

New Brighton Pedestrian Mall and Marine Parade improvements

Consultation data analysis

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Engagement period: 20 October - 12 November 2017

Consultation summary

Submissions were accepted on the proposed improvements to New Brighton Mall and Marine Parade (between Beresford and Hawke Street), between 20 October and 12 November 2017 (23 days). In this period 174 submissions were received.

The consultation document was available from the New Brighton Library and two local cafés. Documents were hand delivered to businesses and residents along the affected streets, and staff discussed the project with owners, where possible. The document was available at a community meeting on Wednesday 1 November (attended by approximately 200 people) and at the New Brighton Seaside Market on 28 October and 4 November. Staff were also available during the meeting and markets to discuss the project. Approximately 400 print documents were distributed.

A link to the online form was also emailed to a list of key stakeholders, on the day the consultation opened.

The consultation presented submitters with two potential options. One prioritised work to improve Marine Parade, while the other prioritised New Brighton Pedestrian Mall. The survey asked submitters 4 multi-choice questions and for general comments. The responses to each are outlined below.

Multi-choice analysis

Both options in the consultation included a reduction in vehicle speed to 30km/hour along Marine Parade, between Beresford and Hawke Street. Submitters were asked if they supported the speed reduction and Chart 1 shows an overwhelming majority (155) were in support. Based on comments, many felt that this would create a safer, more pedestrian friendly environment. Those objecting to the reduction (15) stated 'vehicle speeds are low enough', 'narrowing the road will bring down speeds sufficiently' and 'the road is a main thoroughfare'.

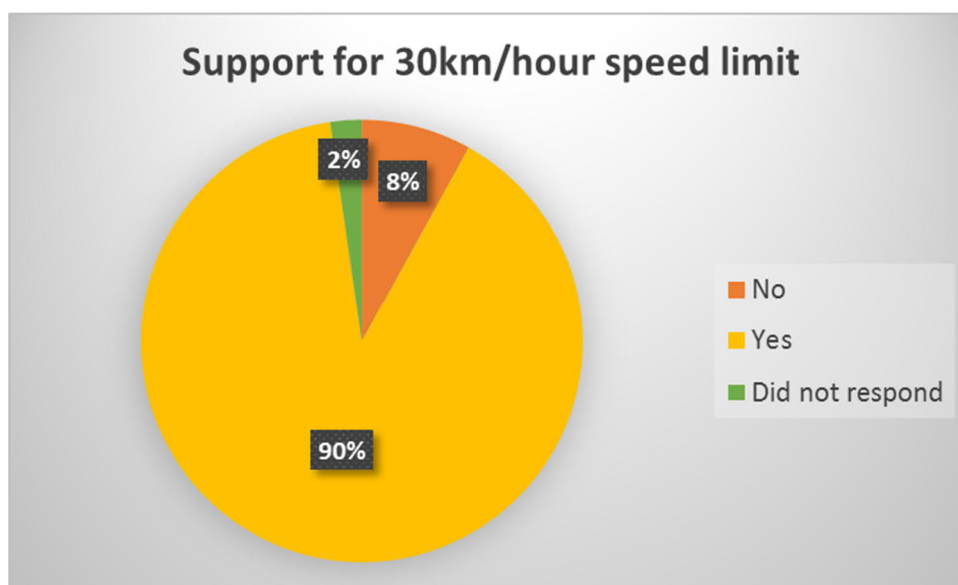


Chart 1: Submitters' support for dropping speed limit from 50, to 30km/hour

To support the current projects being completed on the New Brighton foreshore by Development Christchurch Ltd, submitters were asked for their views on the potential closure of Marine Parade between Beresford and Hawke Streets. Chart 2 shows no clear preference for the timing of a closure but 130 (74%) submitters supported the closure at some stage. Note that the extension of Oram Avenue, while included within the New Brighton Masterplan, is not a budgeted project within the current Long Term Plan.

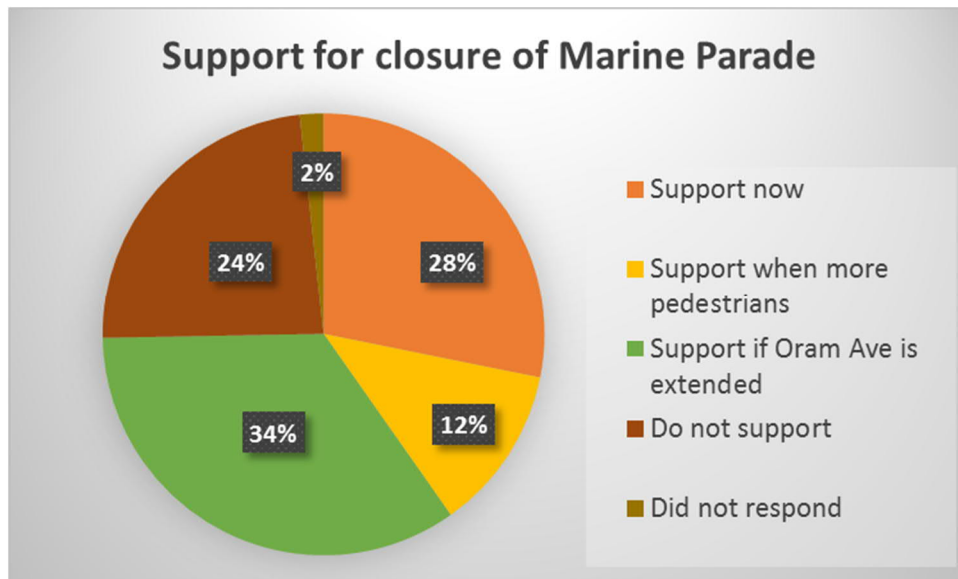


Chart 2: Submitters' support for the potential, future closure of Marine Parade

Submitters were asked which of the two design options they preferred. Option 1 focussed more on improving and future proofing the Marine Parade area, while Option 2 spent more budget on the beautification of the pedestrian mall area. Chart 3 shows that there was no clear preference with the options being selected by 66 (40%) and 75 (43%) submitters respectively.

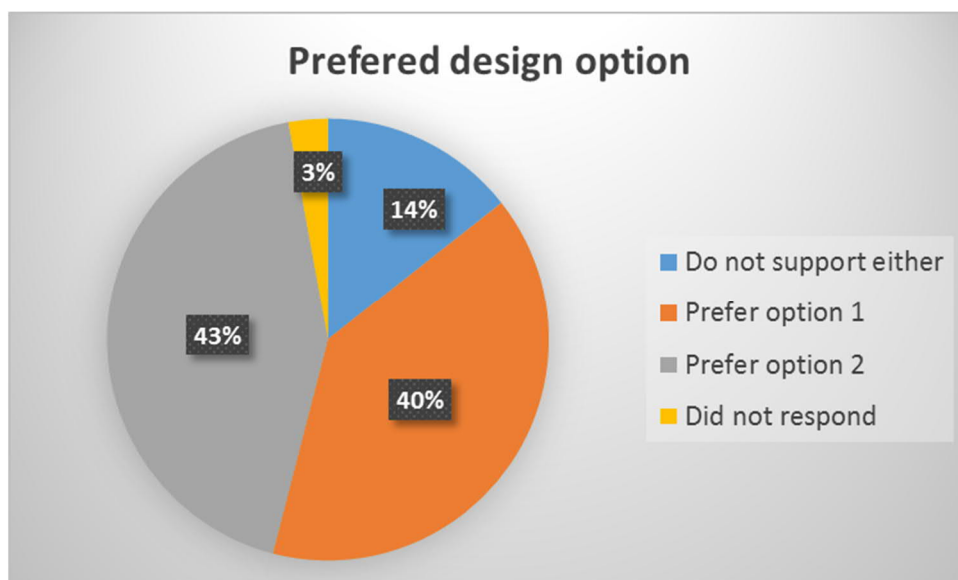


Chart 3: Submitters' preference for each of the two concept designs

Prior to selecting their preferred design option, submitters were asked "Which of the objectives ... do you think is the most important, when planning improvements in New Brighton Pedestrian Mall

and Marine Parade?” This question was aimed to encourage submitters to consider which of the design options best met the objectives. Chart 4 shows that ‘connectivity’ was selected 71 times, and ‘feel’ 57 times.

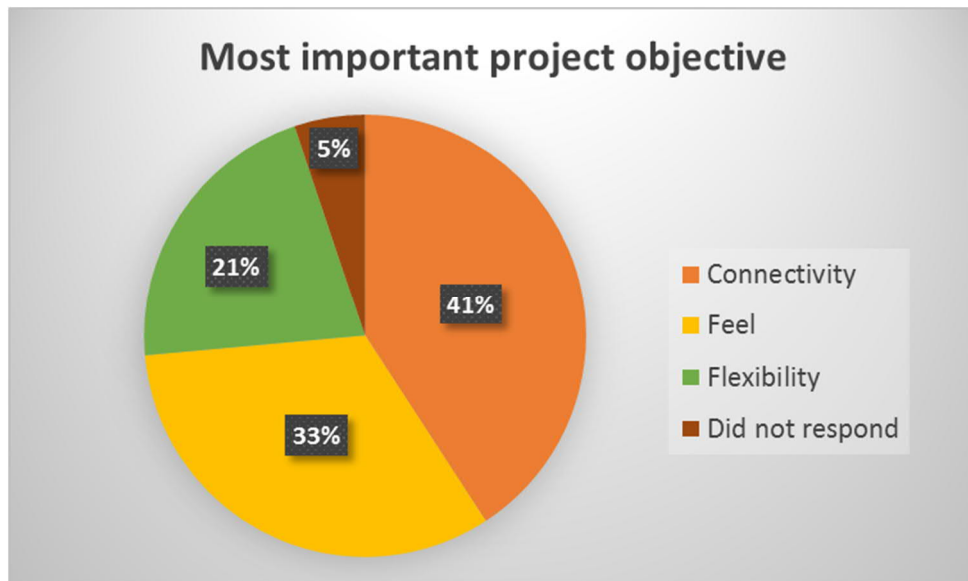


Chart 4: Submitters' prioritisation of the key objectives

Interestingly, when we look at what objective submitters prioritised and relate this back to their design preference there is some disparity in how people responded. The consultation document clearly stated that “The first option focuses on Marine Parade and meets all of the project’s objectives.” While Option 2 did not necessarily improve either connectivity or flexibility.

