

PICTON

# 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 Picton Town Centre Health Check is a follow up of three previous checks that have been carried out before it (in 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 food and entertainment (26%), services (19%) and comparison (15%).
- The food and entertainment sector made a significant increase, up 4% since 2018.
- Vacant properties (4%) have decreased by 3% since 2018, the lowest it has been since 2014.
- Comparison stores have seen a decrease of 5% since 2014.

#### 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.
- A trial bus between Picton and Blenheim has been introduced in the last year.

#### State of the Environment

- Areas have remained mostly stable since the previous health check.
- The intersection of Dublin Street and High Street improved to a “good” state whilst outside the i-Site building on Auckland Street was lowered to an “average” state.

#### Vitality of Town Centre

- Street edges/frontages are performing similarly to previous years.
- The northern part of High Street holds a particularly strong presence within Picton CBD whilst Auckland Street and southern Wellington Street are particularly weak.

### **Pedestrian Survey**

- 83 pedestrians were surveyed on their views of how they think the town is operating, falling in-line with the number of respondents in previous health checks.
- Respondents cited visiting the CBD mainly for entertainment/leisure purposes, proportionately similar to previous years. Visiting local cafes/restaurants is at a very close second to this.
- 74% of survey respondents considered Picton to be easy to get around.
- People are moving more towards spending longer periods of time in Picton CBD, in part due to the large tourism numbers who answered the survey. They choose to take their time in the town centre, usually spending 2-3 hours there.
- When asked what they would like to see more of in the CBD, common mentions from respondents included more care towards the peripheral streets (such as Auckland and Dublin Streets), pedestrian-only areas (such as High Street), and more events such as concerts on the Foreshore.
- Pictonians were generally positive about amenities, services and social areas being able to provide to their expectations. Retail 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 Picton CBD. People are using the centre more often as a use for food and entertainment, but still seeking more from it in terms of retail. Pedestrians use the town centre less for typical consumer shopping and seek much from it in terms of better quality of the peripheral streets such as Auckland and Dublin Streets.

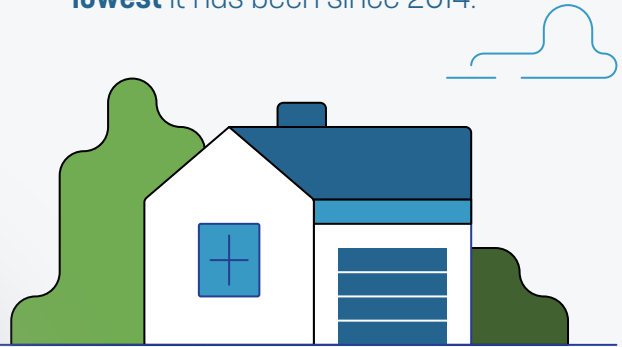
The Foreshore, and northern parts of High Street continue to be well looked after and highly regarded whilst the southern end of High Street sees pedestrians wanting more improvement. Tourism in Picton continues to bring thousands of visitors in with the rise in cruise ship numbers helping bolster activity significantly.

# key stats

Vacant properties have **decreased** by

**3%**

since 2018,  
**lowest** it has been since 2014.



Food/entertainment sector has **risen** by

**4%**

since 2018.



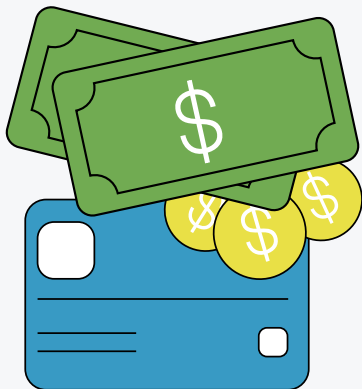
**74%** of people considered Picton **easy** to get around.



Comparison stores (general retail) has seen a decrease of

**5%**

since 2014



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## Background and Methods

The 2020 Picton Health Check is the fourth 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 Picton Central Business District (CBD) composed of various business types.

The 2020 Picton 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 2014, 2016 and 2018

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 E-G*)
- Vitality of the street edges (*Appendix H*)
- User views of the town centre via a pedestrian survey (*Appendix I-J*)
- Visual documentation via a photo survey (*Appendix K*)

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## Town Centre Health Check 2018 Conclusion

It was concluded that the overall outlook of the Picton Town Centre was still positive. The strength of township was promising considering consistent pressure that was 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 lacked inland, with the greatest street vitality lining the north of High Street and along the Foreshore. Despite this, Picton still provided adequate services and merits of a great tourist town for all who visit. Issues of unattractiveness in the outer CBD area and lack of services for residents still seemed to be evident but perhaps were not at the level that they once were. Over the next two years it is hoped that the issues raised would resolved and documented in the next Health Check.

## Composition of the Picton Town Centre

### Purpose

The Picton 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 Picton’s Town Centre perimeter.

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

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

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

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

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

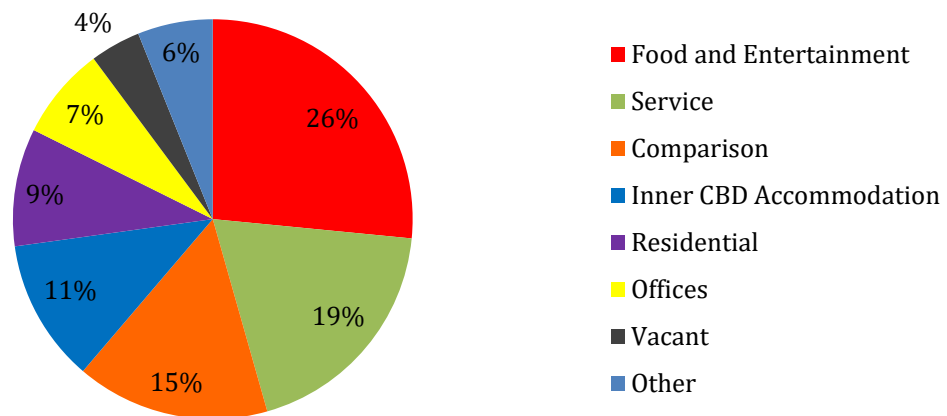
Inner CBD Accommodation: Accommodation that is available within the town centre perimeter, e.g. motels, backpackers, hotels, etc.

Vacant: Any empty space in the town centre.

Demolished: Buildings that were present in the previous health check and have since been removed.

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.

