 2016 resulted in one property having to be demolished as an earthquake risk. Adjacent properties also became vacant in months following. This block of Queen Street is a clear contrast to the southern end of Queen Street and other streets with more activity. Most of the poor vitality regions of the town were either vacant properties or shops which had plain walls with little presence.

Due to the lack of change of this distribution means that although Blenheim has maintained its high activity areas across the town centre, areas classed as very weak or weak have not been improved since the last health check. Cafés often improved the vitality of some streets with outdoor seating, Ritual on Maxwell Road, Figaros on Scott Street and Thomas's Café are great examples where the street benefits from the outdoor layouts of these Cafes.



Thomas's Café Outdoor Seating

Pedestrian Survey

A significant component to the town centre health check is the pedestrian survey. The survey aims to form a collective public view of how the town centre is operating. It is also a chance to identify any issues and highlight improvements that can ensure Blenheim continues to provide adequate services to both residents and visitors. The structure of this survey follows the layout of the previous health check with a few questions revised.

The pedestrian survey was made in both a physical and online form. The online pedestrian survey can be found here (<https://www.surveymonkey.com/r/KZM97YZ>); refer to Appendix to see the physical copy of the survey.

Overall 90 pedestrians were surveyed in the Blenheim CBD which is 54 Pedestrians less than the last health check. Due to the time frame of the 2017/18 Health Check the online survey did not go live. As a recommendation to future Health Checks it would be beneficial to have this survey available online from November to ensure enough time is allocated to receive a sufficient number of additional responses.

Findings

Composition of Pedestrian Survey

Of the 90 pedestrians who took part in the survey the majority were from Blenheim, followed by Springlands, Witherlea and Renwick. This should be expected as the Town does not just service those in central Blenheim but a range of suburbs and smaller towns in close proximity.

The 2017/18 top locations people visited from were

- Blenheim Central (41%)
- Springlands (10%)
- Witherlea (7%)
- Renwick (6%)

Reasons for visiting Blenheim's Town Centre

Once again the most common reason for those surveyed to come into Blenheim's Town Centre was for non-food shopping. The second most common reason was those going to Cafes and Restaurants in the CBD, this was followed by food shopping. This pattern arose in the last pedestrian survey which means over 2 years the most common reasons for people to visit the Blenheim Town Centre have not differed since. The large amount of comparison stores from the CBD composition also backs non-food shopping as the popular answer from the survey

Time spent in the town centre

The average time pedestrians would spend within the town centre seems to be around the 1-3 hour mark. The majority (52%) spending 1 hour within the CBD, which is 2% up from the last Health Check. Noticeably, the percentage of pedestrians who spend longer than 3 hours has doubled since 2015/16. There were responses from pedestrians who lived in the outer regions of Marlborough that

made the point that they would often spend longer in the Town Centre, making the most of their time so they did not have to commute back from home again.

2017/18 Health Check

The length of time spent within the town centre on average per visit

- People who spent 15 minutes or less (4%)
- People who spent 30 minutes (9%)
- People who spent 1 hour (52%).
- People who spent 2-3 hours (27%).
- People who spent longer than 3 hours (8%).

2015/16 Health Check

The length of time spent within the town centre on average per visit

- People who spent less than 30 minutes (12%).
- People who spent 1 hour (50%).
- People who spent 2-3 hours (35%).
- People who spent longer than 3 hours (4%).

How often people visit the town centre

The frequency of how often the pedestrians visit Blenheim's Town Centre seems to be most popularly, weekly. The percentage of daily visits out of the 90 pedestrians surveyed was 23% which is 7% higher than what was recorded during the 2015/16 health check. The proportion of monthly visits however was 9% less than recorded in the last survey.

- People who visit weekly (54%), daily (23%), followed by monthly (7%) and yearly (2%)

Ease of access

Accessibility in Blenheim is still very high, 61% of the pedestrians surveyed agreeing that Blenheim is easy to get around as a result of being a small town. Of the 39% that disagreed, comments were made about the street layouts, roundabouts and speed bumps all making it harder to get around. For those not from Blenheim it was mentioned that it can be fairly hard to find your way around without directional signage to key areas or services.

Travelling into the town centre

The results for how the 90 pedestrians surveyed most frequently travel into Blenheim can be seen below. Most drive into the town while smaller proportions opt for different methods of transport. These drivers making the most of street parking, particularly free unlimited time parks (37 % of drivers).

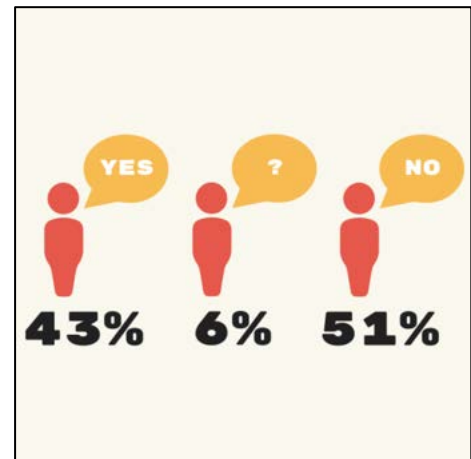
How do you travel to the Town Centre most frequently?		
Answer Options	Response Percent (%)	Response Count
Walk (from home)	7%	6
Walk (from work)	2%	2
Drive	74%	67
Cycle	11%	10
Bus	3%	3
Mobility Scooter	2%	2
<i>answered question</i>		90

The Town Centre’s ability to provide what is needed

In general pedestrians were positive about what the central business district provides. It appears of the majority of participants agree that basic amenities are provided by the town centre. While other facilities had more mixed views as to whether they were provided. (Refer to Appendix L)

Improvement and recommendations

All pedestrians surveyed were asked if they believed that the Blenheim Town Centre had improved over the last 2 years overall. Just over half of the pedestrians asked think that Blenheim has not improved over the last 2 years. 6% were unsure, while 43% believed it has. This question does not outline any of the pedestrian’s reasons for why or why not. However, this question does get a quick indication into how some of the residents and visitors view the progress of the town centre.



What would you like to see more of in Blenheim’s Town Centre?	
Topics Mentioned	Percentage of total responses (%)
More People	24%
More Youth	31%
Signage (Directions/Maps)	17%
More Entertainment within the CBD	13%
Vibrancy/Beautification	17%
More Cafes	3%
Shelter (Rain and Sun)	16%
Tourist Attractions	22%
More Stores	30%
Cycle Lanes/More of a cycle friendly town	15%
Green Space	10%
<i>answered question</i>	86
<i>skipped question</i>	4

A key question that was asked within the survey to pedestrians was “What would you like to see more of in Blenheim’s Town Centre?” Some of the response topics can be seen in the table below. Out of the 86 people who responded to this question some of the top responses involved seeing more youth, closely followed by more stores moving into the CBD, particularly to fill in the vacant sites.

From the table to the left we can see that pedestrians had a range of things that they would like to see more of in the CBD. The table displays topics mentioned by pedestrians and the percentage of responses in which the topic was mentioned. Some people suggested more than one improvement so both were put down in those instances. There is a good spread of ideas, but there is a distinct theme of attracting more people and businesses into Blenheim. In particular more tourist attractions is something in which pedestrians would like to

Some responses included improvements to the overall aesthetic look of town. Many suggesting more art and entertainment around the CBD could improve how the town performs. Other interesting topics mentioned included signage, shelter and more cycling facilities.

Attractive and unattractive aspects of Blenheim

Another question in which the pedestrians were asked was “What is the most attractive part of Blenheim’s Town Centre?” Two of the popular answers were the Pocket parks (“Green Spaces” “Parks”) and the Forum. It is clear that the pocket parks which many are only a few years old are well received by the public. The forum is also well used space and over time as seen some development over such as the Thomas Café seating are noted in the 2016 Health Check. The forum

When asked “What is the least attractive part of Blenheim’s Town Centre?” As mentioned earlier in the report 42% responded with the empty shops across town. While another 11% said the older buildings in the town are attractive, with many worn and less modern. Other participants had responses related to the overall layout of the town, from tight road, roundabouts and speed bumps. A group of pedestrians suggested that entrances to the town are fairly boring compared to other New Zealand Towns.

Comparison to previous Health Check pedestrian surveys (2015/16 to 2017/18)

Much Like the previous Health Check there are some key similarities and differences in the results of the survey.

A good combination of residents and visitors was achieved with the majority being Blenheim locals in particular the central suburbs.

The main reasons in which those surveyed travel into town for has stayed the same (non-food shopping), Blenheim offering an array of different retail stores. While amount of time people are spending in the town also hasn’t changed, people most commonly spending an hour (52%).

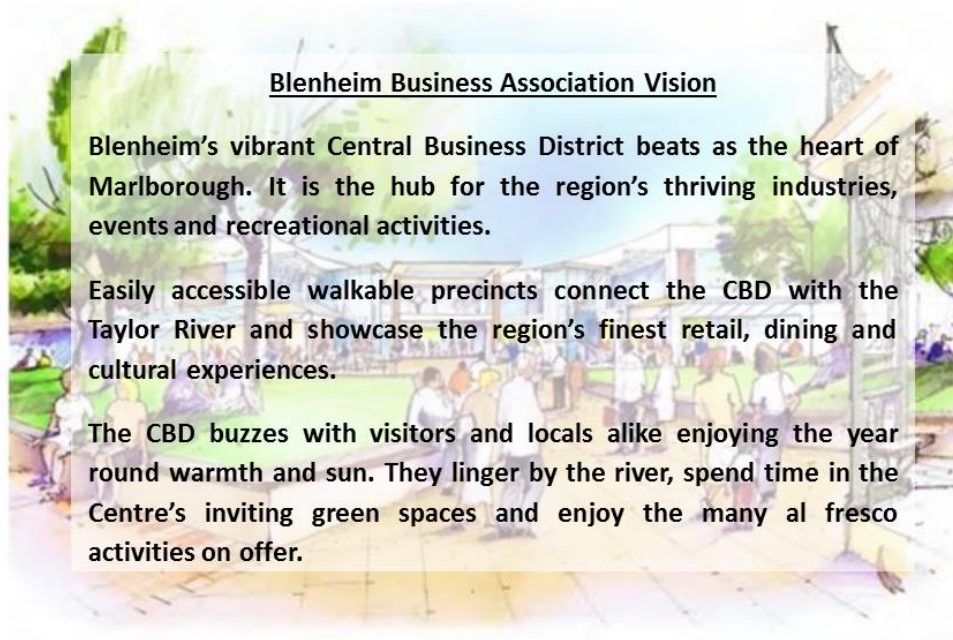
The methods of transport fairly similar. Although, there seems to be less walkers compared to 2015/16 the percentage of cyclists and drivers are both higher.

Over time people’s views of Blenheim’s ability to provide facilities haven’t changed. Blenheim continues to provide the basic needs and services for residents’ ad visitors. But perhaps is lacking in areas such as tourism directly within the CBD. While there are few facilities that could be potentially better provided most pedestrians had the understanding that Blenheim was operating well.

Unattractive aspect issues are practically identical. The issue of vacant properties around town was a raised by many pedestrians as unattractive. With the condition of the middle Queen Street block still reasonably poor. It appears that nothing has been done to address this area of the CBD since the previous health check. It is hoped that work along this section of queen street is considered after being highlighted in two Town Centre Health Checks. In contrast the most attractive aspect of the CBD from most pedestrians was the pocket parks and green space areas. In 2015/16 this theme of green areas or social spaces was also commonly highlighted by those surveyed.

In terms of improvements in 2015/16 there was a key theme of improving the layout of the town in particular the interactions of pedestrian and vehicles through the town centre to lessen the confrontation. However, in 2017/18 there is a main focus of enticing people to visit Blenheim both visitors and businesses. Another vital point was by a large proportion that the town could do with more youth and youth related activities. This was followed by more tourism activities in the centre of the town along with other aesthetic and visual town improvements.

The Blenheim Business Association



During the last health check, a business association was formed, made up of local business-people who are focused on developing and enhancing the success of Blenheim's Town Centre. The Association continues to help ensure that Blenheim thrives into the future through uniting the efforts of local businesses, fostering collaboration and coordinating local initiatives.

The association made a successful submission to the Long Term Plan in 2015 that helped secure a two million dollar Council budget for town centre improvements. Some of the improvement notes in the 2015/16 report (e.g. new planter boxes, pop up pocket parks on demolished building sites) were the first stages of the improvement being implemented.

The association has planned a review of its strategy due to commence in early 2018.



Conclusion

Overall it could be said that Blenheim has a healthy town centre. The components of the Health Check Blenheim have remained fairly consistent, which gives credit to previous improvements and developments noted in the previous health check. While most aspects are stable there are small areas which it in which could be enhanced to ensure Blenheim remains a well-functioning town. It is a testament to previous developments that Blenheim hasn't changed however, it also means more work can be done to build on the progress already made.

Picton

Part Two



NOVEMBER 2017 - JANUARY 2018

PICTON SUMMARY



HAS PICTON IMPROVED OVER THE PAST 2 YEARS?



COMPOSITION

Comparison Services Food/Entertainment

17%

18%

22%



THE FORESHORE

MOST ATTRACTIVE PART OF PICTON



Executive Summary

Purpose

The 2017/18 Town Centre Health Check is the third that has been carried out in Picton. The Health check is intended to form a snapshot of the central business district performance. The data and other valuable information obtained can then be used to analyse any changes or improvements that could be made to ensure the town is functioning to a high standard.

In the UK these reports are commonly undertaken by local councils to be used in the assessment of planning application and to support their District Plan Policy. It is intended that this report will have an advisory role to Marlborough District Council, enabling the council to have a strong picture as to how Picton functioning, while also pinpointing to where Picton is heading in the Future.

Main Survey Findings

Composition of the Town Centre

- Picton continues to have a composition that is significantly contributed to by the Food and Entertainment business type, spread across the study area and particularly in the High Street/London Quay Area.

Pedestrian Routes

- Pedestrian routes along both sides of High Street still remain as the routes with the best quality over the study area.
- Particular pedestrian routes further inland tended to be in poor/average condition. This often seemed to be contributed by a lower state of environment. In contrast routes near Picton's foreshore benefited from a cleaner state of environment.

Transport Facilities

- Picton continues to offer multiple parking options (Long term and temporary) for both local residents and tourists.
- For cyclists Picton still offers cycle racks, particular areas include along Main Street and in the west side of London Quay/ the Foreshore

State of the Environment

- The state of the environment study revealed that of eight locations surveyed, half were of good quality mostly near the foreshore, while the other half of sites were further inland and average quality.
- Overall state of the environment highlighted the cleanliness of the Picton CBD. More specifically the foreshore and high street and very little to no visual pollution. The check also spotlighted the lack of shelter and seating further away from the foreshore.
- While Picton is a small town directional signage could be further improved, such as visible directions to car parking and other key areas in Picton.

Vitality of Town Centre

- In terms of Picton's street edge vitality Picton is operating well. Predominantly along High Street there is a high level of interaction of pedestrians and the shop frontages.
- Similar to 2016 both weak and very weak edges tended to be alongside residential areas, carparks and vacant units.

