

TO: Planning and Environment Committee

FROM: Urban Design Special Projects Manager

MEETING DATE: 29 November 2011

SUBJECT: **SOUTH DUNEDIN RETAIL CENTRE REVITALISATION PLAN**

SUMMARY

The Planning and Environment Committee endorsed King Edward Street Concept Design Option Two for inclusion in the South Dunedin Retail Centre Revitalisation Plan on 14 June 2011, noting that this option could be developed to be delivered within existing budgets, and would be developed with provision of sufficient car parking. This report proposes a Final Concept Plan for King Edward Street. It outlines and summarises the consultation undertaken as part of this process and asks for endorsement of the Final Concept Plan.

This report describes the purpose and content of a proposed South Dunedin Retail Centre Revitalisation Plan, a web-based 'live' progress document, and asks for its endorsement.

IMPLICATIONS FOR:

- | | |
|--|----|
| (i) Policy: | No |
| (ii) Approved Annual Budget: | No |
| (iii) LTP/Funding Policy: | No |
| (iv) Activity Management Plans: | No |
| (v) Community Boards: | No |
| (vi) Sustainability: | No |

RECOMMENDATIONS

- 1 That the South Dunedin Retail Centre Revitalisation Plan be endorsed.
- 2 That it be noted that the Plan will be released as a 'live' web-based document.
- 3 That the final concept design for King Edward Street be endorsed.
- 4 That it be noted that the City Development Capital Expenditure budget of \$579,000, the Transportation Operations budget of \$130,000 and the annual maintenance allocation of \$6,300 for South Dunedin are 'discretionary spend' and a decision on whether to proceed with the work will be made within the context of the debate about all discretionary spending during the budget process in November.

INTRODUCTION

The purpose of this report is to update the Planning and Environment Committee on the development of the South Dunedin Retail Centre Revitalisation Plan, to ask for endorsement of a web-based Revitalisation Plan and the Final Concept Plan for King Edward Street improvements. The report summarises the project background and describes the development of the Final Concept Plan and Revitalisation Plan. It also summarises consultation feedback on the development of the Final Concept Plan.

BACKGROUND

The South Dunedin retail area centred on King Edward Street was chosen as the first area of focus by the City Development Team in 2009 in their 'Place Planning and Management' area of work. This was in response to the South Dunedin Business Association's submission to the Draft Community Plan 2009/2010 - 2018/2019, results from Resident Opinion Surveys, and other community feedback which consistently called for improvements to the amenity and functionality of this area.

Background research, field work, a desk top study and community consultation, including a public open day held on 12 May 2010, were all undertaken to identify the key issues and opportunities for the study area.

The Committee was updated on work progress for the South Dunedin Retail Centre Strategy on 12 April 2010. Three concept design options for King Edward Street were developed and consulted on, and a number of other initiatives were further developed and implemented, including the King Edward Street Facades Grant.

A public open day, held on 30 November 2010 for the community to comment on the three concept design options, was attended by 50 to 100 people. Furthermore, large hard copies of the option plans were left in various locations around South Dunedin's retail centre and were posted on the Council website for people to comment online. There were 12 feedback forms completed at the open day and a further 15 people gave feedback, either by a freepost form or online. Of this limited sample, the preference for Options Two and Three were more or less evenly spread with the smaller remainder preferring Option One.

The Councillors were invited to a briefing on 9 February 2011 where they were given a general update on the project, and were presented with, and had discussion on, a summary of the three concept design options. Their main feedback was that advice should be sought as to the retail or commercial impact of the proposed work, and what 'gaps' there might be in the process to date from a retail or commercial perspective. In response, Match Realty consultants were commissioned on 5 May 2011 to undertake a peer review of work done to date.

The Committee was asked on 14 June 2011 to endorse King Edward Street Concept Design Option Two for inclusion in the South Dunedin Retail Centre Revitalisation Plan, noting that this option could be developed to be delivered within existing budgets. At this meeting it was moved:

- "1 That the Committee endorse King Edward Street Concept Design Option Two for inclusion in the South Dunedin Retail Centre Revitalisation Plan, subject to provision for sufficient car parks in the vicinity; noting that this a starting point for detailed design and can be scaled down to be delivered within existing budgets.
- 2 That the Committee notes that further consultation will occur on the selected option as part of detailed design."

Since this meeting, Concept Design Option Two has been developed further in consultation with the retail community. Other initiatives and the development of the Revitalisation Plan have been further developed. This development is discussed below.

DISCUSSION

Development of Final Concept Plan

The Final Concept Plan consists of improvements focussed around the Hillside Road intersection, around the pedestrian crossing outside Lorne Street, adjacent to the Carey Avenue intersection, and around the McBride Street intersection. These improvements are proposed for implementation in the 2011/2012 financial year. Details of the Final Concept Plan are included in Attachment One. The remaining aspects of Concept Design Plan 2 will be considered in future financial years, in consultation with the retail community.

The key issues that influenced the process of developing Concept Design Plan 2 into the Final Concept Plan included feedback regarding concern over the amount of loss of parking on King Edward St. In response, physical works are proposed at four locations rather than the nine proposed in Concept Design Plan 2. Proposed new footpath build-out locations are reduced from six to two. The remaining proposed build-outs have been reduced in their length to further reduce the impact on reduction of parking from King Edward Street. The number of parking spaces lost from the retail centre in Concept Design Plan 2 was 26 while the number of spaces lost from the retail centre in the proposed Final Concept Plan is 11. The proposed reduction in parking and a proposed revised parking layout are discussed in more detail later in this report.

The retail centre community was invited to give comments and input to this process of development of the Final Concept Design; the key affected parties within this community were also canvassed for comments. A summary of this feedback is described later in this report. All comments were taken into account in the development of the Final Concept Design.

The Final Concept Design was developed to be implemented within a target cost of \$709,000, consisting of \$579,000 from City Development and \$130,000 from Transportation Operations. The budget and scheduled works will fall across the 2011-12 and 2012-13 financial years. These identified amounts are both necessary in order to achieve the outcomes described later on in the report. Footpath build-outs at the proposed locations without the proposed amenity upgrade would not achieve the same positive outcomes. The City Development Capex budget of \$579,000 for South Dunedin is 'a discretionary spend' and a decision on whether to proceed with the work will be made within the context of the debate about all discretionary spending during the budget process in November.

Maintenance issues and costs for the proposed new materials were taken into account by City Development working with CARS and Transportation Operations. The furniture, paving and planting included in the Final Concept Plan is considered acceptable to CARS and Transportation Operations in terms of practical maintenance. The annual cost for planting maintenance can be incorporated into the existing budgets. The annual cost for paving maintenance is estimated at \$6,300 this is an additional maintenance cost and is unfunded within existing budgets.

The development of the planting palette and of materials for furniture and paving were influenced by community feedback to highlight the identity and the industrial heritage of the area. Some local capacity building has been integrated into the design and construction of some of the proposed furniture items. Furniture items that Otago Polytechnic School of Design students proposed have been developed into more detailed designs and incorporated into our final concept plan. Where possible we propose to utilise local manufacturers for furniture items.

Proposed Parking Changes

Feedback on Concept Design Plan 2

The Concept Design Plan 2 resulted in the loss of 26 parking spaces on King Edward Street, out of a total of 82 between Hillside Road and Macandrew Road. When Match Retail Consultants peer reviewed the design the magnitude of the loss of on-street parking was their primary concern; likewise the South Dunedin retail centre community.