### Picton CBD Composition



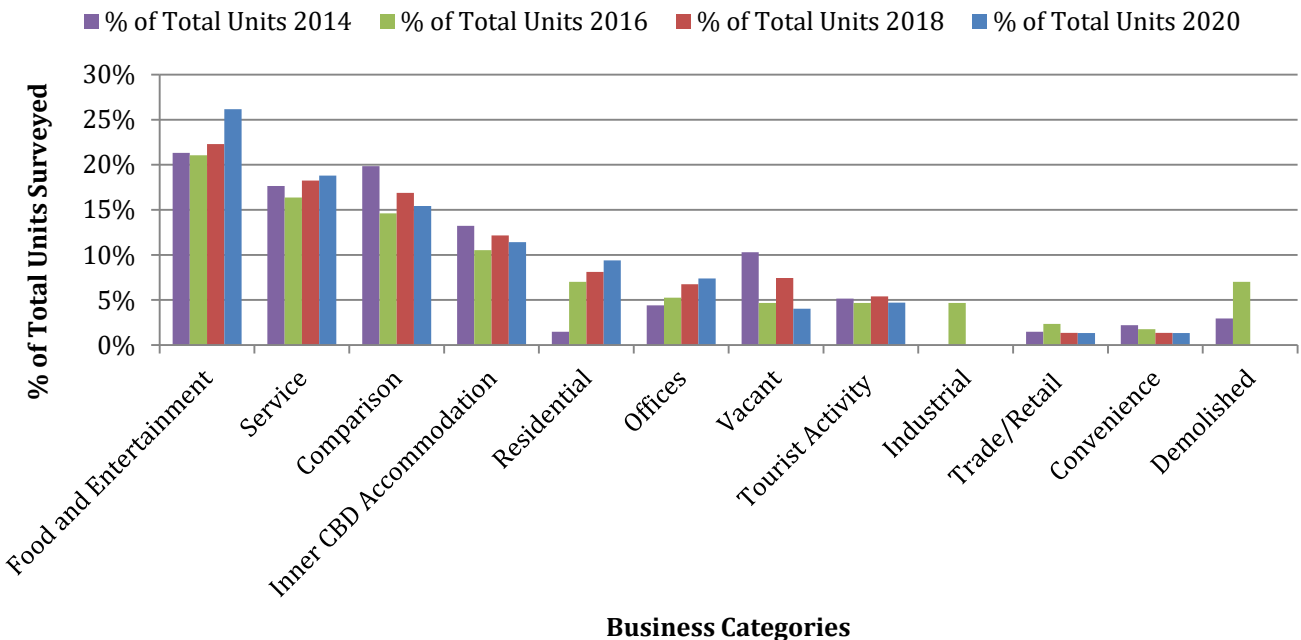


## Findings

From the composition data collated, it is clear that Picton town centre is composed of quite a variety of categories (Figure 1). Of the total number of ground level units surveyed, 26% were food and entertainment stores. The food and entertainment category has surged since previous years, rising by 4% since 2018.

Collectively, services and comparison stores contributed to 34% of Picton’s composition. This pattern follows a similar pattern seen in previous health checks. This is to be expected for a town of Picton’s size and especially due to its catering towards the tourism industry a lot more. Cruise ships in Picton have risen significantly in recent years, making it a hotspot for holidaymakers.

### Percentage of Total Unit Composition in Picton for 2014 - 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 vacant properties exists, carrying on from previous years. In 2014, vacant businesses made up about 10% of the CBD, whereas we see this has dropped to 4% in 2020. Less vacant buildings means the town has a more lively appeal about it.

Comparison stores are showing a decreasing trend, going from about 20% in 2014 down to 15% composition 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 number of service, residential properties and offices have all shown very steady increases across time. This perhaps makes up for the decline in comparison stores but raises the question as to whether this comparison store decrease will continue with consume purchasing habits changing.

<b>Category</b>	<b>Number of units (2020)</b>	<b>% of Total Units 2020</b>
<b>Food and Entertainment</b>	39	26%
<b>Service</b>	28	19%
<b>Comparison</b>	23	15%
<b>Inner CBD Accommodation</b>	17	11%
<b>Residential</b>	14	9%
<b>Offices</b>	11	7%
<b>Vacant</b>	6	4%
<b>Tourist Activity</b>	7	5%
<b>Industrial</b>	0	0%
<b>Trade/Retail</b>	2	1%
<b>Convenience</b>	2	1%
<b>Demolished</b>	0	0%
<b>Total</b>	149	100%

## Transport Facilities

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

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## Parking

Over previous Health Checks, it has been observed that a high majority of people travel into Picton via car. This observation is seen again in 2020 with 78% driving. The high volume of cars entering Picton means parking facilities is essential.

## Cycle Facilities

Cycling facilities have not changed since the previous health check. Picton offers 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. No cycle lanes in Picton CBD are currently present though cyclists are able to, and often travel the Link Pathway, linking Picton to Anakiwa.

## 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 and Bluebridge ferry terminals remain well laid out with the neighbouring rental car company offices. The iSite bus stop is still in excellent condition. There are also numerous other stops for tour buses over specific regions of the CBD.

The train is another form of transport that people can take to access Picton. The Marlborough Flyer travels between Picton and Blenheim as a tourist activity, whilst the Coastal Pacific Train runs between Picton and Christchurch again after a temporary hiatus following the 2016 earthquakes.

In terms of water transportation, tourists and residents can access the Marlborough Sounds by water taxis or smaller cruises with a regular timetable. Larger cruise ships containing as many as 5,000 people also regularly visit the Picton township, particularly in summer months.

While public transport options are relatively good for tourists, 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.

## 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 Picton'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

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 areas offer an advantage to these routes making them more appealing for pedestrians to use. These are naturally targeted at appealing to tourists and therefore gain more care and attention.

	<p><b>Good</b></p> <ul style="list-style-type: none"> <li>✓ Pedestrian Safety</li> <li>✓ Seating</li> <li>✓ Shade/Shelter</li> <li>✓ Access</li> <li>✓ Width of Footpath</li> </ul>
	<p><b>Average</b></p> <ul style="list-style-type: none"> <li>✓ Shelter</li> <li>✓ Seating</li> <li>✓ Access</li> <li>✗ Signage</li> <li>✗ Pedestrian Safety</li> </ul>
	<p><b>Poor</b></p> <ul style="list-style-type: none"> <li>✗ Seating</li> <li>✗ Shelter</li> <li>✗ Signage</li> <li>✗ Pedestrian Safety</li> <li>✗ Footpath Condition</li> </ul>

Further into the peripheral streets, we start to see the quality of routes fall significantly, in part due to the state of their environment. Auckland Street, despite being a main travel route for cars, is sparse of much signage or vibrancy particularly towards the southern end. Its large width does help give it some redemption however.