Pedestrian Survey

- The majority of people surveyed in Picton's Town Centre were from either Picton or Blenheim. There were also pedestrians surveyed outside of the Marlborough highlighting Picton's reputation as a tourist town.
- The most common reasons for pedestrians to visit Picton's town centre were to utilise the foreshore and to use café/restaurants.
- Much like the previous Picton Health Check the majority of people surveyed visit Picton monthly, followed by weekly and daily. Spending between 1-3 hours within the CBD.
- Of those surveyed who drive to Picton (78%) most park in the foreshore carpark next to the Aquarium or the Marinas Mall carpark (35%). This was followed by on street parking both limited and unlimited time.
- Some of the unattractive aspects of the town in which pedestrians brought attention to were the condition of streets further from the foreshore especially in terms of the cleanliness. Once again, the aesthetic appeal of the CBD was raised by many pedestrians.
- Of the attractive aspects that pedestrians highlighted were the foreshore and its view out into the sounds. Green space was also mentioned by many pedestrians. It was noted that the modern development on the foreshore in the west was another attractive aspect.
- The majority of pedestrians thought that Picton had improved in the last two years. However, a noticeable number of pedestrians suggested that the town centre had not improved at all over 2 years. Pedestrians' also mentioning that more could be done to ensure the town provides the services residents need while simultaneously providing facilities for large numbers of tourists within the summer season.

Conclusion

Overall Picton consistently provides a range of services and business types in particularly food and entertainment. It is clear that the foreshore is dominant asset to Picton which benefits the town as a whole. However, with a large focus of visiting tourists there are still improvements that could be made to draw in more visitors and to ensure residents are not negatively impacted by the consistent increases in the town's population from arriving cruise ships.

Introduction

-Insert Mayors Page-

Methods

The methods used for the Picton Health Check replicate the methods used in the Blenheim Health Check. Therefore, the report follows the same approach to previous health checks, integrating methodology used by UK local authorities who are required to undertake a health check of the town centre in planning and policy.

To maintain a fair comparison the 2017 Town Centre health check has focused on the exact study area of Picton used in 2016, refer to Appendix O. This area includes the Picton Central Business District (CBD) composed of various business types.

The 2017 Blenheim Town Centre Health Check was carried out during the months of November and December 2017, and January 2018, over numerous days and various weather conditions. Across this study at each part effort was made to continue to ensure that consistent health checks could be replicated in years to come.

The town centre health check includes the term health. The term incorporates a range of determinants which collectively can be used to form what a healthy town centre could look like, while also giving a general snapshot in time of how well the town centre is performing. By carrying out this check over time we can then therefore see the progress being made and what contributes to a healthier town centre.

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

- A desktop study of existing data:
 - Town Centre Health Check 2015/16.
 - 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. (Refer to Appendix W)

- A photo survey of the town centre was completed to provide a snap shot of the area in pictures. Refer to Appendix X for map showing the coverage of the Picton Town Centre photo survey.

For ease of the future replication of this study a detailed method 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 has a variety of types. In order to determine the 'health' of the town centre it is important to understand the mix of these businesses in the town, and whether there is a change over time. To do this, the ground floor of each building footprint was mapped, and then categorised by the dominant business 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, pharmacy, etc.

Food and Entertainment: Outlets that provide food and/or entertainment, e.g. restaurants, cafes, take-away shops, children entertainment centres, museums, art gallery 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, petrol station, 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.

Demolished: Building that is no longer present and has been removed/demolished since last health check survey (this was a category introduced in 2016 survey in order to be able to maintain a history of past building footprints and retail activity).

Analysis

The food and entertainment category remains the category with the highest percentage of units. At 22% of the total unit's survey this supports Picton's status as a tourist town, with a variety of facilities to offer tourists. In terms of the distribution (Refer to Appendix P) of these facilities, food and entertainment is quite dispersed with a small cluster along high street and London Quay. The proportions of comparison and service units were very close, with 17% and 18% respectively. Inner CBD Accommodation is still relatively spread around the study area, with the majority just a short distance away from the popular areas of Picton. Of the total units surveyed 5% were tourist activity

related. While it is a small proportion there are still many attractions/activities which draw in visitors to the town such as those walking the Queen Charlotte Track. The number of vacant buildings is up 2% from the previous health check and from the map there doesn't seem to be much of a pattern as to how the 8% of these sites are distributed. While another 8% of the units were residential properties and it's clear they tend to be in outer streets of the town centre.

Picton CBD Composition

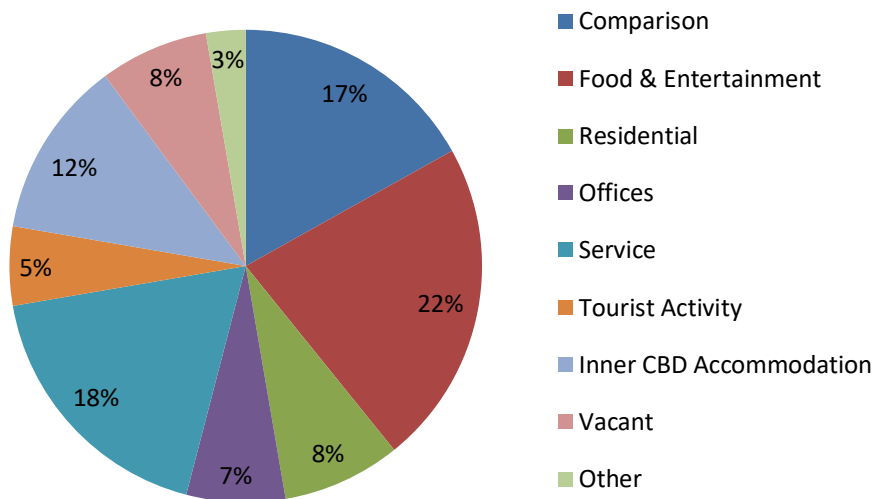


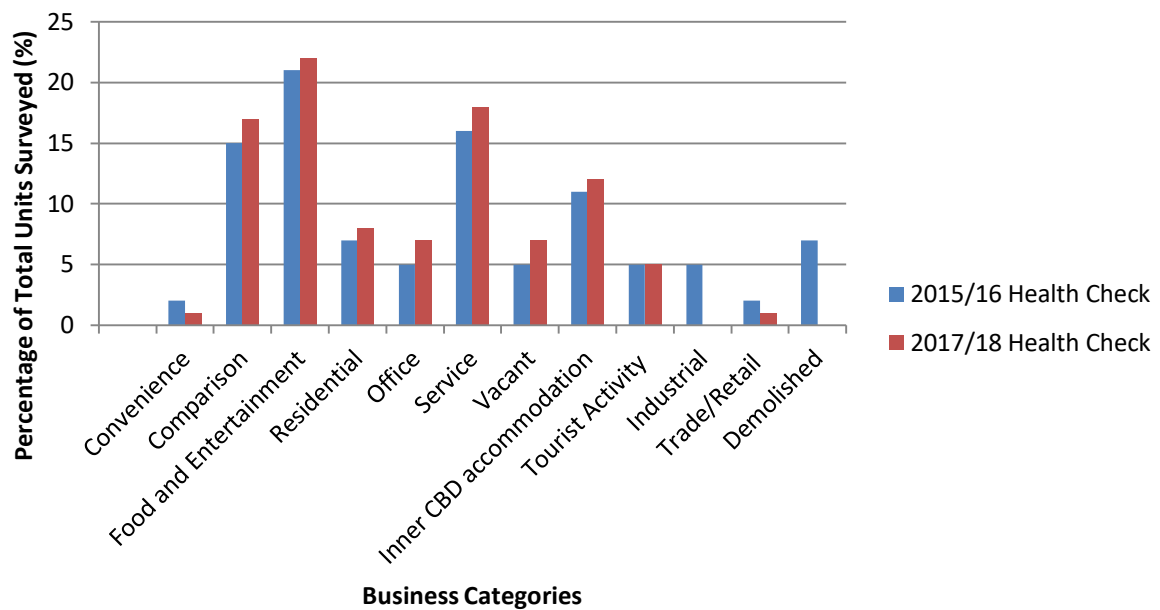
Figure –Pie Chart of the Picton Town Centre Composition Percentage of Total Units

Category	Unit Count	Percentage Of Total Units
Convenience	2	1%
Comparison	25	17%
Food & Entertainment	33	22%
Residential	12	8%
Offices	10	7%
Service	27	18%
Tourist Activity	8	5%
Industrial	0	0%
Trade/Retail	2	1%
Inner CBD Accommodation	18	12%
Vacant	11	7%
Demolished	0	0%
Total	148	100%

Figure – Table of the Picton Town Centre Composition Counts and Percentage of Total Units

The composition data collected closely follows the values logged in the previous Health Check (2015/16). In fact, for most business types there is little difference, with only slight changes in the percentage of total units. There is a significant difference in the number of demolished. However, this explained by the New Picton Library being built. During the previous Health Check properties were demolished to make way for the new building. As of 2017/18 the New Library is built along with a new carpark.

Comparison of the percentage of total units for 2016 and 2017



Pedestrian Routes

Purpose

During the health check, areas that attract high volumes of pedestrian movement were looked at in order to determine whether the pedestrian routes were of acceptable standard.

Method (Used for 2016 Health Check)

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
- High Street

Routes were rated as good, average or poor and were based on a number of variables:

Footpaths were considered for:

- Visibility
- Width of footpath
- Condition of footpath material
- Lighting
- Having clear boundaries

Routes were considered for:

- Adequate seating
- Protection from weather
- Level of Safety
- Way finding signage
- Pram/mobility scooter access

Findings and Emerging Trends

Picton pedestrian routes overall are in good condition. Those which are in front of the foreshore and along the north end of high street are predominantly better-quality routes compared to outer regions. The green space and social area does offer an advantage to these routes making them more appealing for pedestrians to use.

Further into the peripheral streets we start to see the quality of routes fall significantly, partly due to the state of the environment too. It was observed that the middle of the pedestrian route along Auckland street decreased from average to poor because of visual pollution, such as broken glass bottles scattering the

footpath. While tourists are unlikely to walk on some of these outer CBD pedestrian routes residents use them and in some cases on a daily basis. But for the tourists that do venture south along one of the main streets they will start to see the state of the pedestrian routes worsen in some areas.

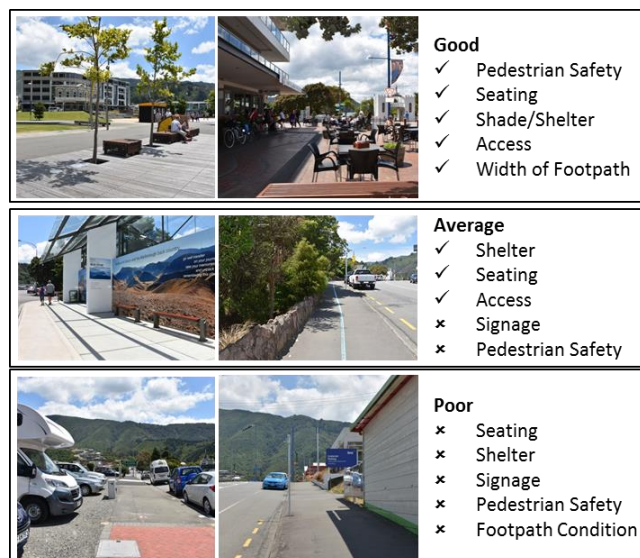


Figure 1: Examples of different pedestrian routes in Picton Town Centre.

Transport Facilities

A key component of tourist town is its transport. Picton itself does not have any public transport to travel within the CBD, however due to its size this is not necessary. There are however various modes of transport in and out of the town.

Parking

Over previous Health Checks it has been observed that a high majority of people travel into Picton by car. This observation has been seen again in 2017/18 with 78% driving. This high amount of cars entering Picton means parking is essential. Picton offers 466 off street carparks. With additional on street parking this allows Picton to provide for vehicles with close to 700 spaces. **-Insert on street parking value if available** Picton also provides long term parking. Some of the parking locations can be seen below with costs from Marlborough District Council's website (Parking, Road and Transport page).

Picton CBD parking locations

- **Coathanger carpark**
Access from Wellington Street
Pay and display - \$1 per hour/\$5 per day
Has some campervan-size parks
- **High Street carpark**
Access from High Street or Wellington Street
Pay and display - \$1 per hour/\$5 per day
Has some campervan-size parks
- **Dublin Street carpark**
Access from Dublin Street
Pay and display - \$1 per hour/\$5 per day

Long term parking

These carparks below are patrolled by Marlborough District Council parking wardens on behalf of Port Marlborough.

- **Strait Shipping**
Access from Lagoon Road
Long term - \$6 per day
- **Interislander**
Access from Auckland Street
Long term - \$6 per day
- **Overflow parking**
Ferry terminal, Auckland Street
Mixture of long term overflow and P60

Cycle Facilities

Cycling facilities have not changed since the previous health check. Picton offering multiple spots for cyclists to park their bikes. Cycle rack facilities can be found along High street in places, the coathanger carpark and outside the Marinas Mall. Much like Blenheim the number of cyclists could potentially increase with a proposed coastal cycle way from the sounds down towards Christchurch. If this cycleway were to go ahead cycle facilities may need to be increased.

Public Transport

Public Transport in Picton is reasonably well-equipped to handle the number of tourists travelling through the town particularly those arriving from the ferries. The Interislander ferry terminal remains well laid out with the neighbouring rental car company offices. It was mentioned the new I-site bus stop was recently installed in the previous Health Check. This bus stop is still in excellent condition. There are also numerous other stops for tour buses over specific regions of the CBD.



Figure 2 – Left: Bus stop on Auckland Street. Right: Bike racks in the redeveloped area on London Quay.

The train is another form of transport that people can take to access Picton or to travel further south. This line was affected by the 1th of November earthquake that occurred in 2016 stopping the train reaching further past Blenheim. The Marlborough Flyer also began operation towards the end of 2017 but this is seen as more of a tourist activity than a mode of public transport.

In terms of water transportation, tourists and residents can access the Marlborough Sounds by water taxis or smaller cruises with a regular timetable.

While public transport options available are relatively good for tourist there is still no service for residents to move around Picton. This could be due to Picton's small size making for a more walkable area.

State of the Environment

Purpose

By measuring the state of the environment over multiple points within in the Picton Town Centre we are able to attain vital information regarding the quality of the CBD for all users. The state of the environment has the ability to also influence the quality other aspects of the CBD and is a key component to an efficient town. The analysis is a sufficient detector for factors which may lead to a decrease in the quality; it is this recognition that can allow for issues to be remediated.

Method (Used in 2016 Health Check)

The process by which the state of the environment was measured also followed the measures used in the past health check in order to gain a sufficient comparison. Measuring the state of the environment with the following variables:

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 (if present).

Each variable was awarded a score of zero, one, or two, 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. These averages can be seen on page 15 from the infographics displayed.

