

Strategy:

1

Connect Port to Picton

Initiatives aimed at improving the connectivity between the ferries and the town centre as well as making the town centre easier to find from other entrances into Picton

This strategy includes the following findings and proposed initiatives:

- Pedestrian connections between the port and the town centre
- Vehicle connections between the port and the town centre
- Signage and way finding in and around the town centre



CONNECT PORT TO PICTON

How to get to the town centre?

There are several ways in which one can arrive in Picton's town centre (refer Figure 4-1). One option is from the north, as Picton is the point of arrival for the ferries that connect the North Island with the South Island. With two ferries, Interislander and Bluebridge operating, there are two points of arrival. Because ferry passengers arrive either by foot or by car, this leads to several different movement flows. Important focal points for arriving passengers are the i-site and the train station with connections to Blenheim and Christchurch.

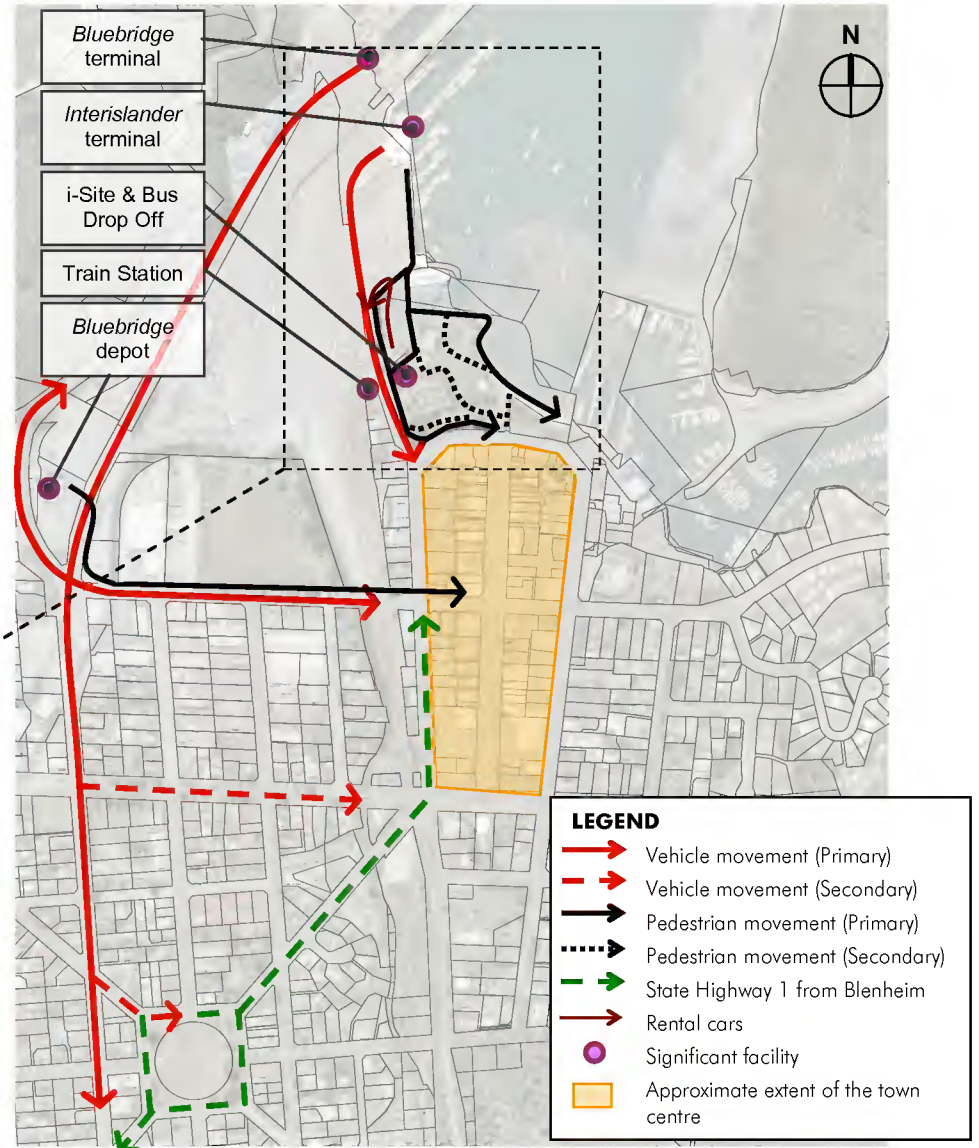
From the analysis of the different movement flows, it has become evident that most of these do not connect with Picton's town centre, but are aimed at leading pedestrians and vehicles out of Picton as quickly as possible.

