

Strategy:

2

Improve the vitality of the town centre

Initiatives aimed at improving the experience within the Picton town centre for visitors, shoppers and workers

This strategy includes the following findings and proposed initiatives:

- **Crime Prevention Through Environmental Design (CPTED) strategy**
- **Retail analysis**
- **Town centre management body**
- **Streetscape upgrade**
- **Visitor experience and events**
- **Considerations regarding the location of the i-site**



IMPROVE THE VITALITY OF THE TOWN CENTRE

Crime Prevention Through Environmental Design (CPTED)

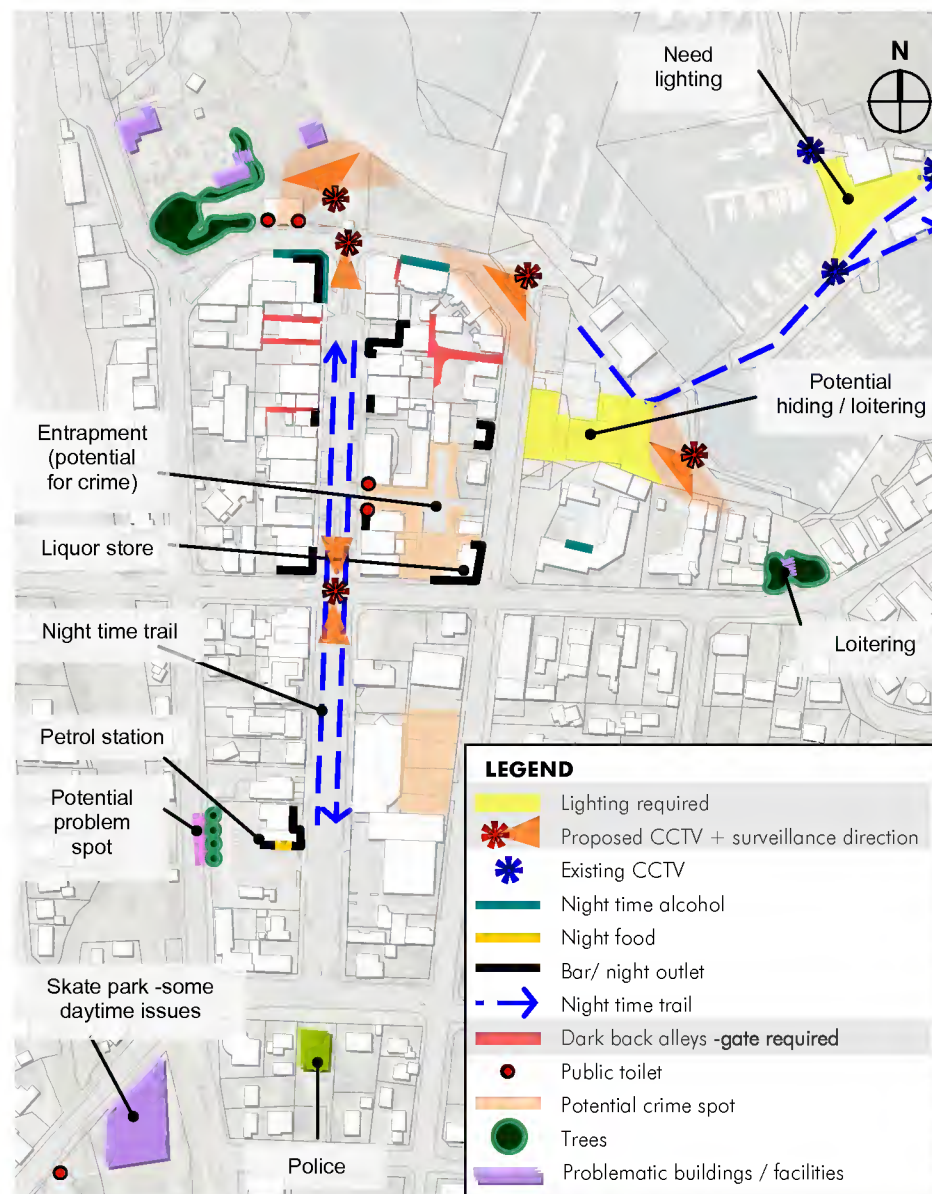
A basic precondition for a vibrant and vital town centre is personal safety and security. A proportion of town centre crime could be prevented by good design. In consultation with the Picton police a Crime Prevention Through Environmental Design (CPTED) analysis was carried out. The results are depicted in Figure 4-13.

