

APPENDIX 3

Future Employment Land needs and Visitor Attraction Strategy

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Picton's Future Industrial Land Needs

Existing situation analysis

Findings from key informant interviews, field inspections and the IBD-workshop are:

1. The existing Dublin St Industrial Area largely consists of relatively low value; low value adding, mainly low employment activities.
2. There is 3.0ha of under utilised and vacant industrial land in this area (excluding the land used for hire car depots).
3. This includes land presently occupied by 23 detached dwellings (located towards the southern, Broadway area, nearest the school).
4. There are good quality industrial premises available for rent, vacant industrial land and existing residences with industrial zoning for sale.
5. This land is flood prone in its entirety (including the land occupied by residences), with the potential of flooding over 1.3m (during a probable 1 in 100 years recurrence interval flood).
6. There are an additional eight sites in the Dublin St Industrial Area occupied by car and campervan hire depots (occupying an additional 0.8 ha of the existing industrial zoned land).
7. In addition there is approximately 1.0ha of land west of Kent St occupied by construction and construction equipment yards.
8. There is a sail maker and marine engineering businesses that could potentially relocate to port lands, if there were sufficient incentives.

Discussion

There is only one industrial zone in northern Marlborough, which, as might be expected covers a wide range of activities. These Urban Industrial Zones are located at Picton and Havelock. (Land which has historically been zoned Industrial at Havelock and some at Picton is closely integrated with port operations. Therefore some land has been included in a Port Zone which recognises the nature of port activities.)

The provision of specifically zoned industrial land in Picton means that the adverse effects of industrial activities can be geographically contained. Plan rules are necessary to control the expected adverse effects of industrial activities. Plan rules establish performance conditions and standards to avoid, remedy and mitigate adverse effects. The standards are set at levels appropriate to enable industrial activities to operate effectively within the zone and seek to minimise nuisance and hazard for neighbouring residents and activities. Standards for some effects are therefore higher at the zone boundary.

The existing Dublin St Industrial Area is of relatively poor quality, occupied by car hire depots, construction yards, bulk materials and storage activities, and other mainly low value, relatively low value adding, low employment activities. There appears to be no demand from higher value land uses to occupy this land. It would appear that many existing land uses could be easily displaced by more valuable, more intensive or higher employment land uses. However, many existing land uses may be reluctant to leave unless there is alternative, low cost industrial land elsewhere to which these businesses could move. There is no such land currently available in the vicinity of Picton (given the Port wishes to restrict the use of its lands to Port related activities). It is also important to note that these existing industrial land uses are not lost to Picton as they provide local employment, trades and training; they supply local services to residents and businesses, and support the local marine and construction industries. There would also be some social disruption and the loss of affordable housing if the existing residences in this industrial area were displaced. A current deterrent preventing industries locating in the Dublin Street Urban Industrial Zone is the likelihood of flooding, which will only be exacerbated by the various outcomes from climate change. Advice from Council officers at the workshop indicate there is little prospect to reduce this flood risk and there could be higher priorities for expensive flood protection and flood mitigation works. Raising the floor pads for future industrial land uses above flood level would be unrealistically expensive in this area and would increase flooding in other areas if this retention area is filled. Given all these considerations, a better prospect may be to provide an alternative industrial area for Picton. Such a strategy could include the prospect of relocating the existing industries and residences from Dublin St Industrial Area. Possibly, in the longer term, returning this flood plane area to natural uses, that would provide an attractive setting for the Town Centre and nearby residential areas.



Visual Reference—Under-Utilised Sites Dublin St Industrial Zoned Land

Picton's industrial land needs to 2031 and beyond

The economic and employment analysis indicates that the Marlborough economy had more than expected employment in some sectors (most notably in the beverages industry due to the wine industry). In other sectors (of which Manufacturing, Wholesaling, Business Services, and Post School Education are the major ones), Marlborough has fewer jobs than expected, given its resident population, (due to the immaturity of the local economy; limited local demand given the population needed to support some services, and the provision of goods and services from Christchurch and North Island suppliers given the proximity of the Picton inter-Island ferry).

Key informant interviews during the IBD workshop revealed no major changes are expected in the local economy, nor in the Port operations, that would create new sources of demand for industrial land in industrial areas outside the port.

The Potential future demand for industrial land in Picton to 2031 was therefore projected on the following basis:

- Continue to grow the existing economy at the existing employment ratios to 2031 for activities where Marlborough has more than expected employment;
- Increase employment in Marlborough by 2031 to South Island based population driven employment ratios for industries where Marlborough presently has less than expected employment based on the existing resident population; and
- Then distributing this future demand for industrial land between Blenheim, Picton and other parts of Marlborough (based on the likely location of demand for land for each type of activity assessed by the Council's officers – i.e. land for transport, storage, warehousing, construction trades, marine based light industries etc).

This analysis identified potential demand for 6.5 ha of additional, non-Port industrial land in Picton over the 23 years to 2031.

