



The Warehouse Precinct REVITALISATION PLAN

Introduction

The historic area between Queens Gardens and Police Street (The Warehouse Precinct) was once the hub of Dunedin's commercial and industrial growth, but declined in the second half of the twentieth century. Business and residential investment in the area has increased, which has started to revitalise the area. This Warehouse Precinct Revitalisation Plan seeks to support this revitalisation to ensure this important historic area becomes a vibrant and successful part of the central city, once again.

Funding for amenity improvements in the Warehouse Precinct was included in the Council's 2012/2013 Annual Plan. Funding was also included for continued investigation into the potential changes to Crawford and Cumberland Streets through the Precinct, and for assistance to heritage building owners for re-use developments.

This Plan introduces a vision for the Warehouse Precinct and priorities for implementation from the 2012/2013 Warehouse Precinct budget. It also proposes a number of associated initiatives to support and encourage more revitalisation in the Precinct.

This Plan is a fluid framework that will evolve and respond to change and development in the Warehouse Precinct as it occurs. This is the most appropriate approach to recognise the dynamic private investment and development occurring in the Precinct.



The overall vision

A *Strategic Directions for the City Centre and the Warehouse District* was developed by Urbanism Plus and Dunedin City Council in 2011. This report was used as a basis from which to develop the Dunedin Central City Plan. The Central City Plan presents a broad vision for the central city, and a number of projects that aim to protect and improve the central city as a place where people work, live, shop and socialise. These include amenity, transportation and open space improvements, as well as non-capital projects such as District Plan changes and working together with residents and building and business owners.

In the Warehouse Precinct, these proposed projects are centred on Vogel and Bond Streets, Crawford Street, and Queens Gardens. Related projects include Exchange Square, Princes Street, and the Harbour Basin. Staged implementation is proposed to be over the coming 10-15 years, as budgets allow.

The aims of each of the main place-based projects in the Warehouse Precinct are presented on the right.



Above: An excerpt from Strategic Directions for the City Centre and Warehouse District developed by Urbanism Plus and Dunedin City Council.

VOGEL & BOND STREET



- Improve the appearance of Bond Street and Vogel Street
- Improve pedestrian safety and convenience
- Encourage further residential and office development
- Encourage creative industries
- Enhance opportunities for business
- Define an individual character for Bond Street and Vogel Street
- Improve cycle safety and convenience to provide for the inclusion of Vogel Street into the Strategic Cycle Network

CRAWFORD & CUMBERLAND STREET



- Better link parts of the central city
- Increase integration between the CBD and Steamer Basin
- Improve pedestrian and cycling safety and convenience
- Improve amenity in the Warehouse Precinct and Queens Gardens area
- Reduce traffic congestion around Jetty Street
- Increase pedestrian space and turn the area into a more vibrant, people-friendly place
- Encourage location of creative industries in the area and provide a basis for business growth
- Investigate alternative options for future management of the roads, e.g. reconfiguration of existing layout, shifting State Highway One (both directions) to Cumberland Street

QUEENS GARDENS

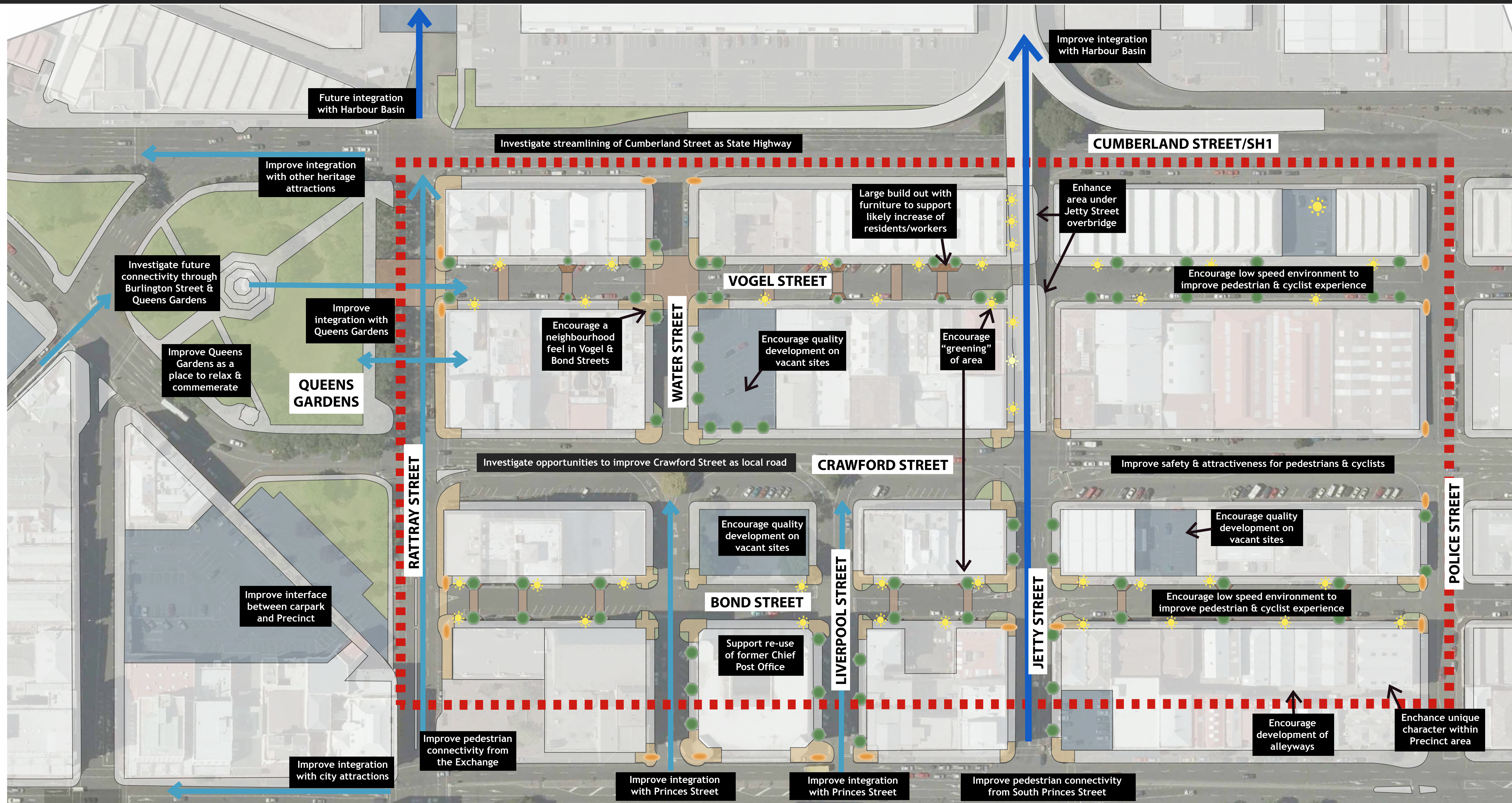


- Provide an attractive and public open space in the central city
- Improve safety in and around Queens Gardens for a broad range of users
- Increase pedestrian space and turn it into a vibrant, people-friendly area
- Improve access to Queens Gardens and link it better with surrounding areas
- Improve amenity in the Warehouse Precinct and Queens Gardens areas
- Respect Queens Gardens' role as a site of remembrance
- Provide opportunities for businesses around the Gardens to take advantage of the attractive setting