Findings of this analysis include:

- There are some entrapment spots in the town centre and foreshore park, including some of the back alleys around High and Wellington Streets, and some of the public toilets.
- Recently installed Closed Circuit Television (CCTV) cameras have led to the perception of surveillance and as a result decreased the number of incidents. This situation has also led to quicker and more successful response to incidents.
- Many of the incidents within the town centre are alcohol-related and happen at night time. Bars, liquor outlets and sales of food after business hours are mainly located in High and Wellington Streets. Pedestrian connections between these facilities are potential locations for crime.
- Large long stay carparking areas are potential crime spots.

Proposed initiatives

- Additional CCTV cameras in the indicated positions could assist with the surveillance of potential crime spots and earlier and more successful intervention.
- Retail owners and/ or operators should be consulted about closing the back alleys after hours.
- The London Quay upgrade is nearing completion and should be monitored and assessed on its CPTED aspects.
- It is recommended that a CPTED-analysis informs the design stages for the proposed redesign for the foreshore park (refer to Strategy 1).
- Lighting initiatives are proposed as part of the footpath upgrade strategy under Strategy 8: Improve the Traffic Network.



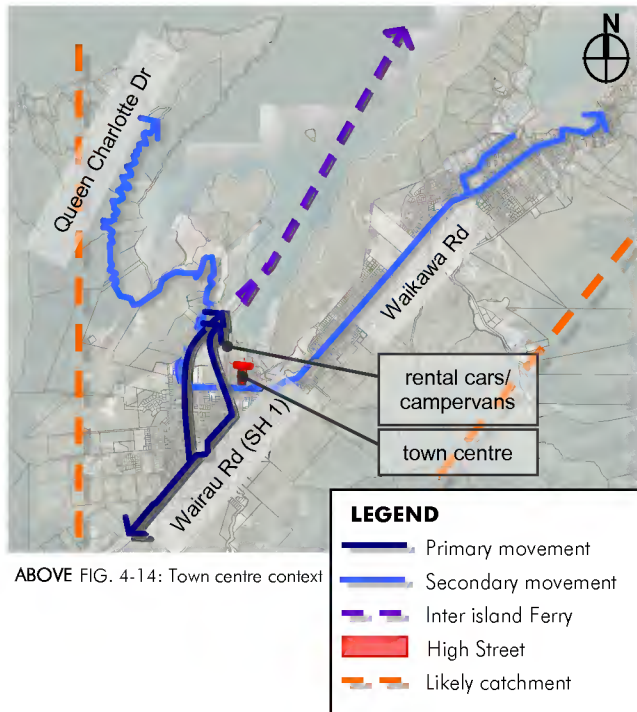
ABOVE FIG. 4-13: CPTED analysis and proposals (articulated by grey shading in the legend)

IMPROVE THE VITALITY OF THE TOWN CENTRE

Town Centre Context

Picton's facilities and services in general and those in the town centre in particular cater mostly for the lower order daily needs. Many Pictonians undertake the trip to Blenheim for their larger purchases or professional services (once or twice a week) and education (up to daily).

Picton relies heavily on visitors (mainly concentrated between Boxing Day and Waitangi Day) and the wider Marlborough Sounds population. Tourism oriented businesses (souvenirs, coffee shops, restaurants, activity operators) dominate the streetscape, whilst 'traditional' retail, such as clothing or shoe repairs seems underprovided.



ABOVE FIG. 4-14: Town centre context

Retail Analysis

Supply

- Current town retail **supply** is estimated at **9,500m²** including services
- **70** business orientated activities on ground floor
- **31** tourist dominated businesses

Demand

- 'Typical' expectation to service the resident population would be between **4,000m²** and **5,000m²**
- Therefore there is **no retail expansion** strategy available (growth will be incremental only)
- Total catchment: +/-8,000 people (ADP)
- Total demand for floorspace (somewhere): **16,000m²**

Conclusions

- Tourists generate a wider resource to the benefit of locals
- There is **limited population-based retail expansion available**

Retail vitality

Figure 4-15 shows the findings of an analysis of the street edge retail vitality in London Quay, and High, Wellington, and Dublin Streets.