This includes potential additional future demand requiring:

- 2.9ha for Light Industries – including machinery and equipment and small scale marine services, building and construction trades, printing and food processing;
- 1.8ha for Transport and Storage - including small scale warehousing, storage, and logistics (likely to be equally split between transport and warehousing/storage operations). Beyond the ferry based traffic accommodated on the Ports lands;
- 1.6ha for Difficult to Locate Activities – with low visual amenity and potential off-site impacts (including engineering, panel beating, materials storage, processing and handling, timber and construction yards, concrete products manufacturing and concrete batching plants). This is beyond the timber and materials storage, outdoor fabrication and areas for short-term project work taking place on the Port lands; and
- 0.2ha for Vehicle Services – excluding expansion in car hire yards and servicing which is considered unlikely (although existing car hire depots could be rationalised, consolidated and relocated - see the following discussion). No additional land is

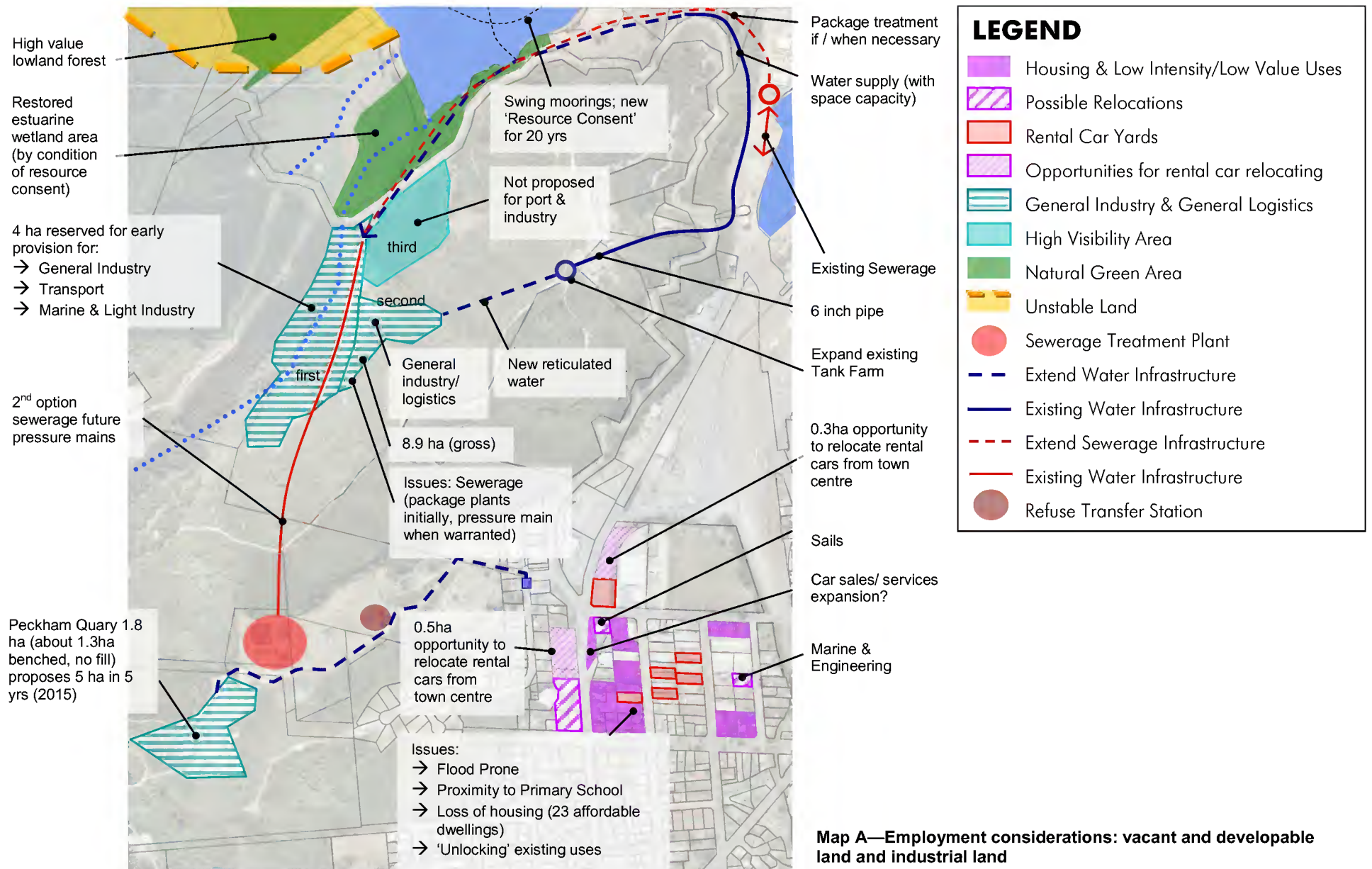
needed for car sales given the modest local population growth and Picton's proximity to Blenheim.

There is also the prospect to provide for about 3.0ha for existing light industrial, construction and storage operations to move away from the Dublin St Industrial Area. Supplying new industrial land to meet this relocation need would be especially important if this area is to be returned to a more natural state (with or without, residential land uses being built on filled areas above the predicted future flood level). Therefore, the Council should plan to provide for at least 9.5ha of industrial land, beyond the Port's needs, in Picton for the next 23 years to 2031. Consideration should also be given to where additional industrial land could be provided beyond this timeframe, or if new drivers of demand were to eventuate.