Charts 5 and 6 show objective preference by selected option. Based on the design intents, it was anticipated that ‘connectivity’ and ‘flexibility’ would be more important to those who selected Option 1 and ‘feel’ would be more important to those who selected Option 2. However, Chart 6 shows just over half the submitters who preferred Option 2 selected either ‘connectivity’ (25) or ‘flexibility’ (18) as the most important objective, which Option 2 does not influence as well as Option 1.

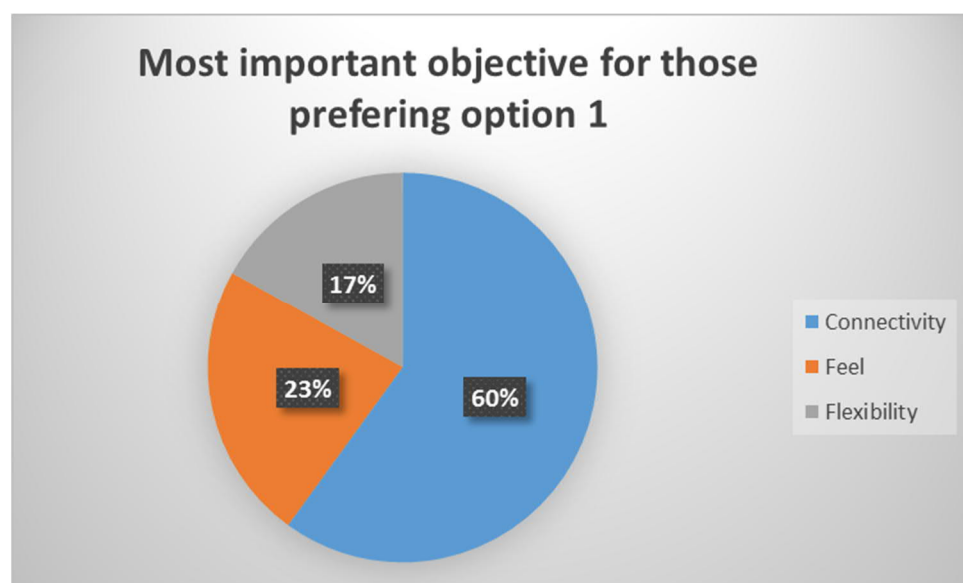


Chart 5: Prioritisation of objectives by submitters who preferred concept design Option 1

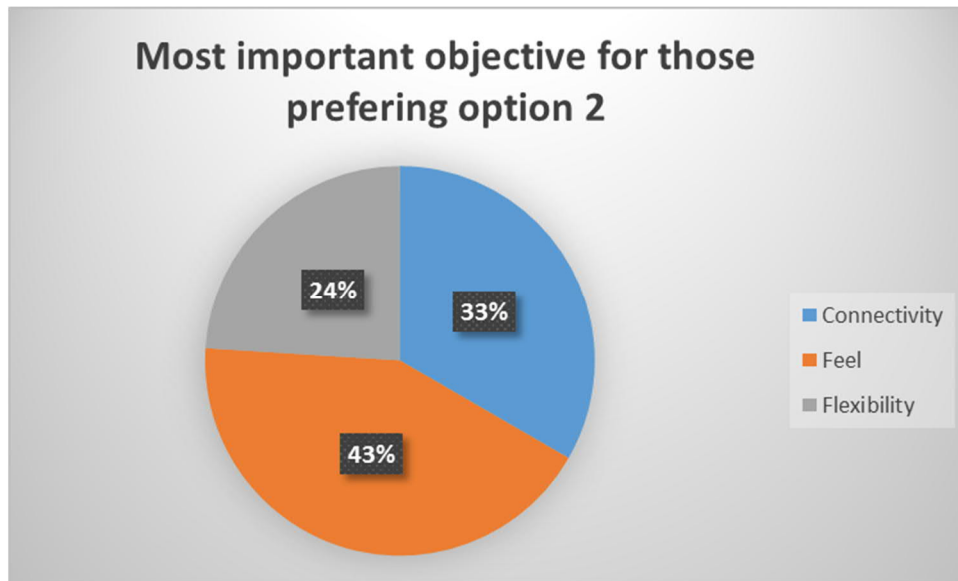


Chart 6: Prioritisation of objectives by submitters who preferred concept design Option 2

Comments analysis

Submitters were asked if they had any general comments on the proposals. Due to the timing of the consultation many comments were about work outside of the scope of this project (60), including a number commenting on DCL (8) and Regenerate Christchurch (4) projects. Submitters also used the comments section to elaborate on the proposal to reduce the speed limit on Marine Parade (16) and the closure of this section of road to vehicles (38).

The wide range of responses led to few key themes emerging.

Support for Option 1

69 submitters preferred Option 1 and 54 of those provided comments. Supporters of Option 1 did so for the following reasons:

- Improved pedestrian flow (7)
- Disabled friendly (4)
- Mobility parking opportunities (4)
- More space / wider footpaths (4)
- Prioritise / consider pedestrians / cyclists / bus users (4)
- Level surfaces (3)
- Needed to support DCL projects (3)
- Leave mall until shops have been repaired / future proof (3)
- Focus on the beach, not the shops (3)

Those who supported Option 1 also had a range of items they wanted to see included in the design including:

- Sheltered seating (4)
- Windbreaks (3)
- More lighting (2)
- Toilet signs (2)

- More cycle parking (2)
- Bus stops on Marine Parade (2)
- Select good / appropriate plants (2)
- Other (5)

Three people who selected Option 1 thought that the project should be a combination of both proposals. Three people who selected Option 1 thought that general maintenance of the mall area would be beneficial.

Support for option 2

75 submitters supported Option 2 and 53 provided comments. There was more focussed support for option 2 with the following reasons given:

- Prioritise Mall – Marine Parade fine (10)
- Improve Mall to increase commercial activity (8)
- Other (6)

Those who supported Option 2 also had a range of items they wanted to see included in the design including:

- More lighting (4)
- Windbreaks (4)
- Sheltered seating (3)
- Other (3)

Three people who selected Option 2 thought that the project should be a combination of both proposals. One person who selected Option 2 thought that general maintenance of the mall area would be beneficial. Two people who selected Option 2 were concerned about the width of the two corners on Marine Parade.

Do not support / did not respond

Five submitters did not state a preference and four of those provided comments. Twenty five submitters did not support either proposal and 24 of those provided comments. These responses have been combined.

The following reasons were given for not supporting either option:

- Waste of time / money (7)
- Windbreaks needed (7)
- Wait commercial core (4)
- General maintenance enough (2)
- More on street parking (1)
- Scope too narrow (1)
- Too much uncertainty (1)

Eleven comments were made about single design features (see submissions table for detail).

Key stakeholders and Residents Associations

Canterbury District Health Board, Earthquake Disability Leadership Group, Eastern Vision, Living Street Otautahi/Christchurch and New Brighton Business and Land owners Association all supported

Option 1, while St Faiths Anglican church, supported Option 2. All supported the speed reduction, with Living Street Otautahi/Christchurch requesting a lower speed of 20km/hour.

Common themes across all submissions

There was some common feedback across all submission types:

- Walking and pedestrians were mentioned by submitters 48 times
- Beach was mentioned 22 times
- Wind was mentioned 18 times
- Cycling and cycle infrastructure was mentioned 14 times
- Buses were mentioned 14 times
- Seating was mentioned 9 times
- Lighting was mentioned 13 times

Submissions Table

Submissions - do not support either proposal

ID	Name	Comments
8100	Jamie East	Close off marine parade to traffic and put the markets, cafes etc there close to the pools. Then extend oram ave through the mall to Hawke street and re configure all the mall to the beach end so it runs North to south on both sides! Forget the pathetic one lane pedestrian mall and get some traffic back to the shops!
8115	Joanne Zervos	Feel that this is an unnecessary waste of money. There is hardly any difference between the proposals and the existing layout. This end of the mall and the landscaping is not broken and money could be saved and directed towards things that NEED fixing, or towards covering the Salt Pools. Please listen to locals who have to live here
8143	Sheena Robinson	I think there should be no cars between Beresford and Hawke street if that can't happen maybe a foot bridge so we don't have to watch for cars and traffic can flow better. Also get these landlords to sort out there premises the buildings are disgraceful in new Brighton even better smash them all down and start again new Brighton could be like surfers paradise.
8259	Andrew McKay	So question one must be answered your way. I support none of those words. Both options will fail. No point doing this tinkering. Either commit with a massive build of the whole mall, or do nothing. I support doing nothing. Save rate payers money, let the mall die, so private enterprise can step in, council is just prolonging the death of the mall. The master plan was a joke when published, it remains a joke, that is shifting the deck chairs on the Titanic. Stop wasting money on ventures that will fail.
8265	Di Lucas	The dune complex needs to be reinstated, both to provide shelter from on-shore winds and to buffer against storms and other climate change effects. Having pools, play, parking, roading etc where the dunes belong is crazy. These plans are just tinkering, superficial and avoiding the real issues. It is very disappointing that the environmental management needed is not being seriously addressed.
8292	Sue Carbines	No I do not support closing of Marine Parade, because it will cause accidents with too many convergences. The crossing to the beach from New Brighton Mall is effective, allowing a good flow, between the shopping centre and the beach park. Do not put pavers in the Mall, they are so slippery when wet. Such a trap for the elderly. Get the drains sorted out, drain strips all around so the pooling of rain water does not occur. When a building consent for a private property is applied for, the drainage of water has to be dealt with. Make this a priority for the car parks, as well as the new shops. Be a leader for envisaging the start of the new shops. Take a look at Barcelona, and the art work of Gaudi on 2 shop faces, with markets in the middle of the street and restaurants, shops on the ground floor, apartments above on 1st floor. Develop this down the mall. Leave the road where it is currently. Instead of change, develop. Grow the mall in pieces. Stage 1, do the clock tower to Oram Ave in New Brighton Mall.
8304	Mark Thompson	I would like to see something that protects the area from the prevailing wind.
8307	Bridie Sutherland	
8334	Simran Maggo	Both options 1 and 2 are excellent, however both are not perfect. If money is finally going to be spent improving this area, I would propose a mash of option 1 and 2. For pedestrian safety, no vehicle access should be allowed on the section of Marine parade and Beresford street (should be protected by removable bollards or poles for access during special events or other).