Findings and Emerging Trends

Overall 50% of the locations observed had an average quality ranking of good, these sites tended to be on the foreshore or in close proximity to it. While the other half of the locations surveyed were of average quality, located further inland of the town centre. It's clear that the foreshore is a dominant focal point in the Picton state of environment. This large space is keeping in a great condition, and is well used by locals and visitors. It was noted however the lack of shelter in parts of the foreshore area could be improved, particularly in the modern addition to the foreshore. While there are trees which provide some level of shade there is still a significant area of the foreshore that has less than adequate shelter.

The observation on the corner of Dublin Street and High Street was affected by the construction going on surrounding the New Picton library Building. Various variables were influenced by this activity seen in Appendix S. It would be expected in the next health check that this environment will benefit from this development once fully complete, particularly the footpath area.

State of the Environment

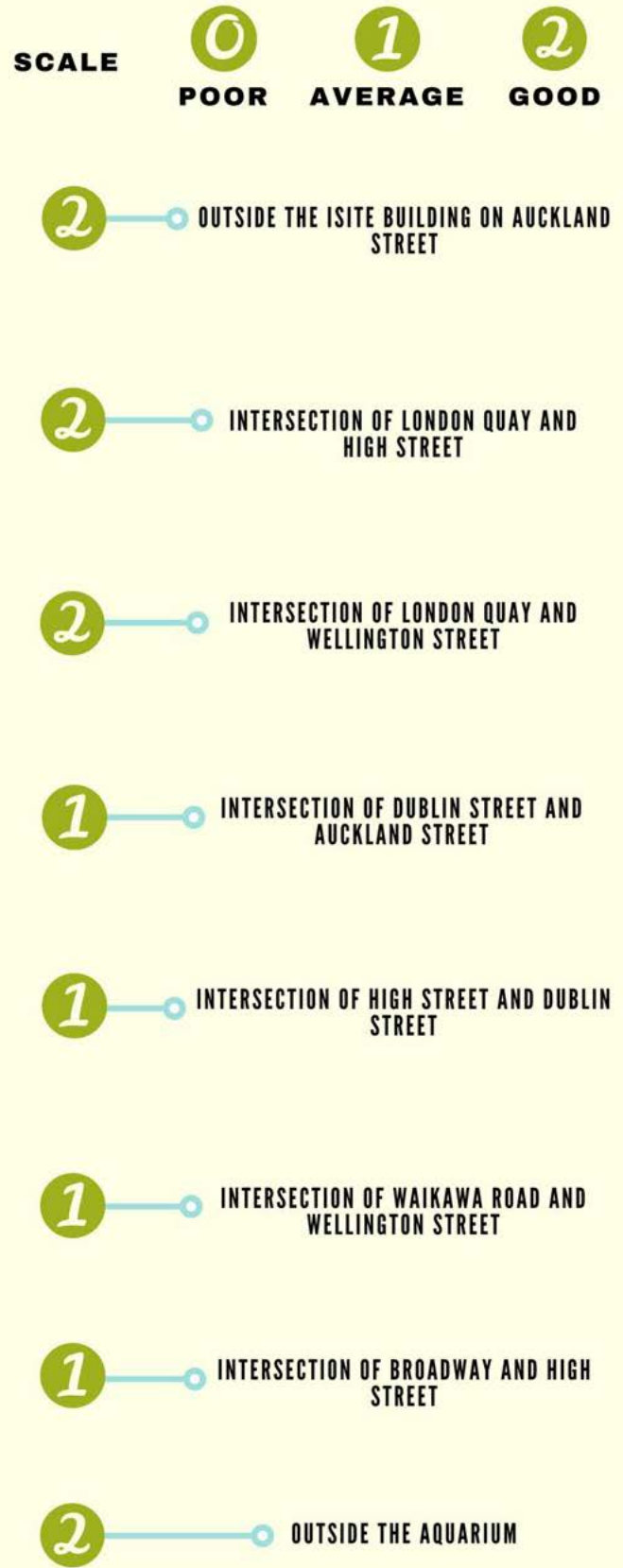
Picton Town Centre Average rankings



Infographic 3 – Picton State of the Environment average scores for variables measured.



AVERAGE SITE RANKING



Infographic 4 – Picton State of the Environment Site Averages

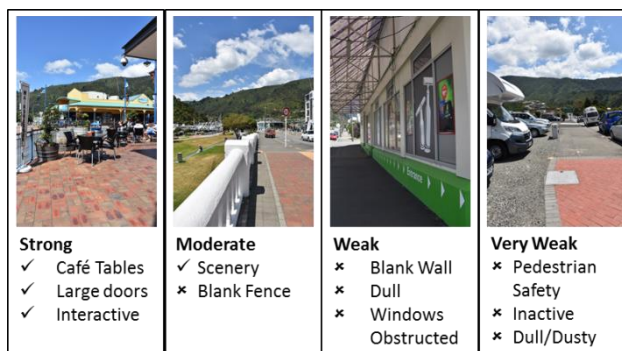
Vitality of the Picton Town Centre

Purpose

The purpose 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 liveliness and aesthetic appeal.

Method (Used in 2016 Health Check)

Street frontage in the town centre was graded as strong, moderate, weak or very weak based on a method 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.



- Strong: Most active e.g. cafes with tables along the street, retail with large doors, and shops with large windows that could be seen through.
- Moderate: Recreational areas or shops that had windows with obstructions e.g. a bank or post office with flyers in windows, smaller windows.
- Weak: Inactive e.g. petrol stations, shops with some blank walls, accommodation or residential space that had some presence on the street.
- Very weak: Very inactive, where no activity can be seen or there is no presence on the street e.g. vacant shops, blank walls.

Findings and Emerging Trends

Picton's foreshore area, London Quay and Northern High Street are the vital core of Picton's street activity. This region of Picton continues to see a flow of pedestrian movement and interaction with mostly food and entertainment and some retail businesses. This results in a higher street vitality in this area seen in Appendix T with the street lined with both strong and moderate areas. In a similar pattern to pedestrian routes the street vitality tends to dissipate when in the outer streets of Picton's Town Centre. In many cases it is the lack of Businesses which has caused this along with less active shop frontages. Also, the open underutilised spaces in the surrounding areas also tended to reduce the street vitality. In one case construction has left the corner of Dublin Street and High Street at an average ranking because of the new Picton library mentioned earlier in the report. As the building was still partially under construction it influenced the street activity and resulted in a weak ranking. It would be expected that in the next observation of this area the vitality would improve to moderate/strong due to this new development.

Pedestrian Survey

Much like the Blenheim Health Check the Picton Pedestrian survey is a vital tool to highlight both visitors and residents views of the town's performance. The survey aims to form a collective public view of how the town centre is operating. It is also a chance to identify any issues and highlight improvements that can ensure Blenheim continues to provide adequate services to both residents and visitors.

The online survey can be found here (<https://www.surveymonkey.com/r/KZM97YZ>), please refer to Appendix U for the physical copy of the survey.

Overall 67 pedestrians within the CBD were surveyed which is 7 higher than the previous health check. Again, due to the time frame of the 2017/18 Health Check the online survey did not go live. As a recommendation to future Health Checks it would be beneficial to have this survey available online from November to ensure enough time is allocated to receive a sufficient number of additional responses.

Findings

Composition of Pedestrian Survey

From the composition survey it was clear that the Picton Town Centre is used by more than just locals. It highlights the fact that the Picton sees a variety of people each day, particularly in summer season but also daily with the Cook Strait ferry services operating. On the day of the survey a Seabourn cruise ship was docked in Picton with an estimated 400 passengers. However, despite the ship being in the port the composition of those surveyed on this particular tended to be from the Marlborough Region. It was noted that specific cruise ships can in carry up to 4,500 passengers into Picton.

The 2017/18 top locations people visited from were

- Blenheim (38%)
- Picton (31%)
- Overseas/Outside of Marlborough Region (11%)
- Waikawa (8%)

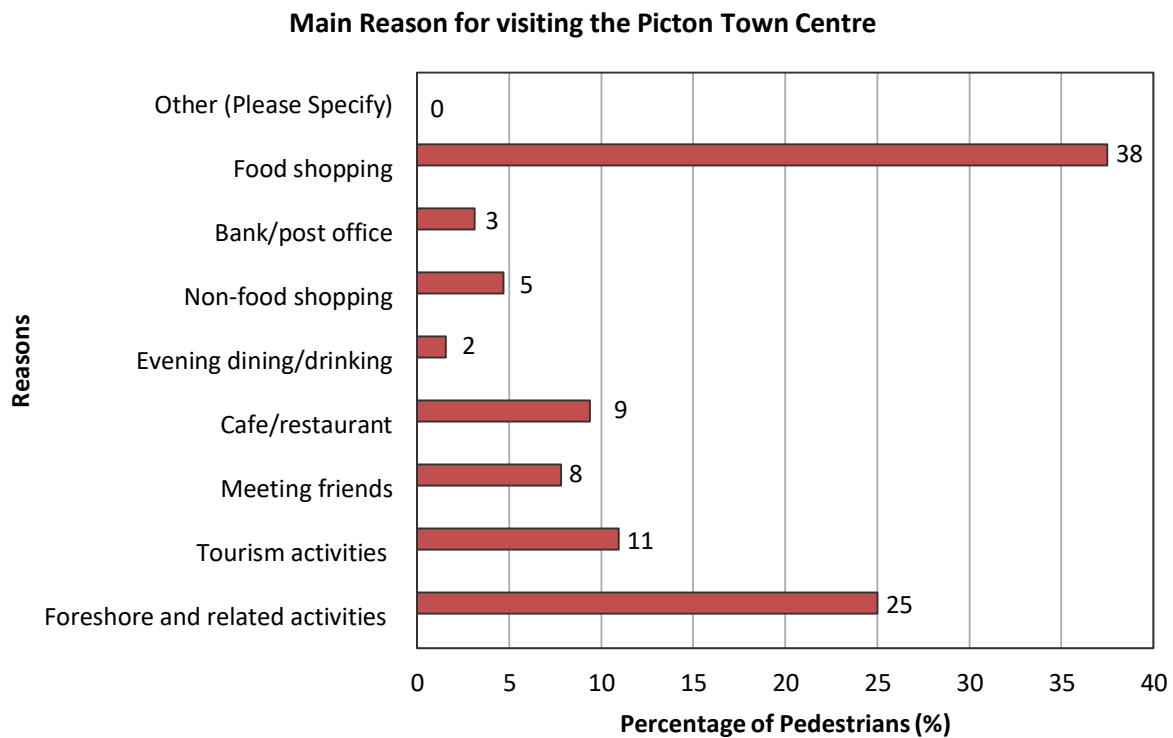
The 2015/16 top locations people visited from

- Blenheim (39%)
- Picton (33%)
- Overseas/Outside of Marlborough Region (11%)
- Waikawa (9%)

The composition of those surveyed closely replicates the composition observed in the previous health check. The survey also highlighted Picton is a vital centre for those living the inner/outer Marlborough Sounds and smaller towns such as Koromiko and Havelock.

Reasons for visiting Picton's Town Centre

Pedestrians were asked what the most common reason was for them to visit the Picton Town Centre. The percentage of pedestrians along with their reasons for visiting can be seen in the graph below... Following on from the 2015/16 survey, Food Shopping was again the most common reason for people to visit the CBD. Many of those surveyed who responded with food shopping were from Picton, the Marlborough Sounds or from smaller towns nearby.



Food shopping was then followed by the Foreshore and other water front related activities. Throughout the survey the foreshore has played an important role over the different indicators of this report. The foreshore containing various family activities and access to the water (swim zone).

Again a dominant trend is the low proportion of pedestrians who visit Picton for Non-Food shopping. While Picton does have comparison shops this may be a sign that Picton lacks the retail facilities which other towns provide. This was also an issue that arose in question 10 below.

Time spent in the town centre

Pedestrians were asked how long they would stay in the Picton CBD per visit. This length of time in which pedestrians said they would spend on average per visit to Picton's Town Centre was relatively close to the length of time noted in 2015/16. Between 1-3 hours seems to be the most popular length of time that pedestrians would spend. Noticeably the proportion of pedestrians who would spend longer than 3 hours in the 2017/18 Health Check was larger than that of the 2015/16 Health Check. However, responses were also made by some pedestrians that they would particularly spend longer in Picton either before or after walks along some of the Queen Charlotte track.

2017/18 Health Check

The length of time spent within the town centre on average per visit

- People who spent 30 minutes (9%)
- People who spent 1 hour (41%).
- People who spent 2-3 hours (39%).
- People who spent longer than 3 hours (11%).

2015/16 Health Check

The length of time spent within the town centre on average per visit

- People who spent less than 30 minutes (7%).
- People who spent 1 hour (47%).
- People who spent 2-3 hours (41%).
- People who spent longer than 3 hours (4%).

How frequently people visit the town centre

The frequency of how often people visit Picton's Town Centre also has mostly not changed apart from those who have visit daily, which is up 11% from the previous health check.

- People who visit monthly (50%), weekly (31%), followed by daily (16%) and yearly (3%)

Of the 3% who responded yearly comments were made that there visits were often irregular with family holiday plans.

Ease of access

As a whole many of the pedestrian's survey believed it was easy to get around the town centre. It was suggested that because of Picton's size it is relatively easy to get from one place to another. There were some responses mentioned traffic getting in the way, but this could be expected for a tourist town such as Picton. Especially during the cruise ship season, along with arrivals/departures of ferries. Those who mentioned it being hard to find a carpark referred to the foreshore carpark near the Aquarium.

<u>Is it easy to get around the Town Centre?</u>		
<u>Answer/Response Options</u>	<u>Response Percent (%)</u>	<u>Response Count</u>
Yes	75	48
No (It's hard to get a parking space)	11	7
No (It's hard to cross the road in places)	3	2
No (It's hard to find my way around)	6	4
No (Traffic gets in the way)	5	3
	<i>answered question</i>	64
	<i>skipped question</i>	0

Town centre's ability to provide what is needed

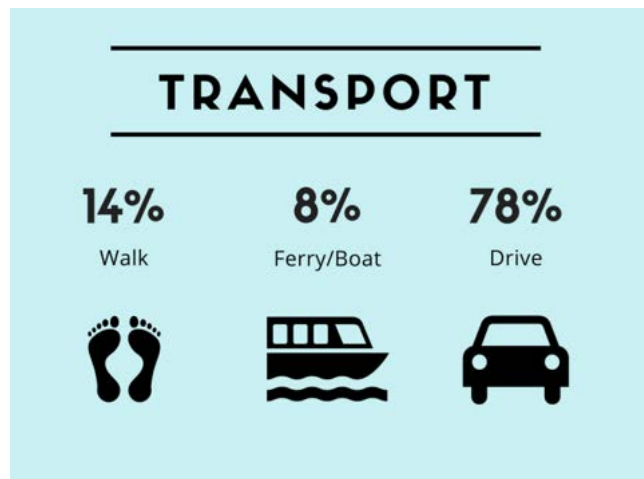
The same rating scale used in the 2015/16 survey was replicated and the results are rather similar. The scale is used to gain an insight in to how well the Picton Town Centre provides for its residents and visitors, by pedestrians rating variables in which they believe are provided, provided most of the time or not provided at all. Following previous trends the pedestrians surveyed were content with the level of Amenities, Social Spaces and Day time hospitality. Evening hospitality and Entertainment/Tourism were also thought to be well provided by the Centre. Significantly of those surveyed a large group believed that there was a short supply of retail in Picton, supporting the trend in (Q2) with less people visiting Picton for the reason of Non-food shopping. There are also areas which could be better provided for according the pedestrians survey such as services. A local resident who took part in the survey also brought up a BNZ bank branch in Picton that closed in May of 2017 meaning those who were linked to the bank now have to drive to the Blenheim Branch with specific enquiries instead.