Opportunities to provide the required industrial land

The following options exist for Council to plan for the provision of the required industrial land (Maps A and B on the following pages):

1. Infill and intensification of the existing zoned Dublin St industrial land – 3.0ha available (potentially 5.0ha if the car hire depots and marine related activities relocated), but not recommended because of flooding, loss of residential dwellings and reverse sensitivity issues.
2. Extension of the Waikawa Marina, marine light industry land – 0.6ha available for expansion that the Port Authority wishes restricted to marina related light industry.
3. Expansion and benching of the Pinkham Quarry Land – presently about 1.3ha of the existing 1.8ha quarried suitable, which the owner plans to expand to 5.0ha of light industrial land within 5 years. This land is particularly suitable as it is close to the existing area; well buffered physically, visually and acoustically; easily accessed from the existing truck route to the Council transfer station and easily serviced from the existing nearby reticulated services with excess capacity.
4. Land to the south of Queen Charlotte Drive at Shakespeare Bay – 7.0ha of relatively flat, developable land (from the 8.0ha gross area available). This land is able to be serviced from expansion of the potable water tank farm, or extension of the existing port water main and sewerage which has capacity. Would be best accessed from a new road on the port lands hugging the cliff (rather than encouraging more truck traffic on Queen Charlotte Drive).
5. Land to the east of Queen Charlotte Drive at Shakespeare Bay – 6.0ha able to be provided from existing relatively flat land (excluding any future Port reclamation of land in Shakespeare Bay itself). This land can be serviced in the same way as the land previously discussed to the west.
6. Mt. Pleasant in the vicinity of junction with Lindens Road – 50ha of relatively flat, suitable land able to be provided that is not flood prone. This area is well buffered from other uses and able to be visually buffered from the Picton/Blenheim Road. Development of this area could tap into the trunk water main that passes through the



Map A—Employment considerations: vacant and developable land and industrial land

area and the area could be sewered by package treatment plants. Careful design of the road access would be necessary to provide sufficient stacking for heavy vehicles where the road makes the rail crossing. The opportunity exists to provide a spur line into the area if future demand warranted rail served activities.

Discussion

The existing Dublin St industrial area and the proposed extension to the Waikawa Marina, light industry land could accommodate Picton’s projected future light industrial and vehicle services land needs to 2031. However, this is not the preferred option because of the loss of residences; the flood prone nature of the Dublin St industrial area, and the importance of the existing businesses and storage premises for local residents and businesses. For these reasons, it would be desirable to plan for the eventual relocation of the Dublin St industrial area land uses to other locations in Picton. (Possibly returning the existing industrial zoned area to the natural environment, or planning for a mix of natural pondage and natural flood retention areas providing an attractive natural setting for some new residential development on filled land above the potential flood line). It is important to provide alternative locations for future industrial land uses and for the eventual relocation of existing Dublin St Industrial Area land uses given Picton’s importance as a port, and for recreational boating, and the need to provide industrial land to meet future longer term local business and residential population needs.

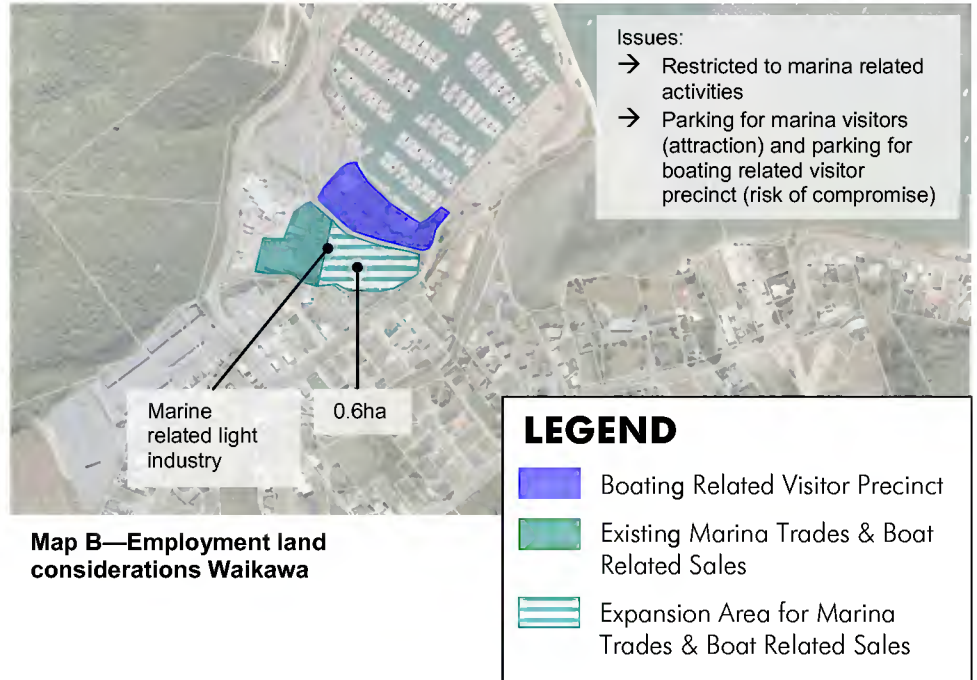
Recommended industrial land provision

Given the difficulty of providing flat, well buffered, serviced industrial land close to Picton, provision should be made to protect future industrial land for take-up beyond 2031, and for larger scale, or rail focused land uses, that could emerge in the future.

Therefore, it is recommended that planning for future industrial land provision for Picton should be based on:

1. Extension of the Waikawa Marina, marine light industry land – 0.6ha for marina related light industry and marina services (map B).
2. Expansion and benching of the Pinkham Quarry Land – to provide, at least, 6.0ha of industrial land suitable for a mixture of light industries; small scale transport and storage; materials processing and storage, and difficult to locate activities. (Preferably 9.0ha to enable the progressive relocation of industrial land activities from the Dublin St Industrial Area).
3. Protection of the 8.0ha of land to the west of Queen Charlotte Drive at Shakespeare Bay for Picton’s long term future industrial land needs.
4. Identification of 50ha of suitable Mt Pleasant land, in the vicinity Lindens Road, for possible large scale industrial, transport or distribution uses (including future uses that are not appropriately located at the Port and others that could require dedicated rail access). Amongst other matters, the suitability of this land will be influenced by trunk rail and state highway management requirements.
5. Consider proposing the eventual relocation of existing industrial land uses in the Dublin St industrial area to the Port lands and Quarry lands – possibly indicating

returning at least part of this flood prone land to a more natural state in the future. Indicating this intention now would help prevent further capital intensive investment. However, it is likely to cause concerns from existing residents, land owners who will



Map B—Employment land considerations Waikawa

feel their properties have reduced value and those who recently invested in new premises such the new storage buildings.