There is significant demand for parking in the area, but also a significant parking supply. The precinct as a whole (for these purposes taken as the area bordered by Hillside Road, Macandrew Road, Broughton Street and Glasgow Street), has 235 spaces on street, 37 spaces in the Council owned Lorne Street surface level car park, plus 213 spaces in privately owned off street car parks (e.g. NZ Post, BNZ, CIA Coffee, Westpac, National Bank), making a total of 485 parking spaces. Recent surveys of the privately owned off street car parks indicated that overall there is about 60% occupancy in these car parks, with around 80 empty spaces on weekday.

On-street surveys show parking occupancies at peak times are in the region of 80-85%, which is high, but spaces are still available even at the busiest times. The current set-up sees King Edward Street as the primary location for P30s and P5/10s. A bit further out in Rankeilor Street and the Lorne St car park are the P60s, for those who want to stay slightly longer. Further out still, on Glasgow and Broughton Streets parking is unrestricted.

Businesses that will lose a space directly outside their own or neighbouring premises have been consulted (see table 1). There are 31 businesses affected in this way. Of this total, 17 were in agreement with the proposals, 3 were in disagreement, and 11 were indifferent. Two of those in disagreement were concerned about the loss of parking.

It is possible that the loss of parking immediately outside these businesses may have a negative effect, but this is expected to be offset by the other changes proposed as part of the precinct upgrade, which are all aimed at increasing retail profitability by making the centre more appealing so that visitors stay longer and visit more than one shop, rather than the current visitor patterns.

Response to Parking Concerns

As a result of the concern over the impacts of parking loss, staff have reduced the proposed physical improvement works as described above, resulting in a reduction in the loss of on-street parking on King Edward Street from 26 to 10 spaces (out of 82), with 1 lost on McBride Street. The plan still retains sufficient key features that will see an improvement in amenity and increased opportunities for safe pedestrian crossing. This is important because there have been 11 crashes involving pedestrians in the retail centre in the last 5 years, which is high compared to other local centres in Dunedin. As well as improving the safety of pedestrians crossing King Edward and McBride Streets, the works will slow traffic by narrowing the carriageway, also increasing safety for cyclists, pedestrians and people manoeuvring into on-street parking spaces.

It is proposed that staff develop a parking plan for the precinct. One aim of the revised plan is to relocate some of the time restricted spaces that will be lost as part of the upgrade to streets where parking is currently unrestricted. The South Dunedin Business Association is supportive of this approach, and the revised plan will be shared with all affected parties. The conversion of some unrestricted parking to time-restricted parking is in line with the Council's approach as outlined in the 2006 Transport Strategy, which states that 'if [parking] occupancy rates rise above 80% for most of the relevant time period, and reasonable parking alternatives are not available, the Council will consider the provision and management of parking as follows: on-street time restricted parking, on-street metered parking, off-street parking with priority given to supplying casual parking. These methods are in order of preference'. The aim is that on-street parking within easy walking distance of the retail centre should be for visitors to the centre to support economic viability, rather than for those who work in the centre.

Other options that will be explored as part of the plan are: better parking signage for the private parking available and for on-street parking in neighbouring streets; the feasibility of sharing some private parking for use by customers of the retail centre as a whole; and parking signage that provides a reasonable route around the available spaces.

Under the Final Concept Plan, the loss of parking on King Edward Street has been minimised, and the benefits in terms of amenity and safety for visitors is expected to outweigh the loss of parking. A total of 72 spaces remain on King Edward Street, with 474 within easy walking distance of the precinct. The review of parking and development of the Precinct Parking Plan

will provide opportunities for provision of more time-restricted parking in the centre to offset that lost on King Edward Street.

Barnes Dance

There was significant community demand for a Barnes Dance at the Hillside Road/King Edward Street intersection (Cargill's Corner) from the local residents and businesses at the Issues and Opportunities public open day and submissions period in 2010, listed in Table 2. Of the 150 comments made during this period, one of the most common requests was to reinstate the Barnes Dance crossing. This request was also made by the majority who logged comments at the Concept Design Options open day and by the majority of directly affected parties when canvassed for consultation on the Final Concept Plan development most recently.

The reasons generally given for wanting a Barnes Dance reinstated were in the interests of pedestrian safety and convenience, and that the previous Barnes Dance was popular and is missed. However, other key issues identified through consultation related to wanting to retain ease of traffic flow through the area, and reduce congestion if possible.

The effect of introducing a Barnes Dance at Cargill's Corner has been modelled and analysed by consultants. This study resulted in the Senior Traffic Engineer recommending not to proceed with the Barnes Dance because of the impact on traffic, particularly on Hillside Road, with significant queues predicted to extend as far as Andersons Bay Road in the evening peak, with potential knock-on effects for the wider strategic transport routes through the city.

It is recognised that there are issues for pedestrian safety and delay at the Cargills Corner intersection, and other methods for improving safety and convenience for pedestrians are being explored. In particular, improvements to the phasing of the traffic signals are planned which will ensure there is pedestrian protection for pedestrians crossing Hillside Road. These changes will be implemented before the change to the right hand rule becomes operative in March 2012. This will reduce potential conflict between pedestrians and vehicles and improve safety at this intersection.

Development of Revitalisation Plan

The Revitalisation Plan consists of a series of actions whose cumulative long-term outcomes are to revitalise the retail centre socially and economically. The actions include physical works projects as well as other initiatives, and a number of organisations are responsible for delivery for the Revitalisation Plan to be successful.

A web-based Revitalisation Plan is proposed rather than a hard document - a print-out of the draft site is included as Attachment One. The web-based Revitalisation Plan will include a page updating the reader on each action or initiative. This includes artist's impressions and plans for physical works, for example McBride Street intersection, and opportunities to log interest for some initiatives, for example Vacant Shop Exhibitions. The advantages of a web-based Revitalisation Plan are that it can be updated as the status of actions change. It can work as a live document and provide links to partner websites and related documents. It can provide an opportunity for engagement and communication as well as informing. A web-based Revitalisation Plan is accessible to a greater proportion of the community, can be distributed to lists of stakeholders via an email link, and can be printed off for groups that prefer hard documents. The cost of producing and distributing a web-based document is therefore minimal compared to a printed hard document.

CONSULTATION

Informing and consulting was undertaken as part of the development of the Final Concept Plan. This follows a number of consultation stages in the development of the plans to date, and these stages are presented in Table 2.

Table 2 Summary of consultation to date

| Date | Consultation event | Number who attended/were canvassed | Number who gave feedback |
|-----------------------------|---|---|---------------------------------|
| 2009 | <i>Research and Analysis.</i> Informal interviews with stakeholders. | | Approx 30 |
| 12 May 2010 | <i>Issues and Opportunities.</i> Informal Open Day drop-in event at Gasworks Museum. Advertised door to door on King Edward Street, via community groups and flyers in the retail centre area, online and in newspapers. | Approx 50 | Approx 50 |
| 16 April 2010 – 28 May 2010 | <i>Issues and Opportunities.</i> Public consultation period; opportunity to feedback online, or via freepost forms available from locations within the retail centre. | - | 57 |
| 20 Oct 2010 | <i>Concept Design Options development.</i> Informal consultation - workshop with selection of stakeholders. | 12 | 12 |
| 30 Nov 2010 | <i>Concept Design Options development.</i> Informal Open Day drop-in event at Gasworks Museum. Advertised door to door on King Edward Street, via community groups and flyers in the retail centre area, in newspapers and online. | Approx 75 | 12 |
| 30 Nov 2010 – end Dec 2010 | <i>Concept Design Options development.</i> Informal consultation - Options displayed in various local premises and online. Feedback through web and via free-post feedback forms. | - | 15 |
| June 2011 – Oct 2011 | <i>Final Concept Plan development.</i> Preferred Concept Design Plan 2 mailed out to businesses and landowners with letter inviting to comment and stating staff would follow up for comments. | 170 | 2 |
| | <i>Final Concept Design development.</i> South Dunedin Business Association meetings attended, comments taken as a group on a large scale copy of Concept Design Plan 2. | - | - |
| June 2011 – Oct 2011 | <i>Final Concept Plan development.</i> Canvassing for consultation on Preferred Concept Design Plan 2 and input to Final Concept Plan, following mail-out. A combination of face to face contact, by telephone calls and email. | 80 | 74 |