From this picture it becomes evident that:

- Vital retail activities are concentrated around Lower High Street and London Quay, where part of the attraction is the waterfront and the presence of activity providers, such as Sounds cruises and kayaking tours.
- Upper High Street performs weaker due to the presence of surface carparks, larger buildings with less street-focussed edges, and greater building setbacks.
- One can expect that the upgrade of the London Quay/waterfront will generate a positive spin-off effect for the northern part of Wellington Street

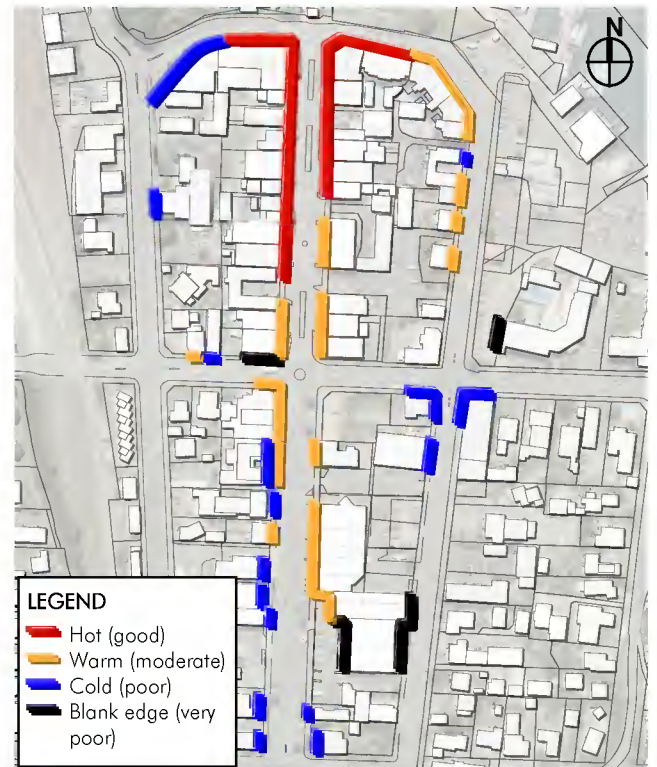
CBD Manager

Both Blenheim and Picton lack a town centre management organisation which will be tasked with:

- Retail coordination as primary focus
- Events, markets, signage, coordination of services, tenancy targeting, business promotion
- Attracting new activities

It is proposed that a single town centre management structure be set up with a manager for each centre.

- Consider a benefit rate supplemented by a Council grant.
- Learn from successful examples from elsewhere.



ABOVE FIG. 4-15: Town centre retail vitality

IMPROVE THE VITALITY OF THE TOWN CENTRE

Streetscape upgrade

Figure 4-16 shows a streetscape upgrade concept plan for central Picton:

- Footpath upgrade in Auckland Street-North (both sides)
- Footpath upgrade, street parking and street trees in Wellington Street-North (both sides)
- Central planter redesign and street trees in Lower High Street (refer to the next page)
- Comprehensive upgrade of Upper High Street

Upper High Street

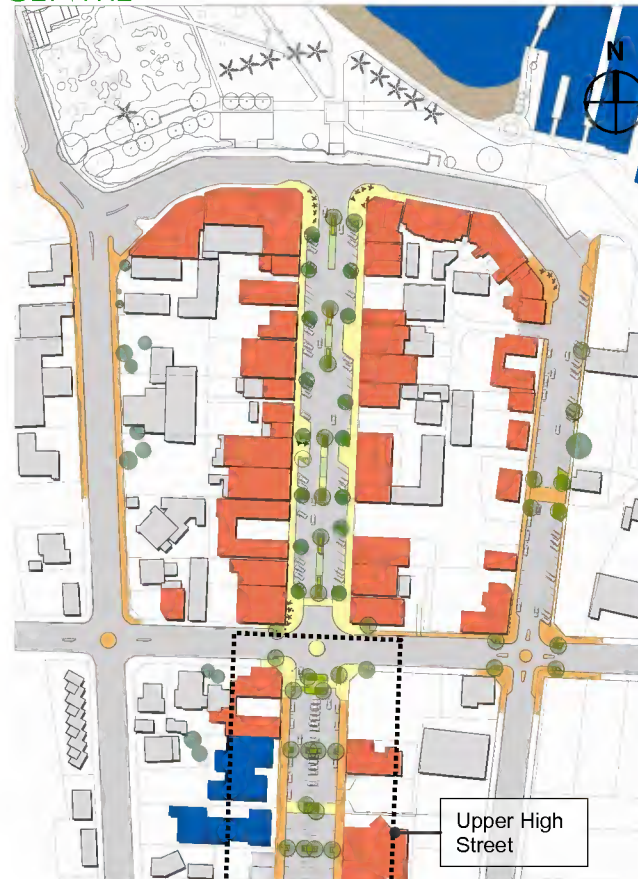
The more recently upgraded Lower High Street requires a response in Upper High Street. This part of High Street also lacks in vitality and an investment in its streetscape may well attract further investments in retail and other businesses. Figure 4-17 shows an artist's impression.