Picton’s future business space needs

Existing situation analysis

Key findings from field inspections and the IBD-workshop are:

1. There are good quality business premises and residences available for sale or rent; there is well located, vacant land, and existing underdeveloped commercially zoned properties in the Picton Town Centre.
2. Immediately available premises include the new, first floor modern, designer office/ residential premises in Wellington St, close to London Quay; residences in High St south of the library, and 18 well-presented office/ residential suites in Auckland St, south of Dublin St.

3. There is a significant vacant site at the corner of High Street and Dublin Street, and under utilised premises such as the Second Hand shop in the former large garage on the corner of Wellington St and Waikawa Rd.
4. Therefore, there is no obvious existing unmet demand for small office or small business premises in the Picton Town Centre.

Future demand for future small business space

Four different scenarios were used to project the potential demand for additional office space in Picton to 2031:

1. Picton attracting its share of Marlborough's employment in different types of office based businesses to 2031. (Based on the projected location of each type of employment assessed by Council's officers – the future location and distribution of new accountants, employment, computer and office services; doctors, dentists; architects', engineers', surveyors', and contractors' offices the offices of transport services; office-based community services etc in the Marlborough District).
2. Demand generated by Picton and Waikawa's increased residential population to 2031. (Based on the higher of Marlborough's existing, and South Island population driven, employment ratios for the increased population)
3. The above demand, plus the demand generated by Picton capturing 50% of the increased demand from the projected increase in the Sounds population to 2031.
4. The above demand, plus the demand generated by Picton capturing an additional 5% of in-bound Inter-Island Ferry recreational visitors and an additional 15% of out-bound Inter-Island Ferry recreational visitors. (See the section on Visitor Attraction for further explanation).

This analysis resulted in a projected:

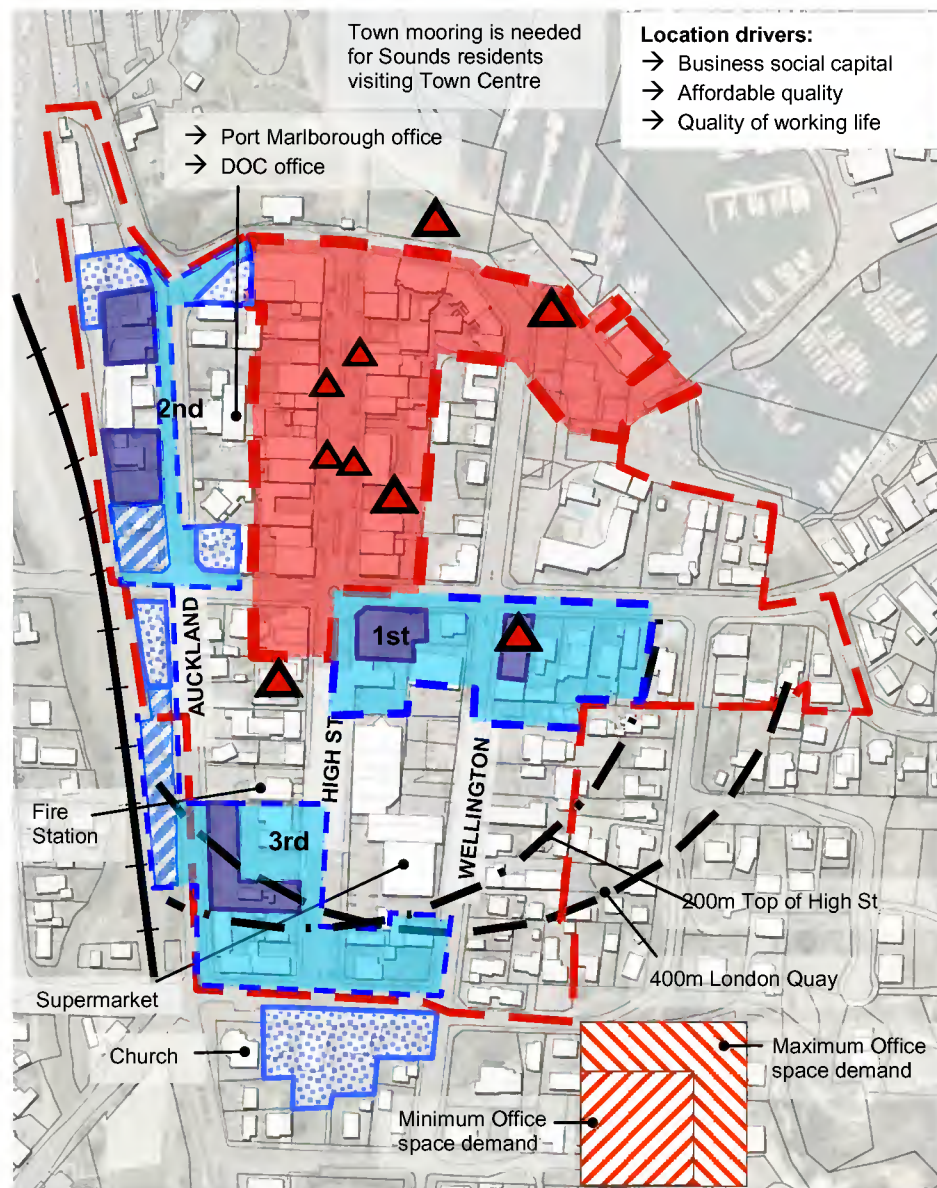
- Minimum Conservative Demand for 2,400m² (net area) of additional office space in the Picton Town Centre by 2031; and
- Maximum Realistic Demand for 5,400m² (net area) of additional office space in the Picton Town Centre by 2031.