The Warehouse Precinct Revitalisation Plan

Overall Vision



Map Key

- | | | | |
|--|------------------------------------|--|------------------------------|
| | Car parks | | Paved build out |
| | Green space & garden area | | Proposed tree |
| | Interlocking paving in carriageway | | Proposed street light |
| | Feature paving | | Proposed entrance statements |

- | | |
|--|---|
| | Precinct boundary |
| | Improved intergration link |
| | Improve intergration with Harbour Basin |



The Warehouse Precinct Revitalisation Plan

Plan Development



DEVELOPMENT OF THE PLAN

The Warehouse Precinct Revitalisation Plan was formulated using input from a wide range of stakeholders.

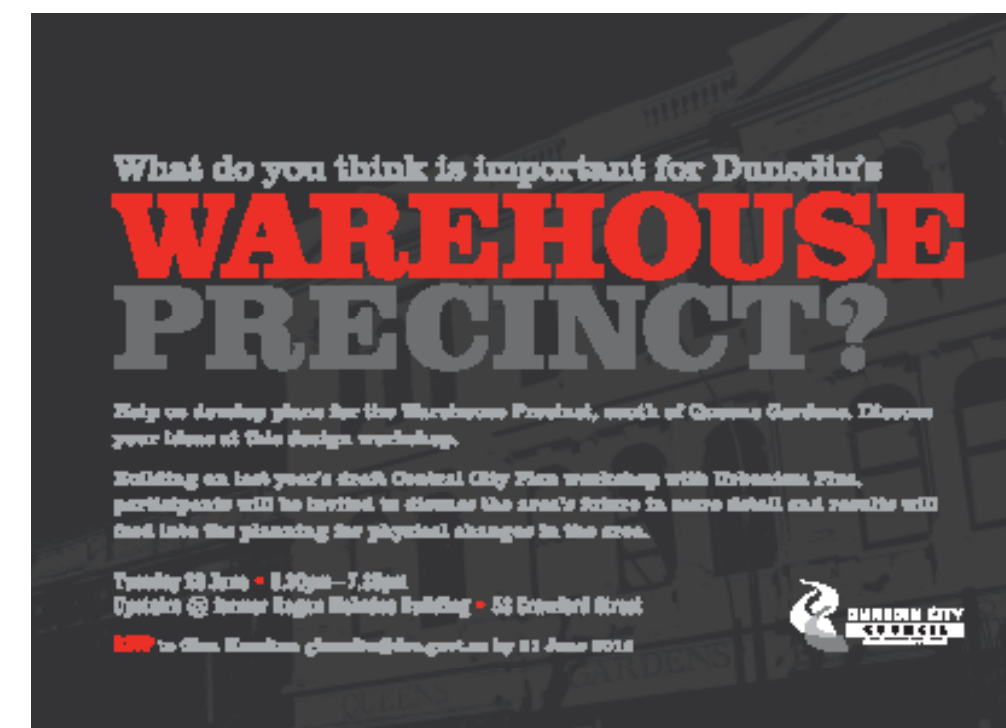
Initial consultation took place as part of the Urbanism Plus led Central City Framework Plan workshops in May – June 2011. The process included input from DCC staff and councillors, focus groups of retailers and business operators, Your City Our Future stakeholder groups, key property interests and a public workshop. The Central City Framework Plan was condensed into a web-based Central City Plan which was consulted on as part of the Draft Long Term Plan 2012/2013- 2021/2022 (LTP). As a result of the LTP consultation process, budget was added specifically for the first stage of the Warehouse Precinct amenity improvements.

Since then there has been numerous one-on-one discussions with key stakeholders in the Precinct, including building owners, businesses and residents, various DCC departments, and the New Zealand Transport Agency (NZTA). Two large stakeholder workshops were held in June 2012. The first brought together residents, building and land owners, and businesses in the area, while the second was open to all members of the public. Attendees discussed, sketched, and wrote their ideas on to maps, about public open spaces, place-making and events, buildings and uses, and amenity improvements, including their top five priorities and two long-term 'dreams'.

The key issues and opportunities identified in the workshop were summarised into a feedback document. This was distributed to attendees, placed on the DCC website and at a number of locations around the precinct in late September 2012.

A design team comprising DCC staff and representative from NZTA with peer review input from Urbanism Plus and Caro McCaw from Otago Polytechnic, used these ideas as part of the development of this Plan.