Elements of this concept include:

- Footpath upgrade with finishes similar to Lower High Street.
- Vehicle lane narrowing to calm traffic and create an environment that is more focussed towards pedestrians and cyclists.
- Indented on-street carparking, alternated by trees.
- Central median trees in planters.
- Perpendicular car parking in the central median.

Considerations

- Additional on-street carparks will assist with the parking pressure during the busier months of the year. This solution should be preferred over constructing space consuming and expensive parking structures or surface carparks that often break up the continuity of the street edge.
- Visibility and lighting around the pedestrian crossings at the intersection of High Street and Waikawa Road need to be part of detailed design.
- The central carparks need to be suitable to be comfortably negotiated by the elderly as this area is heavily used by this age group, with the library, Council office medical centre, supermarket and post office in this part of the street.
- Space around the fire station will need to be available for fire appliances to turn in both directions, at any time.



ABOVE FIG. 4-16: Streetscape upgrade concept plan

- Campervans and long heavy vehicles negotiate access to and from the Shell Service Station, in both directions.
- Special consideration with respect to the central median carparks should be given to visitors, who are perhaps unfamiliar with the local traffic situation (or the road code) sometimes driving campervans with limited visibility.



ABOVE FIG. 4-17: Artist's impression of the Upper High Street upgrade concept plan, compared to the current situation

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Lower High Street

Lower High Street has undergone a more recent upgrade. However, the central planters reportedly suffer damage from vehicles frequently backing or driving into them.

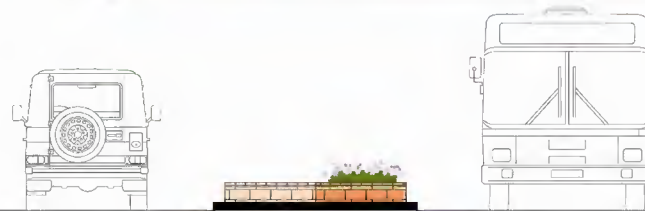
In addition, the streetscape could be softened and the wide space broken up by more street trees.

For those two reasons it is proposed to redesign the central planters with the following elements:

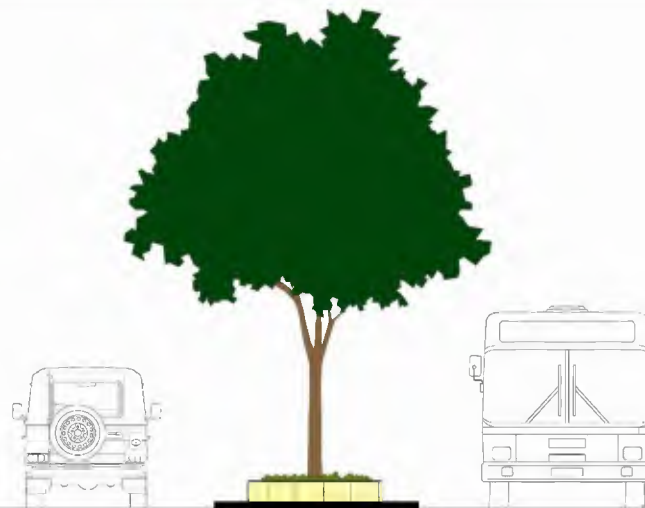
- The planters will be set-back further from the kerb in such a way that vehicles hit the kerb with their tyres before they hit the planters.
- The planters should be higher than the current ones to increase their visibility from vehicles.
- Generous evergreen trees should be accommodated in these planters.
- Consideration should be given to the consequences for maintenance of and accessibility to the water main that runs in the central area of the street reserve.



