

**BLENHEIM**

# Town Centre Health Check

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**DECEMBER 2019 – FEBRUARY 2020**

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*The research for this report, and production of the report was carried out by Alex Nelson over the summer period of 2019/2020.*



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## Executive Summary

### Purpose

The 2019 - 2020 Blenheim Town Centre Health Check is a follow up of four previous checks that have been carried out before it (in 2011, 2014, 2016 and 2018 respectively). The projects have been designed to provide snapshots of the town centre using a number of different health indicators, which can then be used to identify trends and progress over time.

### Main Survey Findings

#### Composition of the Town Centre

- The majority of the town centre is made up of comparison businesses (27%), services (22%) and offices (20%).
- The food and entertainment sector (16%) made a significant increase, up 2% since 2018.
- Vacant properties (5%) have decreased by 3% since 2018, the lowest it has been since 2011. The majority of these remain clustered on Queen Street.
- Comparison stores have seen a decrease of 11% since 2011.

#### Pedestrian Routes

- Pedestrian route quality across the central business district has remained consistent to the quality seen in 2018, continuing to allow pedestrians to easily access services through various paths and walkways.

#### Transport Facilities

- A Pay-by-Plate roadside parking system has been introduced to Blenheim and Picton, and was well-received by 66% of respondents from the pedestrian survey.
- Trial buses between Picton and Blenheim, Renwick and Blenheim and upper Witherlea have recently seen their inception.

#### State of the Environment

- Areas have remained mostly stable since the previous health check.
- Scott Street improved to a “good” state whilst the intersection of Arthur St and Seymour St was lowered to an “average” state.

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### **Vitality of Town Centre**

- Street edges/frontages are performing similarly to previous years. Market Street and Scott Street generally performed stronger than edges to the east and west.

### **Pedestrian Survey**

- 286 pedestrians were surveyed on their views of how they think the town is operating, the highest number of respondents in a health check to-date.
- 60% of respondents cited visiting the CBD for non-food shopping, proportionately similar to previous years. Visiting local cafes/restaurants is approaching this figure, currently sitting at 51%.
- Over 77% of survey respondents considered Blenheim to be easy to get around.
- There is an indication that people are moving towards visiting the CBD less often (an increase in those visiting monthly than weekly) and spending less time in Blenheim CBD per visit (average time decreasing from 1 hour to 30 minutes).
- When asked what they would like to see more of in the CBD, common mentions from respondents included more pedestrian-only areas (such as Market Street), less vacant shops, more events such as a night market and/or child-oriented activities, as well as cafes and restaurants with longer opening hours and more outdoor seating.
- Marlburians were generally positive about facilities being able to provide to their expectations. Entertainment/tourism was the only area where respondents were relatively unanimous in suggesting this did not meet their needs.

### **Conclusion**

Collating all this data together shows some significant trends and patterns to identify in terms of how people interact with and use Blenheim CBD, particularly when shown over the past 9 years. People are using the centre more often as a use for food and entertainment, whilst still seeking more from it in this regard. Pedestrians use the town centre less for typical consumer shopping and have reduced the duration and frequency of their visits over time.

These are the perceptions despite consistently moderate-to-improved transport facilities, street front vitality and state of the environment findings conducted longitudinally for Blenheim.

# key stats

Vacant properties have **gone down** from

**9%** in 2016    **8%** in 2018    **6%** in 2020



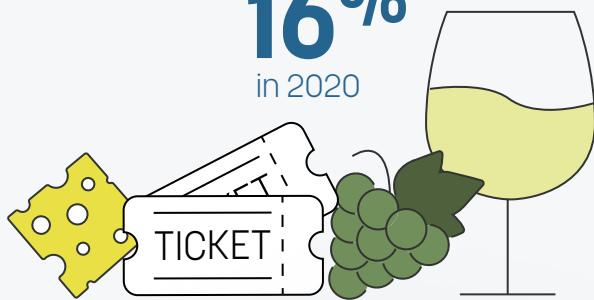
Food / entertainment sector has **risen from**

**13%**

of the town in 2011 to

**16%**

in 2020



**78%** of pedestrians found Blenheim CBD **easy** to get around



Blenheim population has **increased** by **36%** since 1990



footfall in town has **decreased** by **46%** over the same time period.

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## Background and Methods

The 2020 Health Check is the fifth report of its type undertaken by the Marlborough District Council. The report follows the same approach as previous health checks to maintain consistency in its findings. It is based off methodology used by local UK authorities who are required to undertake a health check of the town centre in planning and policy.

To maintain a fair comparison the 2020 Town Centre health check has focused on the exact study area as 2016 and 2018 (Appendix A). This area includes the Blenheim Central Business District (CBD) composed of various business types.

The 2020 Blenheim Town Centre Health Check was carried out during the months of December 2019 and January 2020, over numerous days and various weather conditions. Across each part of this study, a considerable effort was made to ensure each method could be replicated in years to come.

The unusual use of the term “health check” incorporates a range of determinants which collectively, can be used to gain an understanding to what a healthy town centre could look like; whilst also giving a general snapshot in time of how well the town centre is performing. By carrying out this check over time we can therefore see the progress being made.

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

A desktop study of existing data:

- Town Centre Health Checks 2011, 2014, 2016 and 2018
- Footfall (pedestrian traffic) data (*Appendix E*)

Primary research conducted in the town centre to identify:

- The daytime composition of the town centre (*Appendices B-C*)
- Pedestrian route quality (*Appendix D*)
- Transport facilities
- State of the environment (*Appendices F-H*)
- Vitality of the street edges (*Appendix I*)
- User views of the town centre via a pedestrian survey (*Appendix J-K*)
- Visual documentation via a photo survey (*Appendix L*)

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## Town Centre Health Check 2018 Conclusion

It was concluded that the Blenheim town centre had remained similar since the 2016 check. The town continued to offer a wide range of facilities, particularly comparison, services and office business types. Meanwhile the state of the environment was stable along with active edges along many of Blenheim's busier streets. Whilst the outlook was positive, there were many areas over the town which could be improved in order to continue the high performance of the Blenheim CBD, particularly the vacant properties within the town centre.

## Composition of the Blenheim Town Centre

### Purpose

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.

### Method

The categories were repeated from the previous 2016 and 2018 Town Centre Health Checks:

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 but are 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. These were not calculated as part of the final composition.

### Blenheim CBD Composition

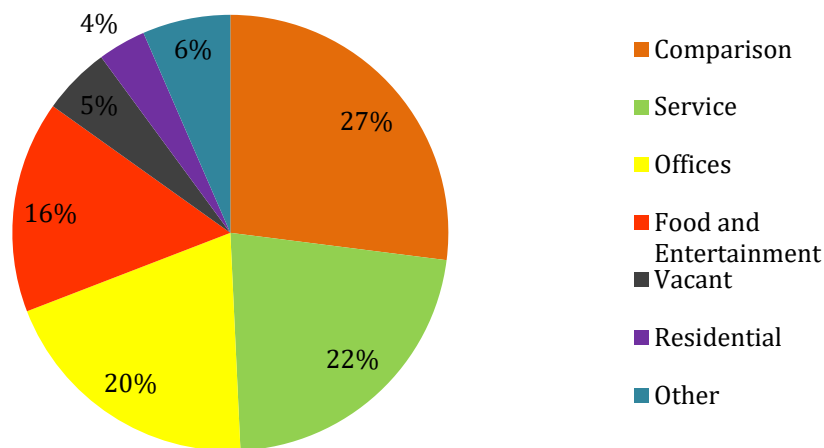


Figure 1. Pie graph showing the composition breakdown of different business categories in the Blenheim CBD.

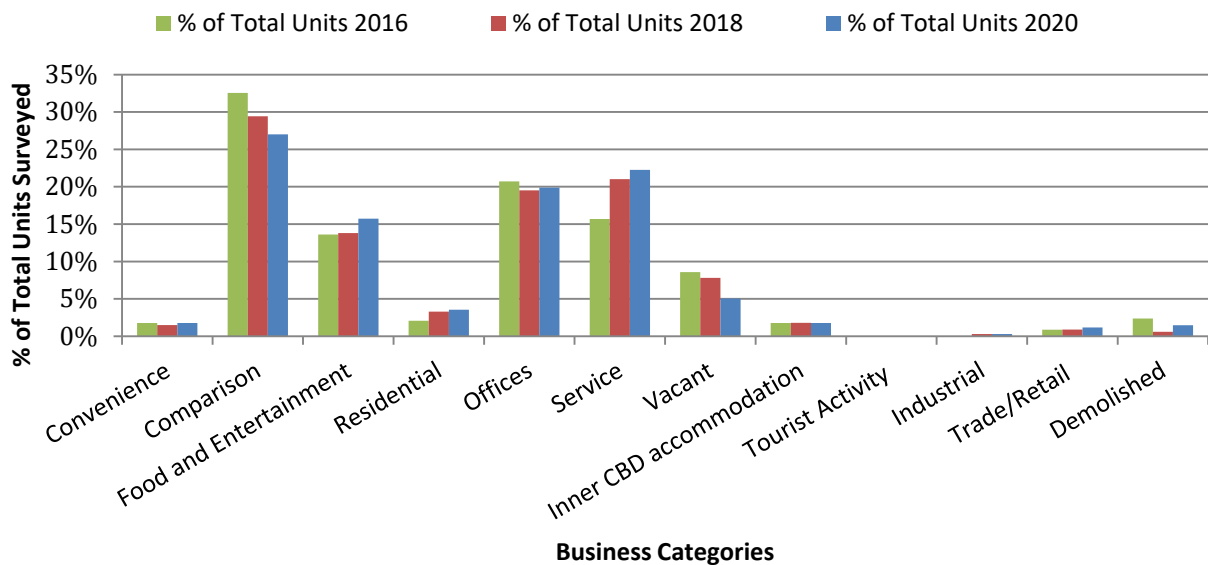


## Findings

From the composition data collated, it is clear that there are three dominant business types that Blenheim town centre is composed of (Figure 1). Of the total number of ground level units surveyed, 27% were comparison stores. The comparison category covers a wide variety of businesses that residents often need access to within a town.