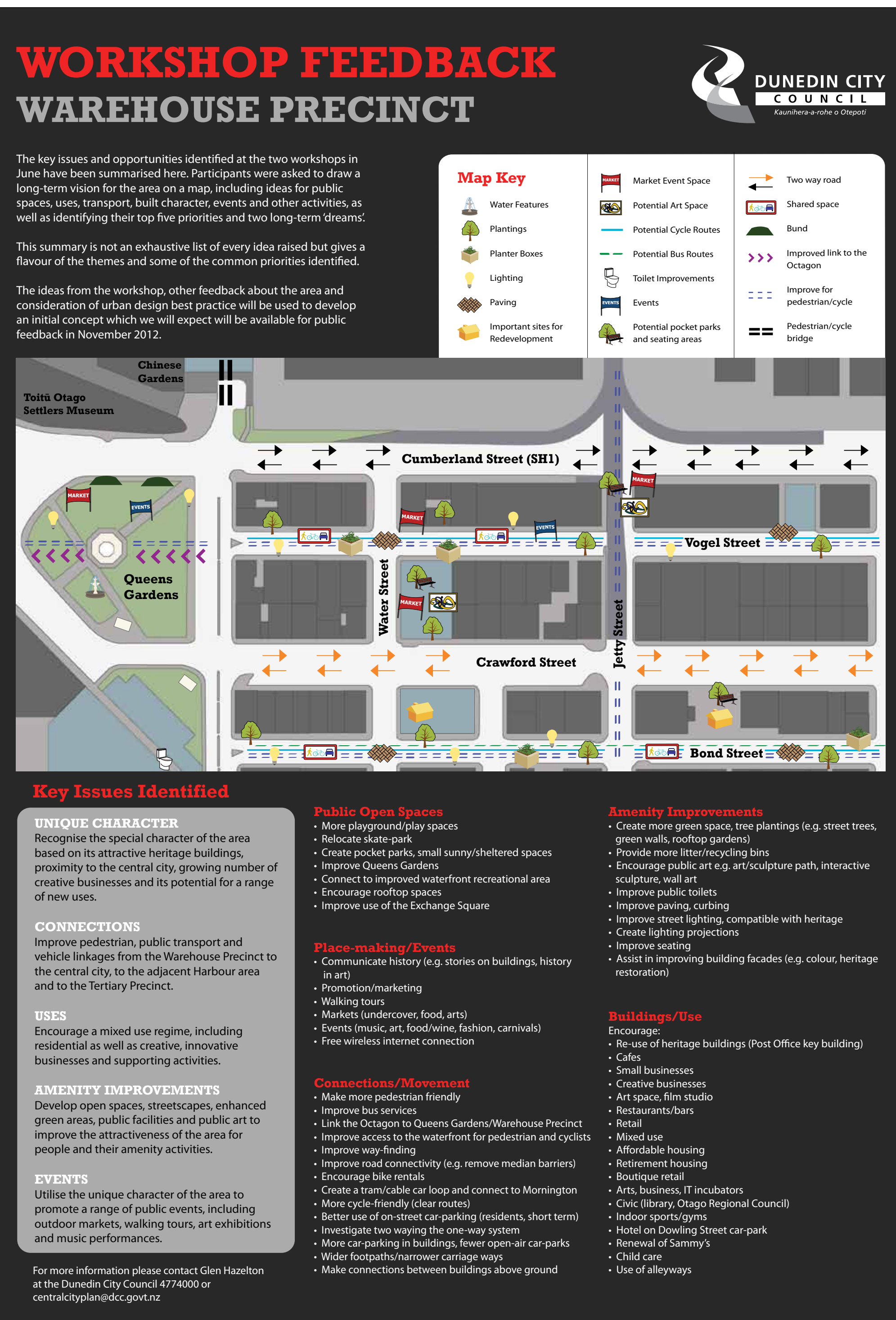
Following public feedback on the proposals, detailed designs for stage one works in 2012/2013 will be developed and presented to the Council for approval. The target is for physical works to commence before June 2013. Other initiatives not related to physical in-street works will continue during the 2012/2013 year and beyond.



Left: Residents, businesses, building owners and public were invited to attend a design workshop for the Warehouse Precinct.

Below: A poster was created to summarise the feedback from the design workshop.

Below Left: Image from the design workshops held in June 2012 with building and land owners, residents, businesses and the general public.



PRINCIPLES

The revitalisation of the Warehouse Precinct will be a gradual process, with projects occurring in different parts of the Precinct at different paces. Amenity improvements will also be staged, as the area develops further, investment increases, and future uses becomes clearer.

In addition to the above vision and aims, the following principles have guided the development of the design proposals and assessment of priority physical works.

Flexible

The area is changing and much of this change is being driven by the private sector. It is not known exactly how buildings will be used or how quickly re-use will take place.

There remain a number of unknown factors, such as changes to how Crawford Street and Cumberland Street are managed and key large developments such as the proposed redevelopment of the former Chief Post Office.

Decisions on physical changes that could be strongly affected by, jeopardise or constrain these bigger projects should be made at a later date when there is more certainty about their future and physical requirements. Examples include changes to roads that may be affected by future changes or adjacent to sites or locations that may be subject to future redevelopment.

Physical and other works should protect the potential for the widest range of potential re-uses for the buildings and other spaces in the Precinct. Proposed priorities may change as new building re-use projects or developments get underway or as parts of the Precinct revitalise faster than others.

Incremental

There are dispersed pockets or hubs of private sector re-use and restoration developing in the Precinct.

Too much investment in 'permanent' changes and infrastructure like roads, kerb protrusions, crossings, etc. at an early stage may prove to be the wrong changes in the wrong places as the Precinct continues to evolve. Spending on expensive high-quality paving finishes, street furniture, or investing too heavily in or adjacent to vacant or under-utilised locations could be wasteful if these are subsequently damaged or changed in future developments.

The first stage of work should focus on creating conditions for continued revitalisation and investment and encouraging more people to visit and spend time in the area. In the medium term, as new hubs of activity and transport flows become clearer, more informed decisions can be made about where other physical infrastructure and improvements should be located. In the longer term, finishing touches can be added once heavier construction work has been completed.

The plans for physical improvements should be reviewed on a regular basis to ensure they align with changes in the Precinct as revitalisation gathers pace.

Targeted

Short-term investment needs to be targeted to where it can best create visible change and encourage additional re-use and revitalisation, while balancing the other principles outlined above. The proposed priorities have been selected as the best use of the available funding. Proposed priorities may need to be refined further as detailed plans and costs are developed.