8348	Carolyn Brown	<p>Straight lines are boring and do nothing to enhance an area. I think that the mall needs to be bowled and go back to square one in design as it currently is a hodge podge of designs from various decades and as a local, I want to support the area but in its current design, it does not make me want to shop there. Why not have a container mall that winds around and has areas for entertainment (buskers who can sing etc). I have always thought chch could do with a second dress mart type shopping area but a smaller version of Adelaide's harbour town and not a multi-story complex, something more contemporary. Developing the crater scarred parking/empty area on the other side of the mall is more of a priority than redesigning the road along marine parade which works perfectly fine as it is. I do not support closing this section of Marine Parade because it is the main gateway between north and south Brighton.</p>
8372	rosemary mckay	<p>I see you make people select an objective that you have chosen, way to fix the survey results. I like neither option as both deliver nothing that the mall does not already have. It is not a master plan, it is a spruce up only. Either fix the mall with a major build development, or let it rot so that commercial entities can step in. I do not support reducing the speed limit, as it is already slow along that area. Removing the safety centre on Marine Parade is nuts. Stop finding stupid ways to waste ratepayer's money.</p>
8376	Rachel Fraher	<p>The mall needs to be turned around so the easterly wind dies not tunnel down the street! Have a mall with large windows looking out to the sea.</p>
8380	Renee Noble	<p>If significant changes are definitely happening (pools/playground) then speed limit should be dropped lower than 30km. No buses directly in front of proposed rebuild. Instead a bus terminal close to all with significant security and shelter with traffic lights for pedestrian crossing to playground/pools etc. Or bus terminal on same side of road as amenities.</p> <p>Funding given to community groups (who apply) for regeneration projects to beautify the pedestrian mall (such as is already happening down Carnaby lane and the next lane over). CCC to invest in eco-friendly refuse/recycling bins and work with community agencies to fund local initiatives to keep the area clean (such as employing a youth 'keepin NB clean team' or similar. Fund community agencies such as the NB com gardens to install and maintain planter boxes (improving employment opportunities for locals). Get creative art spaces happening using locals. Pallet pavilion in NB with pop up dinner markets (in sheltered spots of NB).</p> <p>DO NOT put pools along the beachfront - it is too windy. Do not put additional pools in. Instead invest further in the new qe2 development (open air pool, salt water rock pools, waterpolo pool). Have it all at qe2, then draw tourists and other canty people further into NB for community cared for centre (a mini replica of town - art, kai, organics & hopefully some specialty shops).</p> <p>I live in NB. I currently use the mall for bear lion foods, hector, switch, couplands countdown (occasionally only as it needs to be done up & stock more variety), the collective shop, paper plus/kiwibank, the library (although poor parking so use other libraries more than this one).</p>
8468	Amanda Brown	<p>I think that any changes to Marine Parade need to be made only once all the components around it are understood and agreed on. I think the street should be designed to slow traffic down, and if it is designed that way a speed limit change maybe unnecessary. I would like to see work done on tidying up and improving the mall area, and that is where I would prefer to see any funds spent. If you change Marine Parade then that impacts on the residents of the surrounding streets, and I would like to see the thinking and planning for the overall area. For example, there is the suggestion that the carparks on Beresford Street could be used for housing - how does this fit with the bus stops? What about designing a proper area for buses and their drivers on Beresford Street, if it is supposed to be the hub for bus services? How will you mitigate the increased traffic, and the speeding, down Oram Ave? What will the impacts be on Oram Ave?</p> <p>Marine Parade is a useful thoroughfare down the length of the wider Brighton area (from north to</p>

		<p>south) and I don't think it makes sense to jig drivers in and around a small area of Marine Parade that just requires a brief slowing down. Where is your research? The mall area needs tidying and refurbishment, but it also needs regular and daily ongoing maintenance, sweeping, and rubbish collection. There have been many swooping in and spending money to prettify the mall but it is always let down by the lack of ongoing maintenance and cleaning, and the lack of attention to the streets and paths around the mall.</p> <p>I think it is odd that you have put the question about closing Marine Parade at the end of this form, with no extra space for comments, or any other information. I completely oppose this and see no benefit to it. It also seems illogical, and once again, there is no overview of how the whole area will work together. It seems like a piecemeal approach, and as though the information about the long term vision for the area is not being released in a transparent manner. If you are talking about closing Marine Parade and changing the layout of the mall, and creating a new section of road through the mall, where are your plans to show how the traffic will be managed and slowed down on the residential street - Oram Ave? If this is something that is being considered why have people who live on Oram Ave not been specifically consulted or informed?</p> <p>I think looking at some Scandinavian approaches to shared transport areas might be useful. If there are more people walking and cyclists in an area look at design for Marine Parade that naturally slows traffic down for the very short distance from Hawke Street to Beresford Street. Do some research on overseas solutions and look for innovation rather than randomly closing sections of Marine Parade.</p>
8471	Helen Patterson	<p>People naturally slow down at the crossing... Do not close the golf course that has to be the most stupid thing anyone. Could. Do for our community... We are a beach side community... embrace it be proud. And make it better... I see golfers and surfers walk past my house daily and it warms me that feeling I feel I'm in the best location ever the I'm on holiday feeling when I actually am about to take my child to school while saying gedat to our charming locals who know new Brighton is the best kept secret.</p> <p>Close the gold course I will stop paying rates because I'm getting screwed anyway. Our road is disgusting I have fallen and hurt myself several times falling over our stupid paths that haven't yet been repaired. I'm ashamed I voted this council in now the outcome is to ruin new Brighton. I'm a hard working mother whom takes pride in my castle and feel like we get the mick taken out of us. I say enough!!!</p> <p>I never once received any information in our mailbox regarding this and feel the council is trying to pull the wool over our eyes. Our community is strong take away our golf course and we will fight</p>
8532	Anna King	<p>What a wasted opportunity to make a significant positive change. Both these options can be likened to putting lipstick on a pig. What a waste of funds being sucked up by DCL to produce essentially nothing. A few plants and pavers.... disaster!</p>
8807	Patrick Hogan	<p>Given the new hot pools and beachside playground area, Marine Parade between Hawke Street and Beresford Street should be closed to all traffic and become a pedestrian only area. Increased visitors will encourage businesses to invest in the Mall. Only by attracting visitors to the area will quality businesses follow. Please do it right the first time!! Thank you for considering the community's voice.</p>
9004	Paul Carroll	<p>Obstructing the flow of traffic along the only viable route from North Brighton to South Brighton will do nothing to revitalise the commercial area and could very well have the opposite effect. The current narrowed section of road and pedestrian crossing are perfectly adequate.</p>
9099	Mariska Penman	<p>I am concerned that these proposals feel isolated in their approach. That they are not including other aspects of the development in New Brighton except for the foreshore initiatives. I am concerned that the North-South redevelopment is not being considered at the same time and that the bus interchange and routes lie outside this discussion also. I would have thought these</p>

		<p>are all inter-connected and have dependencies on one another. For example how can you consider what the layout of Marine Parade will be if you do not know if buses or how many buses will be coming through.</p> <p>I support the idea that Marine Parade should be multi use - cars, pedestrians, bikes etc. It is difficult to get the connection for all i.e. people can walk uninterrupted from shops to foreshore and cars can drive north to south. I believe there are many that drive this route and need a viable option through (again the north south redevelopment should be done at the same time). It is not clear what cycle ways are being introduced. At the moment the road is narrow and there is not enough room for cars and cyclists to travel, as car often are hesitating to pass. The master plan references how poor the infrastructure is for cyclists and I don't see much detail here about creating more (safe cycle spaces, bike parks) or about how connects will be made i.e. to new cycleways.</p> <p>I am saddened to see that these cosmetic changes cost so much and that the money allocated will not be enough to provide environmental element protection. I would have liked to see screening for wind protection and overhead corridors/walkways to connect the areas and shelter from wind and rain. I would have also liked to see more cultural and historic considerations involved in the design - to further enhance the community spirit. Unfortunately both designs leave me disappointed, saddened and worried. They seem to lack consideration of other projects underway or in the future, and worry me that re-work will be required, for example if the North South or bus interchange projects come up with conflicting ideas. I had hoped for more visionary, inspired and exciting concepts. However I see that money is tight and doesn't go far, which will mean limited change for the better.</p>
9176	Simon Curtis	<p>Stop traffic going through altogether, except for cycling and pedestrians. This will connect the two pedestrian areas with a space of the same use. It can also be used as a space for large events that used to always occur on the village green. It would accommodate the market and keep the mall unrestricted to pedestrians and the shop holders would be grateful for the though traffic. In a centralised area.</p>
9254	Trish Norton	<p>I would support the option of doing up Marine Parade & the Mall after extension of Oram Ave through to Hawke Street completed - otherwise I feel you are throwing away \$3.4 million dollars</p>
9259	Elliot Norton	<p>The money would be better spent on buying building etc to extend Oram Ave. I feel the cosmetic changes that are in the plans should wait until the final plans are done</p>
9262	Andrea Floyd	<p>Marine Parade works as it is. Maybe spend a little money on 30 km speed signs & make it a little more attractive. But spend more money on the Mall area.</p> <p>Closing Marine Parade will force more traffic through the residential area so it's a dumb idea. Opening Oram Ave through the Mall just divides the Mall. Why put cars through where people are walking?</p> <p>And is the bus exchange going outside a shop? Really?? What happened to it going on the Beresford St car park like we voted for in the masterplan.</p>
9342	James Zervos	<p>I think it would be more prudent to delay any roading and landscaping works until the pools and park are established, there is no hurry. We don't know what will happen with the buildings established or new, so doing up the mall with paving would be premature. We live in the area and have here most of our lives. The road is a through road, semi arterial it's not the Gold Coast or Waikiki yet. Also the Pohutakawas along Marine Pde have to stay Thanks.</p>
9414	Margaret Kelso	<p>I do agree with 30km/hour through there because I always drop my speed when driving through there. I see no reason to, at this stage, to change any configuration of that area until such time as the commercial district is sorted. I think it is a complete waste of money.</p>