Collectively, offices and services contributed to 42% of Blenheim’s composition. The percentage of offices is likely to be higher than 20% as a significant amount of offices are on first floors of buildings and thus were not included in the survey. This pattern follows 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.

### Percentage of Total Unit Composition in Blenheim for 2016 - 2020



Comparing the 2020 health check percentages of business types to the previous health checks, it is observed that there have been several changes across the categories. Most noticeably, a downward trend in comparison stores exists, carrying on from 2011 and 2014 before it. In 2011, comparison stores made up about 38% of the CBD, whereas we see this has dropped to 27% in 2020. This seems to show a change in consumers purchasing behaviours; with the rise of online shopping perhaps leaving a gap in the need for shoppers to have to buy in-town.

The food and entertainment category has risen to its highest ever composition of 16%, suggesting an increase of visitors coming into the CBD to eat out or socialise over a coffee. The service category has also shown a steady increase from the previous two years whilst the number of offices remains relatively the same.

<b>Category</b>	<b>No. of Units 2020</b>	<b>% of Total Units 2020</b>
<b>Convenience</b>	6	2%
<b>Comparison</b>	91	27%
<b>Food and Entertainment</b>	53	16%
<b>Residential</b>	12	4%
<b>Offices</b>	67	20%
<b>Service</b>	75	22%
<b>Vacant</b>	17	5%
<b>Inner CBD Accommodation</b>	6	2%
<b>Tourist Activity</b>	0	0%
<b>Industrial</b>	1	0%
<b>Trade/Retail</b>	4	1%
<b>Demolished</b>	5	1%
<b>Total</b>	<b>337</b>	<b>100%</b>

Vacant properties have seen the biggest drop-off in almost a decade when the health check was first conducted, plummeting to just 5% of Blenheim's CBD composition. Less vacant buildings means the town has a more lively appeal about it. Queen Street continues to have a cluster of vacant buildings, whilst the old Warehouse Stationery and Liquorland premises have since been emptied for future developments.

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

Through analysing the pedestrian footcounts at various landmarks in Blenheim town centre, we can start to see how pedestrian activity has altered over time. This is conducted by an external vendor and counts the number of people passing a set location over an hour.

Market Street continues to represent the highest rate of footfall, in particular outside Postie Plus. This is probably to be expected given both the number and variety of retailers and shopfronts along the street. It has still faced larger than average drop-offs since 2000 however.

Queen Street similarly has faced major decreases over time going from 81 pedestrians outside the Market Entrance in 2000, down to 56 in 2019.

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## 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 (76%) most often drive into the centre of town.

### Parking

Blenheim offers various types of parking in the central business district with street parking, off-street parking and customer car parks carparks widely available. In 2019, Pay-by-Plate metered parking was also introduced. Based on responses from the pedestrian survey undertaken, 67% of those who had used the Pay-by-Plate system, gave either a mixed or positive response to their experience with it. Interestingly, 77% of people who regularly drive into the town had used the system to date.

Overall Blenheim parking is mostly composed of metered parking and pay-and-display carparks. While there are non-metered carparks, these tend to be restricted to a time limit. Free no-limit parking can often be found on the edges of the CBD, in close proximity to residential areas. Kerbside meters adds up to 339 car parks, off-street pay-and-display totals 881 car parks, and free off-street parking equals 385 parks.

### Cycle Facilities

Blenheim still adequately services cyclists across the central business district. Cycle lanes seem to be functioning well over several of the main streets. While the cycle lanes provide a safer option for cyclists to access particular parts of the CBD, there are still improvements such as making the busier roundabouts more cycle-friendly. This could be particularly beneficial if plans for the “Whale Trail” cycleway from Picton to Kaikōura eventuate.

### Public Transport

In terms of public transport, the Blenheim bus operates from Monday to Saturday. Council, Bayleys Marlborough, and the NZ Transport Agency provide funding for 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 morning and afternoon bus between Picton

and Blenheim was introduced on an 18-month trial, travelling on Tuesdays and Thursdays. Three further services have also been introduced from Blenheim CBD to Renwick, and east and west Witherlea. At the time of publication, these routes have only just begun on trial, and so it is too early to gather any meaningful data. Only 1% of those who took part in the pedestrian survey stated they take the bus into the CBD which does raise the question of demand for the service.

A second option for transport is Marlborough Taxis Ltd. which still operates within the town centre. The taxi stands remain located on High Street (close to the Farmers Carpark) and on Market Street North.

## Pedestrian Route Quality

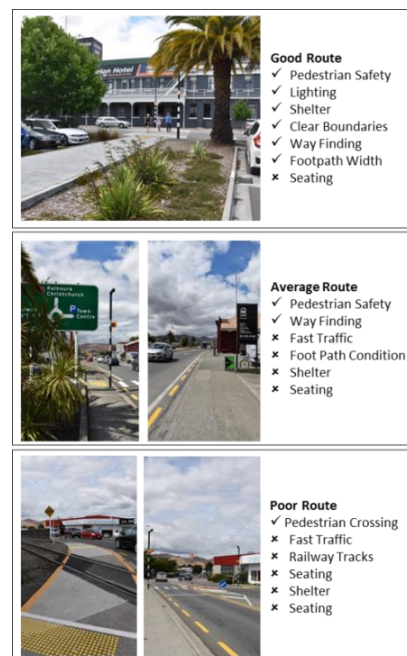
### Purpose

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

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

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## Findings

Blenheim’s path conditions have not changed much since previous years. Main routes such as the one by the Clubs of Marlborough continue to be measured as good in terms of accessibility with wide, sweeping pathways and the featured pedestrian crossings. Back-alleys such as those behind Kiwibank and Work and Income New Zealand, are still deemed “Poor routes” due to being narrow, dark and with no lighting.

It is worth noting here that the quality only looks at frequently traversed routes by locals that are often shortcuts to places within town. It does not look at all pathways in the CBD.

## State of the Environment

### Purpose

By measuring the state of the environment over multiple points within the Blenheim Central Business District (CBD), information can be gathered regarding the quality of the town centre for all users. The state of the environment has the ability to influence the quality of other aspects of the CBD and is measured as a “snapshot” of a location at various times. 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

The state of the environment was measured followed measures used in past health checks in order to gain a sufficient comparison. Measuring the state of the environment was done against the following criteria:

- Quality of air
- Noise pollution
- Clutter
- Cleanliness
- Visual pollution
- Adequate seating
- Adequate shelter
- Adequate green space
- Pedestrian safety
- Directional signage
- Footpath conditions
- Cycle lanes

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Each variable was awarded a score of 0, 1 or 2 representing bad, average, or good environmental conditions respectively. Variables were then averaged to produce a final score for that area, as well as an overall score for each criterion. All locations were surveyed twice, on separate days at different times (9:45 - 11:15am on 4/12/19, and 14:30 – 16:00pm on 6/12/19).

## Findings

The general findings show that the state of the environment has remained mostly unchanged since the previous health check. Scott Street had shown an improvement from “Average” to “Good”, whilst the intersection of Arthur Street and Seymour Street reflected a lowering from “Good” to “Average”.

It is worth noting here that by the original criteria, much of Blenheim’s town centre is now considered to be “Good”. It should therefore be considered whether the introduction of a “Great” value would be useful in future years, to show the distinction between more highly maintained areas i.e. Liz Davidson Place.

# State of the Environment

Blenheim Town Centre  
Average rankings

2

Air Quality

1

Noise Pollution

2

Clutter

2

Cleanliness

2

Visual Pollution

1

Adequate Seating

1

Adequate Shelter

1

Adequate Green Space

2

Pedestrian Safety

2

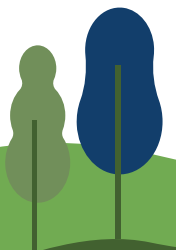
Directional Signage

2

Footpath Condition

2

Cycle Lanes



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## Street Vitality

### Purpose

To provide a better picture of the activeness and aesthetic appeal of Blenheim's town centre. Street vitality is a dominant aspect of urban planning; involving the key interaction between pedestrians and the building fronts along the CBD streets.