This Strategy focuses on strengthening the connectivity between the Port and Picton. Stronger connections will first of all benefit the local economy and the viability of many other local facilities. It will also help to strengthen Picton's local character and identity as the arrival point for travellers between the South and North Islands. Presenting the Picton town centre with all its amenities as the main arrival point will also improve the first impression of the South Island to visitors.

The strategy consists of the following elements:

- Strengthening the relationship between the Port and Picton's town centre for pedestrians. This includes logical, direct and pleasant linkages, stronger legibility and more visual signals. The pedestrian connection for passengers arriving by train from the south forms part of this.
- Strengthening the relationship between the Port and Picton's town centre for vehicles. This includes logical, direct routes and better signage.

Related to this is the signage indicating the town centre from other directions, such as from Blenheim via State Highway 1 and from the wider Marlborough Sounds area as well as from Nelson via Queen Charlotte Drive.



ABOVE FIG. 4-1: Current movement lines around the Picton town centre: how to arrive in the town centre

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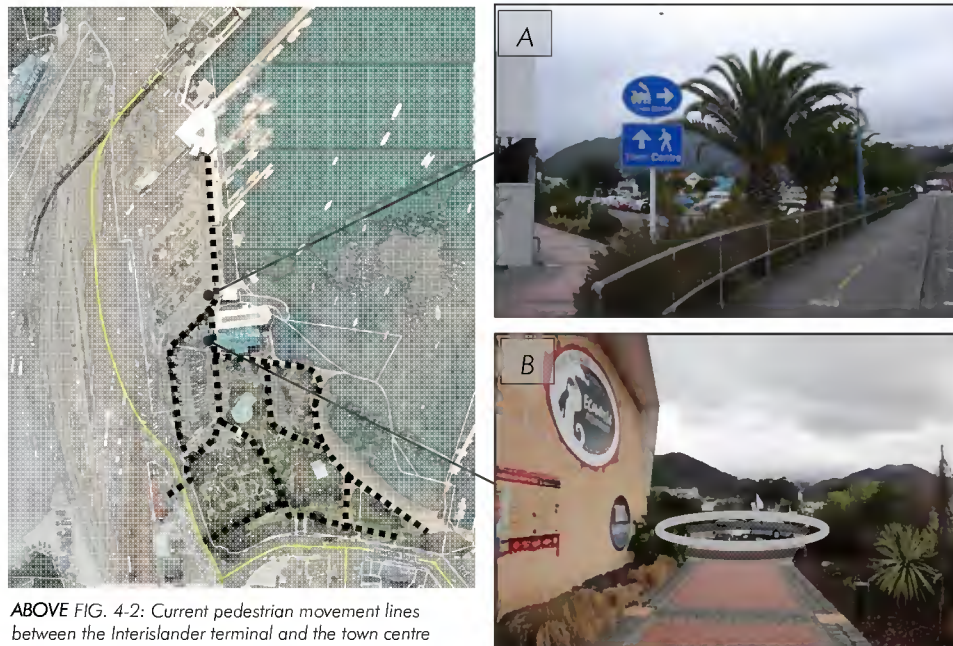
Port to Picton for pedestrians

Passengers arriving by foot at the Interislander terminal encounter several points where a decision as to how to proceed needs to be made (refer Figure 4-2).