Submissions - prefer option 1

8026	Dave Beaumont	
8027	Diane (Di) Trower	I would like extra funds to be found so that option 1 and option 2 can both be used. This would be a far more satisfactory long term solution and would provide the framework for the entire development of the mall and foreshore.
8040	Lynska Ramsteijn	If Marine Parade is closed, the Tab bar etc on the corner of pedestrian mall will no longer be the 'face' of that area and allow for an entrance that is more accommodating and does not intimidate. A fantastic opportunity to drive visitors from other areas, ie; Carman Lane
8063	Marc Cruickshank	<p>I understand the idea behind changing the speed limit to 30kph, but that is painfully slow. I think for the most part 50kph is reasonable and most people are paying attention enough currently that they will slow down as necessary. I would be willing to guess that the people who don't currently slow down through that section of road are still not going to regardless of what the speed limit is. On top of that, the first person who gets caught by a cheeky cop accidentally going 40 through there (which is bloody easy to do at such a slow speed) is going to be furious. It's already an incredibly long straight piece of road which feels like an eternity to travel down at 50kph. I don't see adding a small 30kph section as an improvement, but more of a pointless inconvenience for drivers.</p> <p>As for the closing of the road between the two points, that piece of road has been closed for work countless times since the earthquake, and if it meant that it were done once and for all and it was improved at the same time, I personally would be happy to deal with the inconvenience. It would be nice to have a thought out, convenient diversion though.</p>
8066	Michael Robinson	While I prefer option one, ideally I would like to see Marin parade blocked off from traffic between Beresford and hawks street. Then that section of the beach can be opened up to the mall.
8074	Mark Munro	Need the link between playground and Mall to be flat. Allow for outdoor dining on Marine Parade
8086	Briar Thompson	I think redirect traffic and close off Marine Parade between Hawke and Beresford. Shops need to be closer to the beach. The beach is the attraction.
8088	Sarah Ledingham	
8102	Louise Wedlake	
8106	Elizabeth Odell	
8113	Malcolm Campbell	We need to get cars out of the area altogether in my opinion.
8125	Despina Kerdemelidis	
8172	Ray Hall	<p>I support the layout of Marine Parade in option 1. Cut speed limit back to 30kph now. Option 2 not supported as it retains the central strip and vegetation which in a small low car can hide small children on the crossing from view. Also encourages people to stand in centre of road on the vegetation strip.</p> <p>I always enjoy the drive along Marine Parade but would happily put up with the immediate closure of this small section if Oram Ave extension to Hawke Street is going to happen soon.</p>
8188	Martin Smallman	Traffic calming is a much preferable option to closing this section of road. The whole foreshore and mall area is usable for markets and events. There is no justification for closing this section of road.
8205	Michael Smith	I praise the desire to create a buzzing social environment where people interact, shop and enjoy New Brighton. Reducing traffic, making a pedestrian first environment is a great initiative that complements the other initiatives happening in New Brighton such as the playground and hot pools. Has any research been conducted to find out why the Christchurch population and local

		<p>residents do not spend extended time in New Brighton Mall? What do people see as the biggest dissuading elements that stop them from spending time in the Mall? I would imagine the cold Easterly wind would be a significant factor, yet neither plan appears to address this. My concern is the lack of mitigation of Christchurch's famous cold Easterly wind in the new New Brighton Mall designs. The Easterly wind is currently funnelled down New Brighton Mall. It deters people from spending time in the Mall and instead just use it as a thoroughfare. New Brighton Mall is not a pleasant space during an Easterly, and this is a common occurrence. Neither of the two new designs appear to have put any thought into creating protected spaces or diverting this prevailing wind from howling down the Mall. People are a lot less likely to sit, stand, relax, shop, dine and enjoy the sun in New Brighton without a comfortable environment to spend time in. I imagine this to be even more likely for young families or the elderly. Not having protection from the Easterly, limits the number days the Mall is a pleasant place to be, limits the activities suitable for the Mall (due to the strength and temperature of the wind) and does not off a place of respite if the weather changes.</p> <p>The two current plans are both just facelifts for the existing design and do not address this fundamental flaw in the original design. This looks like an oversight completed in an office far removed from the actual experience and elements of New Brighton Mall. I believe money would be best spent addressing this underlying factor, rather than making it look pretty and have nobody around. Cleaver placement of trees and/or structures at appropriate heights may create protection. I am sure the Council urban design team can come up with clever solutions to make New Brighton Mall a sunny, protected, lively, versatile, vibrant space.</p>
8223	Marie Graham	Would rather have changes to shop layout as priority...also a market square/gardened grass area where old MacCormacks Tavern was ...important to have communal meeting spaces not reliant on spending at shops. Many folk especially older or people living alone would welcome a park like space that doubles as a market or events lawn...especially if the easterly is blowing a gale...
8248	Mlranda de Gouw	Prefer to have street closed altogether to make it a safer connected area rather than thoroughfare.
8311	Charlotte Penrose	I feel option 1 is better than option 2 as option 2 requires money spend on the mall area, but until there are good shops and building owners start fixing their buildings. It's an eyesore!! Spend the money on the beach end, it's what brings people out.
8340	Nikki Berry	Although it would be expensive, I think we should block traffic completely and divert it possibly by purchasing vacant land so that traffic goes down Hawke Street, then crosses the mall and joins Beresford Street or Oram Ave to get back to Marine Parade. Drivers will hate it at first but once the community gets used to it, we'll have a delightful, car free recreational area.
8345	Kirsten Donnelly	I would like to see cars removed permanently from Marine parade, in front of the Library and Beachside Playground, however it is important to retain access to the carpark
8359	Valerie Everett	It would be better to close Marine Pde between Beresford and Hawke completely. Don't waste money changing the road then closing it later. What has happened to the proposal to join Oram Ave with Hawke St through the Mall?
8377	Maria Godinet-Watts	More disability parks along the main Street. Enjoy coming to shop in Brighton an coffee. Thank you.
8388	Allan Collins	I would like to see the Surf club moved to where the toilets are at the moment, I realize the Workingmen's Club will object to this however the integration of the Surf club and the general public and the access for swimming between the flags in front of the new development out ways a small loss of view to a small number of club members
8472	Shane Bartlett	
8482	Andrea skinley	I would be happy with road closed between hawker and Beresford St's.

8518	Moni Biswa	More attractions and features like playful equipment for elders and younglings and more space for the marketing area.
8521	Debbie Osborn	The wind, the wind! The mall is a wind tunnel because it faces east to west. Could the mall be zigzag shaped - shave off parts of savemart, countdown etc frontages or build out at angles along this frontage. Same with the other side of the street. Like the idea of a future connection/street connecting Oram ave to Hawke st. Definitely agree the mall retail area needs to be consolidated to the east of Shaw ave.
8772	Jenny Horn	Feel it would be better to attract people to the area with pools. Then when visiting population has increased work on shopping area. Maybe clearing of un used areas would be good short term and lawned area or extra play grounds be put there also as a added attraction a cosmetic tidy up in the town area. Then later rebuild it. People need to be encouraged to come first shopping is only a 2nd attraction is only a 2nd attraction, plenty of that in town cafes & food stalls always attraction.
8776	Evan Smith Eastern Vision	I don't not support this project before there is a decision regarding the Oram Ave extension to Hawke St - how can people give a credible view on the future of Marine Parade if the alternative through route is not defined. It is cart before the horse - and going to result in wasted capital expenditure. Typical half-arsed CCC planning. See attachment
8855	Stephen Best	I feel go for option. I like the plans offered. They will be improvement the mall still needs more tenants & an accommodation option even some apartments in the mall? I appreciate what is already been done to enhance the area. The 'tidying up' landscaping has been great.
8856	Lyn Everett	I think this is a great start to the vitalisation of New Brighton the sooner the better
9061	Ruth Reid	In fact the current narrowing of Marine Parade is already effective in slowing traffic. I prefer Marine Parade to stay open most of the time. Perhaps just closed for special events.
9065	Kirsten Carey	
9070	Christine Hickey	I support the upgrading of Marine Parade first as it will help link the new playground and set water pools to the commercial area. I also support an upgrade of the mall area as money permits and support the building and leasing of the shops in the mall area to new businesses to service the visitors to the pools and the playground and beach.
9079	Sartia McGeoch-Donovan	
9098	Andrew Dimond	Car is secondary to the development of this area as other route options are possible. With further development of kids playground and hot pools there will be more foot traffic about especially kids re playground so lower risk and keep cars away. Mall desperately needs more businesses to be attracted to area so incentives need to be provided as there is good community support so what would work well/be supported.
9114	Pauline Wayman	Generally, I like what is proposed in option 1. The only suggestion is that selection of plants will be important to achieve to both an attractive, welcoming connection to the mall area as well a placement forming breaks to wind. Seating needs to be sheltered.
9143	Tracy Clark	Although I chose 'Feel' as the most important I think that this is achieve by making the area connected to the things that make Brighton unique and that's the beach front. Option 1 begins the process of removing the barrier between, what is, a pretty average shopping precinct, and the real reasons for being in Brighton - that is the spectacular beach front. Shopping at Brighton is no-longer a draw card and the area needs to make the most of what it has that's unique. Moving away from inactive shopping options to active destination reasons like beach walks, hot pools, playgrounds etc.
9157	Lynn Hayes	it would be better to closed Marine Parade from Hawke to Beresford and open up Oram Avenue through to Hawke Street
9167	Elizabeth Ackermann	