However, overall Picton does have a good overall spread of facilities provided. Many pedestrians acknowledging that the town has to provide adequate facilities to meet the needs of tourists and locals too.

<u>Does the Town Centre provide everything you need?</u>				
<u>Answer Options</u>	<u>Yes</u>	<u>Most of the time</u>	<u>No</u>	<u>Response Count</u>
Amenities (toilets, seating, rubbish bins)	55	6	3	64
Services (banks, post office)	19	38	7	64
Retail	14	22	28	64
Daytime hospitality (cafes, restaurants)	45	18	1	64
Evening hospitality (cafes, restaurants, bars)	30	26	8	64
Social spaces (open areas, green spaces)	50	14	0	64
Entertainment/Tourism	34	28	2	64
			<i>answered question</i>	64
			<i>skipped question</i>	0

Travelling to the town centre

In terms of transport it became quite clear that the majority of those surveyed drive. While the 14% who walk were also locals that lived in residential areas close to the town. The 8% of the pedestrians who travel by ferry or boat were mostly on holiday, there were also a few who sail from the Marlborough Sounds into Picton to stock up on food and do shopping.



Of the people who drove, the majority used the supermarket car park or foreshore car park (Table 5). Free unlimited parking (e.g. residential streets), and time limited street parking (e.g. High Street) were also popular options.

Picton's Town Centre attractive & unattractive aspects

Responses for Picton's most attractive aspect were dominated by the Town's foreshore and view of the sounds. 75% responding with the foreshore, 17% suggested the redeveloped area of the foreshore. Overall pedestrians enjoyed the opened space areas which make more attractive more environments.

Unattractive aspects of Picton included the condition of the peripheral streets, the Marinas Mall along with the quality and cleanliness of some buildings. The outer regions have continually been raised as an area of concern in many areas of this report and with 48% of those responded to this question also believe this. This isn't the first time this topic has been highlighted; many comments were made during 2015/16 concerning the aesthetic appearance of the town centre.

Future Improvements

Participants of the survey gave responses to what they would like to see more of in Picton. Half of these pedestrians wanted to see more of a developed CBD, often referring to unclean and unattractive parts of the town. Meanwhile 15% would like to see more shelter around the town especially in the summer season. Improvements that were not related to the visual appearance of the town included more entertainment (live music) and better parking for travellers (Such as campervans). A small group responded with more of pedestrian area, suggesting an improvement to the town could be making High Street a pedestrian only road. This idea was brought up in the previous Health Check when pedestrians were asked about the ease of access around the Town Centre. This could potentially work however high street tends to only have a lot of traffic pressure seasonally.

When asked if Picton had improved over the past two years 62.5% responded with yes while 37.5% said no.

Comparison to pedestrian survey in 2016

Between the previous pedestrian survey and the current are some continued trends and some key differences.

In terms of the most common reasons for people to use the town are much the same recorded in 2016. Food shopping is the dominant reason in which people have for visiting Picton, those who responded with this reason were from Picton or close surrounding areas. While most of those surveyed from Blenheim responded with the foreshore and other related activities being the most common reason for travelling to Picton. This being said those from Blenheim are less likely to use the Picton Town Centre for food-shopping considering the facilities already in Blenheim.

The current survey managed to collate responses from a variety of people. While the previous pedestrian survey was tended to be dominated by those from Blenheim this year the number of pedestrians from Picton and the Marlborough Sounds was more than the total of Blenheim People surveyed. The number of tourists was also similar but could be higher on days that cruise ships are in port.

Once again driving seems to be the most common way of travelling to and from the town centre. With drivers mostly parking in the foreshore carpark or the Marinas Mall. While other drivers most commonly park in free street parking both unlimited and restricted time. Spending most often between 1-3 hours in Picton.

Yet again it appears that participants believe that Picton's town centre provides everything that is need. In spite of less retail activity than perhaps other tourist towns. Pedestrians were in general very understanding of the fact for a town of its size Picton was doing very well to keep up with the pressure of tourism.

The foreshore has been a location that is consistently mentioned as one of the main attractive aspects of Picton over the pedestrian surveys. The general consensus is that this area of Picton gives the town its summer feeling. The physical appearance is a constant topic that seems to be raised from the past health checks through to now. It seems people want to see the activity that occurs in the foreshore region to flow further over the town, suggesting this could be done through the design/visual improvements.



Conclusion

The overall outlook of the Picton Town Centre is still positive. The strength of township is promising considering consistent pressure that is placed on the town centre particularly over summer. The Health Check identified an unbalance in the state of environment between the Northern half of the CBD area and the Southern. Street vitality also lacks inland, with the greatest street vitality lining the North of High Street and along the Foreshore. Despite this Picton still provides adequate services and merits of a great tourist town for all who visit. Issues of unattractiveness in outer CBD area and lack of services for residents while still seem to be evident perhaps aren't at the level that they once were. Over the next two years it is hoped that these issues raised we be resolved and documented in the next Health Check.

Appendix

Blenheim Town Centre

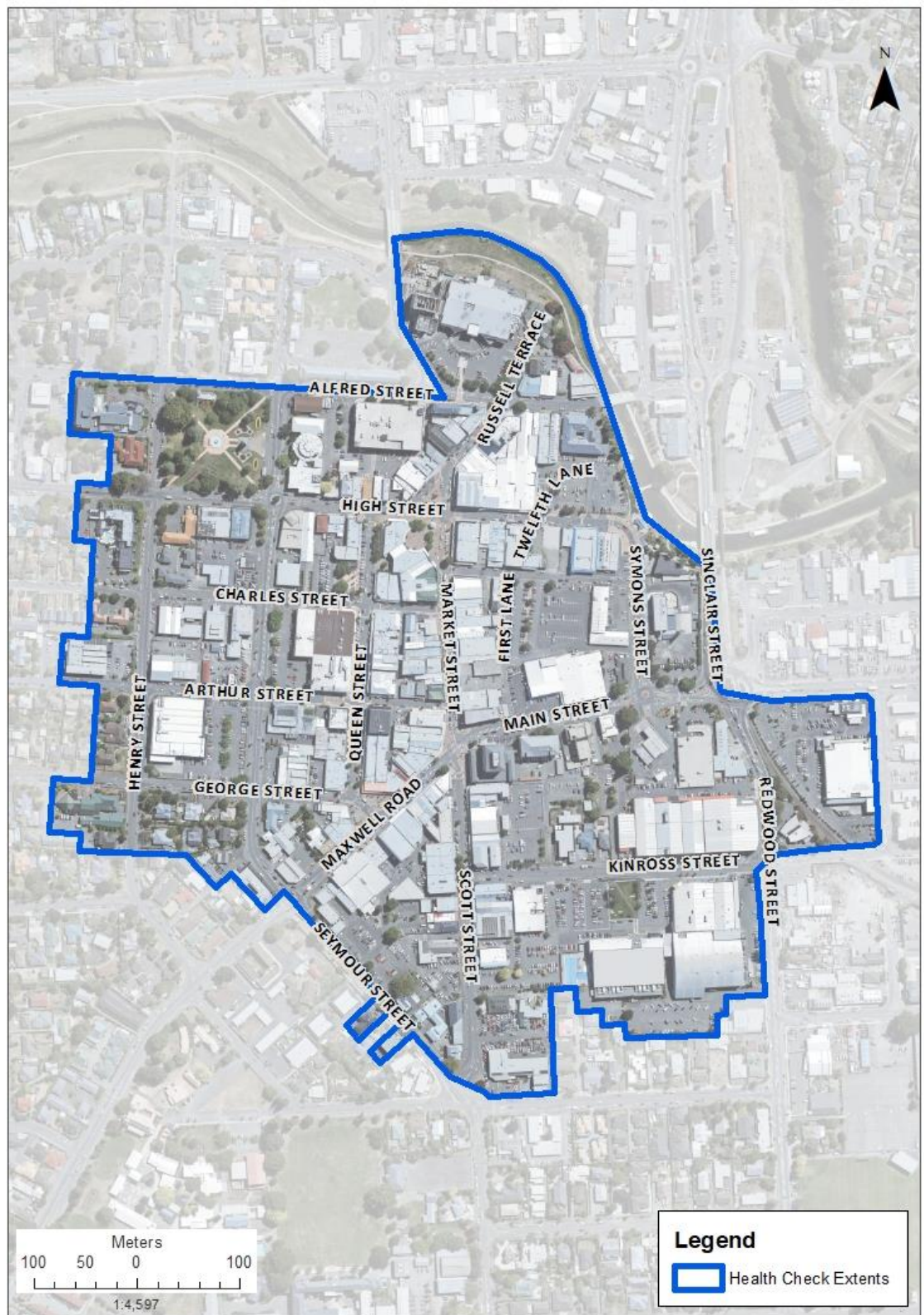
- A. Blenheim Town Centre Study Area Map.
- B. Blenheim Town Centre Composition Map.
- C. Blenheim Town Centre Composition Change Map.
- D. Blenheim Town Centre Vacant Property Map.
- E. Blenheim Town Centre Pedestrian Routes Map.
- F. Blenheim Footfall Counts Table.
- G. Blenheim State of the Environment Map Blenheim.
- H. Blenheim State of the Environment Progress Map Town
- I. Blenheim State of the Environment Table (x2).
- J. Blenheim Town Centre Street Vitality Map.
- K. Blenheim Pedestrian Survey Physical Copy.
- L. Blenheim's Ability to Provide Services Graph
- M. Blenheim Pedestrian Survey Points Map.
- N. Blenheim Photo Survey Points Map.

Picton Town Centre

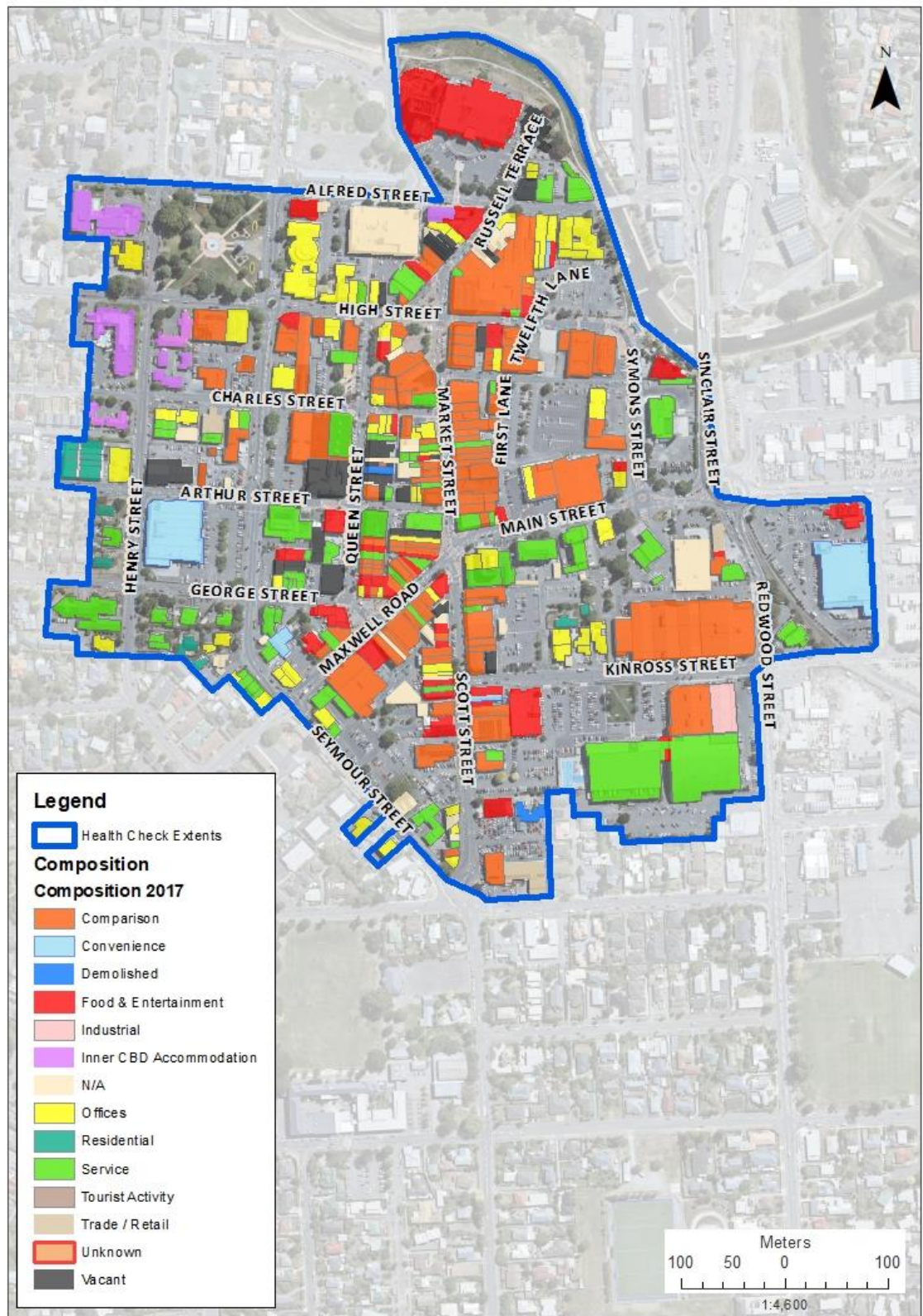
- O. Picton Town Centre Study Area Map.
- P. Picton Town Centre Composition Map.
- Q. Picton Town Centre Pedestrian Routes Map
- R. Picton Town Centre State of Environment Map.
- S. Picton State of Environment results table.
- T. Picton Town Centre Street Vitality Map.
- U. Picton Pedestrian Survey Physical Copy.
- V. Picton's Ability to Provide Services Graph
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Blenheim Town Centre