Discussion

This is a modest amount of office space that Picton could easily supply within its existing commercially zoned Town Centre land. (Map C indicates the small amount of land needed to accommodate such space, in low-rise buildings with surface car parking). Most of this space, 68% needs to be provided in good quality, affordable, small business premises. Providing sufficient good quality, affordable small office space is particularly important to enable the growth, and encourage the grow-out to commercial premises of home based businesses. This is particularly important so that home based businesses do not become a problem and adversely affect local residential amenity. It is also important to provide good quality small office space so that Picton small businesses are

Visual References—Under-Utilised Commercial Sites and Properties for Sale Picton Town Centre.





Map C—Town Centre amenities for Small Businesses and Visitor events

LEGEND

- Existing / suitable vacant, underutilised
- Possible redevelopment (long term)
- Inclusion of small office space in any new development
- 1st Priority for promoting concentrations
- Retail core
- Outdoor/ Indoor (all weather), visitor/ community event venues

seen as significant enough for clients and customers to take seriously, and for larger businesses and more distant potential clients to want to do business with them. Approximately 20% of this office space will need to be medium quality, moderately priced space. Only 12% of future demand can be expected to be for high quality, prestige space, and 26% of this will need main street, ground floor retail frontage. Overall, there will only be sufficient demand for an additional 100m² (conservative minimum) to 250m² (realistic maximum demand) of retail frontage office space. There should be little difficulty providing for such space in High Street and its arcades. Other sources of demand will not

need, and will not be able to pay for retail frontage office space. Nor will these activities be able to compete for space in the main visitor retail and visitor accommodation areas of Picton. These will need to be accommodated in lower cost premises, on cheaper land as close as possible to the retail heart of the Picton Town Centre. Map C identifies the range of suitable existing buildings, vacant sites and under utilised land at suitable locations in the Picton Town Centre.

Opportunities to provide the required office space

Such space could be sprinkled throughout the Picton Town Centre. But this would offer no benefits to these businesses; no benefit for those using such services, and no benefits for the Picton Community and the economic development and employment success of Picton.

New office premises are best located within convenient walking distance of:

- The existing community heart that already centres on the Council Library and Service Centre (proposed to be extended to provide meeting rooms and space for visiting service providers);
- The retail heart of the Picton town Centre (shown on Map C); and
- The London Quay visitor and hospitality precinct (see Map C).

Clustering of future office space was recommended in Blenheim because of the opportunity to stimulate urban renewal; to improve the urban fabric and quality of the business environment and to activate and energise particular parts of the Blenheim Town Centre. The reasons for consolidating and clustering small office development are somewhat different for Picton.

In Picton attention needs to focus on:

- Creating a superior business environment;
- Close to business and employee services;
- Close to opportunities for business hospitality; and
- Where there are many opportunities for employees to recreate and to socialise (during breaks, and before and after work).

These considerations have proved to be vital to stimulate, attract and retain:

- New business founders (especially those engaged in new economy business who can live and work where ever they wish – who would be attracted by living, recreating, walking, fishing, boating and biking in Picton and the Marlborough Sounds, with easy access to Wellington);
- Employees with professional, technical, technology and trade skills (especially those engaged in knowledge based, creative and new economy business who can live and work where ever they wish – who would be attracted by living, recreating, walking, fishing, boating in Picton and the Sounds, with easily access to Wellington);
- Growing small and home based businesses (that would find it difficult to justify moving to commercial premises without such emotive reasons, business advantages and the business case these advantages provide for moving out of home and locating in the Picton Town Centre);
- The offices of transport, construction and larger businesses (that otherwise would seek to locate in Picton's new industrial areas);
- Medical and professional offices (that otherwise could disperse to residential areas, or seek to locate in Picton's new industrial areas); and
- Businesses that serve dispersed or wider markets (that serve more than local demand, especially creative, knowledge based and other new economy businesses that could choice to conduct their business from many other towns or places or elsewhere in New Zealand).

There are three different localities within convenient walking distance of the Main Street retail heart, the existing community focus area around the library in Main Street south of Dublin St, and the London Quays visitor precinct (Map C):

1. Dublin Street (between High St and Wellington St) – where there are already vacant and under-utilised sites.
2. Auckland Street (between Dublin Street and the railway) – where the Apex Car Yard could be encouraged to relocate, perhaps to the recently vacated Lagoon Road, Caltex Garage site, and any redevelopment of the Backpackers and other sites could include good quality, designer office space.
3. Northern High Street (through to Auckland Street) – where there is flat land in the existing community services precinct, with some sites offering good views with an eastern aspect, overlooking west Picton.

These are locations where Picton has the best prospect to provide a superior business environment, close to business and employee services, where there are many opportunities for business hospitality, and opportunities for employees to recreate and to socialise (during breaks, before and after work). These are places where Council should actively promote the clustering of future small business premises and favour the development of small office premises in the Picton Town Centre (Map C). Consideration could also be given to allowing the conversion of existing residences fronting Broadway (between Auckland and Wellington Streets) to professional offices and medical services (Map C). This would provide an increased range of options for retaining such offices in the Town Centre (although this would not meet the other desirable location considerations previously discussed).