Since June 2011, 170 businesses and landowners in the retail centre and other key stakeholders were sent a copy of Concept Option Plan 2 and an accompanying letter inviting them to comment and stating project staff would be talking to businesses and landowners over the following months. Of these parties, 47% were then canvassed by staff, face to face, by phone and by email to obtain comment. All businesses and landowners located directly outside or directly adjacent to proposed works were canvassed until comment was obtained. The next priority was King Edward Street businesses and landowners. Surrounding retail centre businesses and landowners have not yet been canvassed, and will be as part of the development of a revised parking layout should the Final Concept Plan be endorsed.

In each location where works are proposed, the majority were in agreement with plans. A summary of this consultation is included as Attachment One. Comments were taken on-board and addressed in the development of the Final Concept Design.

Council staff

The South Dunedin Retail Centre Revitalisation Plan is a cross-council, place-based project; the development of the Final Concept Plan has been developed by City Development in partnership with Transportation Operations, Transportation Planning and CARS. In addition to general development of the proposal, areas of specific consultation have included input into the cost estimate for the proposal as well as consideration of maintenance costs of materials.

External organisations

External organisations have been involved and consulted on the development of the proposal. An overview of the key locations is presented in Table 3.

Table 3 Consultation with external organisations

| Organisation | Type of Consultation Undertaken | Key Comments |
|---|---|---|
| Otago Regional Council (ORC) | We have been working with ORC staff in the development of the final concept plan. | Advice around the location of information points for bus users, layout of bus stops and bus stop related furniture. |
| Citibus | We have met with representative of Citibus and have considered their feedback on the concept plan. | |
| South Dunedin Business Association (SDBA) | We have been working with the SDBA throughout the development of the final concept plan, through attending meetings and have considered their feedback on the concept plan. | Parking related suggestions: <ol style="list-style-type: none"> 1. Put emphasis on shopper parking (shorter time restrictions than half day on King Edward St, but some longer than 30 min). 2. Do not want to see paid parking introduced in the retail centre. 3. Want better enforced parking and better signage informing where parking is located. 4. Would like council to look at possibility of purchasing new off- street parking and/or incorporate additional parking into Library Planning. |

Match Realty retail consultants were commissioned to review Concept Plan 2 from a commercial perspective. Their main suggestions included a limited loss of parking, slowing down the traffic speed through the retail centre, wind breaks or other design solutions to address windy weather and the introduction of non second hand markets.

No more canvassing for consultation on the proposed Final Concept Plan is proposed. If the Final Concept Plan is endorsed, consultation will continue on the development of a revised parking layout. Canvassing face to face or by phone for comments is a very time consuming resource for staff and continuation at this stage risks an impact on timing on overall programming of the proposed scheme. Time will be freed up later in the year for consulting on the development of a revised parking layout.

CONCLUSION

The Final Concept Plan for King Edward Street has been developed in consultation with the local community, and in response to the issues raised by them. Particular attention has been spent in reducing the amount of loss of parking as a result of proposed works. The proposed loss of parks is 10 on King Edward Street (out of 82) and 1 on McBride (out of 14). Should the Final Concept Plan be endorsed, a Precinct Parking Plan will be developed. The community would be consulted on the development of a Precinct Parking Plan in early 2012.

A web-based Revitalisation Plan is proposed which updates the community on all actions associated with the revitalisation of South Dunedin's retail centre.

Prepared by:

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GENERAL MANAGER STRATEGY AND DEVELOPMENT

Date report prepared: 07 November 2011

Attachments

- 1 Example pages from web-based Revitalisation Plan
- 2 Summary of consultation feedback

Appendices

RANKEILLOR STREET

LORNE STREET

MCBRIDE STREET

KING EDWARD STREET

CAREY AVENUE

Hatched areas indicate parking spaces removed for amenity improvements

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South Dunedin Retail Centre

Historically, South Dunedin was an important manufacturing and service area for Dunedin, and it has evolved into a destination retail area. Over the last 15-20 years, there has been for a general decline in the main retail centre along King Edward Street, and a comparative increase in large format retail activities on the industrial land along Hillside Road and Andersons Bay Road. As a result many people voice their concerns to us about the increasingly dilapidated appearance of the main retail centre and the overall vibrancy and success of the centre from both an economic and social perspectives.

We have been working with the business community, landowners and others to develop the South Dunedin Retail Centre Revitalisation Plan (the Plan). It is an integrated package of actions to revitalise the retail centre, both economically and socially including physical works projects and other initiatives. For the Plan to be successful, different groups and organisations will be responsible for delivery of and funding these actions.

Revitalisation Plan

| | | | |
|--|---|---|--|
| Aims and Outcomes Information on the aims and outcomes of the Plan. | Consultation Summary of when and how we have engaged the community. | Documents Download plans, research and other related documents. | Photo Gallery View photographs of past events |
| Hillside Rd Intersection. View proposals for Hillside Rd intersection. | Lorne St Intersection View proposals for Lorne St intersection. | McBride St Intersection View proposals for McBride St intersection. | Materials View proposed materials for King Edward St. |
| Parking View proposals for a revised parking layout. | Gateway Site Proposed Gateway feature for retail centre | Facades Grant Information on Facades Grant scheme. | Vacant Shops Information on temporary uses for vacant shops. |
| Pedestrian links Information on pedestrian links | Festivals Find out about past and future events.. | Pocket Park Information about Lorne St pocket park | Marketing Initiatives to better market the retail centre. |



In this section

- » [Aims and Outcomes](#)
- » [Consultation & Engagement](#)
- » [Documents](#)
- » [Photo Gallery](#)
- » [King Edward Street improvements](#)
- » [Lorne Street improvements](#)
- » [McBride Street intersection](#)
- » [Furniture and Planting](#)
- » **[Revised parking layout](#)**
- » [Gateway to the area](#)
- » [Facades Grant](#)
- » [Temporary usage of vacant shops](#)
- » [Heritage Trail, pedestrian links](#)
- » [Local festivals, events and Heritage Open Days](#)
- » [Lorne Street Pocket Park](#)
- » [Marketing the area](#)

Revised parking layout

We are revising the parking layout within the retail centre, and would like input from you about how to make this work

A Final Concept Plan for improvements to King Edward Street was developed in consultation with the local community, and in response to the issues raised by them. Particular attention was given to reducing the loss of parking as a result of works. The loss of parking spaces is 10 on King Edward Street (out of 82) and 1 on McBride Street (out of 14).