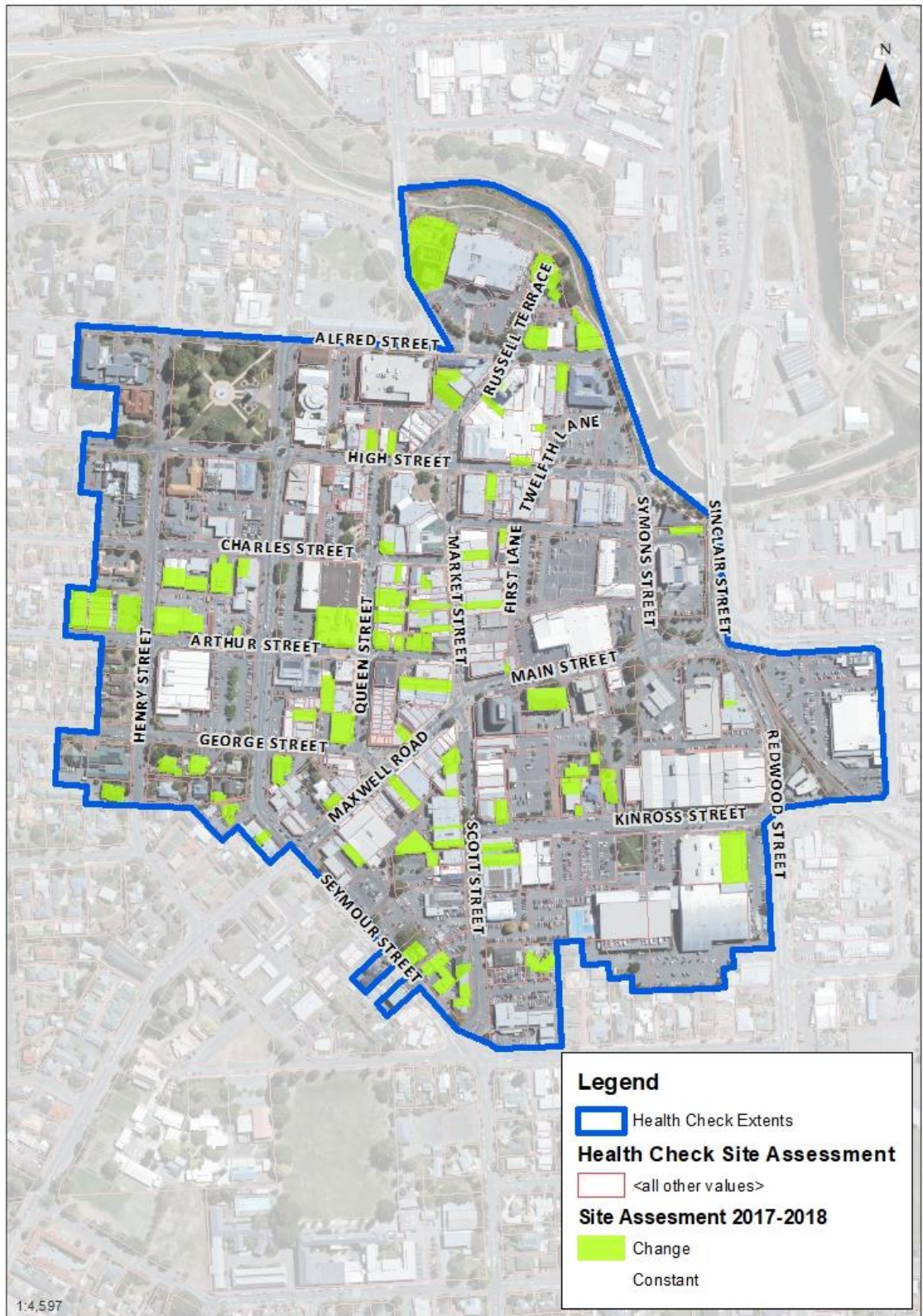
A. Blenheim Town Centre Study Area Map.



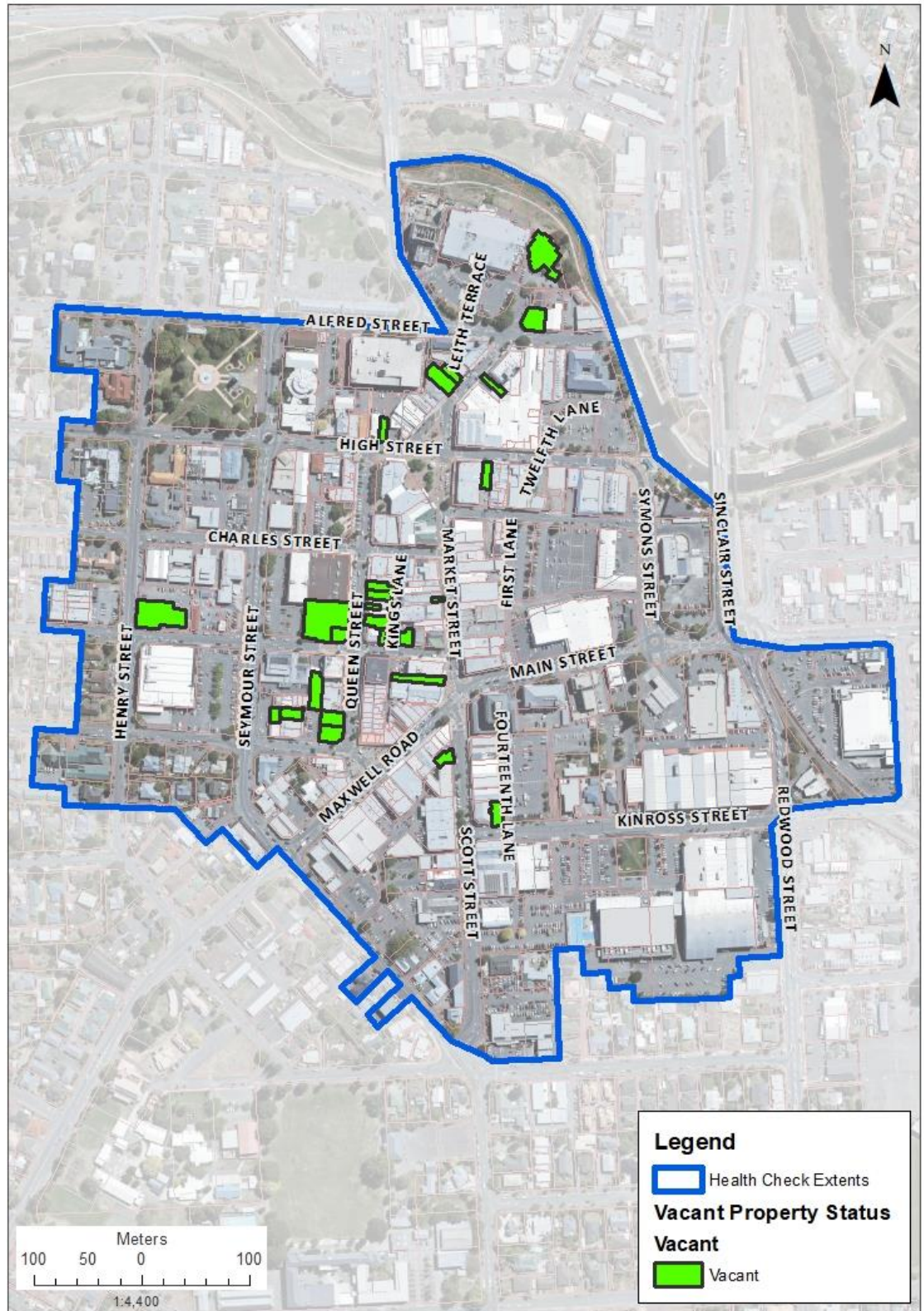
B. Blenheim Town Centre Composition Map.



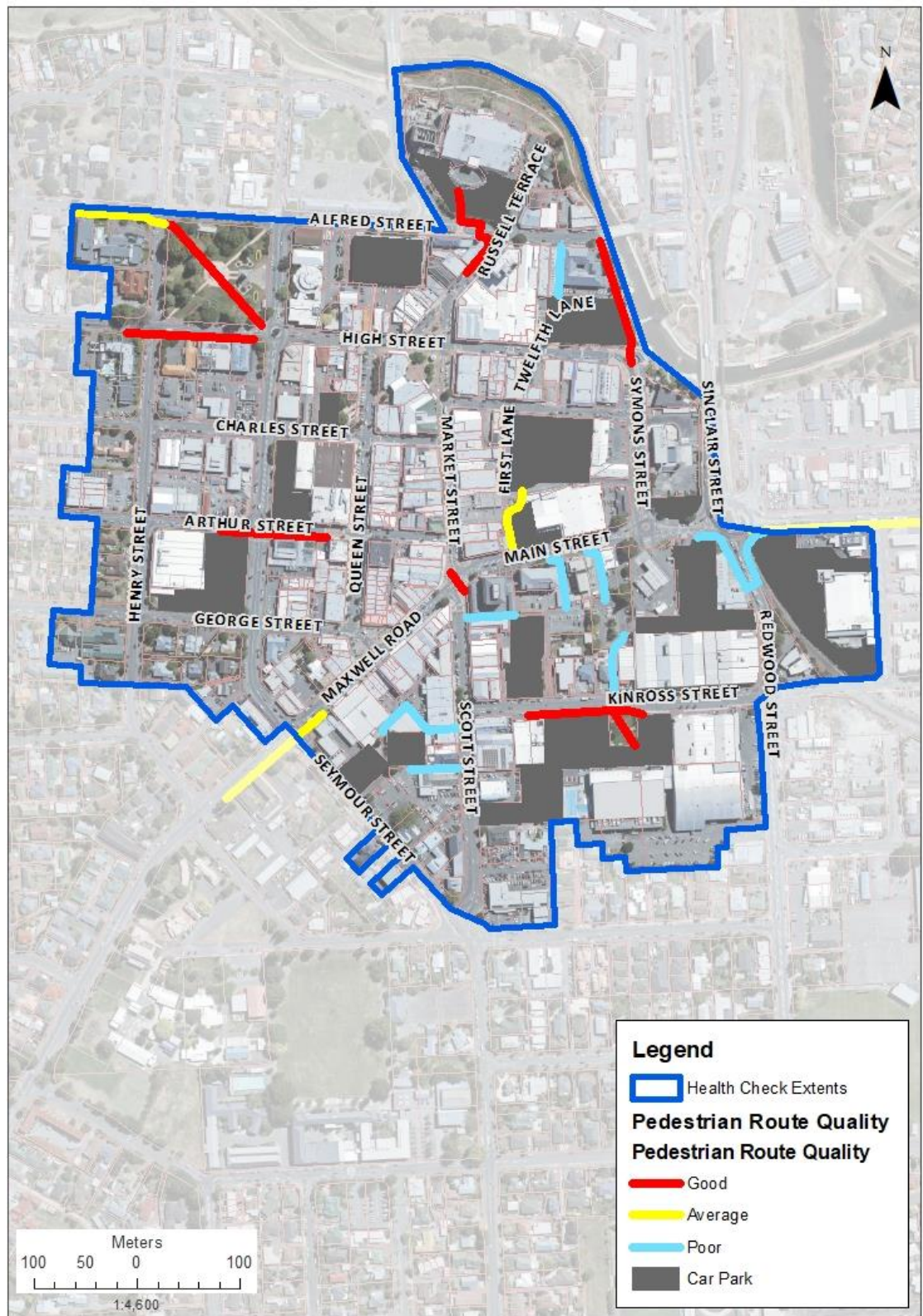
C. Blenheim Town Centre Composition Change Map.