### Method

Following the method of the previous health checks, street frontage in the town centre was graded as strong, moderate, weak or very weak. The grade awarded depended on the activeness of the street edge:

- **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

The pattern of street vitality in the Blenheim Town Centre shows a fairly similar pattern of previous years. Market Street, Maxwell Road and Scott Street show the strongest rates of street vitality with large glass fronts, open doors and outside seating available. Queen Street has certainly shown an improvement from previous years, though there still leaves much to be desired.

The eastern side of town also falls frequently into the "Very weak" category, though changes may occur here when the old Liquorland/Warehouse Stationery lot is revamped. Most of the poor vitality regions of the town were either vacant properties or shops which had plain walls with little presence.



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## Pedestrian Survey

### Purpose

The survey aims to form a collective public view of how the town centre is operating. It is a chance to identify any issues and highlight improvements that can ensure Blenheim continues to provide adequate services to both residents and visitors.

### Method

The pedestrian survey was made available in both physical and online forms with distribution through the library, website, social media, newspaper, and street hand-outs. The questions asked in the survey were mostly identical to previous surveys to be able to compare findings more measurably.

Overall, 286 respondents answered the survey; a major increase from 2014, 2016 and 2018 where 150, 135 and 90 responses were obtained respectively.

### Findings

#### Composition of Pedestrian Survey

The majority of respondents in the survey were from Blenheim Central, followed by Witherlea, Springlands and Redwoodtown all in similar proportions of responses. The top locations people visited the town were from:

- Blenheim Central (27%)
- Witherlea (11%)
- Springlands (10%)
- Redwoodtown (9%)

This health check saw a much lower proportion of respondents from Blenheim Central than in previous years, and a wider range of responses from the suburbs.

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

In previous years, respondents were limited to a single response. After discussions with the Blenheim Business Association (BBA), for the 2020 survey it was agreed to increase this to the “3 most common reasons”. This was due to it being somewhat constraining to suggest pedestrians only visit the town centre for a sole purpose of the given options (i.e. meeting friends OR café/restaurant when in many cases they would not be mutually exclusive).

The most common reason pedestrians come to Blenheim is for non-food shopping, with visiting a café or restaurant coming in as a close second reason. The least common option was for entertainment/leisure and evening dining or drinking.

This doesn't exhibit much change over previous years though café/restaurant is rising significantly closer to non-food shopping as the topmost reason to visit the Blenheim CBD.

### **Travelling to Blenheim Town Centre**

Reaching Blenheim by car is still by far the most popular way to get to access Blenheim's town centre (84%). This is likely due to the short distance from suburbs, low traffic levels, and convenience. The proportion of people entering via car has increased from prior surveys (where this figure would be around 75%) though this may be due to a larger number of internet respondents and/or more respondents from the suburbs.

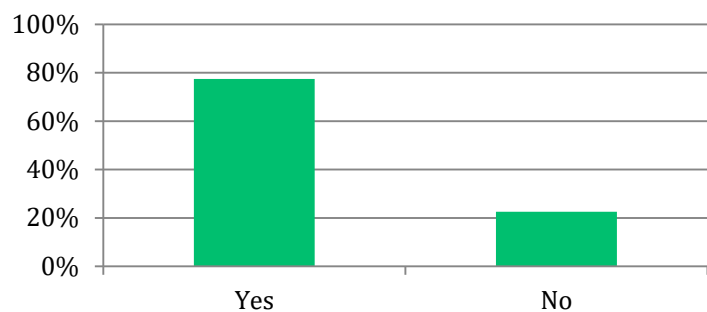
Those who drove most commonly parked in customer car parks that were free and limited time (e.g. Countdown or The Warehouse) or used metered street parking. Over 50% of people who drove chose one of these two options.

The 2020 survey included a one-off, open question surrounding the opinions of the Pay-by-Plate system that was introduced in mid-2019. On the whole, around two-thirds of responses were regarded as mixed to positive. Common criticisms from those who did not like the system were that it was too expensive, that they had to walk to the machine, and found difficulty in usage for the elderly (in particular, the screen clarity).

### **Ease of Access**

Accessibility and ability to move around Blenheim CBD is still regarded as being very good, likely due to its small town nature. 78% of respondents said they

**Do you find it easy to get around the Blenheim CBD?**



found the Blenheim CBD was easy to get around.

Main points raised from people who found Blenheim accessible praised the small size, familiar layout and low congestion. Those who did not find it easily accessible criticised the one-way routes, narrow roads, Market St and the raised courtesy crossings. In some cases, these were the exact same reasons that some respondents did find it accessible.

### Attractive and Unattractive Aspects

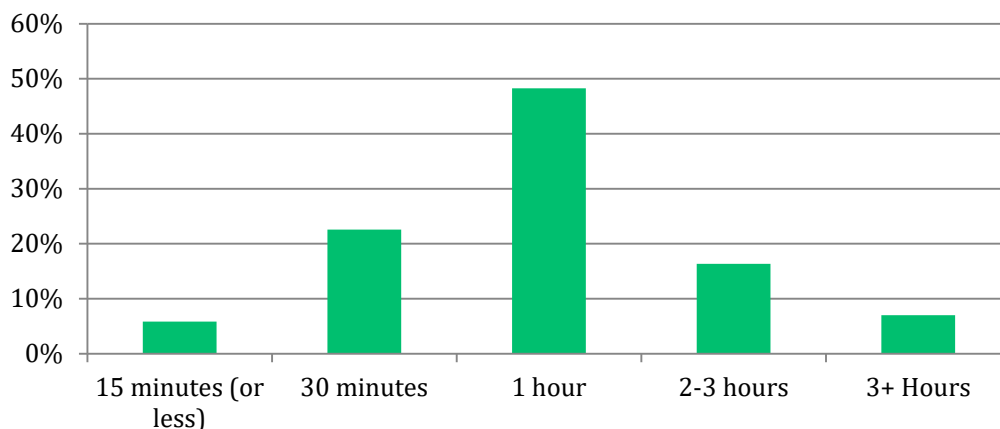
Keeping in line with previous health checks, this question was left open-ended for respondents to answer as they please. Green areas such as Seymour Square, Riverside Park, the Taylor River and general gardens/greenery in the CBD were noted as being amongst the most attractive aspects of Blenheim. A few others noted the cafes and the Forum as being particular standouts.

Responses were highly varied for the unattractive parts of Blenheim. Some common themes however included vacant or run-down shops, the non-pedestrianised nature of some roads (particularly Market Street) and the perceived datedness of the light-blue archways.

### Time Spent in CBD

The average amount of time a pedestrian spent in Blenheim’s CBD is about 1 hour (48%). This is slightly lower than the health checks conducted in 2018 and 2016 (52% and 50% respectively).

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



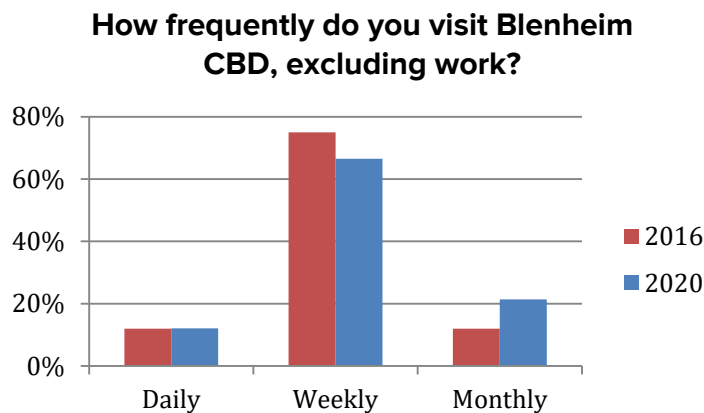
Most notably however, is the proportion of pedestrians who spent 30 minutes or less on an average visit to the CBD. In 2018 and 2016 these figures were at 13% and 12% respectively. In the

2020 health check however, this has more than doubled to 29%. This seems to imply people come into the CBD to do what they have to do and then immediately leave again.

### Frequency of Visiting CBD

The percentage of people coming into the CBD on a weekly basis has also decreased slightly since the 2016 health check. In 2016, this figure came in at 75% whilst in 2020 this has been lowered to 67%. Daily visitors has remained about the same at 12% whilst monthly visitors has almost doubled to 21%.

The 2018 data differs radically to the 2016 and 2020 data so it is assumed an error took place, potentially to do with the smaller sample size.