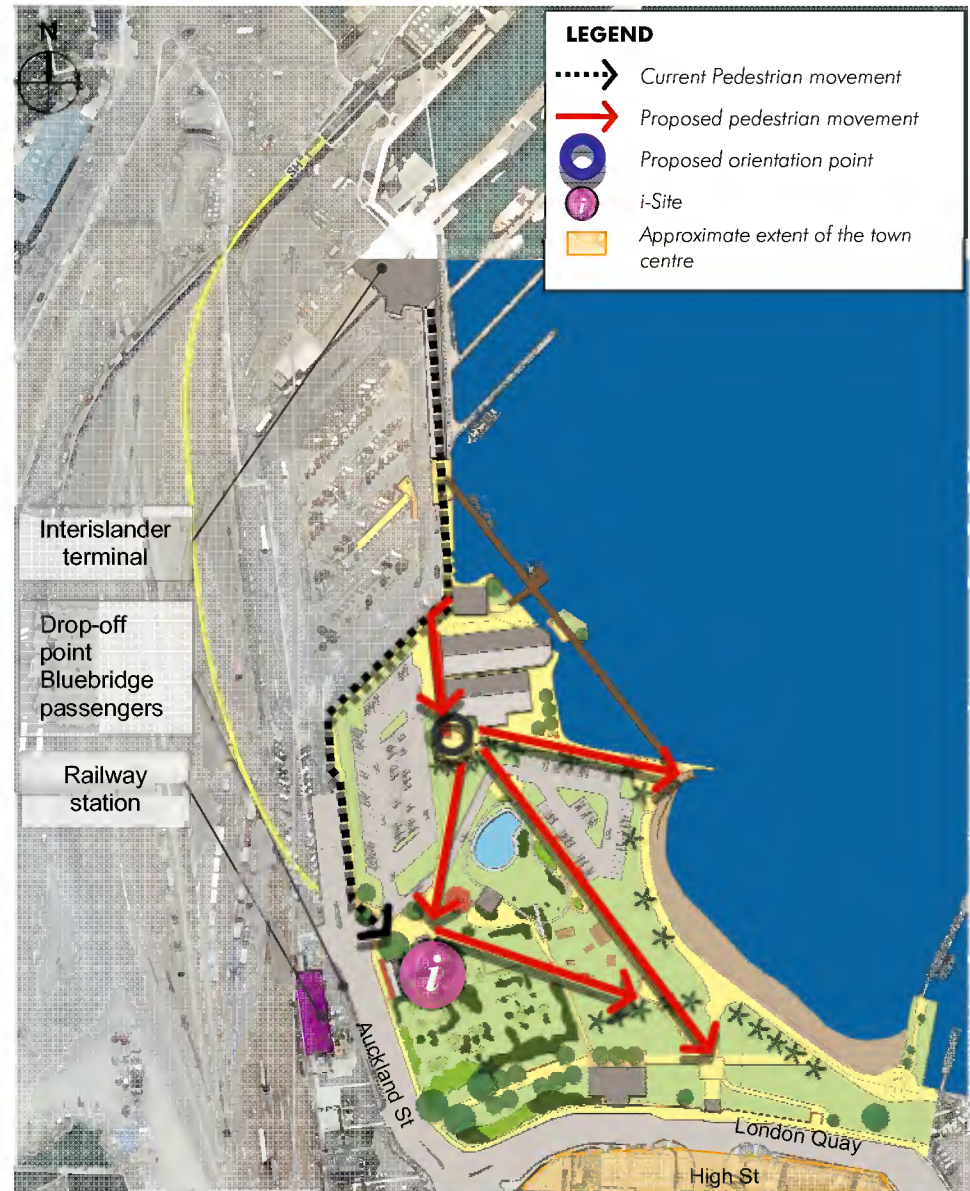
A In *point A* the direction of the footpath is biased towards the railway station and the i-site and leads past unattractive areas of rental carparking. To walk to the town centre, even though the sign shows an arrow for straight, one has to turn left and trust that the sign is correct, as there are no visual signals for the town centre. It is proposed that this bias is changed toward the town centre and that the footpath past the carparking area will be closed as this is an unnecessary connection.

B This will lead the pedestrian to *point B*, where in the current situation one has the choice to go straight, to the i-site and the station, or left to the foreshore. It is proposed to design an 'orientation point' in the indicated position, where the pedestrian can make an informed choice for one of the three direct routes: left to the foreshore/beach, straight to the town centre, or right to the i-site and railway station.

Figure 4-3 depicts this proposed orientation point leading to a system of walkways. Note that from the i-site/ railway station area another direct walkway leads to the town centre. This is also relevant for passengers arriving with the Bluebridge ferry who are being dropped off by shuttle bus at this point.