Recommended provision for small office space

It is recommended that planning for future small business and office space in Picton should be based on:

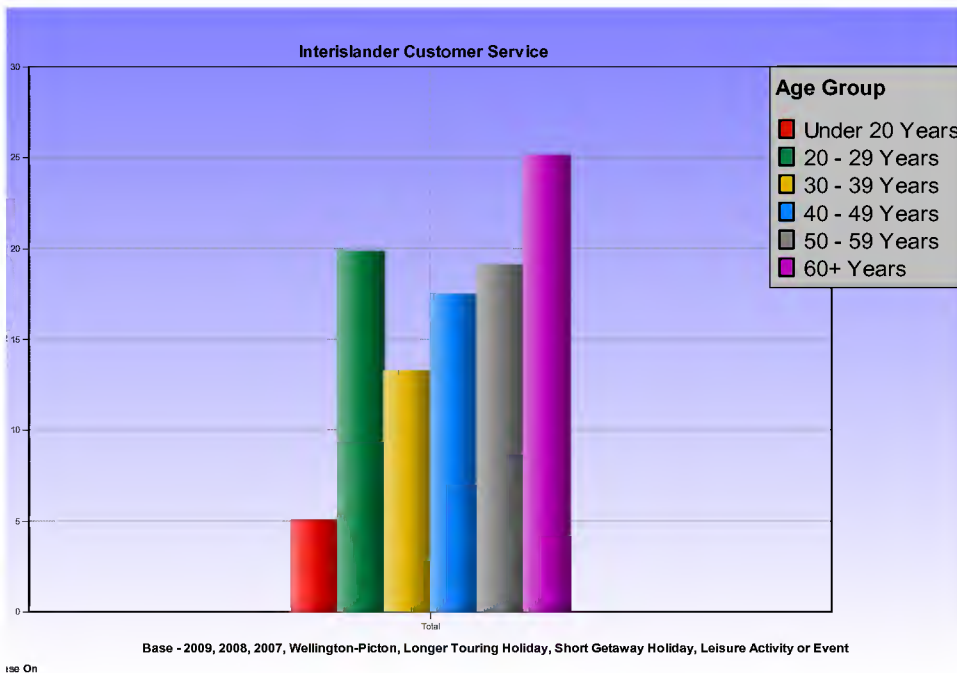
1. Reviewing the existing home based business planning provisions – to ensure that they encourage the establishment and growth of home based businesses, without detriment to existing residential amenity (Derek Kemp, Prosperous Places could undertake such a review and provide suitable planning provisions based on his work elsewhere).
2. Strongly promoting small business and small office clusters in the preferred Dublin Street (between High St and Wellington St) – including the adaptive re-use of existing buildings and in the redevelopment of the existing vacant land and any under-utilised sites. (Urbanismplus could prepare indicative designs for developments, to explain development types, stimulate demand and unlock these sites).
3. Promote the inclusion of good quality, designer office space in any development or redevelopment proposed for Auckland Street (between Auckland Street and the railway) – encourage the relocation and redevelopment of Apex Car Yard (perhaps to the recently vacated Lagoon Road, Caltex Garage site) and favour inclusion of such office space in any redevelopment of the Backpackers and other sites. (Urbanismplus could prepare indicative designs for developments, to demonstrate possible redevelopments Council would favour and to stimulate interest in unlocking these sites).
4. Consider allowing the conversion of existing residences fronting Broadway (between Auckland St and Wellington St) to professional offices and medical services – providing such conversions retain the existing residential scale and character of the properties. (Derek Kemp, Prosperous Places could provide such planning provisions based on his work on similar provisions elsewhere).

How Picton can benefit from ferry users

Existing Situation Analysis

Findings from key informant interviews and the IBD workshops are:

1. Picton is missing out many opportunities that could be created from Inter-Island Ferry passengers and visitors to the Queen Charlotte Track.
2. There are over 1million Inter-Island Ferry leisure passengers (500,000 travelling either way).
3. Less than 10% are stopping and spending time in Picton.
4. Most Inter-Island Ferry leisure passengers (25%) are older Free Independent Travellers (FITs) aged over 60 years old (Figure 1).
5. The next largest group of Inter-Island Ferry leisure passengers (20%) are young independent travellers aged 20 to 29 years old (Figure 1).
6. There are also many families with children, using the Inter-Island Ferry.
7. Most Inter-Island Ferry leisure passengers of all ages (70% to 80%) are on long



touring holidays (Figure 2).