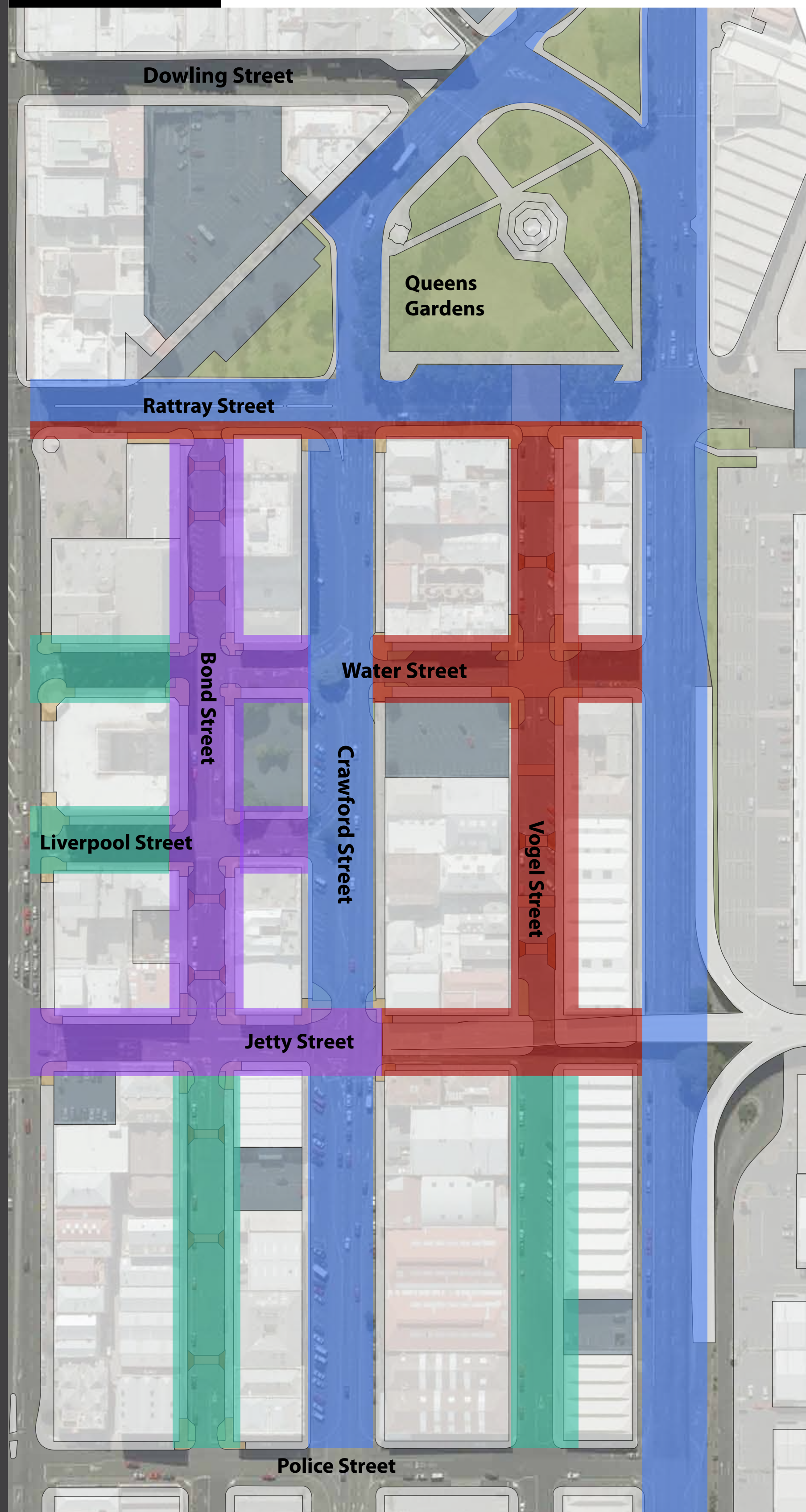


The Warehouse Precinct Revitalisation Plan

Short Term Highlights

Map Key

- Stage One
- Priority Three
- Priority Two
- For Further Investigation



KEY PROPOSALS

OVERALL



There is \$500,000 available for a first stage of amenity improvements in 2012/2013. This is insufficient to complete a comprehensive amenity upgrade across the entire Precinct. The budget and timing of future stages has yet to be confirmed through the Long Term Plan.

This section outlines the key highlights for priority investment in the area based on this budget, with a short explanation of why each has been chosen. More detail about the full range of proposals, organised under thematic headings, is contained in the following section.

Priorities

- Improve amenity of Vogel Street.
- Improve pedestrian connectivity in Crawford Street, Rattray Street and Jetty Street.
- Work with owners in Bond Street and the southern end of Vogel Street on interim measures to improve vitality and amenity.

Why?

- It focuses amenity improvements in areas where there is the greatest amount of re-use.
- Vogel Street is physically contained, meaning there is a greater ability to create meaningful change within the stage one budget.
- Further investigation and decisions around transportation changes, such as options around reducing severance caused by Crawford and Cumberland Streets, changes to Lower Rattray and Jetty Streets, and improving pedestrian and cycle safety are still to be completed and will effect appropriate design solutions for other improvements.
- Decisions on the redevelopment of the former Chief Post Office and the adjacent car park will affect appropriate design solutions in this area.

STREET TREES



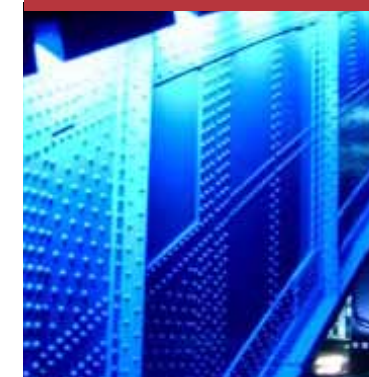
Priorities

- Install street trees in Vogel Street
- Expand to Bond Street and intersecting streets as funding allows
- Defer additional tree planting on Crawford Street and Cumberland Street until decisions on the long term future of these roads are made

Why?

- Trees add colour and structure to the urban environment and create the perception an area is cared for
- Trees take time to establish – the sooner they are planted, the sooner they can become established

LIGHTING



Priorities

- Install improved pedestrian lighting and street lighting on Vogel Street and Rattray Street
- Expand to Bond Street and intersecting streets as funding allows
- Encourage and support owners to install up-lighting on key buildings
- Use creative lighting at key locations to increase safety and visual interest

Why?

- The area is not currently well-lit, leading to concerns for safety and anti-social behaviour
- Up-lighting of buildings can be used to highlight the growing regeneration through restoration and re-use of the area's buildings
- Artistic and creative lighting can attract be a visitor attraction and transform unattractive spaces

REVIEW ON-STREET PARKING



Priorities

- Simplify parking by reducing the number of different time limits
- Reduce all-day commuter parking in favour of time-restricted parking
- Investigate options for improving provision for resident's parking

Why?

- Improves customer access to local businesses
- Improves compliance with parking time limits
- Makes more efficient use of the parking resource
- Recognises growing residential use

DISTINCTIVE IDENTITY



Priorities

- Install distinctive, innovative street furniture and art installations at selected locations throughout the Precinct
- Develop heritage interpretation and a walking trail through the Precinct linked to the new tourist bus stop outside the former Gresham Hotel and integrated into a larger route that takes in the Railway Station and Toitū Otago Settlers Museum
- Use distinctive design and way-finding to improve directional signage and define clear routes into the Precinct

Why?

- Provides visual interest and improved amenity for workers and residents and can help to attract more visitors to the area
- Communicates the unique character of the Precinct and tells the stories of the many layers of its history
- Provides opportunities for local artists to be involved in place-making

IMPROVED CONNECTIVITY



Priorities

- Install interim measures to improve pedestrian connectivity across the Precinct along lower Rattray Street/Queens Gardens
- Investigate an additional pedestrian crossing at Jetty Street/Crawford Street intersection and make improvements to the informal mid-block crossing on Crawford Street
- Investigate enhanced cycle connectivity through Vogel Street and Bond Street

Why?