RIGHT FIG. 4-18: current situation Lower High Street

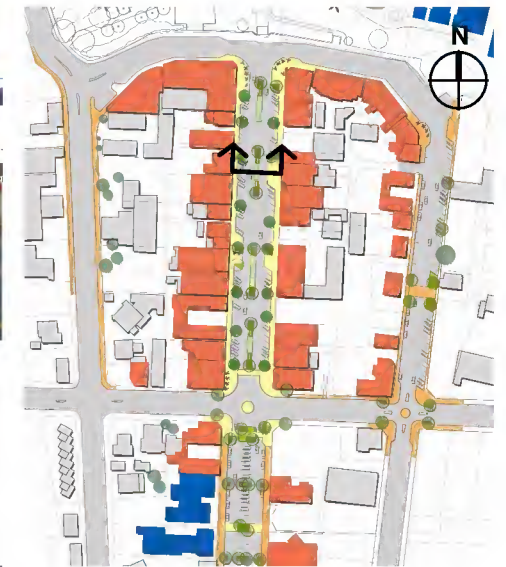


High Street Existing

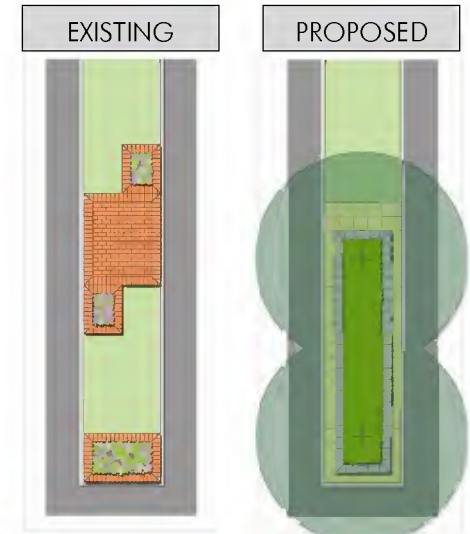


High Street Proposed

ABOVE FIG. 4-19: existing vs. proposed cross section of Lower High Street's central median planters



ABOVE FIG. 4-20: Streetscape upgrade concept plan and location of the cross section



ABOVE FIG. 4-21: existing vs. proposed detail for the central tree planter for Lower High Street

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London Quay / Oxley's Corner

A conceptual vision for the 'Oxley Corner' (the street corner in front of the Oxley's Hotel) on London Quay has been developed in response to a local business owner's proposal to utilise the footpath on the south-western side of London Quay for commercial purposes (outdoor seating). Converting a number of car parking bays into seating space was also suggested. At the same time, this part of London Quay has also come under scrutiny as some members of the community perceive the carriageway near Oxley's Corner as too tight, calling for consideration of the introduction of a one-way system.

Considerations

1. Using road reserve space for commercial purposes, i.e. outdoor seating

The following principles that apply to town centre streets need to be balanced:

- Equity: reconciling the objectives of all possible users of the street;
- Safety: catering particularly for the visually and mobility impaired, elderly, and children;
- Retail Performance: maximising engagement between businesses and users of the street; and
- Visual Quality: enriching the experience of moving through the town centre.

Town centre footpaths form the major point of interaction in the town, between its businesses, residents and visitors. The quality of the public realm is not simply a function of built form behaviour; it is also a function of the quality of fixed and temporary elements in the public realm. The Council recognises the business benefits of outdoor seating and signs within the pedestrian environment, but wishes to improve the visual and functional quality of these elements within it. At present signage position, type and quality is haphazard. Also tables and chairs along footpaths are of variable quality and character. Whilst not wanting to stifle innovation or homogenise these elements, it is felt that a more effective and controlled approach is needed that balances the needs of all users of the footpath.

A detailed review and revision of the policies on outdoor

seating, signage and merchandise on public footpaths is currently being undertaken by the Council.

2. The design of these seating areas

This strategy identifies three streetscape / urban landscape precincts: High Street, Picton Foreshore, and London Quay / water front zone, all of which have to come together at the corner of High Street and London Quay.

The Oxley's Corner streetscape should be integrated with the waterfront precinct design across the street. This would lead to a coordinated streetscape that would contribute to a gateway feel for the waterfront precinct with the historical Oxley's facade adding to visual amenity.