D. Blenheim Town Centre Vacant Property Map



E. Blenheim Town Centre Pedestrian Routes Map

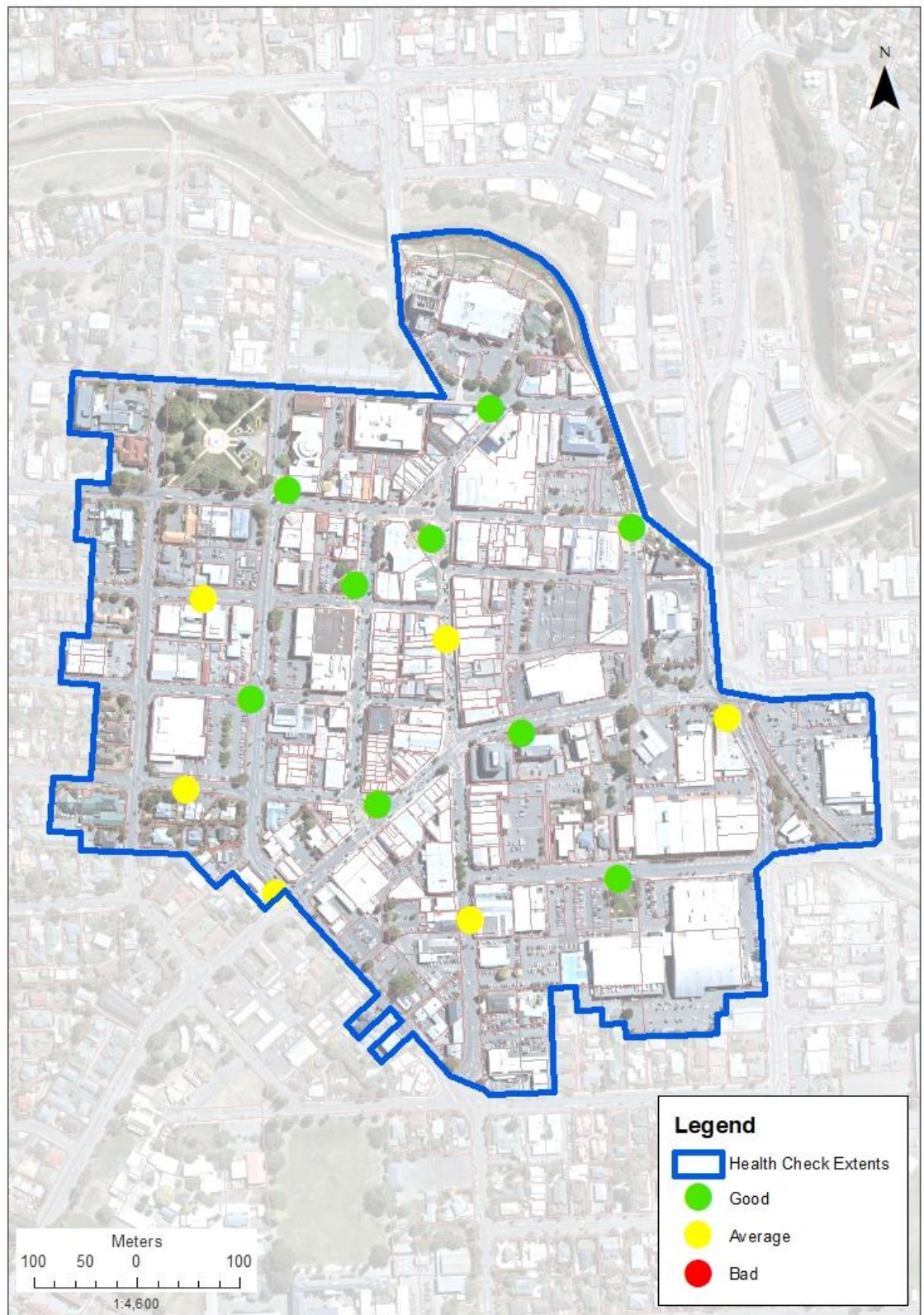


F. Blenheim Footfall Counts Table.

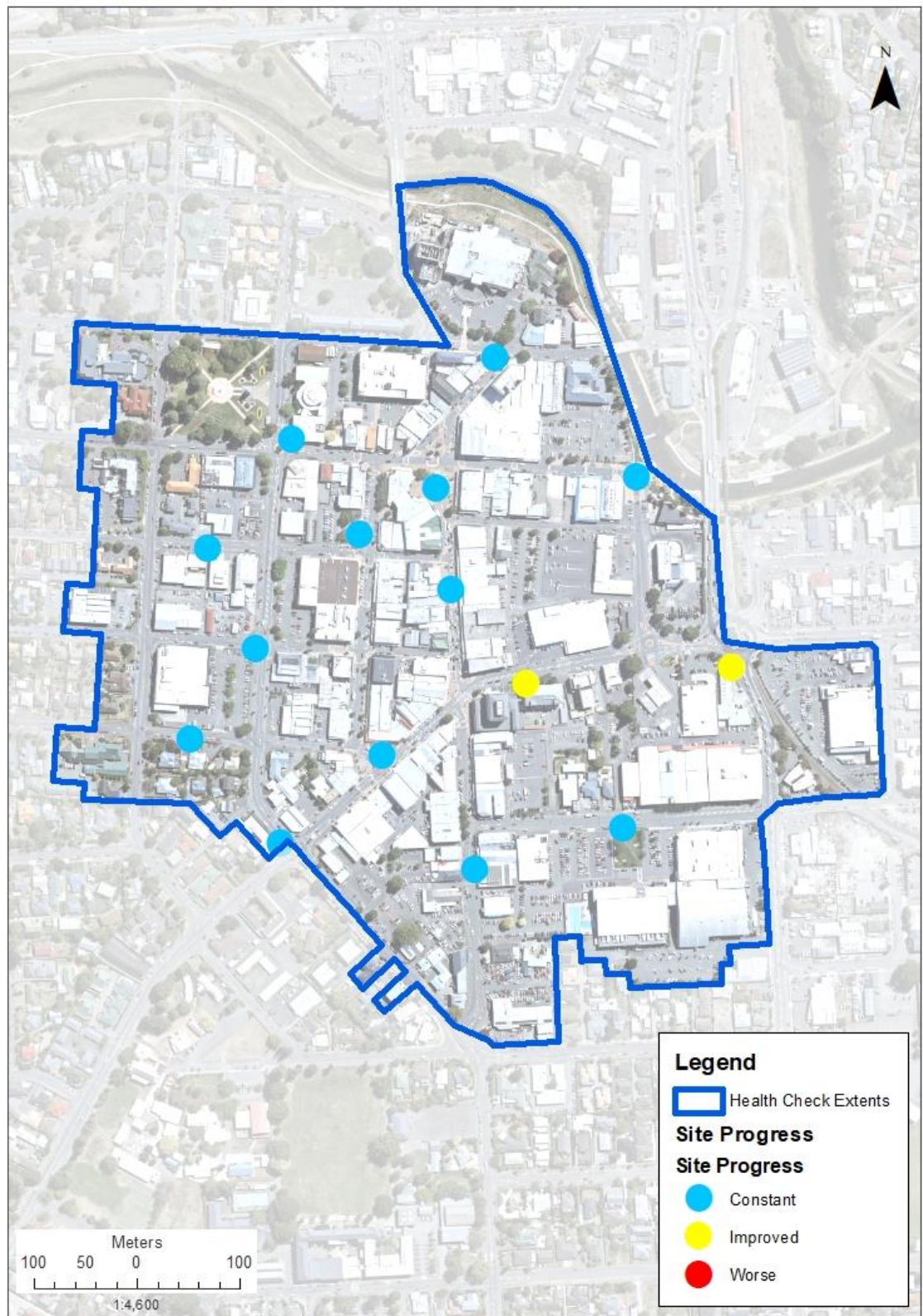
NELSON/MARLBOROUGH P.I.N.Z.
Blenheim - Pedestrian Counts

CHECK POINTS	11&13/11/08		17&19/11/09		16&18/11/10		15&17/11/11		27&29/11/12		03&05/12/13		18&20/11/14		24&26/11/15		22&24/11/16		Earthquake 14th		28&30/11/17	
	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %
Market St Postie Plus**	162	100%	204	100%	164	100%	150	100%	134	100%	127	100%	141	100%	102	100%	108	100%	114	100%	114	100%
Market St Pascoes	186	115%	224	110%	169	103%	175	117%	156	116%	166	131%	125	89%	126	124%	152	141%	138	121%	138	121%
Market St Trendez	108	67%	132	65%	168	102%	180	120%	181	135%	159	125%	136	96%	94	92%	117	108%	114	100%	114	100%
Market St ASB Bank/First Nation;	109	67%	128	63%	146	89%	207	138%	159	119%	211	166%	150	106%	130	127%	121	112%	137	120%	137	120%
Market St McRaes/Hannahs	188	116%	169	83%	163	99%	147	98%	156	116%	115	91%	122	87%	78	76%	82	76%	114	100%	114	100%
Market St/High St Corner Farmer	175	108%	131	64%	138	84%	176	117%	134	100%	147	116%	127	90%	107	105%	79	73%	98	86%	98	86%
Market St - ANZ/Café Le Cupp	62	38%	37	18%	54	33%	96	64%	34	25%	40	31%	46	33%	77	75%	49	45%	26	23%	26	23%
Market St North Opposite Miller;	123	76%	141	69%	70	43%	66	44%	42	31%	39	31%										
Market St Nth Millers (deleted 2)	85	52%	161	79%	54	33%	48	32%	77	57%	41	32%										
Market/Alfred Street Chr Porse t	49	30%	54	26%	63	38%	47	31%	47	35%	56	44%	60	43%	43	42%	30	28%	51	45%	51	45%
Queen St Queens Mkt Entrance	83	51%	114	56%	118	72%	94	63%	98	73%	92	72%	86	61%	89	87%	19	18%	81	71%	81	71%
Queen Street Noel Leeming (ent)	56	35%	64	31%	63	38%	69	46%	39	29%	46	36%	36	26%	40	39%	20	19%	34	30%	34	30%
Queen St Brumbys/Petrolheads t	80	49%	118	58%	136	83%	95	63%	133	99%	103	81%	69	49%	82	80%	86	80%	107	94%	107	94%
Queen Street Service Station	37	23%	43	21%	44	27%	65	43%	103	77%	56	44%	47	33%	28	27%	24	22%	21	18%	21	18%
Maxwell Road - Mike Pero	88	54%	89	44%	80	49%	70	47%	96	72%	95	75%	87	62%	80	78%	78	72%	68	60%	68	60%
Maxwell Road - Beta Electrical	73	45%	70	34%	46	28%	58	39%	81	60%	65	51%	59	42%	43	42%	44	41%	57	50%	57	50%
Maxwell Road - Mangos	90	56%	80	39%	59	36%	80	53%	99	74%	82	65%	81	57%	61	60%	58	54%	53	46%	53	46%
Maxwell Road - Ritual	82	51%	110	54%	88	54%	95	63%	101	75%	111	87%	114	81%	97	95%	84	78%	86	75%	86	75%
Scott Street Florist	56	35%	58	28%	68	41%	61	41%	75	56%	70	55%	61	43%	56	55%	50	46%	56	49%	56	49%
Scott Street - Beyond the Fringe	67	41%	71	35%	73	45%	82	55%	127	95%	88	69%	97	69%	49	48%	70	65%	101	89%	101	89%
Main Street Café Home	60	37%	79	39%	57	35%	51	34%	95	71%	102	80%	88	62%	96	94%	71	66%	41	36%	41	36%
High Street Locksmith	63	39%	56	27%	52	32%	21	14%	40	30%	41	32%	43	30%	39	38%	25	23%	32	28%	32	28%
High Street Sewing Store	35	22%	34	17%	33	20%	61	41%	40	30%	27	21%	42	30%	30	29%	30	28%	24	21%	24	21%
Carpark entrance to Centrepoint	92	57%	100	49%	85	52%	82	55%	56	42%	81	64%	113	80%	85	83%	58	54%	61	54%	61	54%
Paper Plus/Forum Corner	77	48%	128	63%	83	51%	65	43%	148	110%	105	83%	102	72%	70	69%	84	78%	104	91%	104	91%
Queen/High Street corner (UFS)	73	45%	92	45%	63	38%	71	47%	70	52%	62	49%	62	44%	52	51%	45	42%	62	54%	62	54%
Queen Street entrance to Forum	55	34%	123	60%	121	74%	108	72%	90	67%	100	79%	103	73%	104	102%	78	72%	65	57%	65	57%
Charles/Seymour St Cnr (deleted from count 2005)																						
Market Street SBS Bank	127	78%	150	74%	148	90%	161	107%	112	84%	137	108%	160	113%	127	125%	138	128%	122	107%	122	107%
Market/Maxwell Road Cerise	162	100%	295	145%	237	145%	304	203%	270	201%	275	217%	153	109%	154	151%	212	196%	200	175%	200	175%

G. Blenheim State of the Environment Map Blenheim.



H. Blenheim State of the Environment Progress Map Town



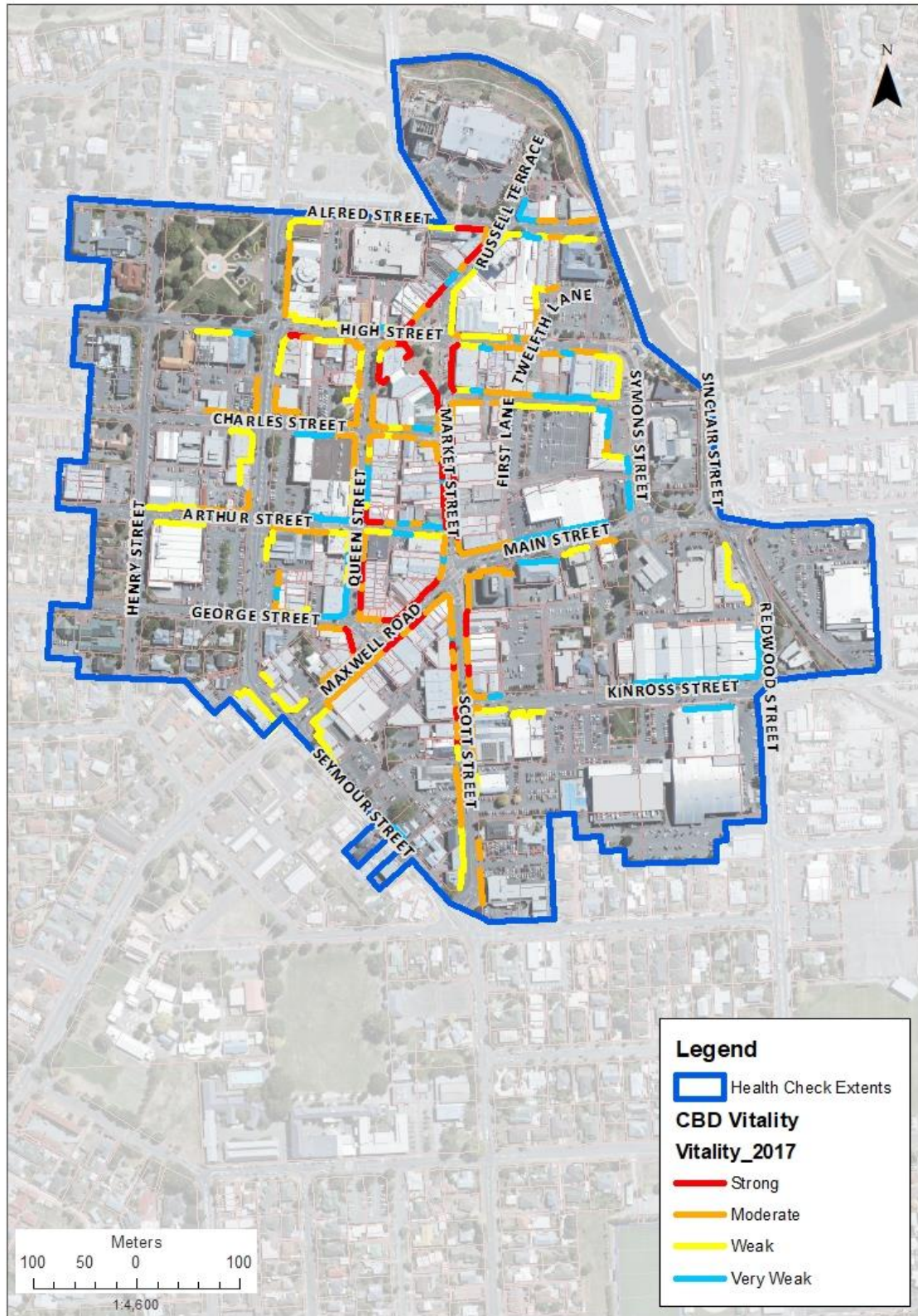
I. Blenheim State of the Environment Table (x2)

STATE OF THE ENVIRONMENT 9-10AM + AVERAGES 27/11/17													
Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Cycle Lanes	Final Score	Conclusion 2014
Market Street	2	2	2	1	2	1	1	1	1	2	N/A	2	Average
Scott street	1	2	1	1	0	1	0	1	0	1	N/A	1	Average
Kinross Street	2	2	2	2	2	1	2	2	2	2	N/A	2	Average
Intersection of Redwood Street and Main Street	0	0	0	1	0	0	0	1	0	1	N/A	1	Bad
Main Street	2	1	2	2	2	2	1	1	1	2	N/A	2	Average
Riverbank area on Symons Street	2	2	2	2	2	2	2	2	2	1	N/A	2	Good
Intersection of Leith Terrace and Russel Terrace	2	2	2	2	1	1	1	2	1	2	N/A	2	Good
Forum/Market place	2	2	2	2	2	2	2	2	1	2	N/A	2	Good
Queen Street, Liz Davidson Place	2	2	2	2	2	1	2	2	2	2	N/A	2	Good
Intersection of Seymour Street and High Street	2	1	2	2	2	2	1	2	2	2	N/A	2	Average
Charles Street	1	1	1	1	0	0	0	1	2	2	N/A	1	Average
George Street	1	1	0	0	0	0	1	1	0	2	N/A	1	Average
Intersection of Arthur Street and Seymour Street	1	0	2	2	2	1	1	2	2	2	1	2	Average
Bythell Place	2	1	2	2	2	1	2	2	1	2	N/A	2	Good
Intersection of Maxwell Road and Seymour Street	1	0	2	1	0	0	1	1	0	2	2	1	Average

STATE OF THE ENVIRONMENT 11-12.30pm + AVERAGES 11/12/17

	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Cycle Lanes	Final Score	Conclusion 2017	Conclusion 2016	Conclusion 2014
Market Street	2	1	2	2	2	2	1	1	1	1	2	N/A	2	Good	Average	Average
Scott street	2	1	2	1	1	0	1	0	1	0	1	N/A	1	Average	Average	Average
Kinross Street	2	2	2	2	2	2	1	2	2	2	2	N/A	2	Good	Good	Average
Intersection of Redwood Street and Main Street	0	0	2	1	1	0	0	0	1	0	1	N/A	1	Average	Bad	Bad
Main Street	2	0	2	2	1	2	2	1	1	1	2	N/A	2	Average	Average	Average
River bank area on Symons Street	2	2	2	2	2	2	2	2	2	2	1	N/A	2	Good	Good	Good
Intersection of Leith Terrace and Russel Terrace	2	2	2	2	2	1	1	1	2	1	2	N/A	2	Good	Good	Good
Forum/Market Place	2	1	2	2	2	2	2	2	2	1	2	N/A	2	Good	Good	Good
Queen Street, Liz Davidson Place	2	2	2	2	2	2	1	2	2	2	2	N/A	2	Good	Good	Good
Intersection of Seymour Street and High Street	2	1	2	2	2	2	2	1	2	2	2	N/A	2	Good	Good	Average
Charles Street	2	2	2	2	2	0	0	0	1	2	2	N/A	1	Average	Average	Average
George Street	2	2	2	1	1	0	0	1	1	0	2	N/A	1	Average	Average	Average
Intersection of Arthur Street and Seymour Street	2	1	2	2	2	2	1	1	2	2	2	1	2	Good	Good	Average
Bythell Place	2	2	2	2	2	2	1	2	2	1	2	N/A	2	Good	Good	Good
Intersection of Maxwell Road and Seymour Street	1	0	2	2	2	0	0	1	1	0	2	2	1	Average	Average	Average

J. Blenheim Town Centre Street Vitality Map.



K. Blenheim Pedestrian Survey Physical Copy.

If taking this survey away to fill out. Please return to council by either: Dropping it off at the Marlborough District Council reception, or post to Jacob Crosswell, 15 Seymour Street, PO Box 443, Blenheim. Alternatively you can access the survey online (MDC Website)



BLENHHEIM TOWN CENTRE HEALTH CHECK

Pedestrian Survey

DATE :

PLEASE CIRCLE OR TICK YOUR ANSWERS. WHERE APPLICABLE, ANSWER WITH A SHORT SENTENCE. THANK YOU FOR TAKING PART IN THIS SURVEY.