ABOVE FIG. 4-2: Current pedestrian movement lines between the Interislander terminal and the town centre



ABOVE FIG. 4-3: Proposed system of walkways between the ferry terminal, i-site, railway station, and the town centre

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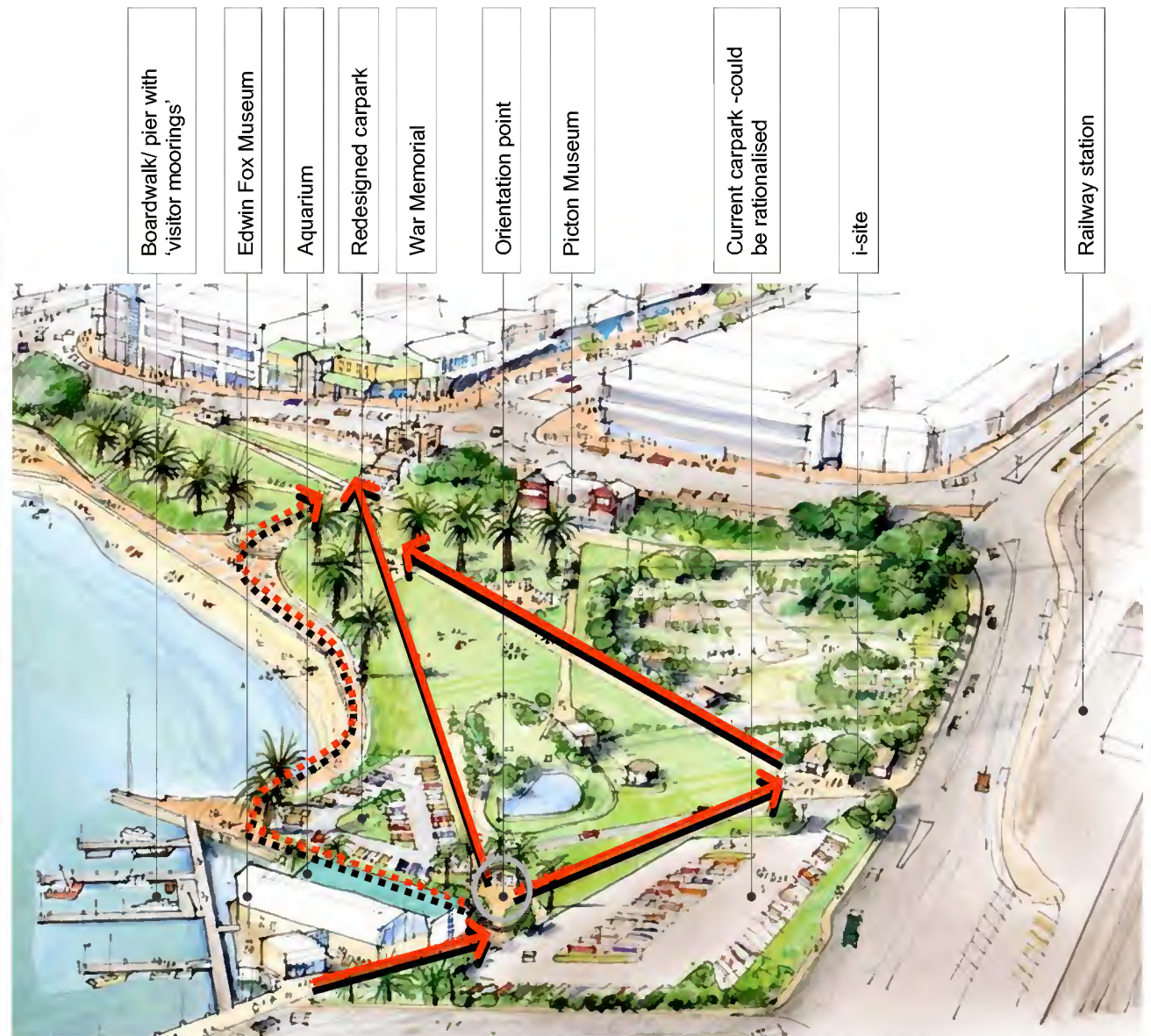
Proposed foreshore park redesign

Figure 4-4 depicts the proposed foreshore park redesign concept, which incorporates the system of walkways and the 'orientation point'.