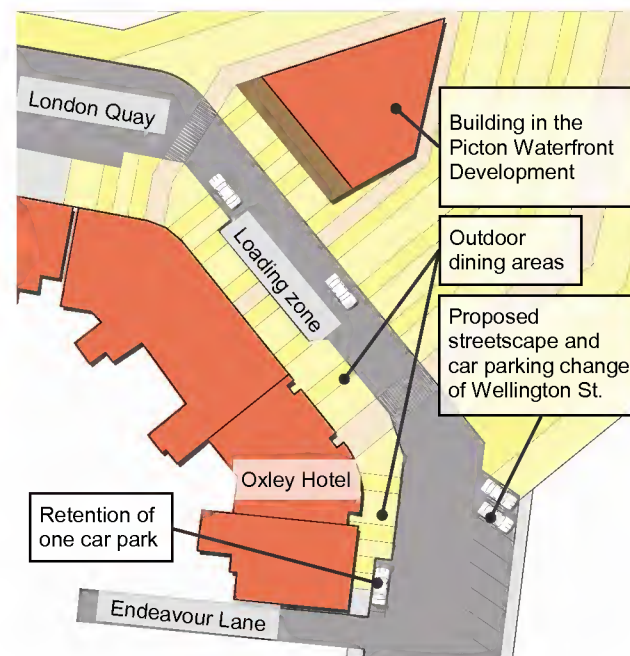
Figure 4-22 shows a concept that takes the waterfront paving pattern across the road to Oxley's Corner to visually integrate the two areas. Possible outdoor seating areas are located on the street corner, in front of both of Oxley's doorways. The pedestrian flow on the footpath leads through the space, which encourages interaction and reduces the feeling that the space has been privatised. Bollards or sign written glass screens/ barriers are not proposed, however the operator would use movable barriers or posts and rope during opening hours. Providing in-situ glass screens is only supported if they carry a uniform design theme across the London Quay precinct, rather than being provided ad-hoc.

3. Reverse sensitivity between street activities and upstairs apartment dwellers

It is recommended that this issue should not lead to a blanket ban on the extended use of the footpath for seating. Detailed conditions of the permit for this, such as operating hours, should be developed in consultation with residents and business operators.

4. Converting parking into footpath/ seating space

It is expected that the proposed streetscape upgrade of Wellington Street will result in an additional number of on-street car parks, in which case converting a small number of car parks on London Quay will likely not be a problem. Firm proposals have to be considered in the light of the timing of a possible Wellington Street upgrade.



ABOVE FIG. 4-22: Concept design for Oxley's Corner

5. Traffic movement

The question whether to leave the street two-way or changing it to one-way, is mostly about circulation in the wider town centre, but has also consequences for pedestrian amenity. Introducing a one-way system in this part of London Quay may help with negotiating tight corners, but also results in:

- A confused and less legible street layout;
- Many needless extra vehicle movements;
- Less vehicles/ patronage past the businesses in that particular area; and
- If the street is not narrowed down accordingly (and since it has just been constructed, it is unlikely to happen), higher vehicle speeds, resulting in less pedestrian amenity and opportunities to cross.

Marlborough Roads will undertake a more detailed traffic assessment into the benefits and disadvantages of a one-

IMPROVE THE VITALITY OF THE TOWN CENTRE

Visitor Attraction Strategy

In order to more fully leverage off the flow of visitors travelling past Picton it is recommended to implement a collective strategy. Even a modest capture has the potential to add 45% to the economic growth resulting from the resident population.

Appendix 3 of this report includes detailed considerations for a Visitor Attraction Strategy as part of an Economic Assessment and Employment Strategy. Some of the highlights include:

- The best prospect is to intercept outbound ferry visitors who have some time and money to spend before the ferry leaves.
- The target public includes young adults, children, empty nesters.
- A variety of **short events** (0.5 hours) in The town centre, approximately 2.5 hours before the ferries leave will increase retail spend and vibrancy in the town centre.
- A variety of **1.5 hour activities** in the evenings will attract overnight stays.
- Outdoor spaces and indoor venues are required for these events.
- A suggestion is to cater for 'activity pads' in High Street: existing hard surface public open space that could be utilised for performances, demonstrations, stalls etc. during the visitor season, without obstructing pedestrian flows or impacting on traffic safety.

In Figure 4-23 the main features of the Picton town centre that are relevant to visitors are indicated.