9204	Amy Hartnel Earthquake Disability Leadership Group	<p>The Earthquake Disability Leadership Group strongly advocates for a process to be embedded into this project to plan for and include best-practice accessible design, as the ideas for the New Brighton Pedestrian Mall and Marine Parade are further developed.</p> <p>As highlighted in the Christchurch Hot Pools project information, there will be a vast number of visitors attending these Hot Pools annually. Alongside the Beachside Playground, Pier and Library, considerable planning needs to occur to ensure that the journey to, through and around these elements is easy and accessible and that participants can interact and navigate in a safe and logical way.</p> <p>The EDLG supports the addition of mobility parking beside the beach playground and would also suggest the inclusion of a drop off zone for participants that have mobility challenges. The ELDG does not support the concept of a shared use space on Marine Parade as a way of interacting between the beach side elements and New Brighton Mall. If this area is paved and with no barrier between footpath and road, pedestrians (particularly those with visual impairments) have no indicators to show that this is a road and that cars are expected. Shared spaces that combine vehicles, cyclists and pedestrians will always struggle to define which user has the right of way and managing those conflicts in a shared space will be difficult.</p> <p>Other elements which will also need an accessible lens include public bathrooms, seating, signage, the placement of street furniture and communal areas. The accessible journey from the proposed bus stop through New Brighton Mall to Beachside will also need consideration. Regenerate Christchurch, Canterbury District Health Board, Christchurch City Council, Development Christchurch Ltd, Environment Canterbury Regional Council and Otakaro have all recently made their commitment to the Accessibility Charter - Canterbury. The Charter outlines that all the participating organisations are committing to creating places and spaces that are accessible for all people. As the Charter sets a collective expectation for its signatories - the planning process for this project needs to set the same collective expectation between the many players that will be delivering it.</p>
9222	Emma Derrick	<p>We like the first option better as it is an interim decision which will reduce vehicle speeds and make it safer, especially when there will be many more young children about due to the playground.</p> <p>We don't believe spending money in the pedestrian mall will be a good idea until the current mall is either changed by removing derelict/unused buildings or new buildings/shops are leased. It will just lead to nowhere as it stands.</p>
9240	Maryanne O'Connell	<p>I think option 1 as although this is more expensive I feel in the improvements are needed for the future of the mall. So initially this option costs more but saves doing these changes at a later date which would be more expense. The mall area is a great place and having it more attractive and safe is a fantastic idea. It also is a safe place for the elderly and mothers with babies to sit and enjoy the day. The new planters look fabulous and are very attractive. Thank you for the improvements done so far</p>
9246	James Croft	<p>I believe closing Marine Parade would be positive for New Brighton. Having traffic detoured into the new reduced size centre shopping area being Oram Ave, would bring commerce and business to shops along the Avenue. Currently Marine Parade is used as a New Brighton bypass people living in the area not even stopping at the shops so close to their homes. I think having angled parking along both sides of Oram Ave would be most beneficial to the shopping area.</p> <p>In an effort to reduce the amount of shops in Brighton. We could build new shops along Oram Ave and offer rents and ownership to those businesses first that would need to move into the new</p>

		reduced size hub. Existing land reformed into residential medium density living. Bringing more people to the area and new community living.
9248	Tanya Didham	<p>It is a little hard to tell the difference between the two options -they are virtually identical except there seem to be more seats and some new lights in Option 2. [If we are to have new lights in the mall, please do not light it up like a prison yard with harsh blue-rich 4000K LEDs - as the council is infuriatingly proposing for our street re-fit.]</p> <p>It is hard to see how the New Brighton Mall can be made vibrant without all the landowners on board, so I hope that is happening. It's not just about paving and playgrounds, we need there to be a commercial centre that can withstand the seasonal nature of beach life, and that caters to the surrounding suburbs. What do New Brighton folk want from their mall? I am on the other side of the river in Aranui, but I go to NB for the supermarket, the library, the cafes, the market, the chippy and the post shop - aside from that, it is all about the beach. There are people on the ground there with great ideas - the New Brighton Project, Pod, Fiksate, Shop 105 - that is where we can find inspiration for making NB a place people want to go to. What about a street-art trail? Revitalising does not have to be expensive. And please - just steam-clean EVERYTHING!</p>
9263	Lies Callander	<p>Personally I think this site is too small and allows too little space for parking. (If hotpool folks park behind the shops it actually hurts the shops!)</p> <p>A better place would be where the Nth Brighton School was. Enough parking on site! Room for future expansion! And have a free tram-kind of transport that goes to the Mall. It has to be fun transport. Could be horse & cart. But free (or almost) and frequent</p>
9264	Matthew Parkes	Making the playground/ library stretch of marine parade shared use is a great idea. At the very least discouraging through-traffic. Maybe include some extra parking in this area + a lockable gate *(similar to Chester St)
9268	Yvonne Curtis	<ol style="list-style-type: none"> 1. Increase traffic on Hawke Street. We already need a cross walk/pedestrian crossing - increase traffic means it is even more important (around Howe Street). I want what other suburbs have - pedestrian crossings. 2. A big NO to the land swap involving Rawhiti Domain. 3. I support option 1 because the new projects need an upgraded street frontage - it goes with THE NEW - the Mall can come later. 4. Keep the Surf Club where it is. It marks the end of the beach - too visually cluttered up at the pier. - The expanse of beach is nice.
9347	Eric Reynolds	I would really like to see the closing off of Marine Parade after Oram Avenue has been extended to Hawke Street - making sure parking to the Library is not too far away. Markets along Marine Parade or other activities would go down well with the public. Thanks for keeping it going forward.
9349	Margaret Keall	We need the super market to move down the mall so that this vacated area could be developed into some activity attractive to visitors.
9361	Wendy Towart	
9364	Sarah Dowle	We visit the library, shops and catch the bus in the area with children and it is very rundown and sad. We are normally walking and biking and would enjoy the slower speed limit and the added safety for the children.
9375	Jason Trist	Option 1 should also have a fully cobble space through the mall as shown in option 2. Lighting at night should be an important feature.
9377	Warren Clarke	
9379	Aroha Lawson	If you are going to connect the beach and mall areas the road is a major barrier, however ensuring vehicles only travel that section at 30km/h will be hard to police and cause confusion. The other concern is pedestrians, clear boundaries need to be in place to define the roads and pavements as too many of these slow roads are coated in one surface leading to uncertainties regarding right of

		<p>way. So I support it but like it to be done right.</p> <p>I would like to see lockers available for people to use at the beach, I would like a Promenade with nice, bright, clean public toilets, exercise equipment along the beach area for public use and some provisions put in place to allow accessibility for disabled residents and visitors to enjoy all the area has to offer.</p>
9383	Paul Lonsdale New Brighton Business and Land owners Association	<p>While we support Option 1, we believe that the proposed design lacks imagination and the connectivity that is required to achieve the desired outcomes. We would like to work with Council to assist achieving a better outcome. We also believe that while Brighton Mall receives lesser treatment under this option, the council should raise the maintenance and cleaning of this area to at least make it feel like it is cared for. We also would like to see some work carried out around the paradise palms to raise the height of the planter bases and remove all bark as this end up blowing all around the mall area in an easterly wind. If the ability is available to speak to our submission we would be very happy to do so.</p>
9394	Dr. Alistair Humphrey Canterbury District Health Board	<p>Details of submitter</p> <ol style="list-style-type: none"> 1. Canterbury District Health Board (CDHB). 2. The submitter is responsible for promoting the reduction of adverse environmental effects on the health of people and communities and to improve, promote and protect their health pursuant to the New Zealand Public Health and Disability Act 2000 and the Health Act 1956. These statutory obligations are the responsibility of the Ministry of Health and, in the Canterbury District, are carried out under contract by Community and Public Health under Crown funding agreements on behalf of the Canterbury District Health Board. 3. The Ministry of Health requires the submitter to reduce potential health risks by such means as submissions to ensure the public health significance of potential adverse effects are adequately considered during policy development. <p>Details of submission</p> <ol style="list-style-type: none"> 4. We welcome the opportunity to comment on the New Brighton Pedestrian Mall and Marine Parade improvements. The future health of our populations is not just reliant on hospitals, but on a responsive environment where all sectors work collaboratively. 5. While health care services are an important determinant of health, health is also influenced by a wide range of factors beyond the health sector. Health care services manage disease and trauma and are an important determinant of health outcomes. However health creation and wellbeing (overall quality of life) is influenced by a wide range of factors beyond the health sector. 6. These influences can be described as the conditions in which people are born, grow, live, work and age, and are impacted by environmental, social and behavioural factors. They are often referred to as the social determinants of health [1]. Barton and Grant's Health Map shows how various influences on health are complex and interlinked [2]. 7. The most effective way to maximise people's wellbeing is to take these factors into account as early as possible during decision making and strategy development. Initiatives to improve health outcomes and overall quality of life must involve organisations and groups beyond the health sector, such as local government if they are to have a reasonable impact [3]. <p>General Comments</p> <ol style="list-style-type: none"> 8. The CDHB supports revitalisation of the New Brighton Area as identified in the New Brighton Centre Master Plan. New Brighton holds important characteristics and meaning for many East Christchurch residents and visitors alike. Regeneration has the potential to improve amenity of the New Brighton area, revitalising this space to enable the local community to connect and access local goods. <p>Specific comments</p>

Objective preference

9. The CDHB considers all three objectives; connected, feel and flexible as important to the regeneration of the area as each reflects an important aspect to developing a viable, compact and lively' community which 'services the needs of its residents well'. The CDHB considers that a design which meets all of these objectives would best serve the New Brighton community.