- Improves existing pedestrian linkages and desire lines (routes people like to take) across the Precinct
- Allows time for monitoring of desire lines and generators of pedestrian activity
- Avoids costly spending on new linkages prior to: understanding the best location for these, decisions on the two-way of Crawford and Cumberland Streets, and key large-scale projects in and around the Precinct

ENTRANCES



Priorities

- Install creative entrance statements at key entry points

Why?

- Helps define the boundaries of the Precinct
- Contributes to a sense of place by communicating the unique character of the Precinct



The Warehouse Precinct Revitalisation Plan

Connections and Movement



ISSUES	SHORT TERM OPTIONS	FUTURE OPTIONS
ROAD CORRIDORS <ul style="list-style-type: none">The Precinct is dominated by north-south road corridors (Crawford Street, Cumberland Street) which make east-west transit difficult, other than at Rattray Street/Queens Gardens and Jetty Street.The dominance of the road network makes Queens Gardens feel like a large roundabout rather than a place to spend time and relax.	Investigate a range of alternative options for reducing the negative impacts of Crawford Street and Cumberland Street, including the relocation of State Highway 1 to Cumberland Street (both directions) and the use of Crawford Street as a local road.	Implement chosen changes to Crawford Street and Cumberland Street, including enhancing the amenity of Crawford Street.
PEDESTRIAN AND CYCLIST IMPROVEMENTS <ul style="list-style-type: none">The main road corridors are hostile to pedestrians and cyclists and provide barriers to their comfortable use of the area.There is no pedestrian crossing on the northern side of the Crawford Street/Jetty Street intersection, reducing connectivity along this key route and encouraging pedestrians to make uncontrolled crossings further north on Crawford Street.Pedestrian connections to Queens Gardens from surrounding areas are difficult.Many cyclists do not perceive the cycle lanes along the State Highway network as safe.The median strips in Rattray Street and Jetty Street create barriers to connectivity between blocks. The median strips stop vehicle and cycle thoroughfare. For pedestrians, the carriageway is too wide and the median is insufficiently wide to function as a safe refuge.Neighbouring Exchange Square could provide an important linkage into the area if it was better integrated with the area. Currently the square turns its back on the Precinct.There are currently no cycle stands.	<ol style="list-style-type: none">1 Improve the informal crossing at the mid-point on Crawford Street between Rattray Street/Queens Gardens and Jetty Street.2 Investigate the installation of an additional pedestrian crossing on the northern side of Jetty Street/Crawford Street to improve connectivity between Princes Street, Vogel Street and the Harbour Basin.3 Investigate installation of threshold treatments at northern entrance points to Vogel Street and Bond Street to calm traffic and improve pedestrian connectivity along Rattray Street/Queens Gardens.4 Improve safety of non-vehicular users.5 Improve cycle connectivity and safety through Vogel Street in order to provide for its potential inclusion in the Strategic Cycle Network.6 Install cycle stands in Vogel Street.	<ol style="list-style-type: none">1 Improve pedestrian access to Queens Gardens from Dowling Street, Burlington Street and Rattray Street.2 Consider the closure of the one-way section of Jetty Street between Cumberland Street and Crawford Street to vehicles for use as a pedestrian space.3 Investigate installation of threshold treatments at southern entrance points to Vogel Street and Bond Street to calm traffic and improve pedestrian connectivity along Police Street.4 Reduce barriers to pedestrian connectivity across Crawford Street.5 Improve safety for cyclists along Crawford and Cumberland Streets. Define key pedestrian and cycling routes into and through the Precinct and improve safety along these routes.6 Install cycle stands at other locations throughout the Precinct.
HARBOUR BASIN LINK <ul style="list-style-type: none">The Precinct is not well connected with the rest of the central city and the Harbour Basin.The connection to the Harbour Basin over the Cumberland Street over-bridge is not perceived as a safe or attractive connection by pedestrians and cyclists and is not clearly marked.	<ol style="list-style-type: none">7 Increase awareness of the Cumberland Street over-bridge connection to the Harbour Basin (e.g. signs) and undertake interim measures (e.g. lighting) to improve the perceived safety of this connection.	<ol style="list-style-type: none">7 Investigate improved connectivity with the Harbour Basin.
PUBLIC TRANSPORT <ul style="list-style-type: none">There is limited public transport provision through the area.	Work with the Otago Regional Council to investigate opportunities for better integration with the bus network.	Improve integration with a range of public transport modes.
PARKING <ul style="list-style-type: none">There is conflict between commuter parking and parking for businesses and residents.	Review parking time limits and locations of time-restricted parking to improve allocation for business and residential use, rather than commuter parking.	Investigate options for increased off-street parking (e.g. parking buildings, parking within buildings), to reduce on street parking and improve amenity.
NAVIGATION <ul style="list-style-type: none">It is not easy to navigate around the Precinct due to road and other barriers.Connections to the central city and other heritage attractions in neighbouring areas are not clearly marked.	Integrate creative way-finding in the Precinct and incorporate this into an improved pedestrian route between the Exchange and Toitū Otago Settlers Museum and the Chinese Garden.	Improve way-finding along the route that links the Octagon to the Dunedin Railway Station, the Historic Dunedin Prison and Toitū Otago Settlers Museum, through Queens Gardens and return through the Exchange/Princes Street.



From top to bottom
1. Example of a bicycle rack,
2 & 3. Examples of way-finding,
4 & 5. Unattractive carpark
appearance, 6. Vogel Street



The Warehouse Precinct Revitalisation Plan

Amenity and Public Open Space Improvements

Map Key

- Short Term Options
- Future Options
- Ongoing Options
- 1 Short Term Options
- 1 Future Options
- 1 Ongoing Options



ISSUES

SHORT TERM OPTIONS

FUTURE STAGES OPTIONS

GREEN SPACES & STREET TREES

- There is a lack of natural/permeable surfaces.
- There are few street trees or plantings.

- Investigate opportunities for "pocket parks".
- Develop a street tree plan.
- 1 Install street trees in Vogel Street.

- Install pocket park(s) at appropriate locations.
- 1 Install street trees in other parts of the Precinct.

RUBBISH & RECYCLING FACILITIES

- There are few rubbish bins and no recycling facilities south of Queens Gardens.

- Investigate recycling facilities for residents.
- Install new recycling bins at selected locations.

- Install recycling facilities (if required) for residents.