Aim

- To improve the visibility of parking facilities in the retail centre
- To relocate some time restricted parking spaces as a result of improvements to King Edward Street

Proposed actions

- Development of a Precinct Parking Plan
- Clear signage for all parking in the retail centre
- Explore improved use of privately owned customer parking with the South Dunedin Retailers Organisation

Involves

- South Dunedin Retailers Organisation
- DCC Transportation Planning
- DCC Transportation Operations
- DCC City Development

Status

We will consult businesses and landowners on the development of a Precinct Parking Plan in early 2012. You can contact us with your comments at south.dunedin@dcc.govt.nz

Related information

You may be interested in the related links below:

In this section

- » Aims and Outcomes
- » Consultation & Engagement
- » Documents
- » Photo Gallery
- » King Edward Street improvements
- » Lorne Street improvements
- » **McBride Street intersection**
- » Furniture and Planting
- » Revised parking layout
- » Gateway to the area
- » Facades Grant
- » Temporary usage of vacant shops
- » Heritage Trail, pedestrian links
- » Local festivals, events and Heritage Open Days
- » Lorne Street Pocket Park
- » Marketing the area

McBride Street intersection

We are proposing to widen the footpath around the intersection of McBride Street to improve the safety and the appearance of the intersection. It would include paving, furniture, planting and lighting and provide an area where people can meet and sit, and spend longer in the retail centre.

Aims

- To improve pedestrian safety and convenience
- To improve traffic safety at the intersection
- To improve the appearance of the area
- To provide places for people to rest and spend longer in the area

Proposed Improvements include

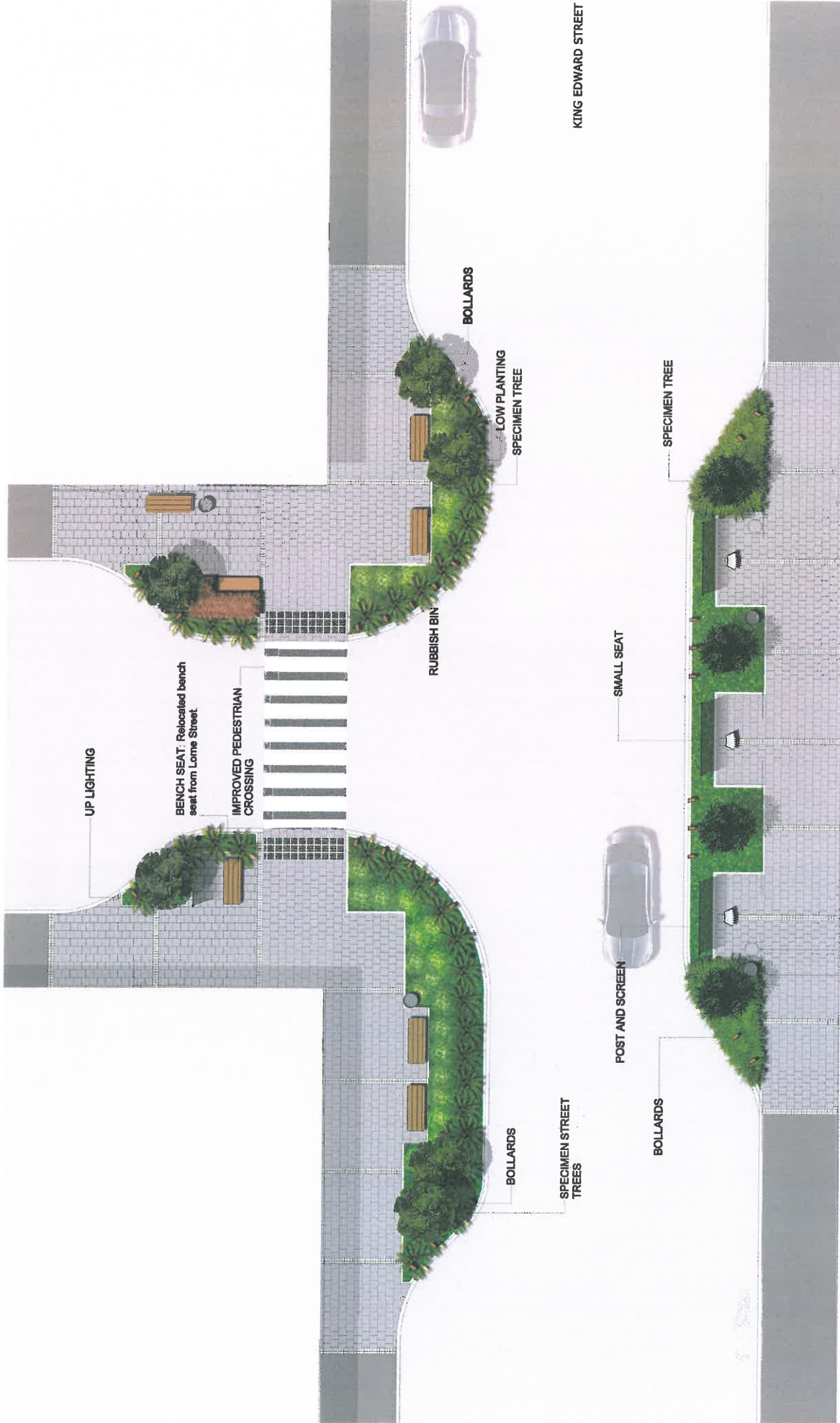
- New seating and planting
- New materials that reflect the industrial heritage of the area
- Pavers on the footpath
- New bins
- New cycle racks
- Lighting

Involves

- DCC City Development
- DCC Transportation Planning
- DCC Transportation Operations
- DCC Community and Recreation Services

Status

- Scheduled for mid-2012







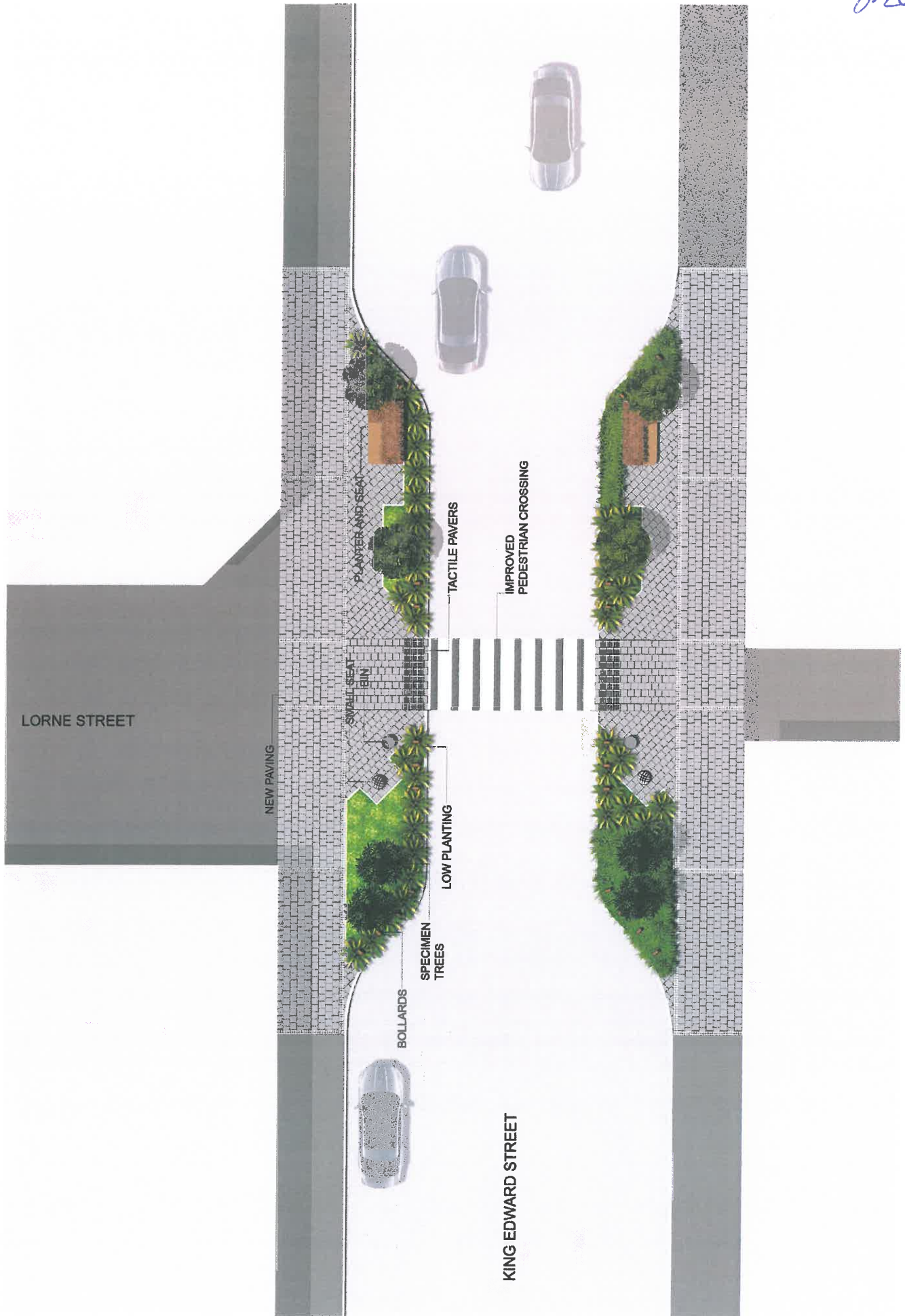
BOLLARDS
TO DEFINE
TO DEFINE
EDGE.