Longer and Overnight Events

Taking at least 1.5 hours

Need ideas from locals, could include:

- Nature Adventures at Twilight
- Day Attractions:
- Outdoor library lounge chairs magazines
- Master classes in cooking using Marlborough produce
- DIY Pottery
- Mini 'interpretative' cruises to salmon/mussel farms

Evening Attractions:

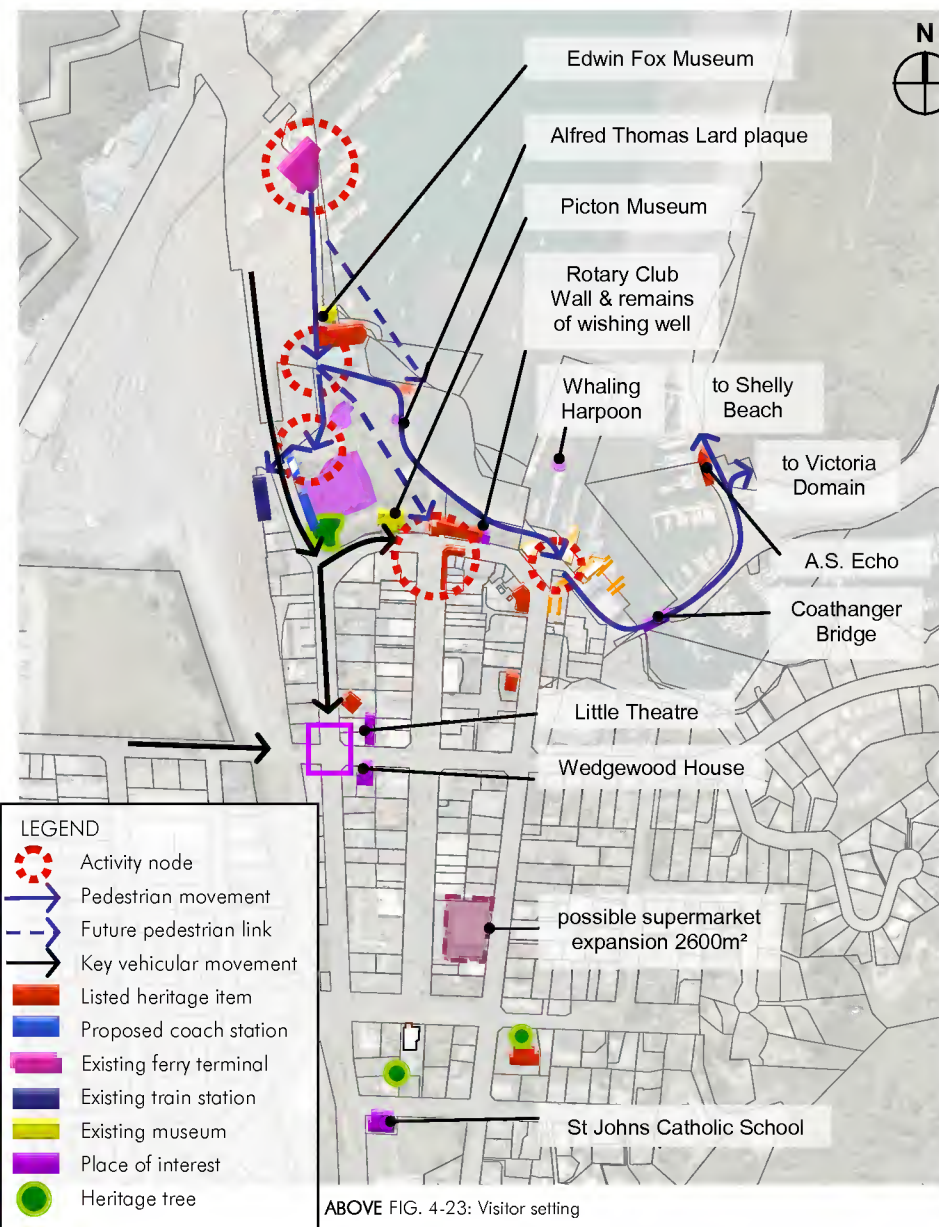
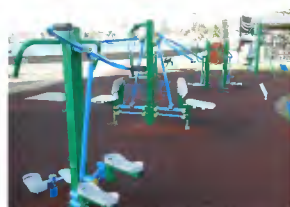
- Master Classes
- Martial arts training in public
- DIY Arts and crafts

Short Events

Informal, open to residents, visitors for free

Need ideas from locals, could include:

- Fitness in public places
- Music in public places
- Games in public places
- Art in public places



ABOVE FIG. 4-23: Visitor setting

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The location of the i-site

A preliminary assessment of possible location options for the i-site, including the current one has been carried out as part of the strategy to optimise the tourism spin-off for the town centre. Figure 4-24 shows the options considered:

1. Current location
2. Next to Picton Museum
3. Waterfront location as part of the London Quay upgrade
4. Any location in High Street