Whilst tourists are unlikely to walk on some of these outer CBD pedestrian routes, residents use them, and in some cases, on a daily basis. Although 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.

## State of the Environment

### Purpose

By measuring the state of the environment over multiple points within the Picton Central Business District, 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 followed measurements 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

Each variable was awarded a score of 0, 1 or 2 representing a bad, average, or good environmental condition respectively. Variables were then averaged to produce a final score for

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that area, as well as an overall score for each criterion. All locations were surveyed from 12:00 - 12:45pm on 13/12/19.

## Findings

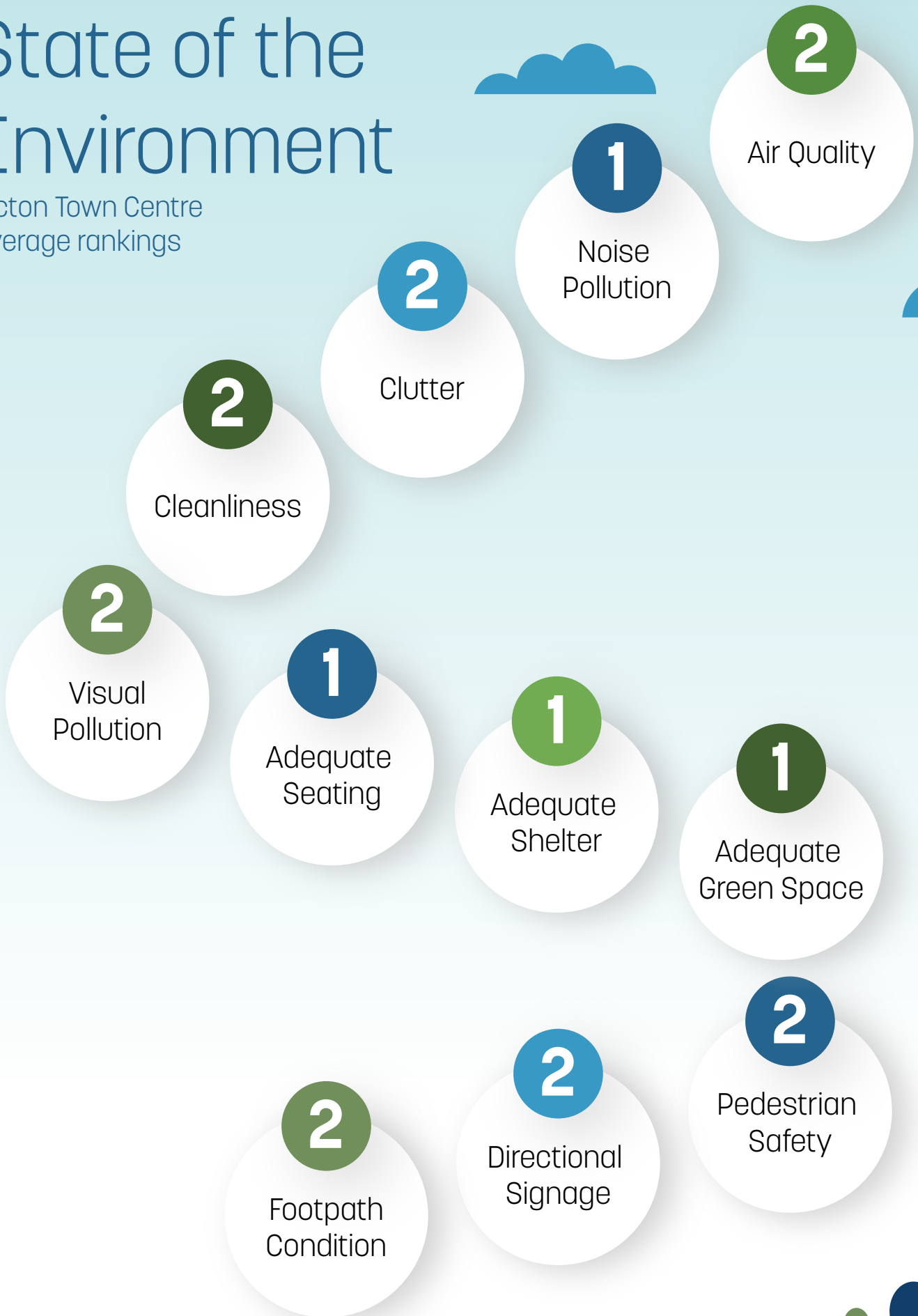
Overall 50% of the locations observed had an average quality ranking of good, these sites tended to be on the foreshore or in close proximity to it. While the other half of the locations surveyed were of average quality, located further inland of the town centre. It's clear that the foreshore is a dominant focal point in the Picton state of environment. This large space is kept in a great condition, and is well used by both 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.

In 2018, the observation taken on the corner of Dublin Street and High Street was affected by the construction going on surrounding the new Picton library building. The area has improved since this was undertaken, improving its rating to a "Good" standard.

The northern end of Auckland Street was lowered to an "Average" status however due to a moderate level of pedestrian safety, visual and noise pollution.

# State of the Environment

Picton Town Centre  
Average rankings



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## Street Vitality

### Purpose

To provide a better picture of the activeness and aesthetic appeal of Picton'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 Picton Town Centre shows a fairly similar pattern of previous years. Upper High Street showed the strongest rates of street vitality with large glass fronts, open doors and outside seating available.

The east and western sides of town fall frequently into the "Weak" or "Very weak" category along southern parts of Wellington Street and most of Auckland Street. There are less tourist shops or spaces along these roads with much of it being left to fulfil other criteria such as residential blocks or accommodation to tourists. Most of the poor vitality regions of the town were set away from the roadside or held little appealing presence with blank walls.



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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 Picton 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, 83 respondents answered the survey; a figure that is about in-line with previous surveys.

### Findings

#### Composition of Pedestrian Survey

The majority of respondents in the survey were from Blenheim, followed by Picton and those outside of Marlborough all in similar proportions of responses. The top locations people visited the town were from:

- Blenheim (31%)
- Picton (29%)
- Outside Marlborough (26%)

This health check saw a much higher proportion of respondents from overseas and outside Marlborough than in previous years.