PLANTER BOX/SEAT &
DELICATE HERE AS ENTRANCE
STATEMENT.

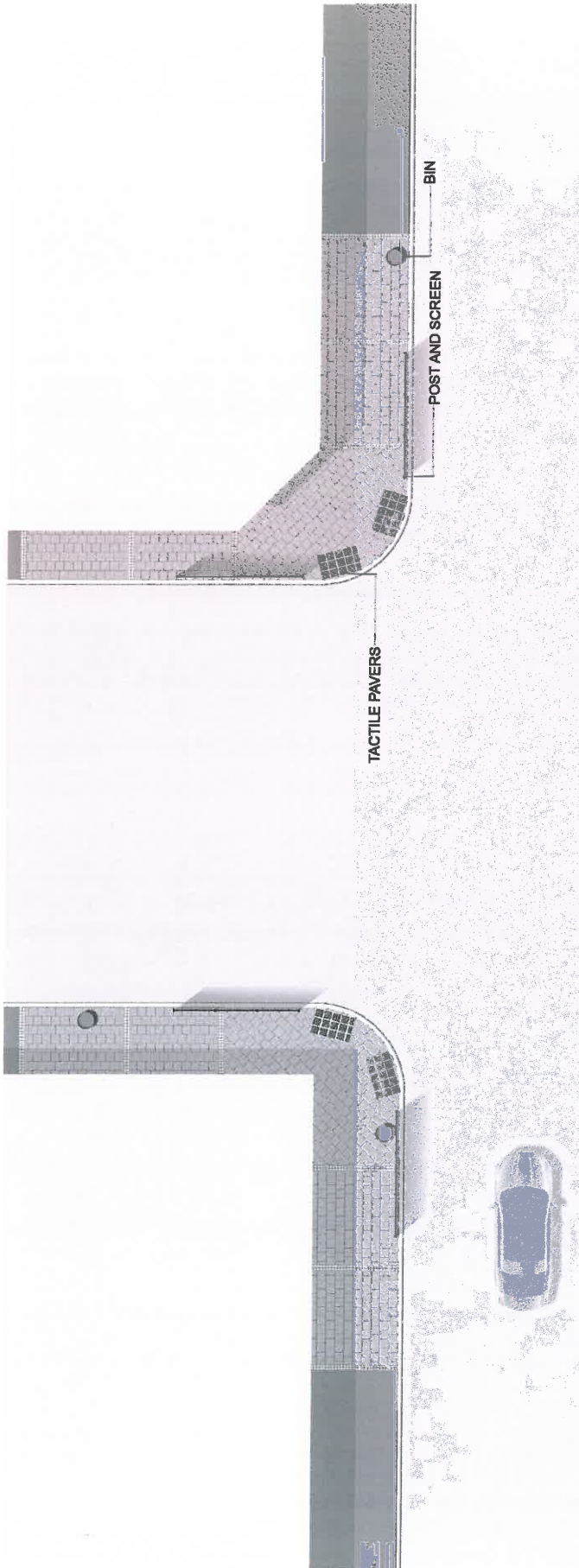
NEW HERB BUILD OUT
WITH SEATING, TREES &
UNDER PLANTINGS

MCBRIDE, KING EDWARD

8.19



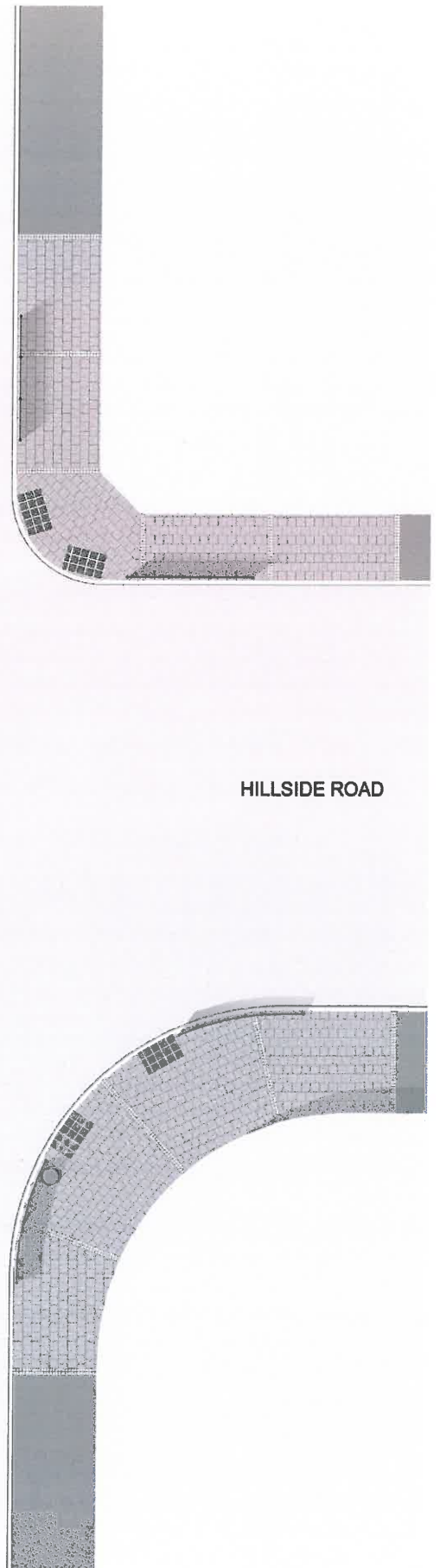




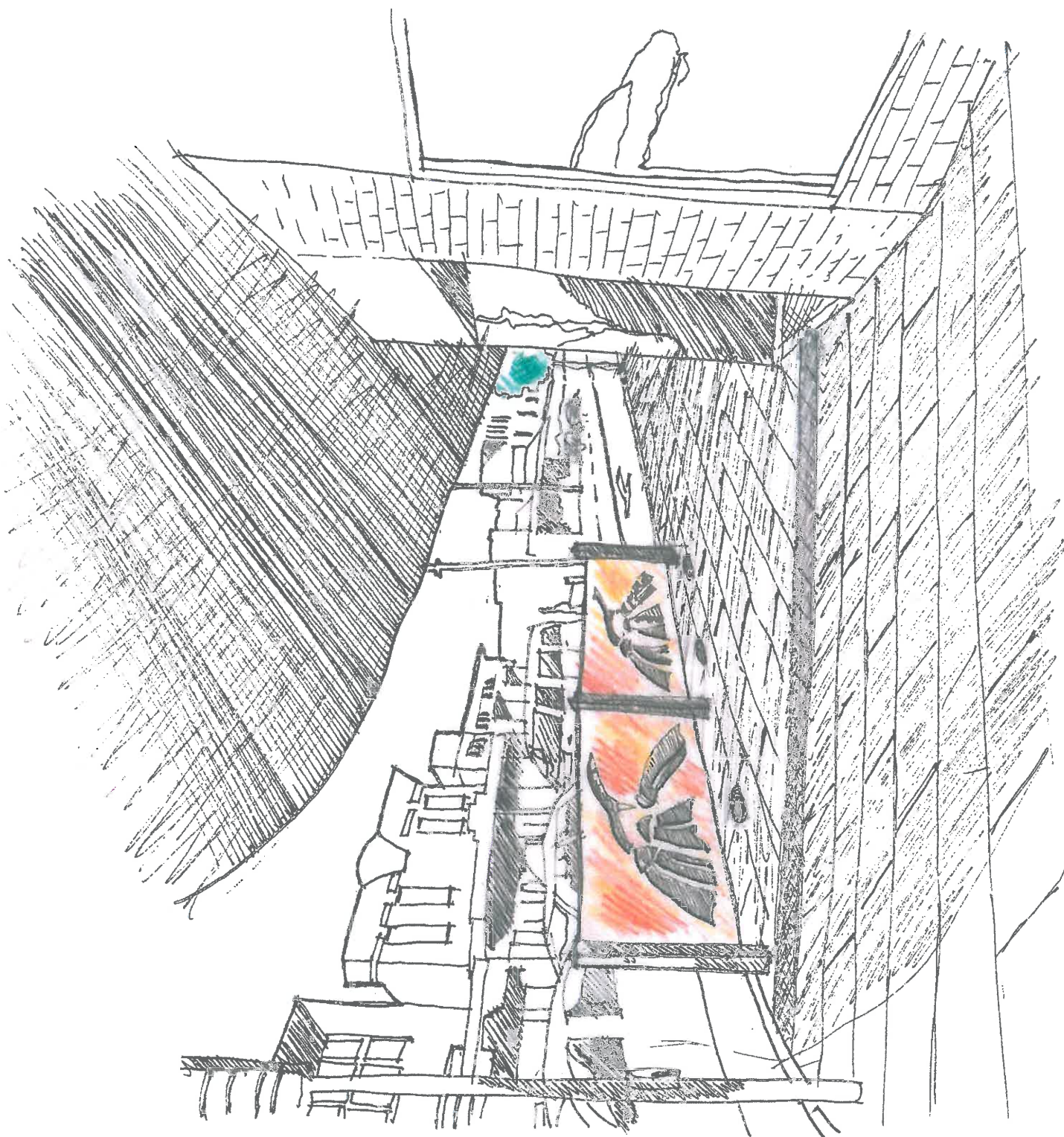
KING EDWARD STREET



NEW PAVING



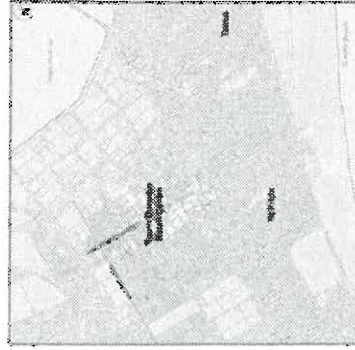
HILLSIDE ROAD



The South Dunedin Retail Centre Revitalisation Plan (*front page*)

Historically, South Dunedin was an important manufacturing and service area for Dunedin, and it has evolved into a destination retail area. Over the last 15-20 years, there has been for a general decline in the main retail centre along King Edward Street, and a comparative increase in large format retail activities on the industrial land along Hillside Road and Andersons Bay Road. As a result many people voice their concerns to us about the increasingly dilapidated appearance of the main retail centre and the overall vibrancy and success of the centre from both an economic and social perspectives.