1 Where are you from?
 Note: If from the Marlborough Region please specify town & suburb

.....

2 What is the most common reason for you to come into Blenheim's Town Centre?

- Meeting Friends
- Cafe/Restaurant
- Evening dining/Drinking
- Entertainment/Leisure
- Non-food shopping
- Food Shopping
- Work
- To engage in professional services
- Bank/Post Office

3 How do you travel most often to Blenheim's Town Centre?

- Walk from home
- Walk from work
- Drive
- Cycle
- Bus
- Mobility scooter

4 If you drive where do you park most often in the Blenheim CBD?

.....

5 Is it easy to get around the Blenheim CBD? Why/why not?

.....

.....

6 Do you think Blenheim's Town Centre has improved over the last 2 years?

Yes No

7 What is the least attractive part of the Blenheim CBD?

.....

8 How long would you spend per visit to Blenheim's Town Centre?

- 15 minutes (Or less)
- 30 minutes
- 1 hour
- 2-3 Hours
- 3+ Hours

9 How frequently do you visit the Blenheim CBD, excluding work?

- Daily
- Weekly
- Monthly

10 Does Blenheim's Town Centre provide everything you need?

	Yes	Most of the time	No
Amenities			
Services			
Retail			
Day time hospitality			
Evening Hospitality			
Social Areas			
Entertainment / Tourism			

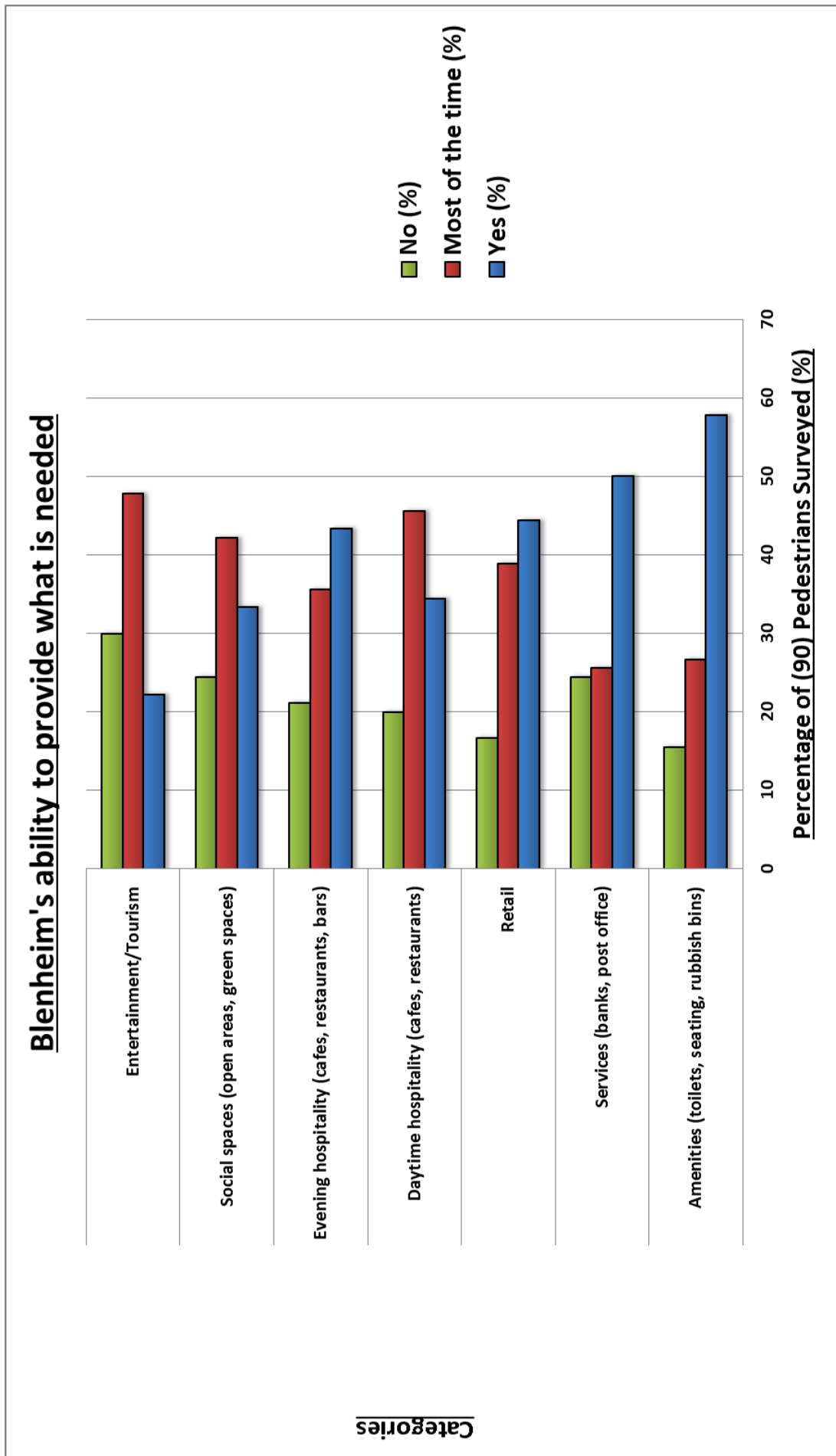
11 What is the most attractive part of the Blenheim CBD?

.....

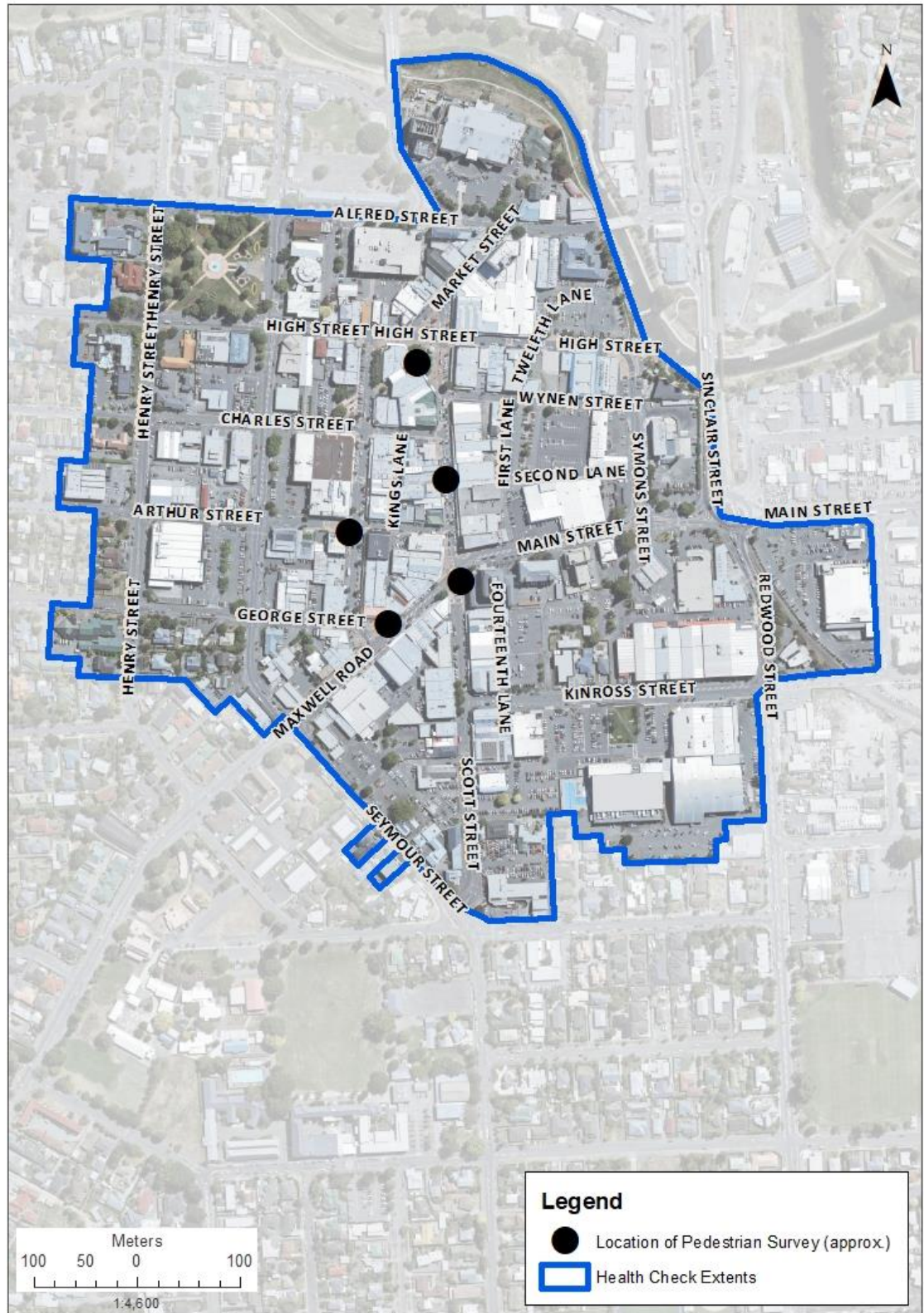
12 What would you like to see more of in Blenheim's Town Centre?

.....