SEATING & STREET AMENITIES

- There are no seating areas south of Queens Gardens.
- Street amenities and infrastructure are utilitarian and do not reflect a distinctive character for the area or respect its historical past.

- 2 Install seating and other amenity furniture at key locations in Vogel Street and Rattray Street/Queens Gardens.

- 2 Install seating and amenity furniture at key locations in other parts of the Precinct.

PAVING & FOOTPATHS

- Pavements are basic and utilitarian.
- There is insufficient provision for those with limited mobility to navigate the area.
- The flat geography could be used as an advantage for other users (e.g. the elderly, people with mobility issues, cyclists, the young).

- 3 Improve the quality of pavements and accessibility in Vogel Street and Rattray Street/Queens Gardens.
- 4 Create wide pavement areas to act as "micro-spaces" in Vogel Street for the public to enjoy.

- 3 Improve the quality of pavements in other parts of the Precinct.
- 4 Widen pavement in sheltered and sunny areas to act as "micro-spaces" in other areas of the Precinct.
- 5 Improve amenity in Crawford Street and Cumberland Street, once decisions are made on the future of these roads.

STREET LIGHTING

- There is minimal pedestrian or street-lighting, which has negative effects on perceived safety of users and may encourage anti-social behaviour.

- Develop a lighting plan that includes temporary lighting, enhancement of buildings, and way-finding.
- 5 Improve pedestrian and street lighting in Vogel Street and Rattray Street/Queens Gardens.

- 6 Improve pedestrian and street lighting in other parts of the Precinct.

OPEN SPACES

- Between the Exchange/Queens Gardens and Market Reserve there are no usable public open spaces.
- The area under the Cumberland Street over bridge in Jetty Street is under-utilised.
- There is little provision of private open space for public use in comparison to other parts of the city.

- 6 Investigate how the space under the Cumberland Street over-bridge could be used more creatively.

- 7 Investigate the potential for shared spaces in Bond Street and Vogel Street.

CAR PARK & VACANT SITE AMENITY

- Open areas, including car parks, currently have a low standard of presentation.
- Vacant sites and carparks present long-term opportunities for redevelopment.

- 7 Install an improved barrier edge around the DCC Water Street car park to enhance the visual amenity of this site.
- 8 Investigate additional uses of DCC car parks (e.g. after hour uses, installations, etc.).
- 9 Investigate and encourage long-term redevelopment opportunities for vacant sites.
- 10 Work with car park owners to make car parks and other vacant sites more visually appealing through low cost and temporary initiatives.

PLAY EQUIPMENT

- There is no provision for play equipment in the southern central city area, except in the Market Reserve.

- Investigate the installation of play-equipment and integrate opportunities for play in selected locations.

- Install play-equipment and provide opportunities for play in future amenity improvements.

TOILETS

- The public toilet facilities adjacent to Queens Gardens are unappealing.

- 11 Investigate short term options for improving the appearance of Queens Garden's public toilets (e.g. art, screening).

- 8 Investigate the need for new or improved public toilet facilities.



Examples of amenities that could be used to characterise the Warehouse Precinct
From top to bottom
1. Paving and pedestrian lighting,
2, 3 & 4. Street furniture, 5. Street trees



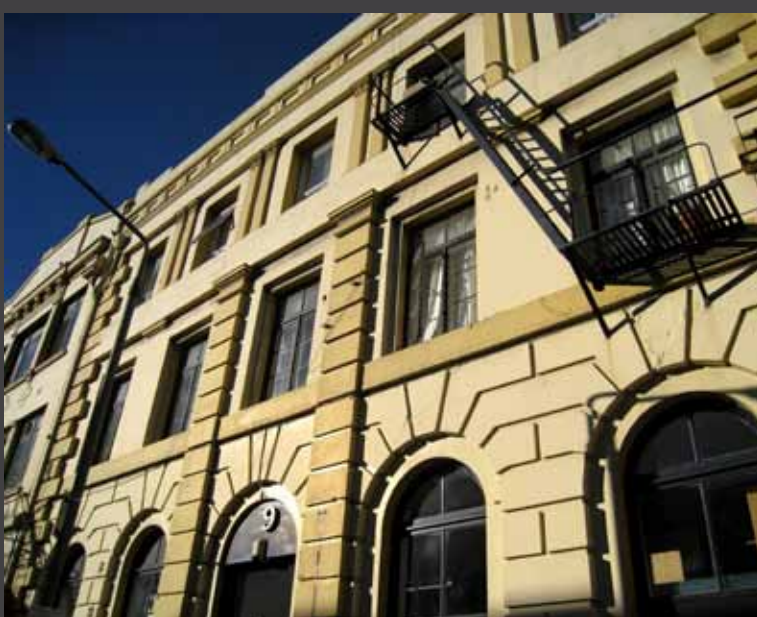
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Building and Uses



ISSUES	SHORT TERM OPTIONS		FUTURE STAGES OPTIONS
BUSINESS GROWTH	<ul style="list-style-type: none">• There are a growing number of businesses in the Precinct, but there is little coordination between businesses.• People are unaware of the types of new businesses or where they are located.• There is a need for larger businesses or activities that will encourage visitors.• There is a real need for a greater sense of vibrancy to attract and grow businesses.	<p>Improve public information about existing businesses.</p> <p>Work with the Economic Development Unit to identify opportunities for supporting businesses.</p> <p>Work with the business community to increase virtual showcasing of businesses in the Precinct.</p>	Work with businesses to investigate options for business development, e.g. Business Improvement Districts (BIDs) or business associations.
		Encourage active uses on the ground floor of buildings.	
RE-USE OF BUILDINGS	<ul style="list-style-type: none">• Buildings are under-utilised.• To be re-used legally, many buildings require seismic, fire and access upgrades, which can be costly.• Many buildings require maintenance, repair and painting to improve amenity and ensure their survival.• There are a number of key sites that require immediate attention to ensure their survival and future contribution to character.	<div>1</div> <p>Work with the Polytech and Art School and/or Transforming Dunedin to undertake temporary installations in vacant spaces.</p> <p>Investigate options and opportunities for free public wifi throughout the precinct.</p>	
		<p>Use the Warehouse Precinct Heritage Re-use Grants Scheme to encourage enhancements to historic buildings, in conjunction with proposed street amenity upgrades in the 2012-2013 year.</p> <div>2</div> <p>Specifically target key sites for adaptive reuse to ensure their survival and upgrade.</p> <p>Investigate options for rates incentives for buildings undertaking upgrade and re-use work to remove financial disincentives to this work.</p> <p>Develop information for owners on re-use options and “help sheets” on information to help with challenges they may face during re-use.</p>	<p>Support the development of a website or other medium to provide information on the location of vacant/temporary space for potential users/tenants.</p> <div>1</div> <p>Encourage increased use and development of the lane between Bond Street and Princes Street.</p>
MIXED USE	<ul style="list-style-type: none">• There is some perceived potential for conflict between growing residential activity and existing businesses. At the same time, more residents can help to support a broader range of commercial activities.• There may be a risk that when buildings are upgraded, start-up businesses and creative activities will not be able to afford an increase in rent and will have to find new spaces outside the Precinct.	Encourage on-going use of the Dunedin Heritage Fund and other DCC heritage incentives for re-use, restoration and earthquake strengthening projects.	
		<p>Support the re-use and restoration of the former Chief Post Office</p> <p>Continue to work collaboratively with the New Zealand Historic Places Trust to facilitate and encourage the re-use of heritage buildings and protection and interpretation of important heritage features in the precinct.</p> <p>Continue to highlight the quality work being undertaken by those restoring and re-using buildings in the area, including site visits, awards, media, etc.</p>	
ZONING	<ul style="list-style-type: none">• The existing Large Scale Retail zoning in the District Plan does not recognise the built form of the area and restricts the types of activities that could feasibly operate within the existing buildings.	<p>Use the Warehouse Precinct Heritage Re-use Grants Scheme to assist creative activities to secure and maintain space.</p>	
		<div>3</div> <p>Encourage temporary exhibitions and installations to attract visitors.</p> <div>4</div> <p>Work with the owners of Sammy’s to upgrade the building and improve use of this space as a long-term entertainment venue.</p>	