We have been working with the business community, landowners and others to develop the South Dunedin Retail Centre Revitalisation Plan (the Plan). It is an integrated package of actions to revitalise the retail centre, both economically and socially including physical works projects and other initiatives. For the Plan to be successful, different groups and organisations will be responsible for delivery of and funding these actions.



Include link pages to all 'action pages' numbered in this doc 1-12
Include link to 'Revitalisation Plan Aims and Outcomes'
Include link to Documents, websites.

Revitalisation Plan aims and outcomes

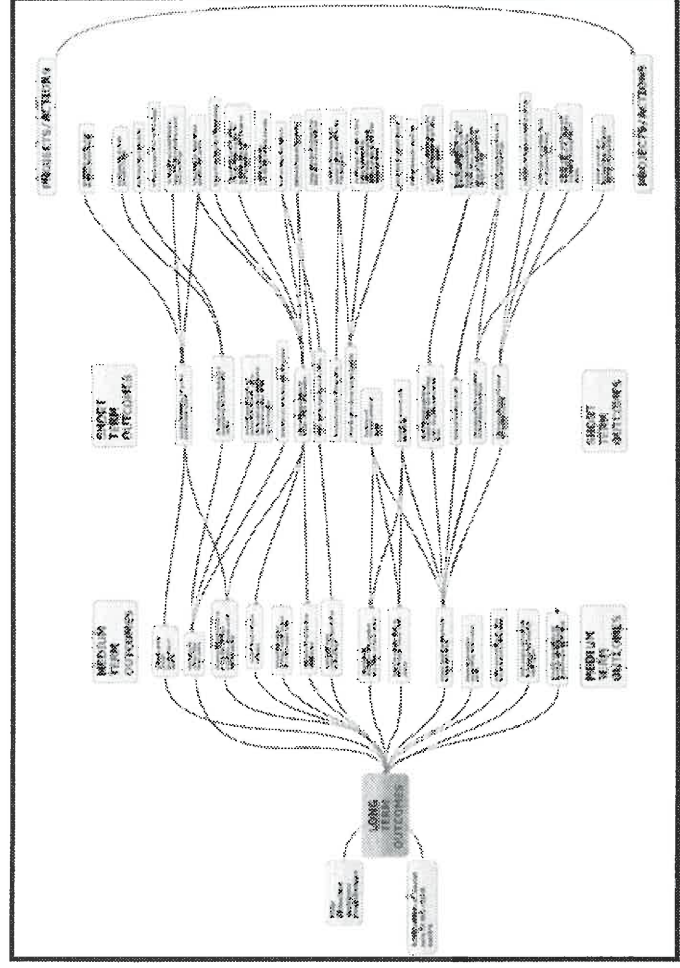
The Plan aims to:

- Re-establish the economic role of the South Dunedin retail centre as a retail destination for the city by developing it into a place where people want to visit and spend time.
- Restore the social role of the centre as a place that provides opportunities for residents to make regular contact with each other while engaged in routine activities.