#### Reasons for Visiting Picton'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” for both Blenheim and Picton. 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 Picton is for entertainment/leisure, with visiting a café or restaurant coming in as a close second reason. The least common option was for evening dining or drinking.

This doesn't exhibit much change over previous years though it is interesting to note food shopping having a lower count than previous years. This is perhaps due to more tourists being questioned this year as opposed to local residents who often come to stock up on food supplies.

### **Travelling to Picton Town Centre**

Reaching Picton by car is still by far the most popular way to get to access Picton's town centre (76%). This is likely due to the access from the Marlborough Sounds and Blenheim, low traffic levels, and convenience. This figure is also likely due to the lack of public transport available.

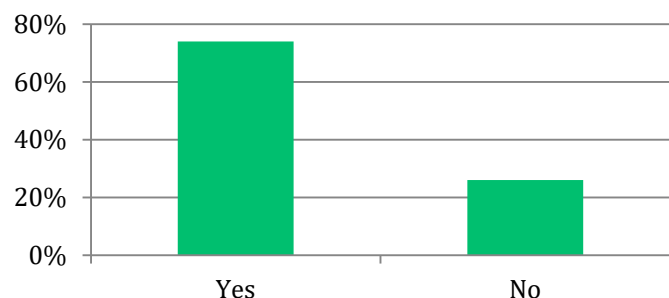
Those who drove most commonly parked in on-street car parks that were free and limited time (e.g. along High Street and the Foreshore car park) or used metered street parking. Over 50% of people who drove chose one of these two options.

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 Picton CBD is still regarded as being very good, likely due to its very small nature. 74% of respondents said they found the Picton CBD was easy to get around.

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



Main points raised from people who found Picton accessible praised the small size, familiar layout and low congestion. Those who did not find it easily accessible criticised the difficulty in getting a parking space, the ability to cross the road in places and the ability to find their way around.

### Attractive and Unattractive Aspects

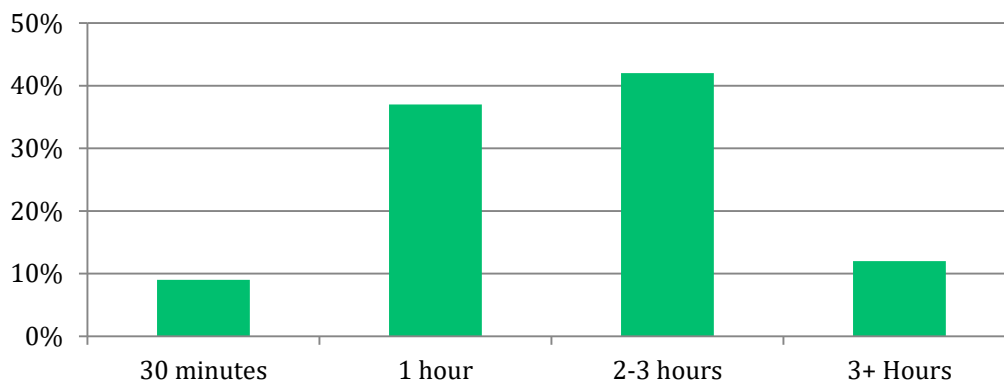
Keeping in line with previous health checks, this question was left open-ended for respondents to answer as they please. Picton Foreshore, London Quay and the view of the Sounds were noted as being amongst the most attractive aspects of Picton. Pedestrians made particular mention of the large open spaces as highlights.

Responses for the unattractive parts of Picton included the peripheral streets such as Auckland and Wellington Streets, with many responses of the old petrol station on the road of the former. Marinas Mall gathered a few mentions as well as the long-vacant Secondhand Shop on the corner of Wellington and Dublin Streets.

### Time Spent in CBD

The average amount of time a pedestrian spent in Picton’s CBD is about 2-3 hours (42%). This is the first year where this option has been greater than those who chose 1 hour. In 2018 and 2016, this option was selected by 39% and 41% of respondents respectively. The likely reason for this increase is the greater proportion of respondents answering from outside Picton.

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



It is interesting to note how the number of people who spend just one hour in the CBD has decreased year-on-year from 41% in 2018, down to 39% in 2016 and now down to 37%. Again, this is likely due to the increase in tourist visitors who want to take their time in Picton.

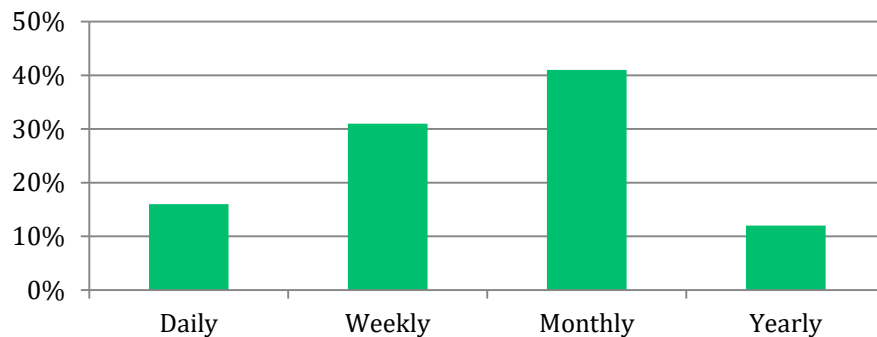
### Frequency of Visiting CBD

The percentage of people coming into the CBD on a weekly basis has stayed mostly consistent with previous health checks.

- 12% visit yearly
- 41% visit monthly
- 31% visit weekly
- 16% visit daily

Those who stated they made yearly visits to the town centre, said this was due to the irregular nature of their travels – some citing family holiday plans and the cruise ship as factors that played into this.