Support for Option 1

10. The CDHB supports option 1 which better meets objectives of the Master Plan as indicated in the consultation summary.

11. The CDHB supports narrowing of the road (as per option 1) in preference to a central median strip (option 2). Narrowing encourages slower mid-block vehicle speeds and will also enable a wider footpath which improves safety for pedestrians who will predominantly be using this space. A wider footpath also provides better accessibility for those who may have a visual, hearing or mobility impairment.

Accessibility

12. The CDHB strongly supports provision of mobility parking adjacent to the playground to ensure equitable access to the area for those with disabilities. It is preferable that these parks are angled or are at least of sufficient size for mobility vans to allow wheelchair users to get in and out without encroaching on the traffic lane. The CDHB also recommends provision of seating at regular intervals and use of pavers which provide a smooth, comfortable surface for wheelchair users.

Support for 30km Speed Limit

13. The CDHB supports reducing the speed limit to 30km down Marine Parade. If this area becomes a shared space, this will lower the risk to pedestrians and cyclists as a pedestrians chance of death when hit by a car travelling at 30km per hour is 5% compared to 40% if hit by a car travelling at 50km per hour[4].

Additional recommendations

14. The CDHB recommends that Marine Parade does allow for the movement of buses and that the design incorporates a bus stop on each side of the street. The Master Plan proposes a bus interchange down Beresford Street, however this is still some distance for those who may have impaired mobility. Allowing buses to loop around and stop at Marine Parade ensures access for those unable to walk longer distances to the beach, library, playground, pedestrian mall and proposed new hot pools. Additionally, the presence of buses in this highly frequented area promotes their use as a convenient mode of transport to access the amenities at New Brighton.

15. The CDHB recommends installation of obvious signage to public toilet facilities, and that these are sufficient to cater for events, festivals and gatherings held in the area.

16. The CDHB recommends that an adequate number of rubbish and recycling bins are provided to encourage responsible waste disposal.

17. The CDHB recommends that a CPTED audit is completed of the area, and that adequate lighting as per option 2 is installed if necessary to ensure the safety of those using the pedestrian mall at all times.

Conclusion

18. The CDHB does not wish to be heard in support of this submission.

19. Thank you for the opportunity to submit on New Brighton Pedestrian Mall and Marine Parade improvements.

Footnotes:

		<p>[1] Public Health Advisory Committee. 2004. The Health of People and Communities. A Way Forward: Public Policy and the Economic Determinants of Health. Public Health Advisory Committee: Wellington.</p> <p>[2] Barton, H. and Grant, M. (2006) A health map for the local human habitat. The Journal for the Royal Society for the Promotion of Health, 126 (6). pp. 252-253. SSN 1466-4240 Available from: http://eprints.uwe.ac.uk/7863</p> <p>[3] McGinni s JM, Williams-Russo P, Knickman JR. 2002. The case for more active policy attention to health promotion. Health Affairs, 21(2): 78 - 93.</p> <p>[4] NZTA. (n.d) New Zealand Pedestrian Profile. Retrieved on 31.10.2017 from http://www.nzta.govt.nz/resources/nz-pedestrian-profile/nz-pedestrian-profile/?category=&subcategory=&audience=&term=new+zealand+pedestrian+profile</p>
9403	Laying Stanbury	plant more native trees, in the form of rain gardens/storm water treatment
9407	Kim Hammond	<p>Sounds good, shame the road can't be closed off now especially with the play park due to open soon, the hot pools, and the exist facilities like the library and the Imagination Station in Carnaby Lane (which will hopefully will be funded next year!) and other family friendly annual events e.g. fireworks and kite day, so this area will continue to attract more and more families. Traffic already backs up at the pedestrian crossing outside the library now on market days, I imagine it's only going to get worse. Kepell and Oram Ave need to join up if you want to encourage outdoor dining, as this eliminates the easterly breeze and allows for more sun as currently those shops on the northside of the mall/Seaview Road are shaded all day e.g. Creama Cafe.</p>
9419	Meg Christie Living Street Otautahi/ Christchurch	<p>Thank you for the opportunity to submit on this beautiful plan. We are excited to see proposals for regenerating this area which has the potential to become one of Christchurch's treasurers- for swimming, playing, shopping, dining walking and more!</p> <p>We recommend closing Marine Parade to vehicular traffic from Beresford Street to Hawkes Street so that pedestrians can freely move from the beach, library and pool etc. to the Mall. This would certainly contribute to the seaside village atmosphere you seek to create and add to the alfresco dining experience along this stretch of street. If this is not possible, our second choice would be for planners to create pedestrians priority over all other traffic -including people on bikes. This will create a people-centred environment. We also recommend a 30kph speed limit around the whole area but definitely Beresford Street and Hawkes Street, with 20kph speed limit on Marine Parade on this short length between Beresford Street and Hawkes Street. Please ensure our "no" vote for the option of supporting a 30km speed limit is reflected as such, and not that we want to retain anything faster!</p> <p>Visual contrast of paving material on road and footpath is useful for those with low-level vision impairment. Footpath so called 'clutter'- signage and alfresco dining need to be kept against building so the more seriously visually impaired can navigate along their way using the edge of the kerb. All paving should be smooth enough for people in wheelchairs and pushing prams etc to move along without difficulty. We support the disability parking and would like the bus to be able to drop people off as close as is safe to the corner of Beresford and marine parade, to assist the elderly, those with disabilities or with young children to more easily access the amenities.</p> <p>The provisions of ample seating looks good and thank you for considering the need to have some seats sheltered from the prevailing easterly wind. We would like to see increased cycle parking facilities because tripping hazards are created and pedestrian flow is impeded when people are forced to park their bikes in unofficial places.</p> <p>Thank you.</p>

9468	Leroy A Lewis	
9513	Celeste Donovan	<p>During events I would like the project to improve the flow of pedestrians across Marine Parade. I would also like the opportunities for commercial areas facing Marine Parade maximised.</p> <p>Please make sure that cyclists are accommodated and kept as safe as possible. This project should help promote sustainable transport where possible.</p>
9518	Kari (Karen) Barr	
9519	Jacqui Uhrbom	
9520	Margaret Uhrbom	<p>I don't like the idea of maybe one day in the future, like it has always been!! As it is 30k/h is all anyone will do in that area. People always complain about the easterly, so why would you open it up more to the elements.</p> <p>I would like to know what is our "character". We are a beach suburb that needs to work with its surroundings, plant what will grow & keep it clean, make shop owners responsible for their windows & door ways</p>
9521	Dirk De Lu	<p>New Brighton Pedestrian Mall and Marine Parade improvements</p> <p>SPOKES has considered to two options presented and supports option one. In our submission the main feature that will draw people to visit New Brighton is the beach and the surrounding facilities not the Mall, for people to walk from the beach into the Mall there needs to be as few barriers as possible therefore SPOKES would support closing Marine Parade to vehicular traffic along with this upgrade. Customers would not then see this as a barrier to entering the Mall.</p> <p>If closing Marine Parade is not possible Spokes supports imposing a 30kph speed limit but would suggest this could be further lowered to 20kph given its short length. SPOKES notes there is no provision for increased cycle parking in option one. With a cycle path extending along the Avon River New Brighton will become a magnet for recreational cyclists especially during the weekends when the demands on the area will peak, without adequate cycle parking cyclists will resort to locking bikes to down pipes and other convenient objects which may impede pedestrian flows. This needs to be considered during the design phase not added as an afterthought.</p>
9523	Brian Donovan	<p>It seems pointless considering an interim landscaping plan on Marine Pde between Hawke & Beresford Sts.</p> <p>The probability is this section will be closed to traffic and should be done NOW.</p> <ol style="list-style-type: none"> 1. Alongside a children's park and safety reasons 2. Cements the connection between sea, library and shopping centre. 3. The closure will drive traffic from Marine Pde into Hawke & Beresford Sts and along each side of the mall. 4. As you illustrate there will be a flow through the mall between Shaw Av and Marine Pde, and there will need to be a counter-balance at the Shaw Av end to ensure this happens, i.e. an 'events square'.
9604	Bri Scott	
9873	Eve Grocott	<p>I believe the road should remain open but reduced to two lanes, no median barrier, NO cycle lanes required as this will be a pedestrian area, so cycles can share their footpath.</p> <p>NB is a destination and people will bring their cars, i.e. the elderly and families so access with cars is a must. If you close Marine Pde it will cause chaos as no alternative route through NB is available. The roads thru are too complicated or sinking (i.e. Owles Tce). Also need access to the library and parking here too. The narrow 30km road works well through Cashel Mall/Colombo St and can work well down Marine Pde too with the same traffic signals</p>