Actions identified in the Plan will meet at least one of the following objectives and, cumulatively, will achieve the overall aims for the retail centre.

- Help stimulate economic revitalisation through a programme of measures in close collaboration with the local community.
- Improve the functionality, comfort, safety, attractiveness and convenience of streets within the retail centre to emphasise distinctive aspects of the area.
- Provide more opportunities for people to get to know one another or to maintain existing relationships.
- Improve the quality and convenience of travelling to and from the retail centre using transport other than cars.
- Promote a wider, holistic view of movement and circulation in South Dunedin and the wider city regardless of transport mode and develop strategies that promote and encourage the most energy and spatially efficient forms of movement.

Insert link to mindmap – chart on this page:



8.26

Consultation and Engagement

Community engagement is very important in developing the Revitalisation Plan. We held community open days close to the retail centre, surveys, workshops, key stakeholder interviews, and the ongoing opportunity for feedback comments. We want to work with the community to deliver the Action Plan and so it has been essential to begin working together to define the issues and potential solutions.

| Date | Consultation Event | Numbers attend | Numbers giving feedback |
|-------------------------|---|----------------|-------------------------|
| 2009 | Research and Analysis. Informal interviews with stakeholders. | | Approx 30 |
| 12 May 2010 | Issues and Opportunities. Informal Open Day drop-in event at Gasworks Museum. Advertised door to door on King Edward Street, via community groups and flyers in the retail centre area. | Approx 50 | Approx 50 |
| 16 April to 28 May 2010 | Issues and Opportunities. Public consultation period; opportunity to feedback online, or via freepost forms available from locations within the retail centre. | - | 57 |
| 20 Oct 2010 | Concept Design Options development. Workshop with selection of stakeholders. | 12 | 12 |
| 30 Nov 2010 | Concept Design Options development. Informal Open Day drop-in event at Gasworks Museum. Advertised door to door on King Edward Street, via community groups and flyers in the retail centre area. | - | Approx 75 |
| 30 Nov to 17 Dec 2010 | Concept Design Options development. Options displayed in Mayfair Theatre window, Salvation Army store, in Robbies Pub and online. Feedback through web and via freepost feedback forms available within the retail centre. | - | 25 |
| June 2011- Oct 2011 | <i>Development of Final Concept Plan</i> Preferred Concept Design Plan 2 mailed out to businesses and landowners with letter inviting comments, and stating that staff would follow up for comments. | 170 | 2 |
| June 2011- Oct 2011 | <i>Development of Final Concept Plan</i> Canvassing for consultation on Preferred Concept Design Plan 2 and input to Final Concept Plan, following mailout. A combination of face to face contact, by telephone calls and email. | 80 | 74 |

1 King Edward Street improvements at Hillside Road Intersection

Aims

- To improve pedestrian safety and convenience
- To improve the appearance of the intersection
- To create a more visible entrance to the retail centre

Proposed improvements include

- Paving on footpaths around the intersection corners to create an entrance to the retail centre.
- Screens to provide a barrier from intensified traffic, provide a wind break and possibly as an opportunity for street art.
- New bins
- Lighting

Involves

- DCC City Development
- DCC Transportation Planning
- DCC Transportation Operations

Status

- Scheduled for mid-2012

2 King Edward St improvements at Lorne Street intersection

Aims

- To improve pedestrian safety and convenience
- To improve the appearance of the area
- To provide places for people to rest, spend longer in the area

Proposed improvements include

- New seating and planting
- New materials that reflect the industrial heritage of the area
- New pavers on the footpath.
- New bins
- New cycle racks
- Lighting

Involves

- DCC City Development

- DCC Transportation Planning
- DCC Transportation Operations
- DCC Community and Recreation Services

Status:

- Scheduled for mid-2012

3 McBride Street Intersection

Aims

- To improve pedestrian safety and convenience
- To improve traffic safety at the intersection
- To improve the appearance of the area
- To provide places for people to rest and spend longer in the area

Proposed improvements include

- New seating and planting
- New materials that reflect the industrial heritage of the area
- Pavers on the footpath
- New bins
- New cycle racks
- Lighting

Involves

- DCC City Development
- DCC Transportation Planning
- DCC Transportation Operations
- DCC Community and Recreation Services

Status

- Scheduled for mid-2012

4 Furniture and Planting

Aims

- To distinguish South Dunedin and provide a point of difference to attract interest in the area

Proposed materials

We chose materials that strengthen the built character of South Dunedin and provide a reference to the industrial heritage of the area.
We chose 'raw' materials over highly processed and finished surfaces, such as:

- Timbers and metals that will weather without regular maintenance to preserve their appearance
- Slate coloured unit pavers
- Metals such as Corten and rolled mill steel
- Street furniture that can be manufactured locally and recycled - timber from rails operations will be a feature

We chose native plant species suitable for the local conditions, to provide a link to the landscape, such as:

- Kowhai, Lancewood, Celery Pine, Rata
- Small native Iris species, native grass species, small Flax varieties, Hebe species

Involves

- DCC City Development
- DCC Transportation Operations
- DCC Community and Recreation Services

Where possible we work with and use local suppliers, manufacturers and products.

5 Revised parking layout

A Final Concept Plan for improvements to King Edward Street was developed in consultation with the local community, and in response to the issues raised by them. Particular attention was spent on reducing the loss of parking as a result of works. The number of parks lost is 10 on King Edward Street (out of 82) and 1 on McBride (out of 14).

Aim

- To improve the visibility of parking facilities in the retail centre
- To relocate some time restricted parking spaces as a result of improvements to King Edward Street

Proposed actions

- Development of a Precinct Parking Plan
- Clear signage for all parking in the retail centre

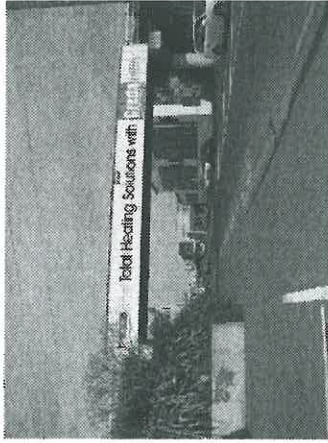
Involves

- DCC Transportation Planning
- DCC Transportation Operations

Status

We will consult businesses and landowners on the development of a Precinct Parking Plan in early 2012. You can contact us with your comments at south.dunedin@dcc.govt.nz

6 Gateway to the area



Aim

- To create a more welcoming entrance

Proposals include

- To paint the rail over-bridge with 'South Dunedin'
- To develop a design for the Overbridge pillars that will highlight the industrial heritage of the area

Involves

- DCC Resource Consents
- DCC City Development
- Kiwirail
- AND

Status

- Feasibility under negotiation

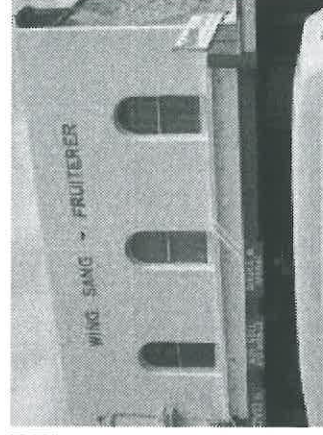
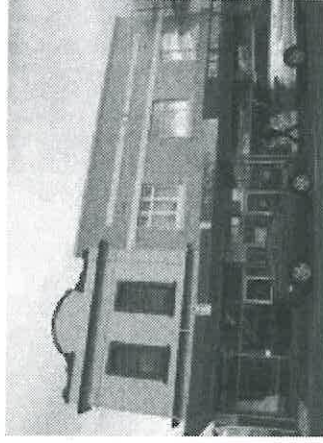
7 Facades Grants

Aim

- To improve the general appearance of the retail centre
- To improve the appearance of heritage buildings in the retail centre.