This design is conceptual only. Several aspects should be resolved in more detail, including:

- The system of walkways affects the current playground. The Council is working on plans to install new playground elements in this area. The plans should be aligned, so that these proposals can be integrated.
- The system of walkways affects the current children's paddling pool. The Council is working on plans to replace the current pool by a water feature. The plans should be aligned, so that these proposals can be integrated.
- The proposed concept design incorporated redesign of the easternmost car park. The decrease of the actual area and rationalisation of the arrangement will possibly lead to a small loss in capacity. However, a net gain of car parks in the area could be achieved by a more rational arrangement of cars in the westernmost carpark without changing its footprint.
- The Reserve Management Plan should include maintenance directions to ensure that visual connections will be kept clear of vegetation.
- The design shows a boardwalk/ pier. This is potentially a long-term element of the proposal and could contain several 'visitor moorings' for residents living or visitors staying in areas in the Marlborough Sounds that are only accessible by boat and visiting Picton for their shopping or other reasons. The technical feasibility of a structure in this area, as well as the suitability for boats to moor relative to the depth and currents should be further investigated.

The concept plan and a current aerial photo of the area are shown overleaf for comparison.



ABOVE FIG. 4-4: Artist's impression of the proposed foreshore redesign with the main walkways between the ferry terminal, i-site, railway station, and the town centre

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ABOVE FIG. 4-5: Aerial photo of the current situation



ABOVE FIG. 4-6: Proposed foreshore redesign concept

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The 'orientation point'

Figure 4-7 shows an artist's impression of the proposed 'orientation point' looking toward the town centre, compared with the current situation.

The proposal contains the following elements:

- Town centre information and interpretation panels
- Vertical elements, e.g. lampposts or flagpoles to signal the prominence of this point
- Exquisite materials, detailing and planting as this forms the first opportunity to welcome visitors to Picton.



ABOVE FIG. 4-7: Artist's impression of the orientation point, compared with the current situation

CONNECT PORT TO PICTON

Town Centre Signs

Vehicle routes into Picton have been analysed for their potential to stronger signalise the presence of the Picton town centre.

Currently the messages to motorists are either inconsistent or hard to read as a result of too much information. Often destinations outside Picton are comprehensively signposted, whereas the Picton town centre is hardly mentioned.

It is proposed to develop Picton Town Centre signage with a distinguishable style and logo to send strong messages to motorists that an attractive collection of amenities should be among one of their destinations. A style and logo should be professionally developed. Figure 4-8 shows a possible example.

Figures 4-9, 10, 11, and 12 show locations where such a sign could be erected. Destinations/ origins include:

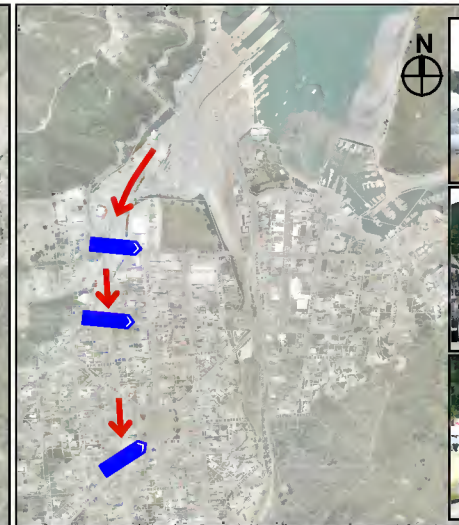
- Interislander terminal
- Bluebridge terminal
- State Highway 1 from Blenheim and Christchurch
- Queen Charlotte Drive



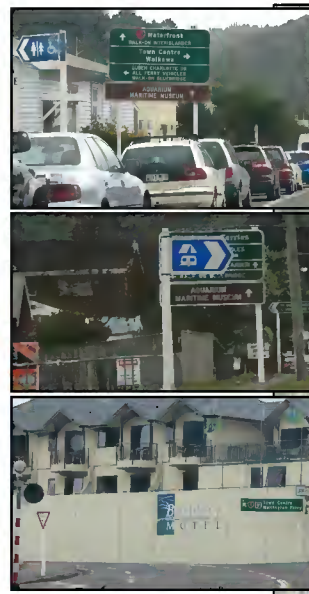
ABOVE FIG. 4-8: Possible Picton Town Centre sign.



ABOVE FIG. 4-9: Proposed location for town centre signs aimed at vehicles coming from the Interislander terminal



ABOVE FIG. 4-10: Proposed location for town centre signs aimed at vehicles coming from the Port / Bluebridge terminal



ABOVE FIG. 4-11: Proposed location for town centre signs aimed at vehicles coming from Blenheim via State Highway 1



ABOVE FIG. 4-12: Proposed location for town centre signs aimed at vehicles coming from the Queen Charlotte Drive