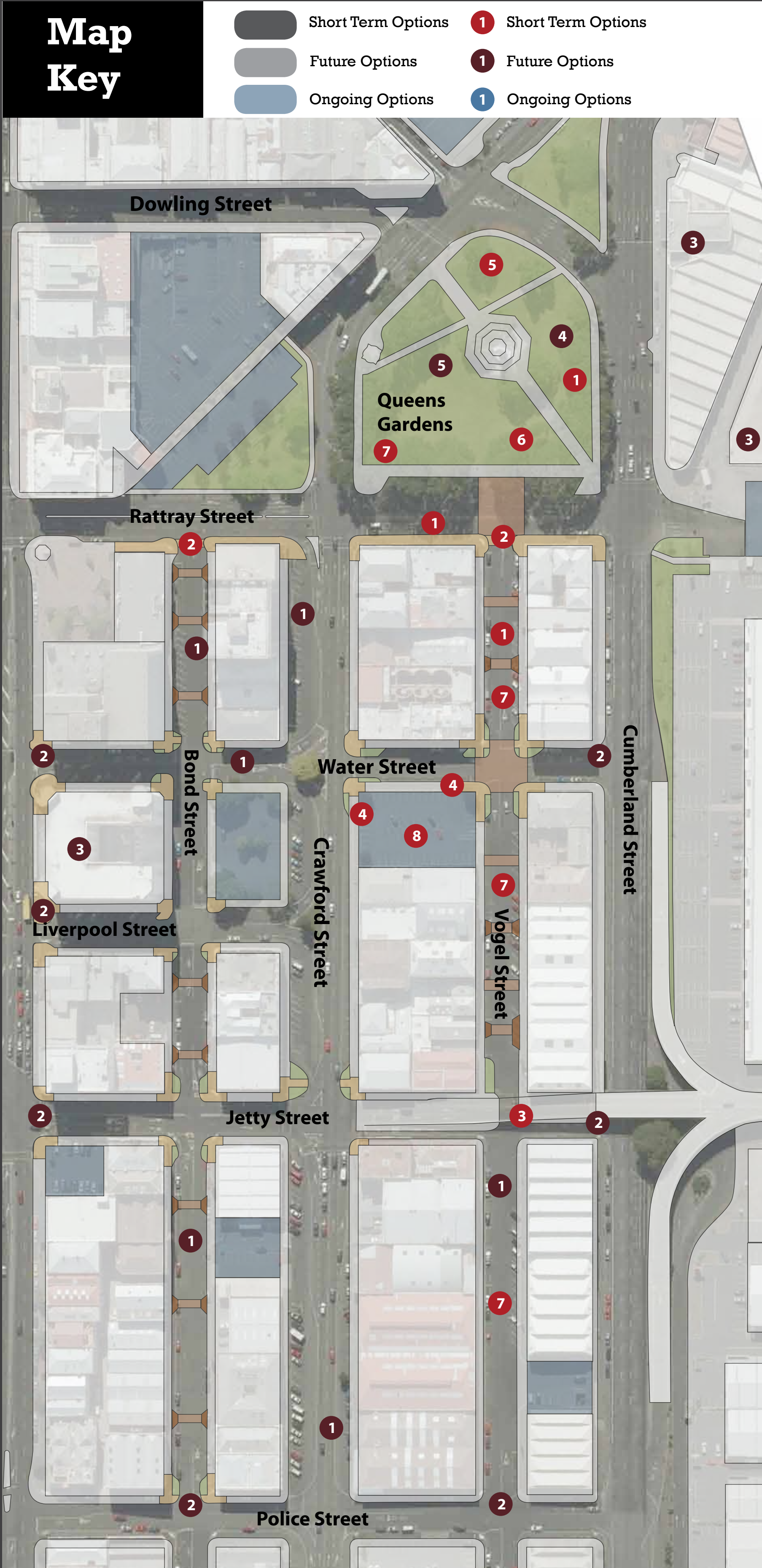
The Precinct has a high degree of architectural consistency. Significant reuse of buildings is increasing however, lack of maintenance is a threat to some of the building stock.