Proposed actions

A one-off grant for South Dunedin building owners for materials, equipment hire and labour for cleaning and painting facades, and towards veranda maintenance work for facades that face onto King Edward Street.



Status

Implementation of the Facades Grant scheme is almost complete. Of the 15 grant recipients, one building is yet to commence painting. A total of \$82,467 was committed through the grant, covering a total of 30 separate business facades. The immediate outcome of the initiative is a cleaner, tidier looking street with freshly painted facades on several blocks along King Edward Street. The initiative also helped build partnerships between building owners and DCC staff.

There was a good uptake of the grant, with some of the sixteen applications covering multiple premises.

Involved

- DCC City Development
- Building owners
- Hirepool who provided discounted equipment hire for successful applicants
- Resene Paints Ltd who provided discounted paint purchase for successful applicants

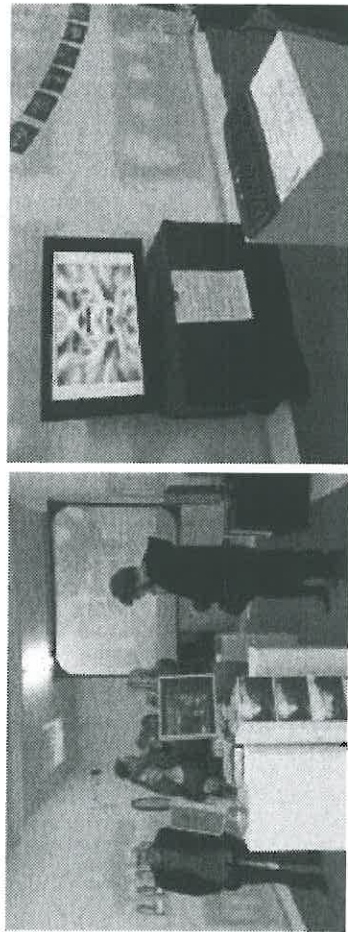
8 Temporary usage of vacant shops

Aim

- To use vacant shops and create brighter, better used spaces in the retail centre
- To encourage different groups of people to visit the retail centre

The proposal includes

- A series of art exhibitions in vacant shops in the retail centre



Status

- Exhibitors from the Dunedin School of Art at Otago Polytechnic, and from the Otago Polytechnic Design School have been pleased with the interest stirred by their work. Other individuals have expressed an interest in exhibiting their artworks, or to use the spaces for entrepreneurial projects. Let us know if you are looking for temporary exhibition space and we will contact you when space is available.
- Currently being delivered

Involves

- DCC City Development
- Otago Polytechnic Dunedin School of Art
- Otago Polytechnic School of Design
- Building owners

9 Heritage Trail, pedestrian links

Aims

- To improve interpretation of local heritage
- To enhance pedestrian convenience and experience in the retail centre
- To encourage foot traffic past specific sites

Proposal includes

- The development of a heritage trail

- Development of a series of wall graphics for selected sites around the retail centre, to encourage foot traffic past these sites, and to celebrate the natural and industrial heritage of the area.

Involves

- DCC City Development
- Landowners

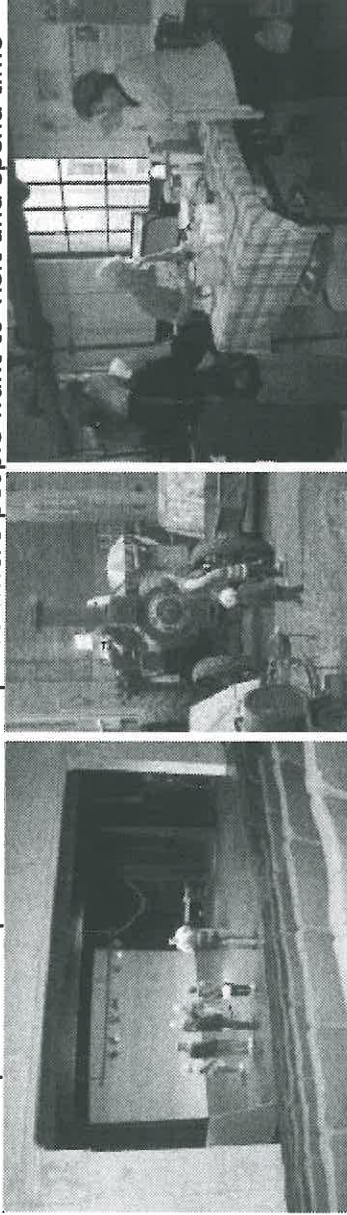
Status

- Being developed

10 Local festivals, events and Heritage Open Days

Aim

- An opportunity for the area's heritage buildings to be explored and appreciated
- To raise the profile of heritage values around the retail centre area
- To help to develop the centre as a place where people want to visit and spend time



Caption? The Gasworks Museum, Mayfair Theatre and St Patricks Basilica held the South Dunedin Heritage Open Day in February 2011

Involves

- South Dunedin retail centre community
- South Dunedin wider community

Status:

- A South Dunedin Festival is being discussed for 17 March 2012. Let us know if you have got ideas for, or want to be involved in organising a South Dunedin Festival.

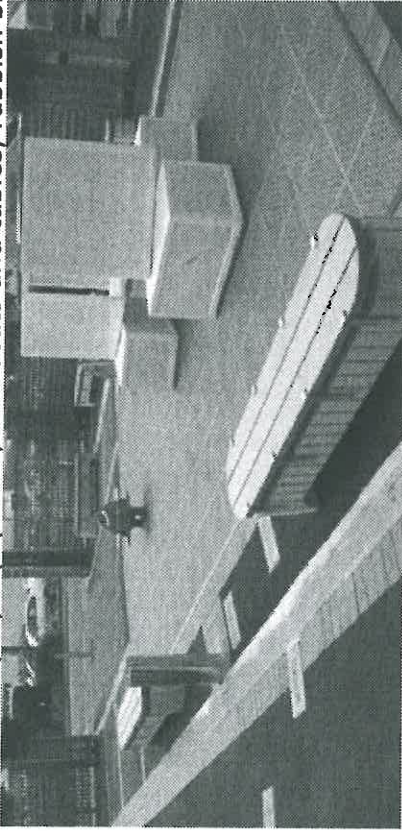
11 Lorne Street Pocket Park

Aim

- To create a welcoming and vibrant place where people can meet and sit, so they are inclined to spend longer in the retail centre
- To enhance a key link between King Edward Street and Rankellor Street

Proposal includes

- New play equipment, new seats and tables, rubbish bins and new trees



Involves

- DCC City Development
- DCC Transportation Operations
- DCC Community and Recreation Services

Status

- Completed

12 Marketing the area

Aim

- To better market the area

Proposal includes

- A branding exercise
- Development of a kit that businesses can use to advertise the retail centre
- Flags for the retail centre

- Maximising the opportunities to advertise the retail centre as a destination through newsletters and websites
Let us know if you have marketing ideas!

Involves

- South Dunedin Retail Centre community
- DCC City Development

Status

- Being developed

Include image of SThD Kit from SDBA