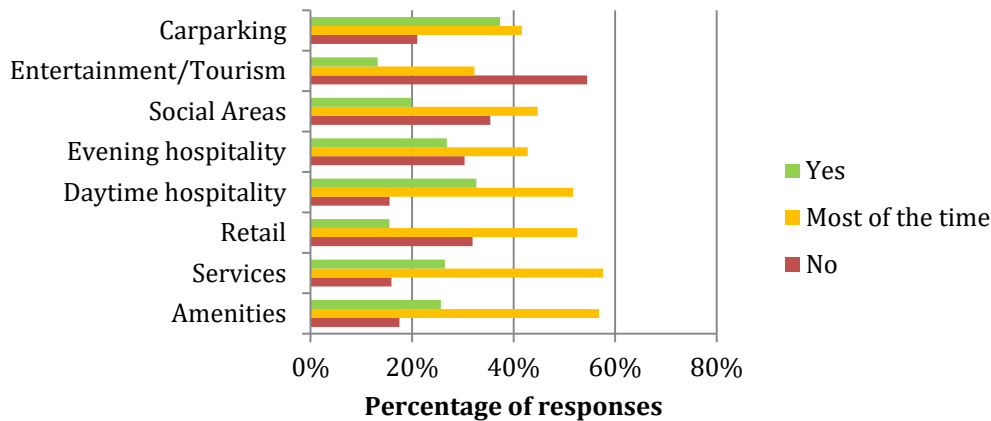


### Town Centre’s Ability to Provide What is Needed

The general consensus was that pedestrians found Blenheim’s town centre provided the facilities adequately or well to their desires. Car parking, daytime hospitality, services and amenities all scored highly in terms of “Yes” or “Most of the time” responses.

Notably, entertainment/tourism was the only category where people overwhelmingly rejected Blenheim’s ability to provide to their needs. Social areas and evening hospitality also could be improved upon in the minds of pedestrians.

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



#### Improvement

44% of respondents felt Blenheim CBD had improved over the past 2 years, whilst 56% felt it had not. The responses to this are in-line with previous health checks. It is important to note this question does not ask why people answered the way that they did and a proportion of “No” answers may be interpreted as being neutral on the matter.

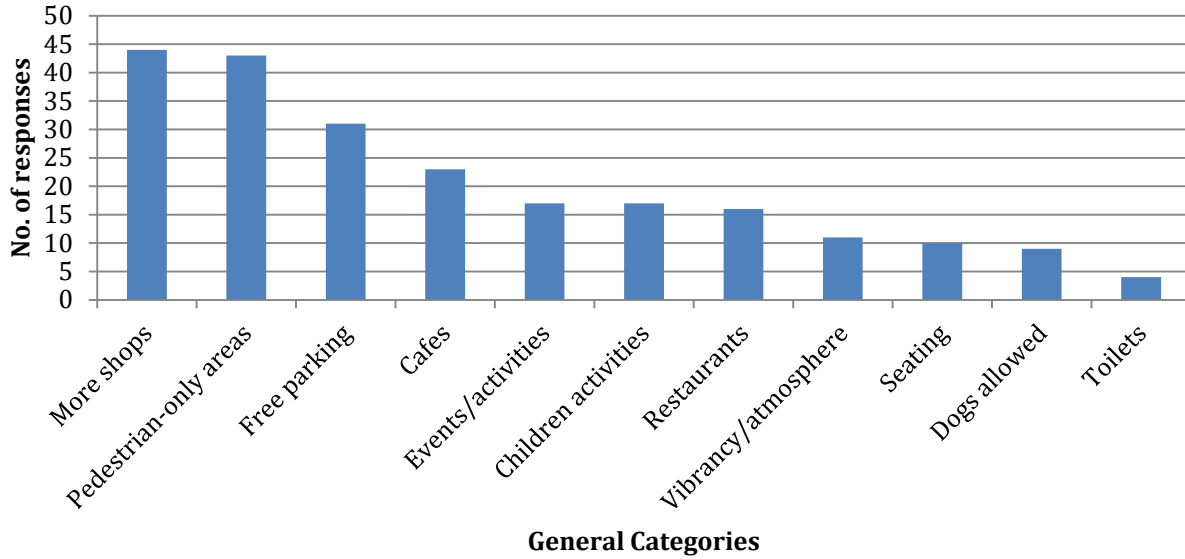
#### Recommendations

When asked with the open-ended question of “What would you like to see more of in Blenheim’s town centre?”, the two most common answers were classified as “less vacant/more variety in shops” and “more pedestrian-only areas” with many citing Market Street as their prime choice for this. These held almost 45 responses each, a clear rise above other themes.

Other popular themes that emerged included even more cafes, restaurants and general night life or entertainment options. This complements the composition findings that identified an increase in the food/entertainment category, further suggesting Marlburian pedestrians want more. Several also commented on their desire for cafes to stay open for a longer duration, particularly

to suit after-school type needs. Others suggested a monthly night market would be nice to have in the CBD, helping bring in both locals and tourists.