### How frequently do you visit Picton CBD, excluding work?

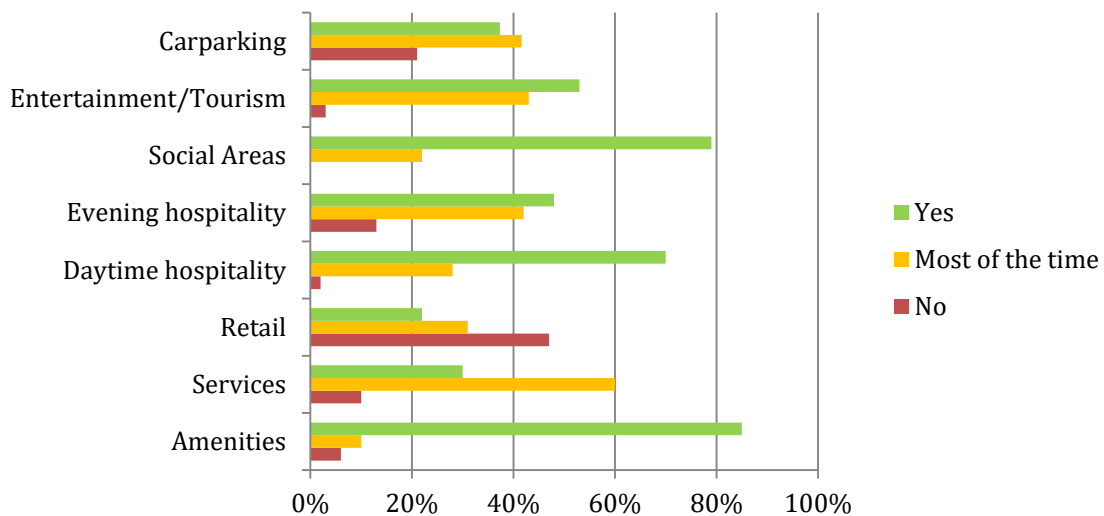


### Town Centre’s Ability to Provide What is Needed

The general consensus was that pedestrians found Picton’s town centre provided the facilities adequately or well to their desires. Social spaces, daytime hospitality, entertainment/tourism and amenities all scored highly in terms of “Yes” or “Most of the time” responses.

Notably, retail was the sole category where people generally rejected Picton’s ability to provide to their needs. This has still been an improvement from previous years and High Street contains much more tourist-centric retail shops, which can also be identified by the reduction in vacant properties. In terms of big-name retailers however, there is certainly a lesser amount compared to other national towns.

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



#### Improvement

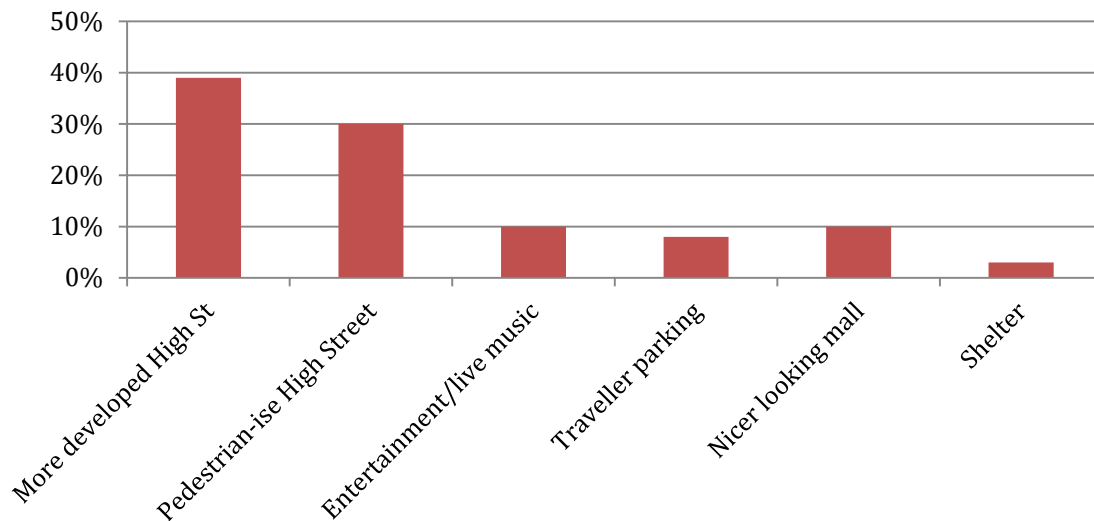
49% of respondents felt Picton CBD had improved over the past 2 years, whilst 51% felt it had not. The responses to this are in-line with previous health checks. It is important to note this question does not ask why people answered the way that they did and a proportion of “No” answers may be interpreted as being neutral on the matter. About 15% of respondents had never visited Picton CBD before, and so could not answer the question.

#### Recommendations

When asked with the open-ended question of “What would you like to see more of in Picton’s town centre?”, common answers included more retail shops, and more development on the Auckland and Dublin streets.

Other popular themes that emerged included more shelter around the town for the summer season, more entertainment options and better parking for travellers (such as campervans). As well as this, and not dissimilar to Blenheim responses, it was mentioned that pedestrian-ising High Street could be beneficial, removing all vehicles from this area completely. This is another idea that has gathered a lot of popularity traction in recent years and has been mentioned repeatedly in previous health checks.

### What would you like to see more of in Picton's town centre?



## Side-by-Side Comparisons

### Picton CBD 2009 vs. 2019



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## **Picton Business Group (PBG)**

It is particularly pleasing to see how Picton has become vibrant town with an increase of visitors, especially Cruise Ship passengers.

Vacant shops are now steadily filling however we need some capital expenditure in and around the CBD to achieve to the ultimate pristine tourist destination. This includes roads, footpaths (which become slippery when wet) and an improved Bus shelter (iSite).

### **Visitor Parking**

This has become a problem during the busy season and we believe it has an impact on just how long people stay in the CBD, plus families can enjoy our facilities. Ferry timetables have a reflection on just how busy the town is, especially the Picton to Wellington sailings contribution to lunch time in the CBD.

Picton has also become very popular with Blenheim visitors who come through on Friday and Saturday evenings for dinner at the excellent range of cafes and bars there are to offer.

Also during the day on weekends, families enjoy the Foreshore activities, lunch at cafes, bars and shops.

### **Tourist and Visitor Town**

Picton is very much a tourist and visitor destination and the retail shops reflect this. Importantly it is also a 7 day town.

Our main season has gradually been extending with the increase of visitors later in the shoulder season.

### **Cruise Ship Visits**

This season (which runs from November to April), approximately 44 Cruise ships are expected to visit Picton carrying 80,000 tourists. The majority disembark at approximately 8am and leave by 6pm. Although some passengers catch the Marlborough Flyer steam train to Blenheim or buses on organised tours, there are a large number who do get buses into Picton and wander around the Foreshore, CBD and the Cruise Ship market.



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### **Bus Stops, iSite and Wellington & Shelter**

Although the iSite bus stop is a reasonable size, the bus shelter (built 2014) is totally inadequate and offers very little protection in rain & wind.

Because of increased demand during the summer season the Wellington St bus stop needs to be extended to the entrance of the Marina carpark.