The Warehouse Precinct Revitalisation Plan

Placemaking and Events



ISSUES	SHORT TERM OPTIONS	FUTURE STAGES OPTIONS
ART & DESIGN <ul style="list-style-type: none">There is no public art.Street furniture, infrastructure and materials are basic and do not communicate the area's unique design or historical elements.	<p>1 Integrate art and design into amenity improvements in Vogel Street and Rattray Street/Queens Gardens through distinctive street furniture, materials and finishes.</p> <p>Investigate opportunities for partnerships and sponsorship for artistic enhancement of existing and upgraded infrastructure, such as UFB and other utility boxes, street furniture, materials, lighting etc.</p> <p>Encourage annual art events (e.g. sculpture shows) and markets.</p>	<p>1 Integrate art and design improvements in other parts of the Precinct through distinctive street furniture, materials and finishes.</p>
IDENTITY <ul style="list-style-type: none">There is no specific marketing of the Precinct.There is no clear demarcation of the entrances or boundaries, which undermines a cohesive sense of identity.	<p>Develop a specific 'brand' or visual identity that incorporates the area's past and communicates a clear direction for the future.</p> <p>2 Create distinctive entrances at key entry points at the northern end of Vogel Street and Bond Street.</p> <p>3 Prioritise the site underneath the Cumberland Street overbridge as a location for a public art installation.</p>	<p>2 Expand distinctive entrances to other parts of the Precinct.</p>
HISTORIC INTERPRETATION <ul style="list-style-type: none">Although the area has strong historical associations, there is little public information or interpretation on this history.The small number of interpretation signs do not effectively communicate the breadth of history or the stories of the areas past usage.	<p>Research and develop historical interpretation for the area.</p> <p>Communicate historical stories through a range of media and integrate historical story-telling into way-finding streetscape design, street furniture, infrastructure and public art.</p> <p>4 Create an edge treatment around the Water Street, Cumberland Street and Vogel Street car-park that can be used to tell stories of the area's history and/or for artwork.</p> <p>Organise an annual open day of heritage buildings for the public to learn more about the Precinct's history.</p>	<p>Create a permanent central interpretation hub for the Precinct's heritage.</p>
COMMUNITY <ul style="list-style-type: none">There is an underdeveloped sense of community.	<p>Develop a central information hub for community notices and residents' information.</p>	<p>Encourage development of a community hub.</p>
IMPROVED INTEGRATION WITH KEY HERITAGE ATTRACTIONS <ul style="list-style-type: none">The area is not well connected with other attractions in neighbouring areas.	<p>Investigate the opportunity for self-guided tours through the Precinct and to neighbouring heritage attractions .</p> <p>Work with private guides and Toitū Otago Settlers Museum to encourage walking tours.</p>	<p>3 Improve integration with other adjacent heritage attractions such as the former Chief Post Office, Historic Dunedin Prison, Chinese Garden, Toitū Otago Settlers Museum, and the Dunedin Railway Station.</p>
CHARACTER <ul style="list-style-type: none">There is a risk unsympathetic new buildings could undermine the character of the area.	<p>Develop design guidelines for new buildings as part of the District Plan review.</p>	
APPRECIATION OF QUEENS GARDENS <ul style="list-style-type: none">Queens Gardens does not function in a way that encourages public use or respect for its commemorative role.	<p>5 Investigate physical improvements to Queens Gardens to improve the ability to use the space safely and comfortably.</p> <p>6 Investigate the provision of free wi-fi in Queens Gardens as a means of attracting more use of this space.</p>	<p>4 Implement physical improvements to Queens Gardens to improve the ability to use the space safely and comfortably.</p> <p>5 Improve appreciation of Queens Gardens as a space for commemoration of World War I and ANZAC day events.</p>
EVENTS <ul style="list-style-type: none">Queens Gardens is under-utilised as a space for events.There are few regular events to bring vibrancy into the Precinct, compared to other parts of the central city.	<p>7 Develop a Temporary Management Plan that can be used by events wishing to utilise Queens Gardens and Vogel Street as an events space.</p> <p>8 Investigate the use of the DCC carpark on the corner of Water Street, Cumberland Street and Vogel Street as a site for temporary exhibitions or events, particularly in weekends or evenings when the car park is under-utilised.</p> <p>Better provide for temporary and on-going events in the District Plan review.</p>	<p>Work with the DCC Events team and event organisers to encourage more events.</p>

Historic interpretation, signage, art and events are important place-making strategies that will contribute to the identity for the Warehouse Precinct





The Warehouse Precinct Revitalisation Plan

Ways you can get involved



Examples of recent building upgrades and re-use taking place in the Warehouse Precinct.
From top to bottom
1. Former Donald Reid Wool and Grain store
2. Former Wood Adams Building
3. Former A.H Reid Building

Feedback

The DCC sought feedback on the draft concept plans for 2012/2013 amenity improvements and associated revitalisation initiatives in November 2012 – February 2013. This feedback was considered and changes made to produce this Warehouse Precinct Revitalisation Plan.

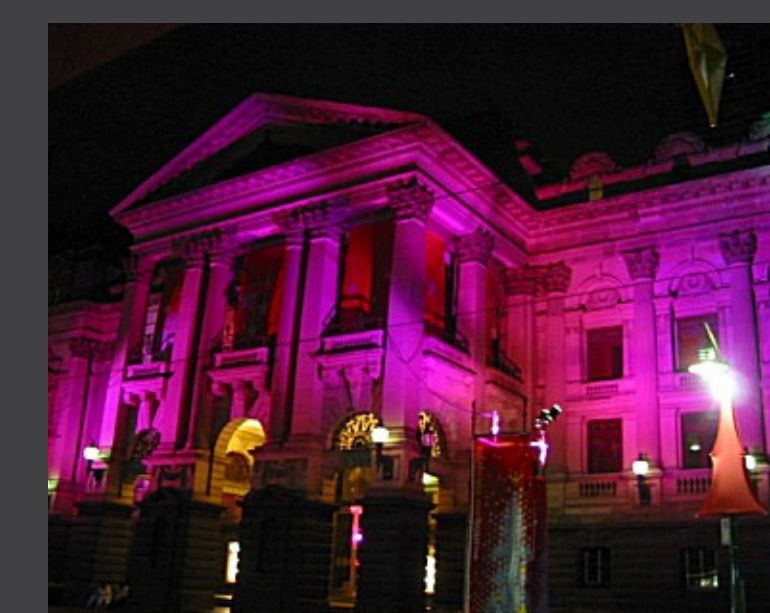
However, this Revitalisation Plan should be seen as a 'living document' that will evolve over time as changes occur in the Precinct. We always welcome your ideas and input onto this Plan and other ideas you might have for encouraging revitalisation. Further specific feedback will also be sought in future years as additional stages of amenity improvements are made in the Warehouse Precinct.

Art and design

There is a desire to incorporate greater art and design components as part of the physical improvements in the Precinct, including visual elements and other media. For more information on how to get involved in art and design opportunities, please contact us at centralcityplan@dcc.govt.nz

Sponsorship and partnerships

We realise that people in the area may be keen to see projects happen more quickly than the DCC project budget allows. Many of the initiatives proposed offer opportunities for partnerships with individuals, businesses or organisations. To discuss opportunities for partnerships or sponsorships of specific elements or projects, please contact us at centralcityplan@dcc.govt.nz



Examples of public art, sculptures, historic interpretation and innovative lighting.