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



## Side-by-Side Comparisons

### Queen Street 2009 vs. 2019



Other areas 2009 vs. 2019



Market Street 2009



Market Street 2019



Wynen Street 2009



Wynen Street 2019



Riverside Park 2009



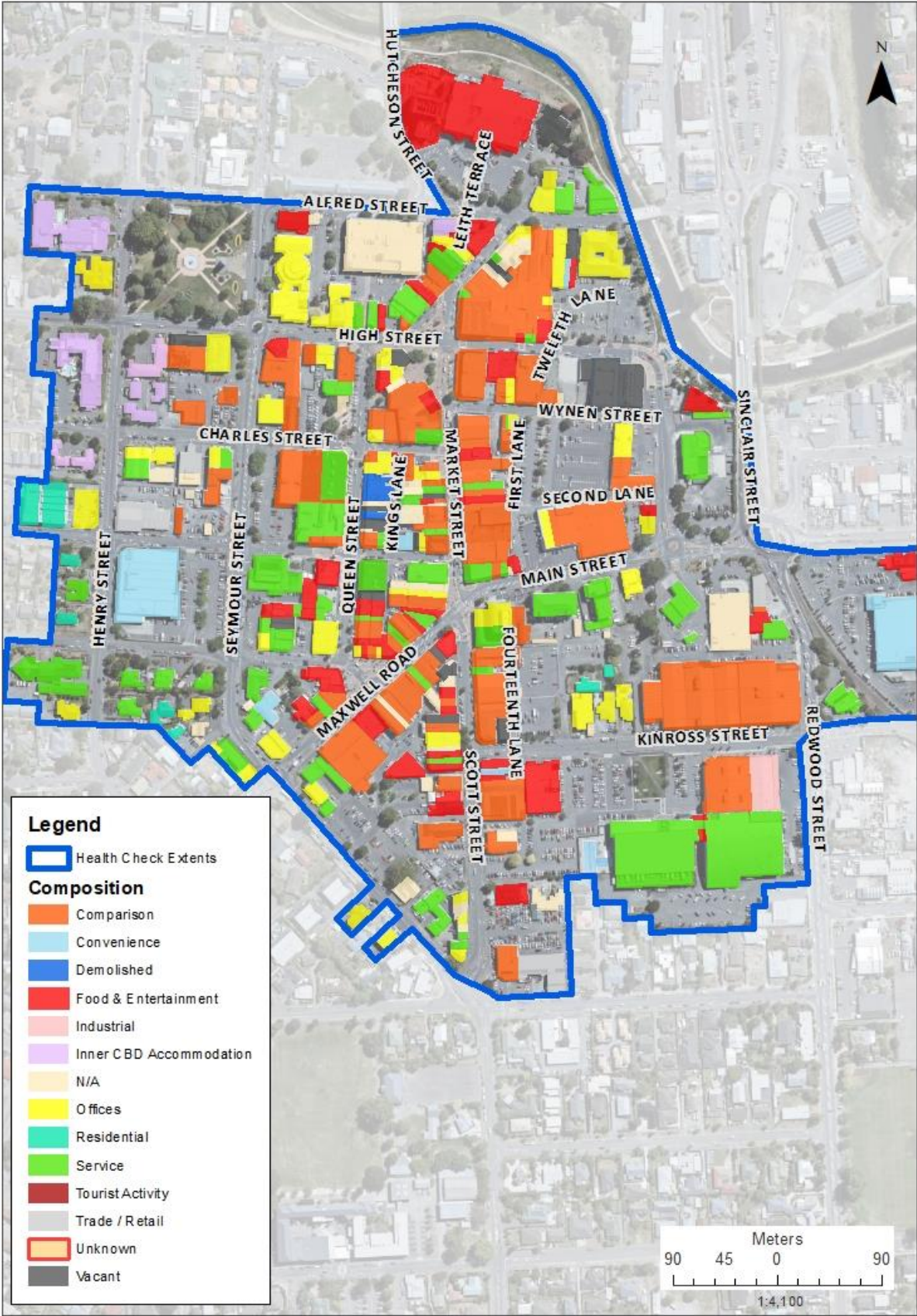
Riverside Park 2019



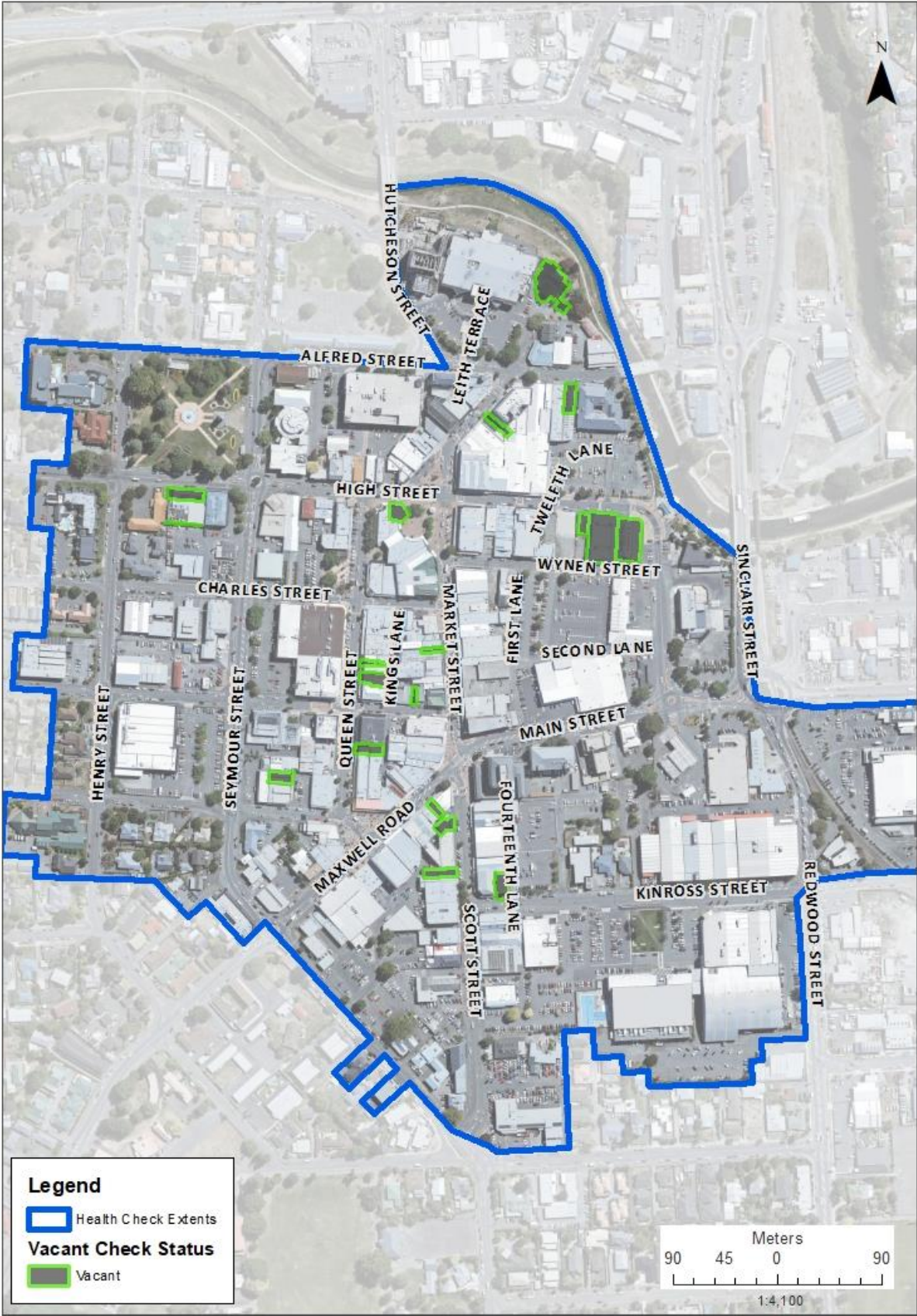
Appendix A: Blenheim Area Map



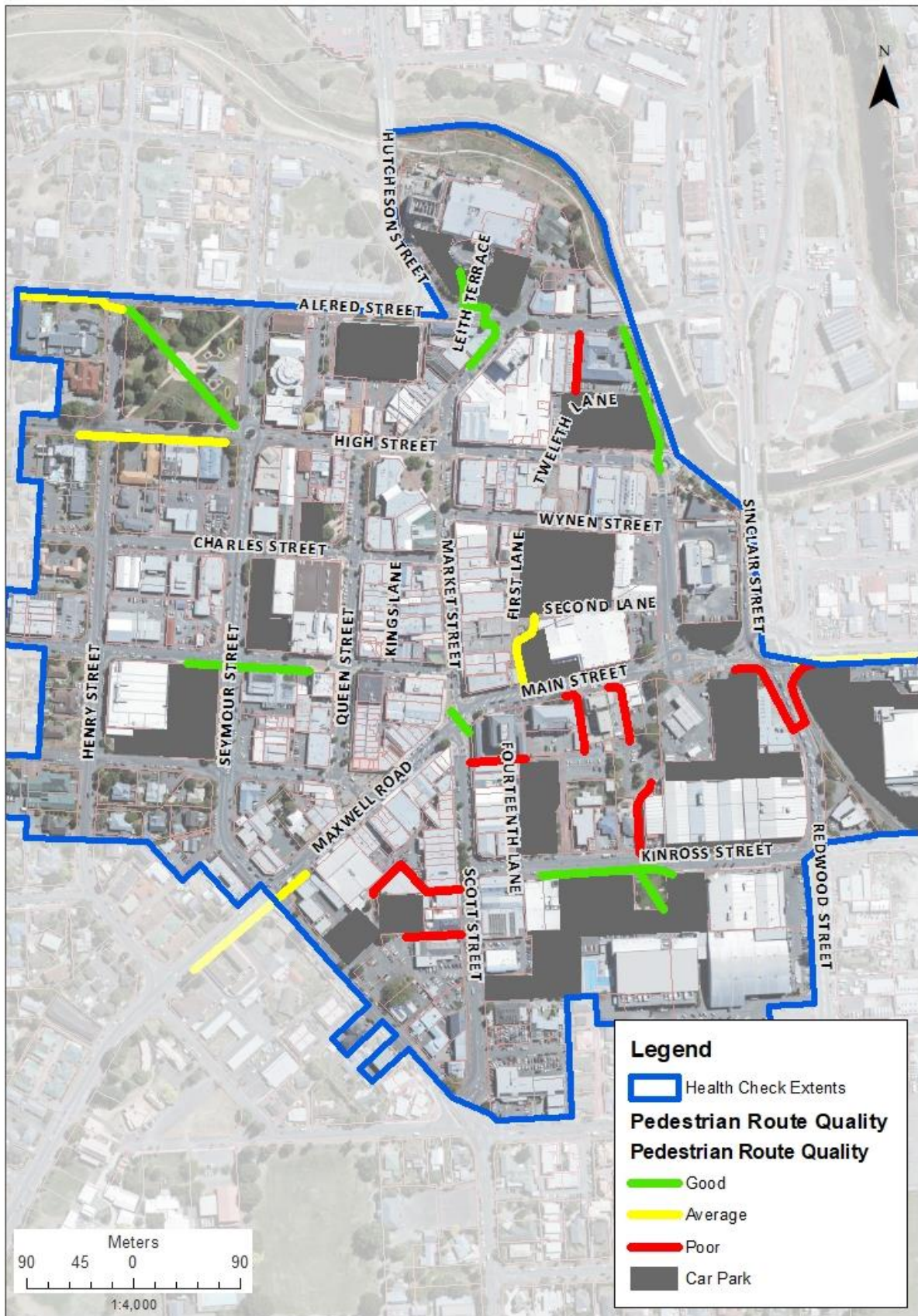
**Appendix B: Blenheim Composition Map**