The first section should be a drop-off and pick-up with a 15 minute limit, and the remainder say 3 hours.

Signage should be erected advising tour operators of long term parking at either the Ferry Terminal or Dublin St truck park.

### **Ferry Terminal Development**

Plans to replace of the Interislander ferry fleet and redevelop of the Ferry Terminal precinct (due for completion 2014 - 2025 ) will have a marked improvement on that area and ultimately Picton .

### **Development Potential**

Because of the town layout, the obvious expansion is Upper High St which you refer to as southern. Picton originally had 3 shops on the new Library site . Wellington St has limited shops and Auckland St fewer still, but both of these streets do not have the concentration of High St.

There are also one or two vacant lots awaiting development, one in particular being on the corner of Wellington St and Waikawa Rd which building was vacated due to the earthquake risk.

### **Inner Town Living**

There are a number of people living in the CBD in the various apartments. These have become very popular with 2 or 3 bedroom apartments.

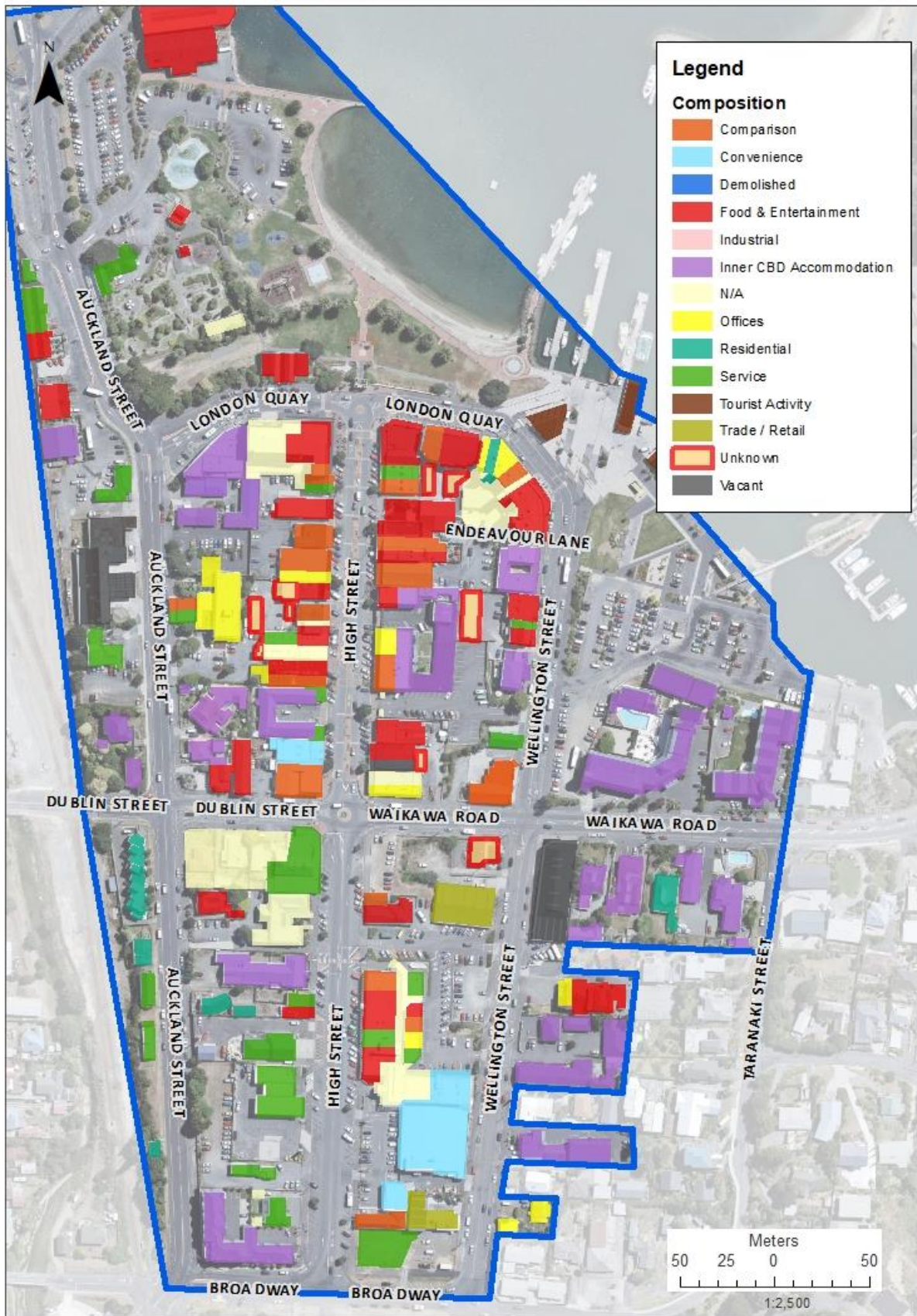
Collectively , the wide range of Visitor activities from local tours, accommodation, Sounds water transport and tours, hospitality and retail outlets, walkways and cycle paths have contributed to a very vibrant and exciting Picton .