Submissions - prefer option 2

8029	Jasmine Dessaix	Love the completely paved mall idea! 100% agree with reducing speed to make more pedestrian friendly. Now to just get rid of the ugly supermarket storage/delivery area bringing down the prime beach front area, such an eye sore!
8037	Karen Amyes	
8043	Paul Tait	Hawke street into marine parade could be kept wide with easy turning for heavy vehicles. With Beresford being more the residential feel.
8053	Charlotte Kelly	The mall desperately needs investment. Whilst I would love to see Marine Parade get a massive facelift, not at the expense of ignoring the derelict-feeling mall.
8057	Holly Wilson	
8059	Donna Stewart	I feel marine parade works well already for a pedestrian area and leaving money left over would allow a mall upgrade to compliment the new playground area. Also enhances the area for public events and shared spaces like market days. Better flow connecting the areas rather than new versus old.
8060	Christopher Dodd	No point in fixing one area and not the other as they will need each other to survive.
8068	John Collins	This is great, although the theme/works need to extend further west to include the whole of Brighton Mall and the businesses down this end of the street. Especially the malls off Brighton Mall and lane ways like Carnaby Lane. If the works are only got the pedestrian section of the Mall this won't work. How about closing Brighton Mall to vehicles from Union Street? Then extending the mall refurbishment all the way to Union Street, creating a long high street style mall that offers a lot of space for events and creates an environment for businesses to operate. The mall could obviously still be available for vehicles for events like the Christmas parade. Cheers
8081	Shane McInroe	I would like to see range of setting what work's everyone needs. Need just one type of setting. I would like to see more community events. I it easier to bus to New Brighton
8082	Gill Hubert	Just do it. Either options will do. Extra lighting in the area is a must. Force the land owners to fix the Hawke Street Carpark. It's a disgrace!!!
8091	Michelle Cavanagh	Neither of these proposals is going to create any real difference in visitor numbers or marketability of the New Brighton retail centre. There are too many vacant run-down buildings and too much unused and poorly maintained land. It is those that cause the biggest eyesore and it is beyond time that privately owned properties are required BY LAW to meet certain standards. I believe the city should acquire those properties by any means and set a standard. I only support option 2 over option 1 because it is less expensive. Spending millions on plants and shrubs and on ripping up roads that have only just been freaking done is stupid and pointless.
8092	Nathan Keepa	They need to do something ASAP while New Brighton is on a roll with playground, pools etc hopefully attract more well-presented shops get rid of the rough bars at front and try to make the most of sea views
8094	Faye Higgins	While I completely agree that development needs to start on marine parade with an attraction that draws people to the area, it important to remember people will come if there are good shops and eateries too- for example The Tannery has been doing very well since it opened and is now housing some unique boutiques, local businesses and a couple of great local eateries- with nothing else around and people flocking to it, it has achieved what sadly New Brighton is severely lacking. We need to be careful not to over develop the front and ignore the mall/shopping area. At present the shopping area is embarrassing, especially with the amount of empty premises and the back of save mart making the mall/shopping area look like an abandoned town. People will come for the hot pools and playground but we want to encourage them to spend time and money in the town too and importantly look after the local business owners and encouraging

		<p>other businesses to open up. Money needs to be invested in raising the quality of premises for the mall/shopping area, and outside areas - it needs to be solely pedestrianised to encourage people to park up and nose round and possibly stay to eat or drink. If we get it right we could have a fabulous unique boutique mall with eateries- with areas to sit outside.</p> <p>I believe strongly that we need something to draw people in to the area but we need to have something where local people as well as council can benefit- if we over invest on the front with the hot pools, playground and landscaping we will miss a vitally important part of the plan which is to provide a decent, enticing, affordable place for local people to open businesses - encouraging local interest and local investment. If there are decent eateries, interesting and unique shops people will come regardless of the hot pools.</p>
8111	Shantel Young-Matehe	<p>I wouldn't prefer more time to go into enhancing the image of the mall area as this would have a positive outcome on visitors and our local community.</p> <p>I agree to 30k spend limit as the main stripe can get busy but don't think it's necessary to focus too much on this area as it would be more needed within the mall.</p>
8118	Robbie Baigent	<p>Without any of us knowing if the Oram ave Extension is going to happen as per the masterplan then all this is nil and void as we cannot give feedback to an overall view. Has any thought been given to damage created if or when the damaged buildings in the mall that are not accessible from Hawke Street are demolished/repared/rebuilt. The last time any beautification work was done in the mall half of it was dug up within weeks.</p>
8121	Courtney Barr	
8134	Alisha Russell	
8180	Susan Adams	<p>If the intention is to close Marine Parade to vehicles, then I think it better to spend less money changing the road layout now and put more into the mall area.</p>
8227	Rick Houghton	
8320	Lynda Grieve	
8354	Fiona Hurst	
8369	NMN Jackson	<p>I would like there to be the inclusion in Brighton of an adult playground with equipment that is fun for adults to also play - such as adult swings, roundabout, slide, and some fun exercise equipment which we see is popular in other countries - so not only are adults encouraged to move and be mobile but also to remember those days of being children and simply swinging high in the sunshine -</p>
8373	Hayden Zervos	<p>The Night Lighting is a good idea. The Pier lights at night are already a great attraction so applying this to the mall should have a positive impact. Creative lighting features could even be applied to the new Beach Playground. It would work well with the Night Pier lights and make the playground more unique and attractive.</p>
8378	Melva Gill	<p>The mall needs more traffic through it to cut down on crime and 'dead' areas that it has now. Removing even more people from flowing through this space opens it to be a hangout for people who already make sure that as a local I don't go down to the mall because it feels threatening, dirty and ghetto like. People up in Carnaby lane have done a fabulous job of revitalising a space. The traffic access from both sides and the great landscaping mean we use this space every week.</p>
8384	Lynda Hunt	
8389	Kim Button	<p>I have real concerns about the retail area. For too long it has been full of , junky shops. The mall area needs to be appealing enough to lure good retailers into the area.</p>
8434	Alexandria Tino	

8652	Amanda Greenem	The playground and pools are great and will bring people to NB but the mall needs to be upgraded so the people stay in NB area longer. The pools area and the mall need to flow so both areas become one new looking space.
8665	Michael Brown	
8690	Jillian Reesby	
8696	Megan Roulston	I have to say with the information provided it was very difficult to understand exactly what the differences between the two options are. However I support the revitalisation of the pedestrian mall. I would like to see the extension of Oram Ave to Hawke Street as soon as possible. Then we don't need to spend huge sums on redesigning Marine Parade - can just close a section of it.
8899	Mark Darvill	<p>Of the two options presented I prefer Option 2 as it gives more scope for changes in the pedestrian mall area itself whilst retaining the potential to achieve many of the Marine Parade gains without the expense of Option 1.</p> <p>I support the changes proposed to Marine Parade in Option 2. The beautification of the west sidewalk to the north of Brighton Mall will do nothing for the built-environment mess that is alongside it. It would be like trying to gild a sow's ear. The side entrance to Countdown and the other buildings along that block have no right to exist on such a prominent frontage - but they do and are likely to for many years to come. I do not support the full closure of Marine Parade other than temporarily. Marine Parade forms an important linkage for road cyclists that have crossed into Brighton on Bridge Street and are heading towards Bower Ave and other destinations to the north.</p> <p>I have been visiting New Brighton mall with my children for many years and witnessed the changes that have been made previously to improve this area, in particular the mall. It is self-evident that these changes have been ineffective else the current proposal would not be necessary. It is disappointing to see, therefore, that the current proposal is based on the same thinking that gave birth to the previous attempts. One of the, if not the singular, problems with New Brighton pedestrian mall is the near alignment of the mall with the prevailing wind. Combine this with the predominant tilt-slab architecture and it produces a wind tunnel that discourages 'parading' and eliminates any desire to sit and eat or drink. In some respects these features (sic) also blighted Cassel Mall in the CBD. The unfortunate circumstances of the earthquakes allowed the fortuitous experimentation of the container mall and this showed how different things can be. Anyone that considers garden design as being a rectangle of lawn with thin borders down each side will not appreciate the amazing difference that a properly designed garden can have to the human experiencing it. The container mall, by accident or perhaps by design, demonstrated many aspects of exemplary garden design: the creation of 'rooms' which encourage exploration, lines of sight with focal points yet most paths meandering, complimentary details and some juxtaposition of elements to create interest, clear areas for movement and others where the viewer is encouraged to linger. It is some of these aspects that make 'lanes' such an important contributor to good urban design yet we borrow this aspect and generally ignore the other aspects.</p> <p>So it is with disappointment that I see presented, albeit in its early stages, a design for the pedestrian mall of which the key feature is a rectangular-shaped space, simply aligned on the prevailing wind. I accept that the Council cannot build new buildings to disrupt the rectangular form of the existing 'street' layout but I would implore the Council officers to learn the lessons of the container mall in the design of the components of the mall. The addition of features such as seating, wind breaks, planters, the use of materials to suggest flow and create interest, colours, interesting street furniture (not the Preschool colours used now) and signage - example from Gisborne attached to this comment, should break the area into discrete 'rooms' with flow</p>

		<p>between rooms necessitating a snaking movement along the mall rather than a direct path. In the current layout of the mall retaining a straight line for vehicle access encourages expediency of movement (speed) and this dictates the design of the non-vehicular features - and permits the wind. A meandering pathway encourages lingering, browsing, exploration, provides pockets of protection from the wind and forces vehicles to mix with pedestrians thereby limiting their speed. I would encourage the Council to have the courage to eliminate all on-street parking in the mall area, i.e. along its full length, not just in the bit between the Oram Avenue connection and the library. For children, the aspect of the mall that they have enjoyed most over the years is the play area located on the link road which connects to Oram Avenue. This short link road is perpendicular to the wind and this makes the feel much more appropriate for a seaside setting (i.e. warm) and being warm supports lingering to establish connections with others.</p> <p>I commend the Council on attempting to improve this public space and would implore that the learnings of previous failed refresh attempts are viewed without defensiveness. Revisit the design by all means but be open to the possibilities presented by radically changing the layout, don't just warm up the old design with some new paint. See attachment</p>
8930	Kay Collyer	<p>Extending Oram Ave thru to Hawke St seems a very logical extension. It would good to get traffic off the Beresford St / Hawke St section. The backups here due to the zebra crossing on special days is hideous. Love all the ideas in option 2 & look forward to seeing it all happen - Exciting! Grateful Thanks</p>
8944	JACQUI HERRON	<p>WAY MORE IMPORTANT TO UPGRADE THE MALL THERE IS NOTHING WRONG WITH MARINE PARADE</p>
8977	Jo Case	<p>The more work that can be done to improve the mall area the better. We need something that will capitalise on the number of visitors to the pools - the mall needs to be made warm and inviting. While improvements could be made to Marine Parade, it is in better condition than the mall, and I think the mall should definitely be the main focus. Making the end of the mall at Marine Pde walking only is a great idea - this happens all over Asia, and makes for a safe, pleasant, relaxing environment. It would also provide more space for markets, food trucks etc.</p>
9026	Melanie Welfare	<p>I feel it is important that both the road and Mall area are improved. Without improvements to the Mall there will be little point in improving the road. 30km speed limit is great as hopefully there will be more foot traffic. As with other resort areas I think it is important to look at regeneration as a whole rather than just one aspect. In the future with the right investment by CCC and government this area should be an asset to the city and as more people visit there should be the opportunity to pedestrianise the area, may a plan initially where it happens at weekends and public holidays only</p>
9050	Vic Allen	<p>Not worth spending money on narrowing Marine Pde, as it works ok now and this wouldn't help to draw more people to the area. The main issue is how to create the environment where interesting unique funky seaside retailers will want to do business and which will attract people and especially visitors with spending power. The proposed design doesn't seem to be informed by any overall vision or strategy for revitalisation - what will New Brighton village be known for? How differentiated from Sumner? Why would people want to go there?</p>
9053	Gina Hubert	
9074	Craig MacKay	
9103	Arthur Grieve	<p>Spend more money on the Mall and leave the road alone</p>
9135	Rosie Lamb	<p>I think it is important to make the mall a place that is clean, and inviting for visitors therefore I think it is a bigger priority to clean and tidy up the mall rather than the street.</p>
9146	Jayne Mark	<p>New Brighton is in desperate need of improvement, it has a huge undeveloped potential and has been completely neglected. All of the proposals, Children's Playground, Hot Salt Water Pools, and improvements to the Mall and Marine Parade are great, BUT without actual improvements to the</p>