Appendix C: Blenheim Vacant Properties Map



# Appendix D: Blenheim Pedestrian Routes Map



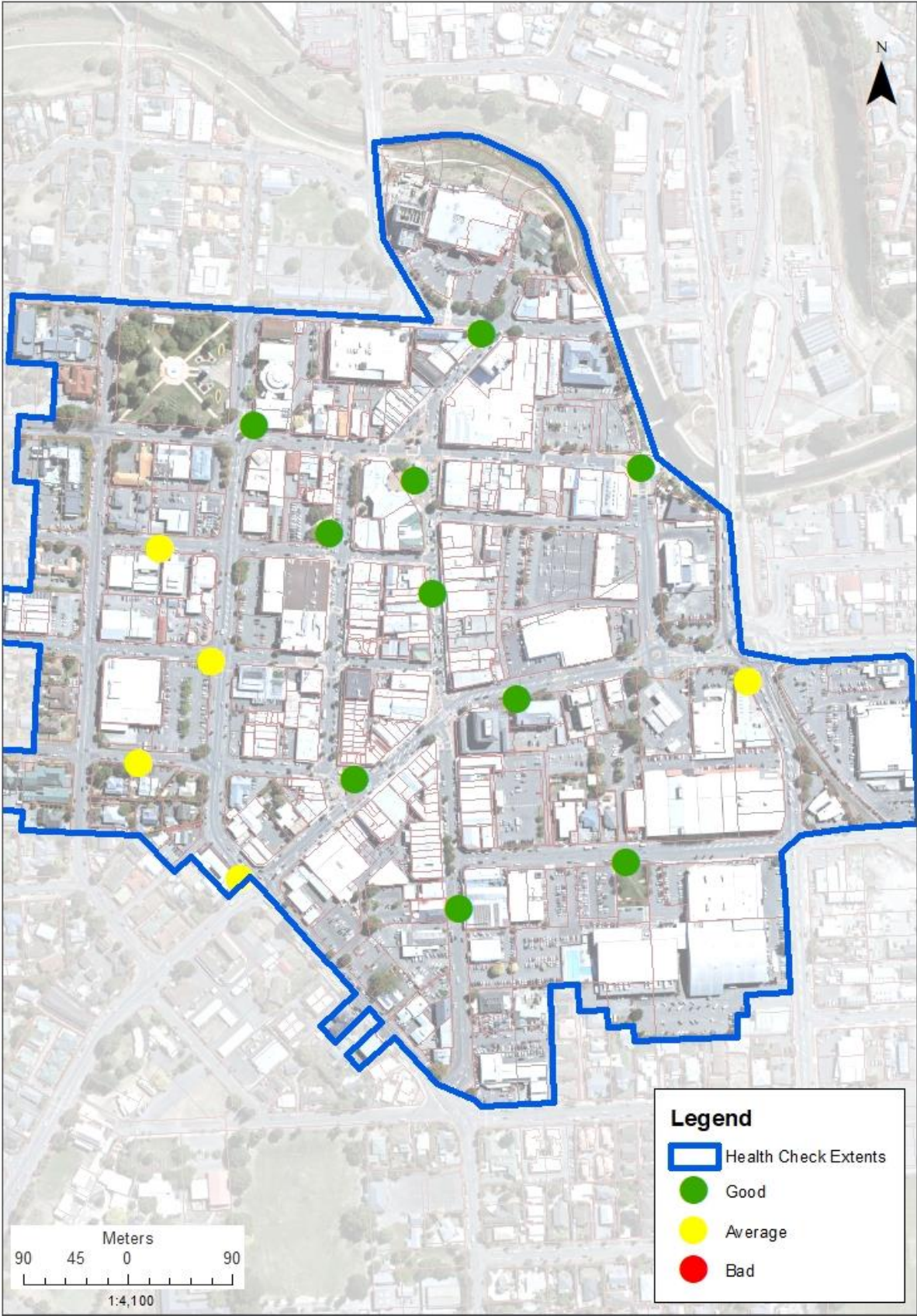
# Appendix E: Blenheim Footfall Count Table