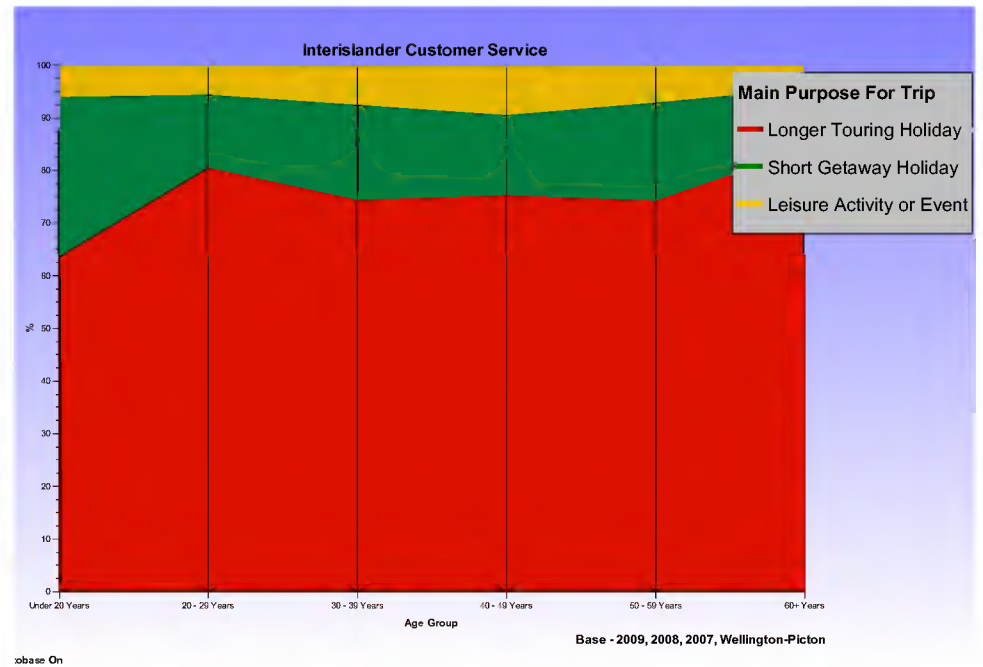


Figure 1 - Inter-Islander Leisure Travel (Wellington to Picton, 2007 – 2009).

Figure 2 - Purpose of Inter-Islander Leisure Travel (Wellington to Picton, 2007-2009)

Discussion

Picton is missing out many economic, business and employment opportunities by not fully tapping into the Inter-Island Ferry leisure passengers and visitors to the Queen Charlotte Track. The best prospect may be to attract out-bound Inter-Island Ferry passengers who need to arrive in Picton the night before, or arrive early before the ferry leaves. Future employment growth in Picton could conservatively be increased by 45% up to 2031 by capturing 5% more of the in-bound Inter-Island Ferry leisure passenger market and 15% of the out-bound (Wellington bound) Inter-Island Ferry leisure passengers. It is important to provide a number of activities that would attract and engage the target markets of over 60 year old, young 20 to 29 year olds and families with children to capture this market.

Longer Visitor Experience Activities

Each activity should be capable of attracting these target groups for at least 1.5 hours each in order to occupy these FITs long enough for them to want to stay overnight.

These attractions would also be important to capture the coach tour market that Picton is currently missing out on. Box A indicates the types of activities that Picton already provides; others that exist elsewhere, or could be considered to attract these markets. However, it is important that local Picton businesses and the local community are fully engaged in identifying suitable activities (especially as they may need to engage in such activities to make them interesting and viable).

Box A - Thought Starter Examples of Initiatives That Could Engage People In These Target Markets For at Least 1.5 Hours Each Activity
(Charges can be made for participating in some of these activities)

Day Attractions - Set up a temporary outdoor library - lounge chairs on High Street footpath with magazines, music post with headphones. Play equipment, seating with BBQs tailored to suit disabled. Look out on the new water tanks. Bike Hire. Master classes in cooking using Sounds/Marlborough produce. Pottery, design/paint a plate, pot, plaster cast e.g. Lord of the Rings figures - posted to you when fired. Mini interpretative cruises to salmon /mussel farms. Model planes/bottle rocket making and flying. Martial arts training in public. Themed float making - wire & paper floats paraded by kids through High Street to Foreshore, ceremonially burnt that night. Make up your own computer design sent to a sewing machine that embroiders onto shirts/t-shirts/napkins that you then purchase, make your own beauty products with Sound extracts. Tap into Wellington's wedding and reception market – including wedding photo settings.

Nature Adventures at Twilight - Night mountain biking. Night fishing. Guided spot lighting, nature walks. Evening kayaking. Guided evening walks on the Island Sanctuaries. Guided evening walks on part of the Queen Charlotte Track.

Evening Attractions - Master Classes in personal/business Web site design, computer game making. Designer chocolate making, cottage cheese making, cooking demonstration with products from the Sounds you can sample. Master Classes in photography, garden design. Make your own paper hot air balloons released at once at night - night light powered. Dog agility trials, dog retrieval relays, sheepdog slalom. Martial arts training in public. Illuminated themed float making - wire & paper lanterns, wire & floats paraded by kids to Foreshore where ceremonially released or burnt that night. Evening family film shows each night in the new pool. Revolving Restaurant - Taste of the Sounds take a different course and drinks in different cafes, bars and restaurants in Picton (ticket gives visitors a discount for a particular course).

Short Visitor Experience Activities

A series of short High Street activities are necessary to attracting coach and free independent leisure passengers to arrive early and spend time in the Picton Town Centre before each day time and evening ferry leaves. These activities and participatory events would need to be staged 2 hours before these ferries leave and each would need to last about 20 minutes (leaving plenty of time to eat and shop before leaving for the



Visual References - Examples of Informal Longer Time Recreational Activities

ferry). Box B indicates the types of activities that Picton could provide to attract these target visitor markets. However, it is important that local Picton businesses and the local community are fully engaged in identifying suitable activities (especially as they may need to support these initiatives, supply instructors and engage in such activities to make them interesting and viable for free, brief sessions).