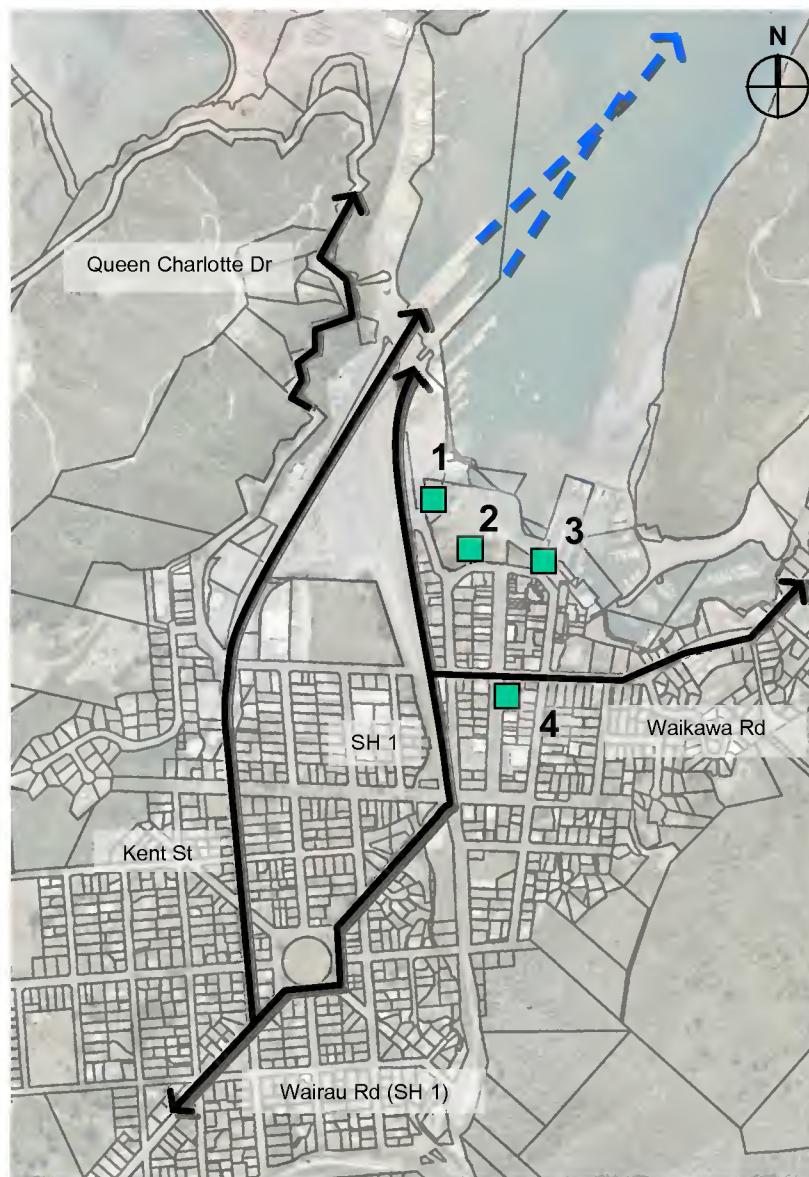
Issue	Current	Museum	London Q	High Street
Link with activity providers	poor	poor	good	poor
Contribution to town	poor	good	good	good
Coach parking	good	poor	good	good
Parking other vehicles	good	poor	good	poor
Incorporation of toilets	good	good	good	good
Link with the train station	good	good	poor	poor
Ease of access from ferry (cars)	good	good	poor	poor
Ease of access from ferry (peds)	good	moderate	poor	poor
Visibility from ferry (by car)	moderate	poor	poor	poor
'Iconic' location	poor	good	good	poor

Preliminary conclusions

- Selecting the best location depends on a choice between creating a *landmark destination* vs. a *convenience location*.
- If the i-site is relocated, one of the main considerations must be optimising the connectivity with the town centre.
- Another key consideration must be coach parking and its effect on the immediate context.
- If left in its current location, improvements should be made with regards to:
 - visibility from the ferry;
 - pedestrian connections with the town centre;
 - better utilisation of its foreshore park setting;
 - possible building expansion to accommodate a larger DOC display;
 - incorporation of toilets; and
 - Incorporation of a shelter against the elements by the coach stop.

i-Site recommendation

A more comprehensive review of the possible site options is required, in consultation with all stakeholders involved, including activity providers, local business representatives, Destination Marlborough and the Council. This review should be based on visitation data and figures on the i-site economics.



ABOVE FIG. 4-24: i-site location options considered