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

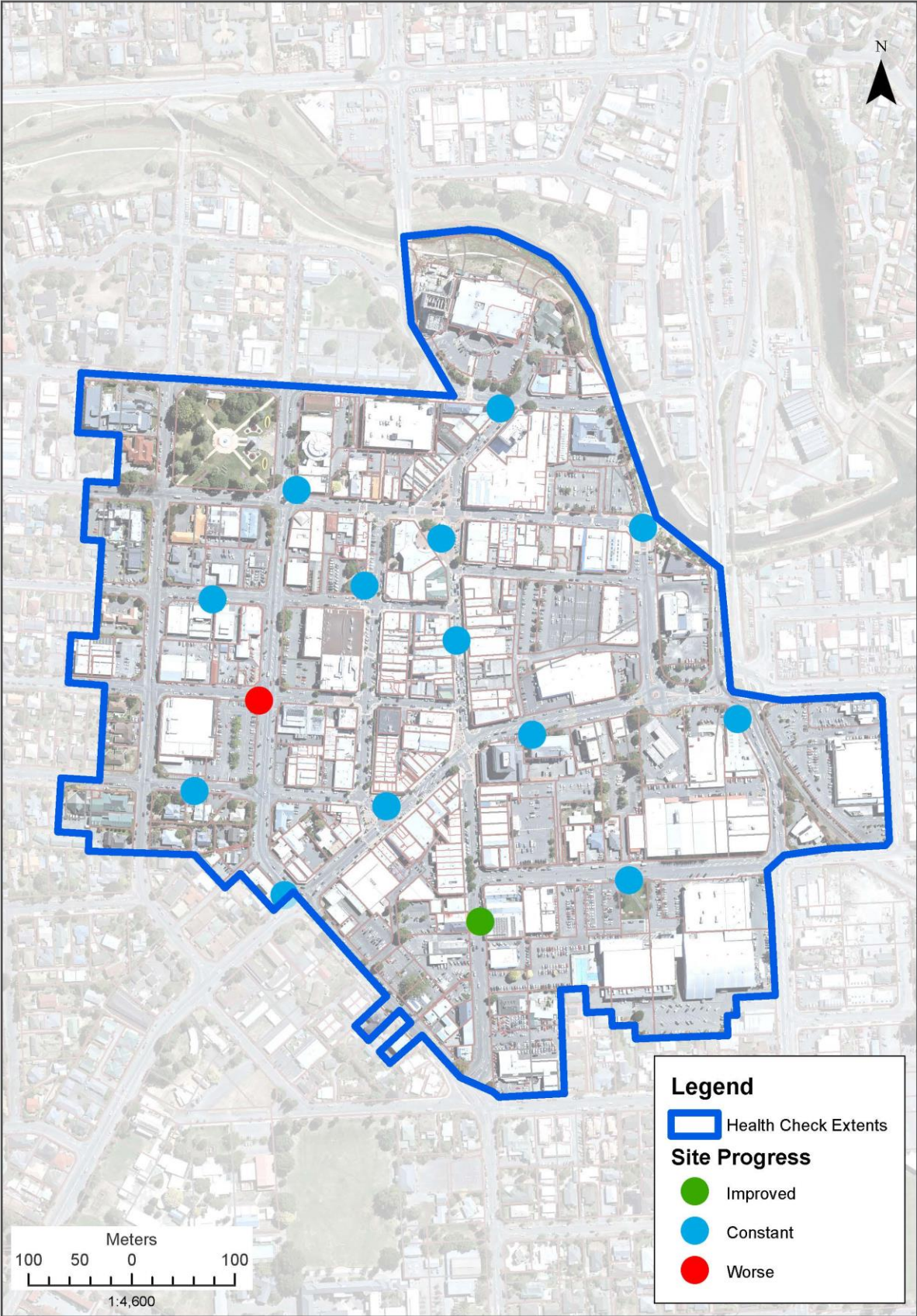
Earthquake 14th

CHECK POINTS	7/8/11/00	6/8/11/01	5/8/11/02	11/8/11/03	9/8/11/04	8/8/10/11/05	14/8/16/11/06	6/8/11/07	11/8/13/11/08	7/8/19/11/09	5/16/8/19/11/10	1/12/08/8/05/12/13	1/8/8/20/11/14	24/8/26/11/15	2/28/24/11/16	2/8/30/11/17	2/08/22/11/18	26/8/28/11/19
** = baseline	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %
Market St Postie Plus**	189 100%	119 100%	166 100%	154 100%	176 100%	127 100%	139 100%	157 100%	162 100%	204 100%	164 100%	150 100%	141 100%	102 100%	108 100%	114 100%	99 100%	132 100%
Market St Pascoes	155 82%	114 96%	182 110%	198 129%	198 113%	142 112%	146 105%	162 103%	186 115%	224 110%	169 103%	166 131%	125 89%	126 124%	152 141%	138 121%	123 124%	107 81%
Market St Macpac	180 95%	130 109%	187 113%	152 99%	175 99%	165 130%	136 98%	119 76%	108 67%	132 65%	168 102%	180 120%	181 135%	159 125%	136 96%	94 92%	117 108%	114 100%
Market St ASB Bank/First National	133 70%	158 133%	158 95%	144 94%	171 97%	156 133%	139 100%	120 76%	109 67%	128 63%	146 89%	207 138%	159 119%	111 66%	150 106%	130 127%	121 112%	137 120%
Market St McRaes/Hammals	187 99%	168 141%	148 89%	155 101%	178 101%	169 133%	145 104%	154 98%	188 116%	169 83%	163 99%	147 98%	156 116%	115 91%	122 87%	78 76%	114 100%	89 90%
Market St/High St Corner Farmers	183 97%	119 100%	77 46%	157 102%	162 92%	152 120%	154 111%	157 100%	175 108%	131 84%	138 84%	147 116%	127 90%	107 105%	79 73%	98 86%	88 89%	83 63%
Market St - ANZ/Café Le Cupp	88 47%	134 113%	189 114%	73 47%	84 48%	59 46%	71 51%	48 31%	62 38%	37 18%	54 33%	96 64%	34 25%	40 31%	46 33%	77 75%	49 45%	26 23%
Market St North Opposite Millers (d)	111 59%	94 79%	112 67%	87 56%	79 45%	94 74%	66 47%	94 60%	123 76%	141 69%	70 43%	66 44%	42 31%	39 31%				
Market St Mt Millers (deleted 2014)	86 46%	70 59%	68 41%	68 44%	87 49%	58 46%	51 37%	51 32%	85 52%	161 79%	54 33%	48 32%	77 57%	41 32%				
Market/Alfred Street Cnr Porse Hou	67 35%	67 56%	50 30%	44 29%	51 29%	43 34%	45 32%	38 24%	49 30%	54 26%	63 38%	47 31%	47 35%	56 44%	60 43%	43 42%	30 28%	51 45%
Queen St Queens Mkt Entrance	81 43%	107 90%	109 66%	122 79%	94 53%	110 87%	115 83%	62 39%	83 51%	114 56%	118 72%	94 63%	98 73%	92 72%	86 61%	89 87%	19 18%	81 71%
Queen Street Health Hub /entrance	62 33%	32 27%	36 22%	48 31%	46 26%	55 43%	59 42%	35 22%	56 35%	64 31%	63 38%	69 46%	39 29%	46 36%	36 26%	40 39%	20 19%	34 30%
Queen St Brumbys/Petrolheads Bar	98 52%	116 97%	106 64%	76 49%	96 55%	106 83%	98 71%	49 31%	80 49%	118 58%	136 83%	95 63%	133 99%	103 81%	69 49%	82 80%	86 80%	107 94%
Queen Street/High St Corner Farmers	55 29%	77 65%	46 28%	75 49%	45 26%	57 45%	38 27%	23 15%	37 23%	43 21%	44 27%	65 43%	103 77%	56 44%	47 33%	28 27%	24 22%	21 18%
Maxwell Road - Mike Pero	84 44%	78 66%	108 65%	120 78%	99 56%	107 84%	67 48%	66 42%	88 54%	89 44%	80 49%	70 47%	96 72%	95 75%	87 62%	80 78%	78 72%	68 60%
Maxwell Road - Beta Electrical	43 23%	54 45%	59 36%	53 34%	67 38%	66 52%	67 48%	52 33%	73 45%	70 34%	46 28%	58 39%	81 60%	65 51%	59 42%	43 42%	44 41%	57 50%
Maxwell Road - Mangos	60 32%	78 66%	95 57%	78 51%	91 52%	78 61%	67 48%	52 33%	73 45%	80 39%	59 36%	80 53%	99 74%	82 65%	81 57%	61 60%	58 54%	53 46%
Maxwell Road - Ritual	84 44%	73 61%	125 75%	94 61%	91 52%	93 73%	88 63%	75 48%	82 51%	110 54%	88 54%	95 63%	101 75%	111 87%	114 81%	97 95%	84 78%	86 75%
Scott Street Delicia	63 33%	65 55%	65 39%	70 45%	73 41%	69 54%	64 46%	71 45%	56 35%	58 28%	68 41%	61 41%	75 56%	70 55%	61 43%	56 55%	50 46%	56 49%
Scott Street - Beyond the Fringe	96 51%	105 88%	105 63%	86 56%	85 48%	134 106%	69 50%	73 46%	67 41%	71 35%	73 45%	82 55%	127 95%	88 69%	97 69%	49 48%	50 46%	50 46%
Main Street Café Eleni	51 27%	64 54%	82 49%	61 40%	66 38%	0%	57 41%	51 32%	60 37%	79 39%	57 35%	51 34%	95 71%	102 80%	88 62%	96 94%	71 66%	41 36%
High Street Locksmith	48 25%	32 27%	34 20%	23 15%	44 25%	62 49%	38 27%	30 19%	63 39%	56 27%	52 32%	41 32%	43 30%	39 38%	39 38%	25 23%	32 28%	19 19%
High Street Sewing Store	27 14%	19 16%	25 15%	34 22%	31 18%	44 35%	27 19%	31 20%	35 22%	34 17%	33 20%	61 41%	40 30%	42 30%	30 29%	30 28%	24 21%	36 36%
Carpark entrance to Centrepoint	70 37%	58 49%	123 74%	94 61%	123 70%	103 81%	78 56%	77 49%	92 57%	100 49%	85 52%	82 55%	56 42%	81 64%	113 80%	85 83%	58 54%	61 54%
Paper Plus/Forum Corner	115 61%	98 82%	131 79%	105 68%	148 84%	112 88%	98 71%	120 76%	77 48%	128 63%	83 51%	65 43%	148 110%	105 83%	102 72%	70 69%	84 78%	104 91%
Queen/High Street corner (UFS)	76 40%	65 55%	65 39%	75 49%	83 47%	40 31%	61 44%	56 36%	73 45%	92 45%	62 44%	62 49%	62 44%	52 51%	45 42%	62 54%	61 62%	53 40%
Queen Street entrance to Forum	148 78%	120 101%	122 73%	80 52%	82 47%	76 60%	104 75%	74 47%	55 34%	123 60%	121 74%	108 72%	90 67%	100 79%	104 102%	78 72%	65 57%	82 83%
Charles/Seymour St Cnr (deleted Jio)	28 15%	14 12%	24 14%	28 18%	31 18%													
Market Street SBS Bank	117 92%	118 85%	121 77%	127 78%	150 74%	148 90%	161 107%	112 84%	137 108%	160 113%	127 125%	138 128%	122 107%	87 88%	101 77%			
Market/Maxwell Road Centre	187 147%	128 92%	174 111%	162 100%	295 145%	237 145%	304 203%	270 201%	275 217%	153 109%	154 151%	212 196%	200 175%	169 171%				

**Appendix F: Blenheim State of the Environment Map**



**Appendix G: Blenheim State of the Environment Progress Map**



Appendix H: Blenheim State of the Environment Tables

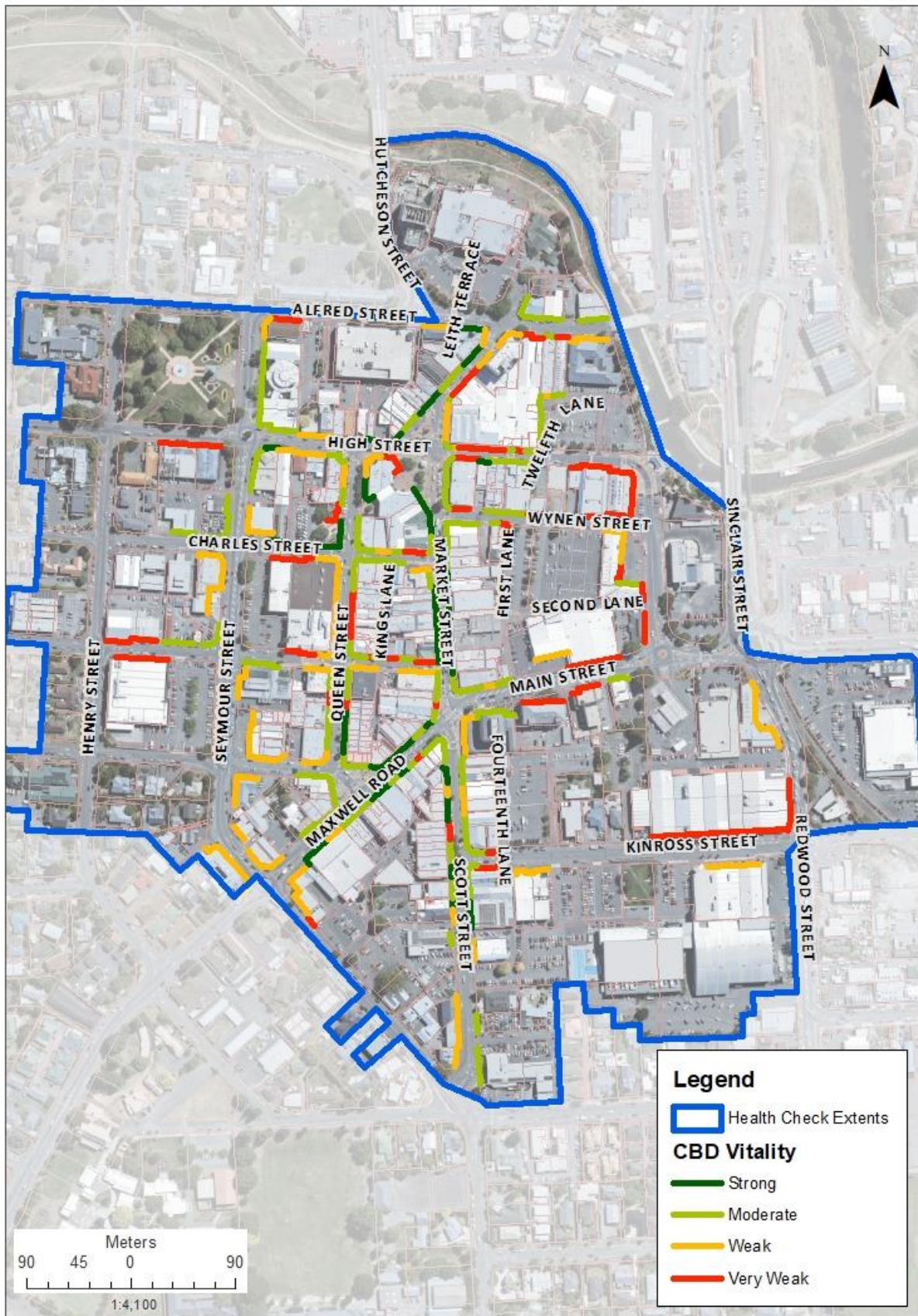
STATE OF THE ENVIRONMENT Survey #1 (4/12/19 9:45am - 11:15am)																
	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Cycle Lanes	Final Score 2020	Conclusion 2018	Conclusion 2016	Conclusion 2014
Market Street	2	2	2	2	1	2	2	0	2	2	2	NONE	2	Good	Average	Average
Scott Street	2	2	2	2	1	1	2	1	2	1	2	NONE	2	Average	Average	Average
Kinross Street	2	2	2	2	2	2	1	2	1	2	2	NONE	2	Good	Good	Average
Intersection of Redwood Street and Main Street	1	0	2	2	0	0	0	1	1	0	2	NONE	1	Average	Bad	Bad
Main Street	2	1	2	2	1	2	2	1	2	2	2	NONE	2	Good	Average	Average
River bank area on Symons Street	2	2	2	2	1	2	1	2	2	2	2	NONE	2	Good	Good	Good
Intersection of Leith Terrace and Russel Terrace	2	1	2	2	2	1	2	1	2	1	2	NONE	2	Good	Good	Good
Forum/Market Place	2	2	2	2	2	2	2	2	2	2	2	NONE	2	Good	Good	Good
Queen Street, Liz Davidson Place	2	2	2	2	2	2	2	2	2	2	2	NONE	2	Good	Good	Good
Intersection of Seymour Street and High Street	2	1	2	2	1	1	1	2	2	2	2	NONE	2	Good	Good	Average
Charles Street	2	2	2	2	1	0	0	1	2	2	2	NONE	1	Average	Average	Average
George Street	2	2	2	2	2	0	0	1	1	2	2	NONE	1	Average	Average	Average
Intersection of Arthur Street and Seymour Street	2	1	2	2	1	0	1	1	2	2	2	2	1	Good	Good	Average
Bythell Place	2	1	2	2	2	2	2	2	2	1	2	NONE	2	Good	Good	Good
Intersection of Maxwell Road and Seymour Street	1	1	2	2	1	0	2	1	1	1	2	2	1	Average	Average	Average