Box B - Examples of Short High Street Initiatives That Could Engage People Before Inter-Island Ferries Leave (Demonstrated by a local, then visitors can join in to try it for free)

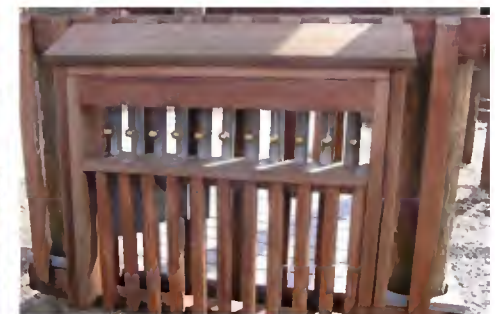
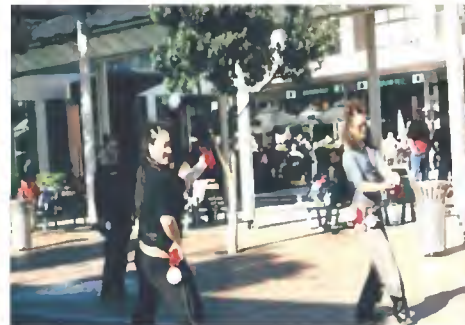
Fitness in public places - Free fitness programs body pump, pilates, yoga, aerobics, tai chi on the High Street pads. Play equipment for elderly, fitness gym play equipment. Play equipment disabled and sensory impaired. Health foods from Marlborough Sounds cooked and sampled in High Street.

Music in public places - Introduction to Pacific Island drumming - (Porirua Poly specializes in making and playing such drums); play me piano – wheeled into High Street, Silent Disco (where CDs are broadcast by wireless into hired headphones), Try make own musical instrument (e.g. from plastic watering cans, poly pipe, rubber stretched over tin cans). Water pistol frogs - music made by hitting frogs with water streams from water pistols. Native timber xylophones, poly pipes hit with thongs to make music. Music Listening Posts in the street outside the video shop and the library - where young people can dial up CDs for earphones, hired headphones.

Games in public places - Non-competitive medieval fair games. Street acrobats, circus tricks. Kite making and flying. Blanket throws. Gut bumping competitions. Fire stick twirling at night, twissel sticks. Giant chess, giant drafts. Horse shoe throwing. Open invitation beach volleyball, open invitation touch rugby, open invitation soccer, three over cricket (every one bats/bowl 3 overs).

Art in public places - Children make paper lanterns, kites, origami, beads and bracelets making then purchase your design outside the beads shop, paper plane making and flying competition, select a computer design sent to a sewing machine that embroiders onto shirts/t-shirts/napkins you then purchase, try throwing a pot, plaster cast mold and painting (e.g. Dinosaur, Lord of the Rings, Star Wars figures). Living Statues.

A combination of these activities would need to be offered free for anyone to participate for 20 minutes, about 2 hours before each day time and evening ferry sailing. By restricting these sessions to 20 minutes, there is time to demonstrate, then invite people to participate, but the time is not long enough that local residents would take part rather than engaging in any longer 1 hour sessions offered commercially. Having a number of concurrent activities in the Picton High Street and London Quays taking place at the



Visual References - Examples of Possible High Street Pavement Activities

same time will create a great deal of vitality, energy and interest, attractive to visitors, residents and local young people alike. Twenty minutes is also short enough not to adversely affect nearby businesses. These opportunities could be started at low cost, on a small scale, and would be best introduced during school holidays. (Initially they may only be appropriate for the peak holiday period, extending to the three summer months). Time would be needed for advertising and word of mouth to spread the reputation of Picton for providing such reasons for visiting and staying in Picton, rather than merely passing through. A series of outdoor and indoor (evening, night and all weather) venues will be needed to provide these opportunities. The existing High Street footpath paving provides ideal street theatre pads for offering such short street based activities - some outside existing shops and businesses with similar themes (see the following visual references). Banners on the existing High Street light poles could advertise which activity takes place there 2 hours before the ferry leaves (e.g. "Try Yourself Drumming - here 2 hours before the ferry leaves"). Suitable indoor venues are needed for indoor evening, night time, winter and inclement weather activities. These need to be close to the tourist area and retail heart of Picton (see Map C). The best opportunity for an indoor venue may be in the upper level of the new triangular building on London Quay. Other less desirable, more distant and less prominent locations would be the old garage/second hand shop on the corner of Wellington St/ Waikawa Rd, the Dublin St/ High St video shop; or space in the expanded Council Library.

Recommended strategy to tap visitor expenditure

1. Investigate attractions that will engage people in the target markets for at least 1.5 hours with local business, visitors and residents. (Especially activities that would take place in summer evenings, so that visitors stay on overnight, or come to Picton the afternoon before catching next day and early morning ferries).
2. Investigate possible High Street activities that will attract visitors to participate for 20minutes, about 2 hours before day time and evening ferries leave Picton. (Ask local business, visitors, residents and community groups to identify activities they would support in which local residents, older visitors and young people would participate).
3. Investigate opportunities to work with the Inter-Island Ferry companies and in-bound tourism agencies to explain and promote these initiatives (explaining the opportunity to participate if they chose to visit the Picton Town Centre, coming early before the ferries and staying overnight).
4. Identify the need and opportunities for ferry companies to open early for ticketing and assured booking so that ferry passengers can then visit the Town Centre without losing their place in the ferry queue. (Consider providing an early bird ferry queue for vehicles with angle parking alongside the railway line from Dublin Street, so that early bird passengers can keep their place when visiting the Town Centre).
5. Discuss with coach and tour operators the types of short time attractions that would attract them to come early and the types of longer time evening attractions so that they would stay over night in Picton. (Include discussion of any need for priority ferry coach queuing and any deficiencies in existing attractions, facilities and accommodation).



Visual References - Suitable Existing High Street Busker Pads For Multiple Concurrent Activities Possibly run by nearby businesses, with modest Council support. (Bunting on street lights to show activity and the time it is on.)