Graham Gosling  
Picton Business Group Chairman

Appendix A: Picton Area Map



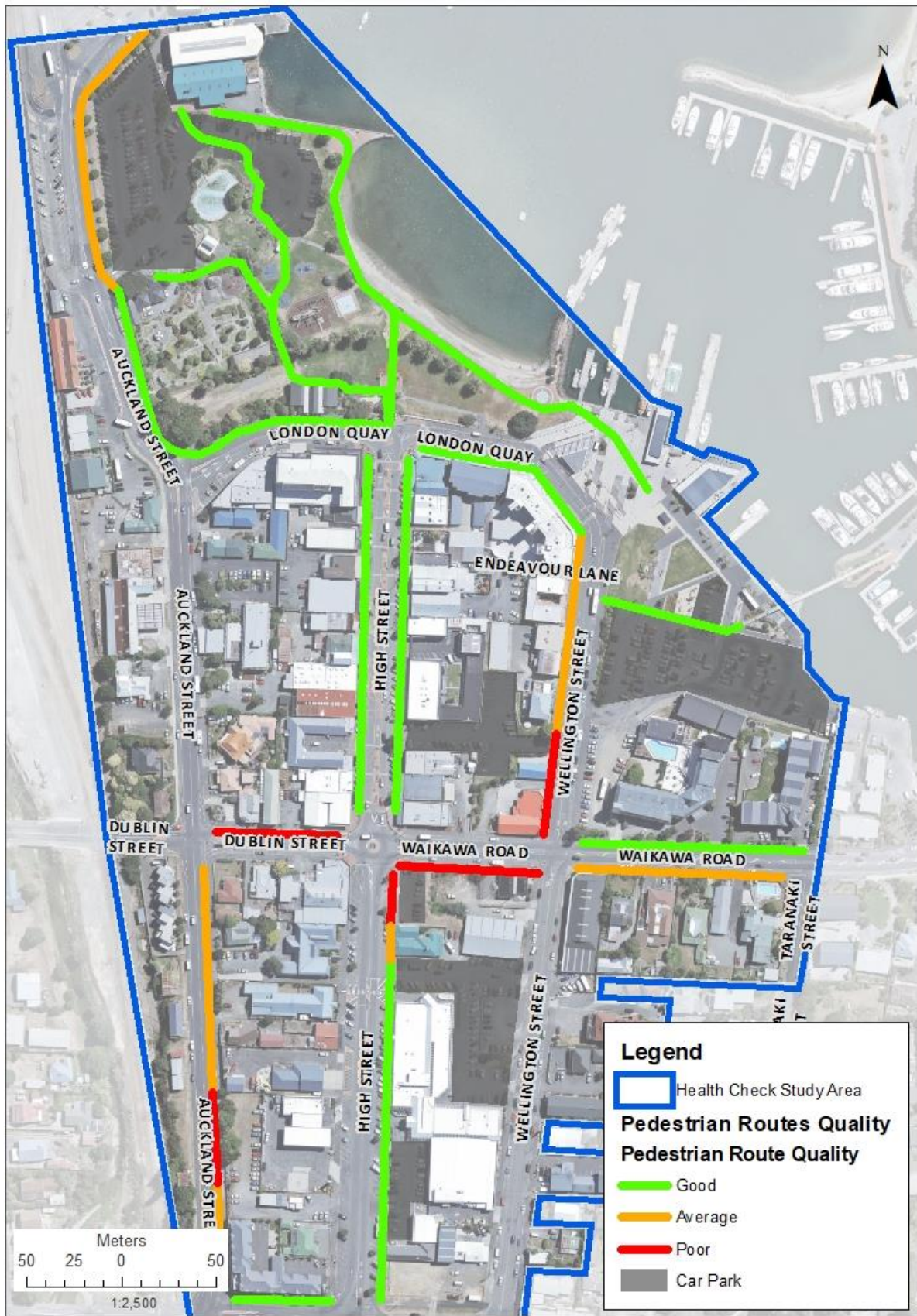
## Appendix B: Picton Composition Map



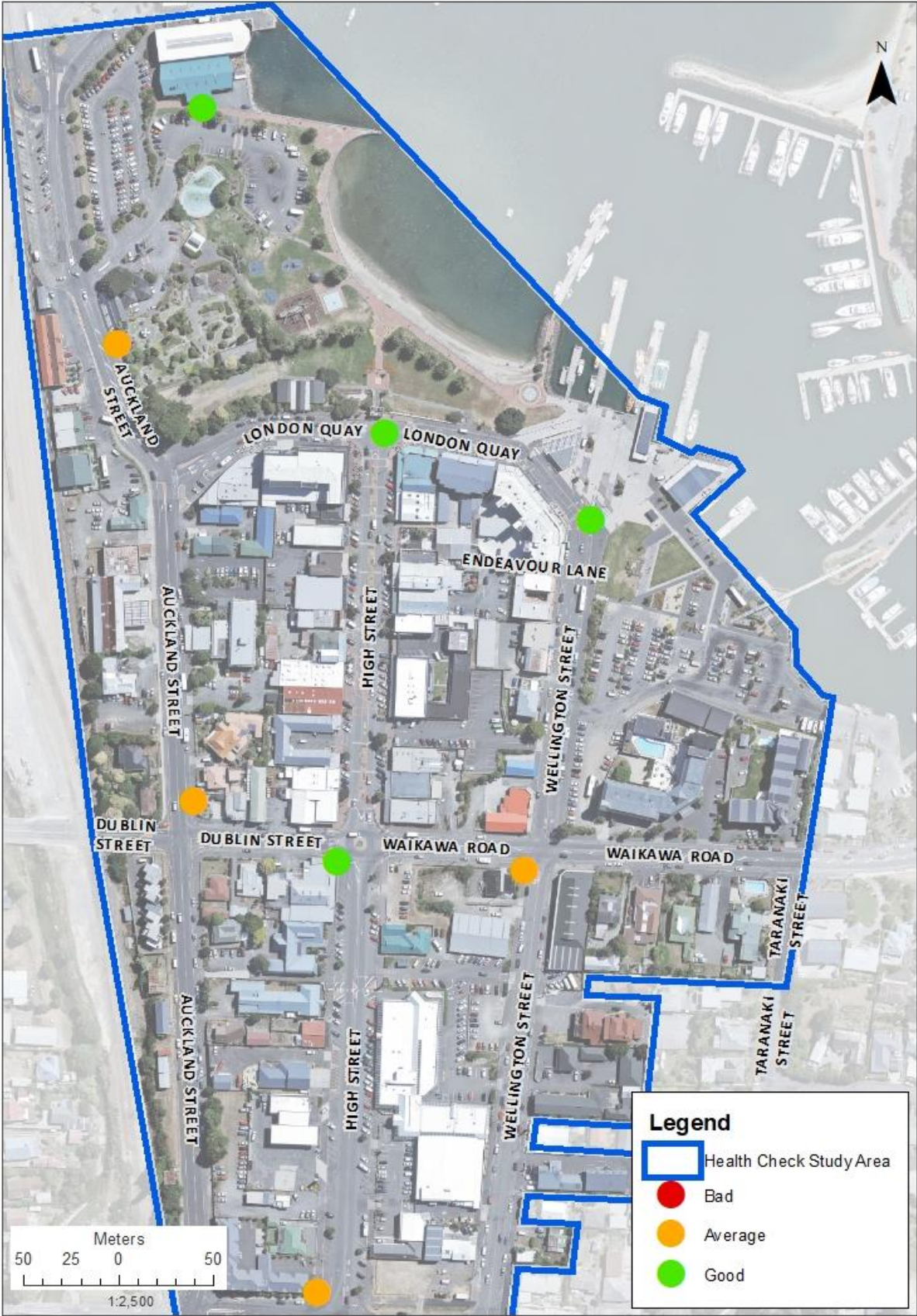
Appendix C: Picton Vacant Properties Map