L. Blenheim's Ability to Provide Services Graph



M. Blenheim Pedestrian Survey Points Map.



N. Blenheim Photo Survey Points Map.

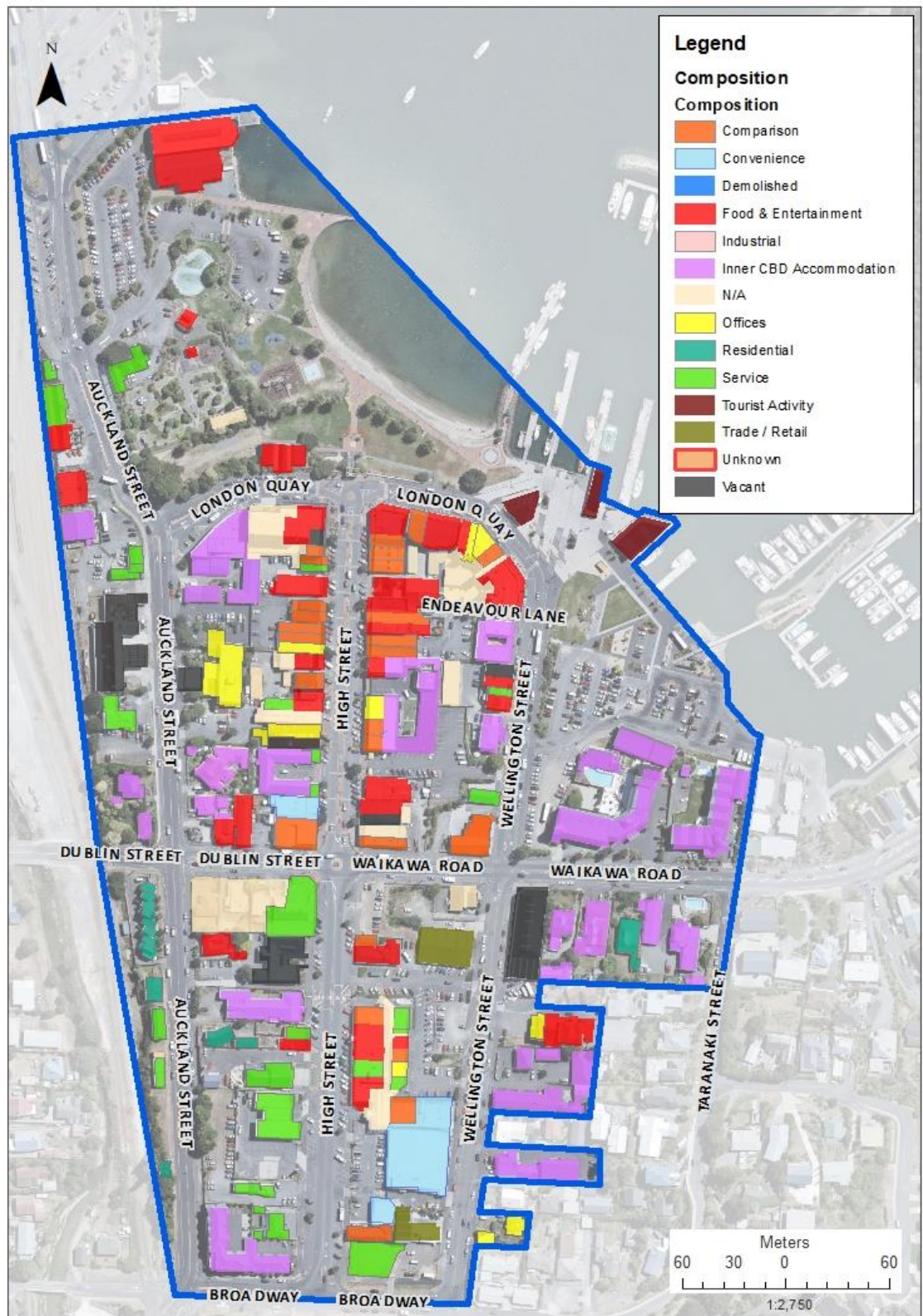


Picton Town Centre

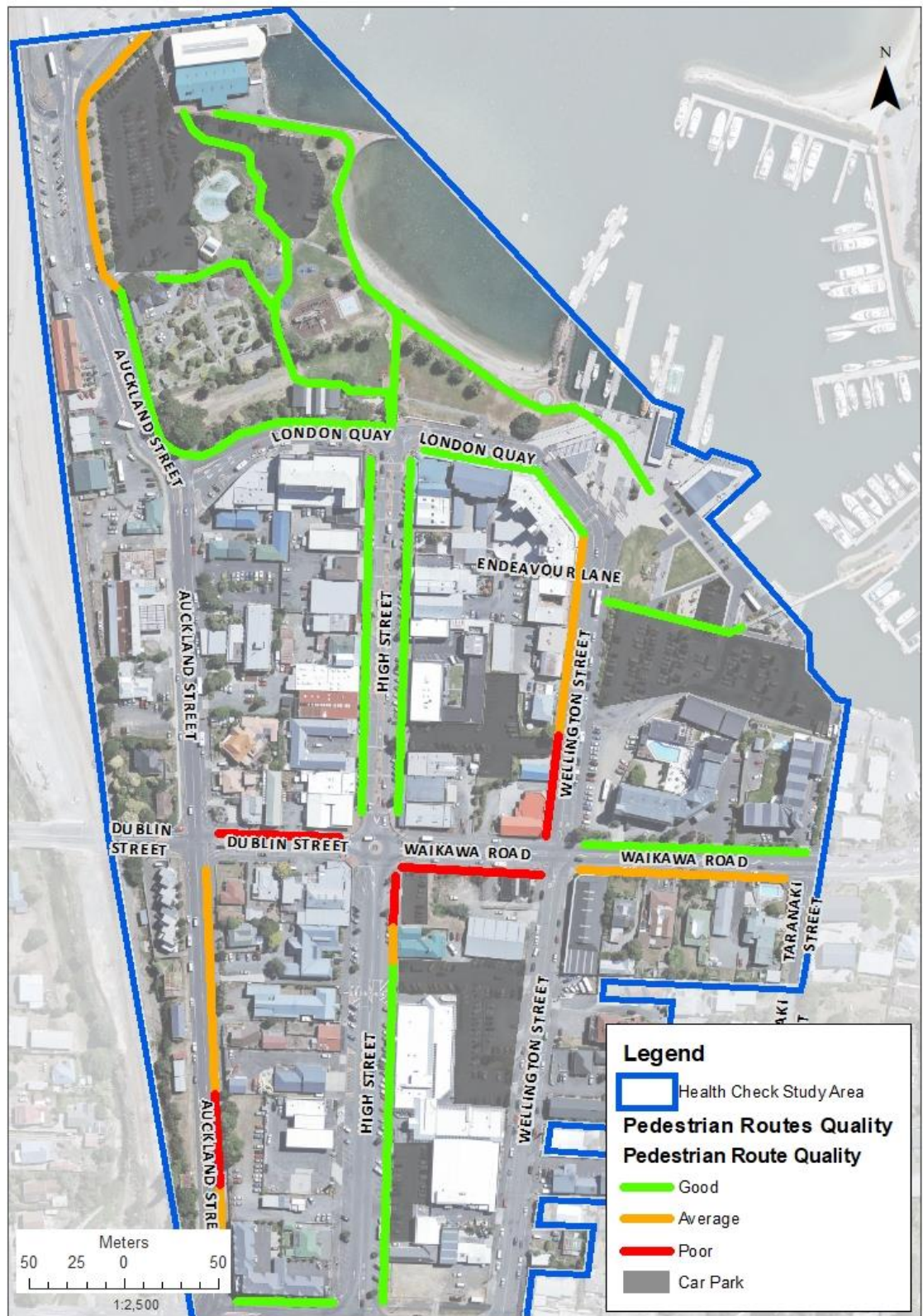
O. Picton Town Centre Study Area Map.



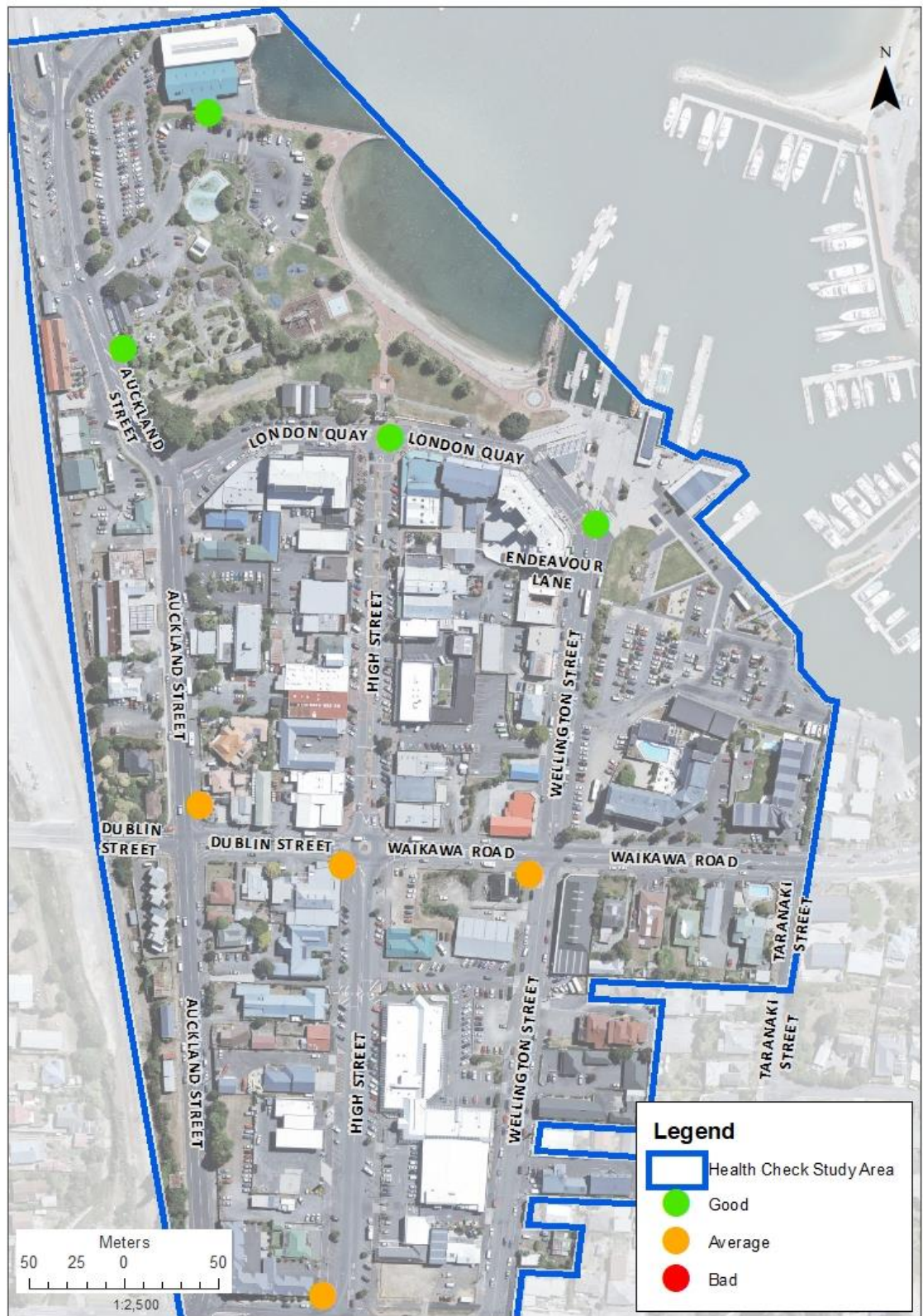
P. Picton Town Centre Composition Map.



Q. Picton Town Centre Pedestrian Routes Map



R. Picton Town Centre State of Environment Map.



S. Picton State of Environment results table.

	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Final Score	Conclusion 2017	Conclusion 2016	Conclusion 2014
Outside the site building on Auckland Street	2	1	2	2	2	2	2	2	2	2	2	2	Good	Good	Average
Intersection of London Quay and High Street	2	0	2	2	2	2	2	1.5	2	1.5	2	2	Good	Good	Good
Intersection of London Quay and Wellington Street	2	1	1	1.5	2	2	0.5	2	2	1	2	2	Good	Good	Good
Intersection of Dublin Street and Auckland Street	2	1	1	1	2	1	0	1	0	0.5	2	1	Average	Average	Average
Intersection of High Street and Dublin Street	2	1	0	1	2	1	0.5	0	1	0.5	0.5	1	Average	Bad	Average
Intersection of Waikawa Road and Wellington Street	2	1.5	2	1	1	0	0	0	0	0.5	1	1	Average	Average	Bad
Intersection of Broadway and High Street	2	2	2	2	2	0	0	0	1	1	2	1	Average	Average	Average
Outside the Aquarium	2	1	2	2	1.5	2	0	2	2	1	2	2	Good	Good	Good

Bad = 0, Average = 1, Good = 2

NOTE: State of the Picton Town Centre Environment 4/1/18

T. Picton Town Centre Street Vitality Map.



U. Picton Pedestrian Survey Physical Copy.

If taking this survey away to fill out. Please return to council by either: Dropping it off at the Marlborough District Council reception, or post to Jacob Crosswell, 15 Seymour Street, PO Box 443, Blenheim. Alternatively you can access the survey online (MDC Website)



PICTON TOWN CENTRE HEALTH CHECK

Pedestrian Survey

DATE :

PLEASE CIRCLE OR TICK YOUR ANSWERS. WHERE APPLICABLE, ANSWER WITH A SHORT SENTENCE. THANK YOU FOR TAKING PART IN THIS SURVEY.

1 Where are you from?
 Note: If from the Marlborough Region please specify town & suburb

.....

2 What is the most common reason for you to come into Picton's Town Centre?

- Meeting Friends
- Cafe/Restaurant
- Evening dining/ Drinking
- Entertainment/Leisure
- Non-food shopping
- Food Shopping
- Tourism
- Foreshore
- Bank/Post Office

3 How do you travel most often to Picton's Town Centre?

- Walk from home
- Walk from work
- Drive
- Train
- Cycle
- Bus
- Mobility scooter
- Boat

4 If you drive where do you park most often in the Picton CBD?

.....

5 Is it easy to get around the Picton CBD?
 Why/why not?

.....

6 Do you think Picton's Town Centre has improved over the last 2 years?

Yes No

7 What is the least attractive part of the Picton CBD?

.....

8 How long would you spend per visit to Picton's Town Centre?

- 15 minutes (Or less)
- 30 minutes
- 1 hour
- 2-3 Hours
- 3+ Hours

9 How frequently do you visit the Picton CBD, excluding work?

- Daily
- Weekly
- Monthly

10 Does Picton's Town Centre provide everything you need?

	Yes	Most of the time	No
Amenities			
Services			
Retail			
Day time hospitality			
Evening Hospitality			
Social Areas			
Entertainment / Tourism			

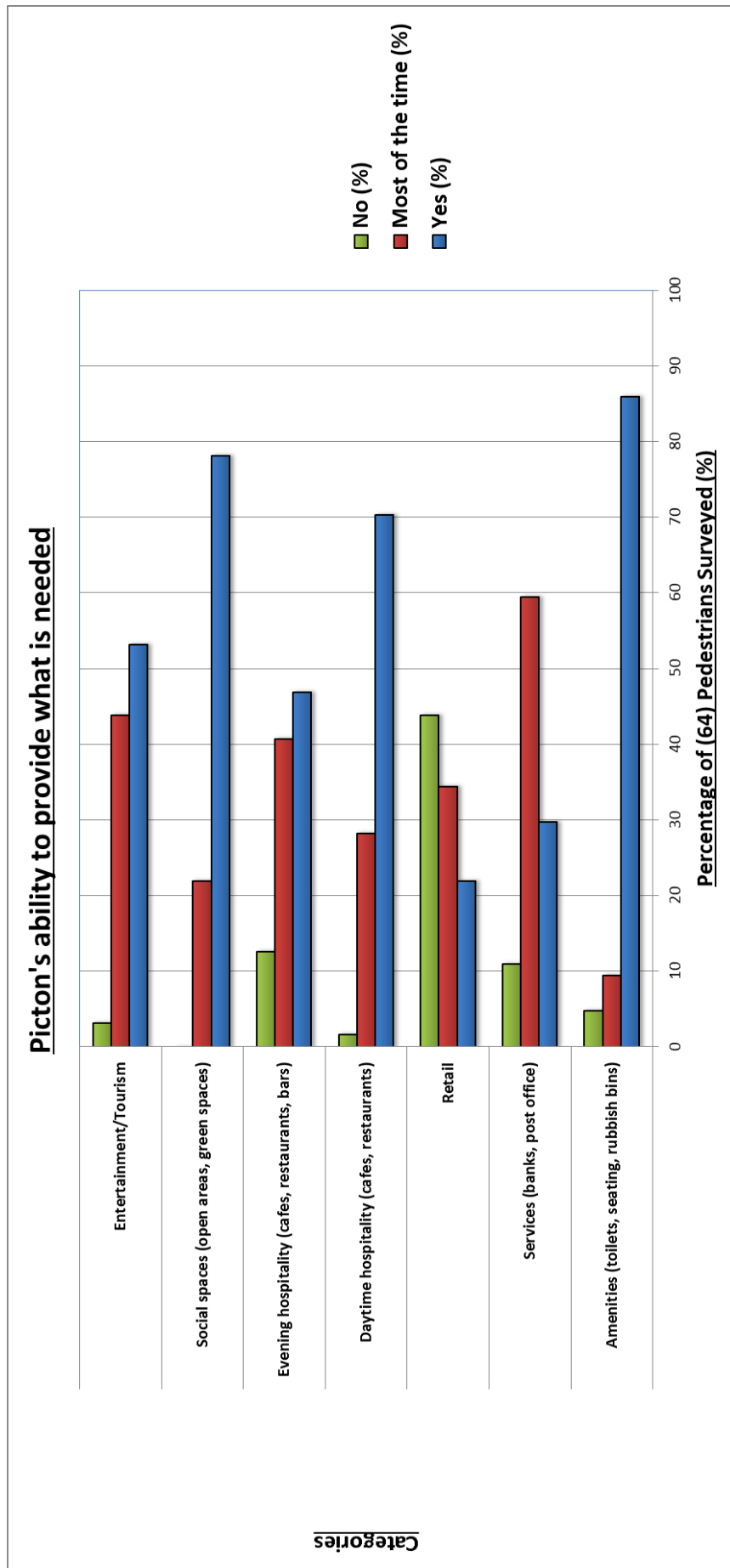
11 What is the most attractive part of the Picton CBD?

.....

12 What would you like to see more of in Picton's Town Centre?

.....

V. Picton's Ability to Provide Services Graph



W. Picton Pedestrian Survey Points Map.



X. Picton Photo Survey Points Map.