## STATE OF THE ENVIRONMENT SURVEY #2 (6/12/19 2:30pm - 4:00pm)

	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 2018	Conclusion 2016	Conclusion 2014
Market Street	2	2	1	2	1	2	2	1	2	1	2	NONE	2	Good	Average	Average
Scott Street	1	2	1	2	1	1	2	1	2	1	2	NONE	2	Average	Average	Average
Kinross Street	2	2	2	1	1	2	0	2	1	2	2	NONE	2	Good	Good	Average
Intersection of Redwood Street and Main Street	1	0	2	2	0	0	0	1	1	1	2	NONE	1	Average	Bad	Bad
Main Street	2	1	2	2	1	2	2	1	2	2	2	NONE	2	Good	Average	Average
River bank area on Symons Street	2	2	2	2	2	2	1	2	2	2	2	NONE	2	Good	Good	Good
Intersection of Leith Terrace and Russel Terrace	2	2	2	2	2	1	2	1	2	2	2	NONE	2	Good	Good	Good
Forum/Market Place	2	2	2	2	2	2	2	2	2	2	2	NONE	2	Good	Good	Good
Queen Street, Liz Davidson Place	2	2	2	2	2	2	2	2	2	2	2	NONE	2	Good	Good	Good
Intersection of Seymour Street and High Street	1	0	2	2	2	1	1	2	2	2	2	NONE	2	Good	Good	Average
Charles Street	2	2	2	2	1	0	0	1	2	2	2	NONE	1	Average	Average	Average
George Street	2	2	2	2	1	0	0	1	1	1	2	NONE	1	Average	Average	Average
Intersection of Arthur Street and Seymour Street	1	0	2	2	1	0	0	1	2	2	2	2	1	Good	Good	Average
Bythell Place	2	1	2	2	2	2	2	2	2	2	2	NONE	2	Good	Good	Good
Intersection of Maxwell Road and Seymour Street	1	0	2	2	1	0	1	1	1	1	2	2	1	Average	Average	Average

# Appendix I: Blenheim Street Vitality Map



# Appendix J: Blenheim Pedestrian Survey

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 Alex Nelson, 15 Seymour Street, PO Box 443, Blenheim. Alternatively you can access the survey online at [surveymonkey.com/r/HealthCheck2020](https://surveymonkey.com/r/HealthCheck2020)



## BLENHEIM TOWN CENTRE HEALTH CHECK

or scan me with your phone



DATE:

### Pedestrian Survey

PLEASE CIRCLE OR TICK YOUR ANSWERS. WHERE APPLICABLE, ANSWER WITH A SHORT SENTENCE. THANK-YOU FOR TAKING PART IN THIS 3-MINUTE SURVEY.

**1** Where are you from?

Note: If from the Marlborough Region, please specify town & suburb

.....

**2** What are the most common reasons for you to come into Blenheim's Town Centre?  
Rank 1-3 with 1 being most common

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

**3** How do you usually travel to Blenheim's Town Centre?

Walk from home       Bicycle  
 Walk from work       Bus  
 Car       Mobility scooter

**4** If you drive:

a) where do you park most often in the Blenheim CBD?  
b) how have you found the new Pay-by-Plate system?

a) .....

b) .....

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

.....

.....

**6** What is the most attractive part of the Blenheim CBD?

.....

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

.....

**8** How long do 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daytime Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment / Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

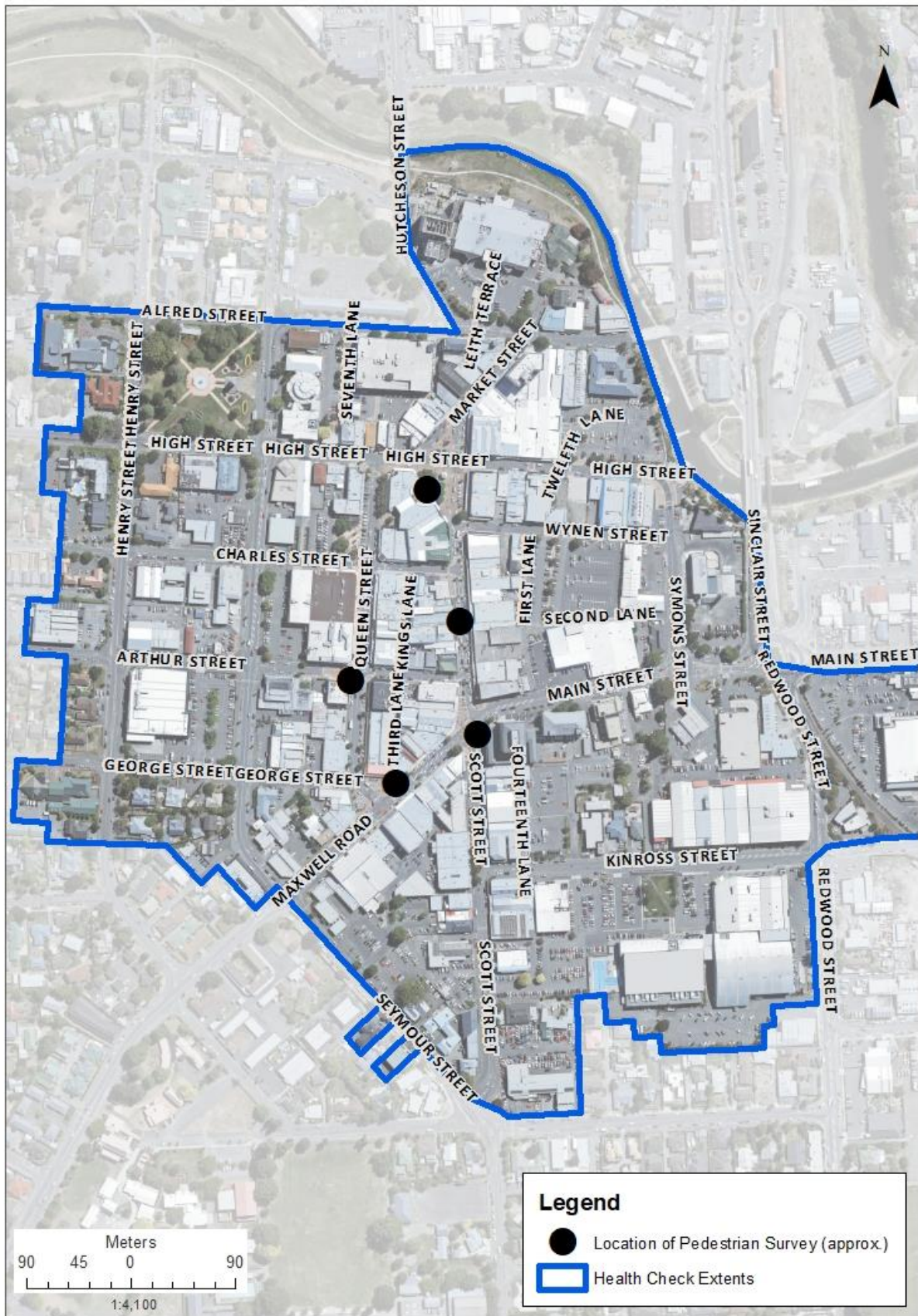
Yes       No

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

.....

.....

# Appendix K: Blenheim Pedestrian Survey Points Map



# Appendix L: Blenheim Photo Survey Points Map