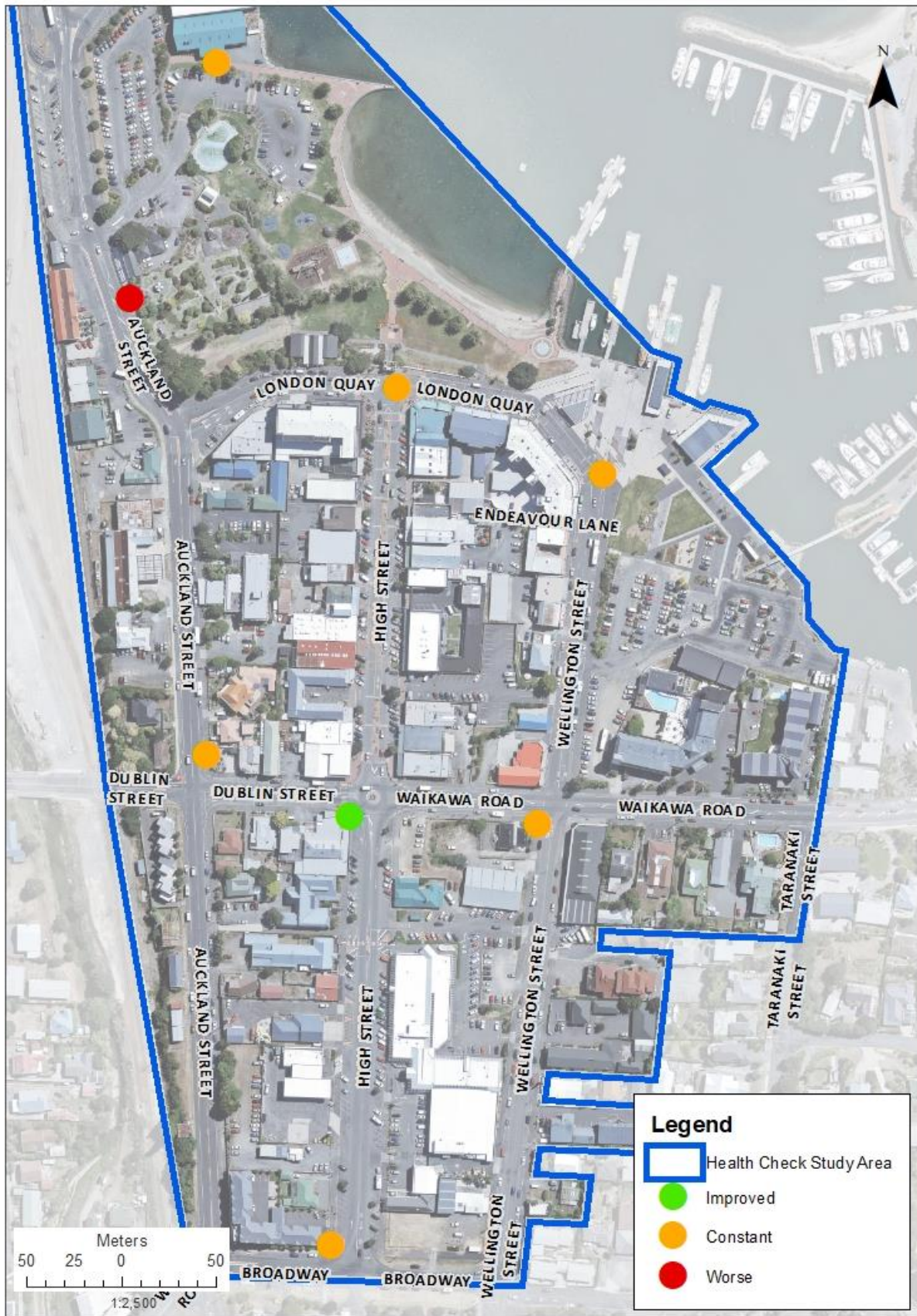
# Appendix D: Picton Pedestrian Routes Map



Appendix E: Picton State of the Environment Map



# Appendix F: Picton State of the Environment Progress Map



## Appendix G: Picton State of the Environment Table

STATE OF THE ENVIRONMENT PICTON AVERAGES															
	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Final Score	Conclusion 2018	Conclusion 2016	Conclusion 2014
Outside the iSite building on Auckland Street	2	1	2	2	1	2	1	0	1	2	2	1	Good	Good	Average
Intersection of London Quay and High Street	2	2	1	2	2	2	2	1	2	2	2	2	Good	Good	Good
Intersection of London Quay and Wellington Street	2	2	2	2	2	2	1	2	2	2	2	2	Good	Good	Good
Intersection of Dublin Street and Auckland Street	2	0	2	2	1	1	0	1	1	2	2	1	Average	Average	Average
Intersection of High Street and Dublin Street	2	1	2	2	2	2	2	1	2	2	2	2	Average	Bad	Average
Intersection of Waikawa Road and Wellington Street	2	0	2	2	1.5	0	1	0	1	0	1	1	Average	Average	Bad
Intersection of Broadway and High Street	2	2	2	2	1	0	0	1	1	2	2	1	Average	Average	Average
Outside the Aquarium	2	2	2	2	2	1	0	2	2	2	1	2	Good	Good	Good



Appendix H: Picton Street Vitality Map



# Appendix I: Picton Pedestrian Survey

If taking this survey away to fill out, please return to Council by 3/2/20 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)



## PICTON 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 Picton's Town Centre?  
Rank 1-3 with 1 being most common

<input type="checkbox"/> Meeting friends	<input type="checkbox"/> Food Shopping
<input type="checkbox"/> Café / Restaurant	<input type="checkbox"/> Work
<input type="checkbox"/> Evening dining / Drinking	<input type="checkbox"/> To engage in professional services
<input type="checkbox"/> Entertainment / Leisure	<input type="checkbox"/> Bank / Post Office
<input type="checkbox"/> Non-food shopping	

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

<input type="radio"/> Walk from home	<input type="radio"/> Bicycle
<input type="radio"/> Walk from work	<input type="radio"/> Boat
<input type="radio"/> Car	<input type="radio"/> Mobility scooter

**4** If you drive:

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

a) .....

b) .....

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

.....

.....

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

.....

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

.....

**8** How long do 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	<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 Picton's Town Centre has improved over the last 2 years?

Yes  No

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

.....

Appendix J: Picton Pedestrian Survey Points Map



Appendix K: Picton Photo Survey Points Map