		Mall area including the appearance of the Mall, moving and improving Countdown and enticing retailers shops, cafes and restaurants into the area New Brighton will still struggle.
9205	Tom Worters	I fully support both options, and would love to see option 1 accomplished, however I think for the redevelopment of the commercial core of New Brighton Option 2 is more important. I would like to see that section of Marine parade closed off in the future or during events to encourage pedestrian movement.
9208	Todd Carbines	<p>But the demolition of the Westpac Bank is unnecessary. Save Mart building is in ALIGNMENT of Keppel Street and will be wide enough. The direct line of Oram Ave is 20 metres West of Keppel St. This will create an extremely dangerous intersection. Please do not put lives at risk, when with good planning the roads can align creating a 4 way intersection; not two Tee intersections overlapping. Thank you. This will save money also: Supermarket needs to go West; Palms need cleaning up. Trimming, remove epiphytes!</p> <p>Thank you to ReGen, DCL and the speakers at the Public meeting at the New Brighton Club on Wednesday night. Having listened intently to the topics covered, I would like to make the following recommendations:</p> <ol style="list-style-type: none"> 1. That Rawhiti Domain and Golf Course are removed from any proposals for a 'Land Swap'. 2. That the Surf Club move south as far as the centre of the 'North Ramp'. This will not obstruct the views from the NBC over the road to the same degree. It will also allow parking closer to pools and playground. 3. When the Surf Club moves to its better location, remove sand dunes to the North incorporating its site; to install a continuation of the North Ramp Car Park. I don't think there will be anywhere near enough car parks for the future as it sits now. 4. The roading plan looks like it will gobble up a large chunk of the \$3.1m. Resulting in a lesser mall upgrade. I think fencing to stop children running across our 'Key Arterial of Marine Parade', would be a necessary priority. Another crossing could be added when the Supermarket relocates, that would be when a better building, likely apartments above business, would go in. <p>PS: I have a promenade proposal on Evospace 'Shore to Shore Promenade, New Brighton Chapter 3 proposal 6. See attachment</p>
9219	Dianne Lowe	<p>I like the idea of making Marine Parade narrower and restricting traffic flows as Option 1 appears to show, however I firmly believe that the Pedestrian Mall needs to be the main focus to getting business and people back into New Brighton. If the intersection changes are designed to get traffic down Beresford and Hawke Streets then please ensure the car parking areas currently there are not encroached upon, since without easily accessible car parking and quick pedestrian access to the mall all other changes will become pointless</p> <p>More lighting, seating and activities in the evening would be of benefit to those of us who enjoy walking in the environment and the surface needs to be safe for walking in all weathers and easy to push wheelchairs and prams.</p>
9245	Les Overend	Keep the pedestrian crossing and put chains along the road so people have to use the crossing. The present design works well provided people keep to the crossing. Allowing them full use from Hawke to Beresford Sts will create mayhem.
9251	Ashley Crook	Option two should be closed to traffic between certain times
9252	Annette & Tony Clayton	
9255	Abigail Dyer	
9256	Sharon Wright	
9257	David	

	Wright	
9260	E E Carbines	(Marine Parade) Leave the road as it is, and fence off the pools and playground from the road. People will enter both, from car parks and Seaview Rd (Mall). This would make the road safe for pedestrians. The way, Tee intersections are drawn on plans make the roadway to narrow.
9261	Rob Halliday	Marine Parade is a busy link from Nth & Sth Brighton and to close it off would cut the tow areas off from one another. I support option 2 as the road/parking would stay basically the same and would hope that the alterations at Hawke & Beresford intersections will not be too severe. Slowing down traffic in this area to 30kph is fine. More money spent on the Brighton mall would be better spent than on Marine Parade. Also some pressure from CCC on land owners in Brighton to fix or demolish unused buildings.
9265	Claire Matoe	The existing car park be used to build a parking building. The supermarket shift south to make the whole area recreational
9267	Richard Laphorne	The street-side seating on the road side near Beresford St is silly as any views are blocked by library & sea wall to the east. Put additional seating in the Mall area and/or by the sea wall. Or for specific events
9278	Irene Boles	As a resident who chose to live in the East I am very grateful to see all these implementation works of the public spaces taking place. I am convinced that our part of the city has the potential to become a little jewel for all the Chch residents, with its abundance of outdoor activities options, easy access from the City and diverse, inclusive and creative local community. I support option 2 essentially as it implies less works and leaves more funds for further improvement of the rest of the Mall area. I believe Marine Parade works quite well already and the 30kmph speed would be very beneficial just by itself to improve connectivity. I strongly believe there are other areas that need more focus, rather than this. First of all would be the massive carpark that servers the supermarket/dress mart and the cafes: tidying up the asphalt, creating partitions with pockets of planting and trees and maybe more sitting areas would make the space feel less "out of scale" and not people friendly. Opening more lanes (like Carnaby lane) or implementing the existing transversal connections would make the Mall more permeable and accessible for people to walk around shops. Thanks
9297	Jan Watkinson	Love the idea of being more pedestrian friendly. Love the trees down the mall. A lot of the shops and parking areas need to be revamped, some look derelict. Can you get rid of that horrible wave bar on the corner, I often go to the supermarket and have to walk past and those horrible drunks yell out all the time, my son needed to go to the bathroom once it was the closest place as library was closed. I went in and asked if he could please borrow the bathroom and the lady working there said he could, but she wouldn't recommend it as they are so dirty she would worry he'd catch something. Those were exact words. Do we really want that kind of hospitality in new Brighton, bring in nicer family friendly places like the cafe next door or the one opposite pierside I think it's called that has the restaurant as well. Definitely bring in more family friendly activities to Brighton, I wouldn't need to take my kids elsewhere that way.like we do now.
9308	Annette Bolton	Drop the speed limit unless there is an alternative way for people to cross such as overhead walkway or underpass.
9311	Daran Buckland	The Marine Parade is not that bad currently - it is the Mall where the money needs to be spent
9315	Kathryn Queree	
9318	Sarndra Gordon	I think that there should still be short term (5 minute) parking available close to the library to allow quick access to take-away shops & library. I don't think removal of the central barrier is a good idea as it gives pedestrians a safe place to stand while crossing the road. Revitalisation of the mall is more important than changing the road layout. Wind barriers & sun shelters would also enhance the mall area (around the planned new seating)

9346	Alison Ohs	
9371	Cameron Bradley	
9373	Carolyn Robertson	The real issue with Brighton at the moment is the dozens of empty shops and now the empty school. A real visionary approach would be acquire as much of this land as possible and make a plan for housing - much like what was done with the old Sydenham school site of the corner of Colombo and Brougham sts.
9391	Yannick Carpentier	It would be great if you think about slowing preventing the wind funnel when the nor'easter down the pedestrian road. It makes it quite disagreeable.
9429	Ben Hofmans	
9465	Christine Ann Gillman	It needs to have protection from the wind. Hope it happens next year as sick of waiting and fillings out forms and nothing happens.
9467	Robyn Ladd	Want it to happen asap. Waited too long.
9469	Owen Davidson	
9470	Gaye Meffan	Would like to know where buses would go?
9472	Sean Ladd	Been waiting for a long time for something to happen. The sooner the better
9514	Don Fraser	Also ticked I support closing this section of Marine Parade if Oram Avenue is extended to Hawke Street
9517	Nicola Leech	Definitely more lighting!
9605	Larry Jones	Make New Brighton China town of Ch.Ch just a thought
9871	Jeanie Murtagh	I would also like to see the car parking on beach front gone and that area used for recreational businesses/cafes, etc. Cars can easily park on Marine Parade instead

Submissions – no preference stated

9102	Kevin Cain	Marine Parade between Hawke St & Beresford St for car parking, but not opposite Mall. That area could be controlled by large wind reducing trees or structure
9104	P Russell Stokes	
9266	Y Read	I live on the corner of Marine Parade & Hawke Street. I am flexible on what you decide. The only thing is, I do not, NOT want any trees planted outside my property in Hawke Street or on the Parade. Remember what I have written NO trees!
9516	Matthew Leech	More lighting - similar to the yellow lighting to the north of the mall along Marine Parade
9878	Alan Bower	<p>I have decided to combine my response to the three main areas discussed at the Public Meeting held at the New Brighton Club on 1st November. I hope this doesn't compromise the usefulness of my comments.</p> <p>I have lived in New Brighton since 2004 and have fond memories of the area as it used to be. I have visited several of the seaside towns and resort in the UK and presume that this is the type of atmosphere we are trying to create.</p> <p>Redevelopment of the foreshore and mall. The main issue to redevelopment of the area is to create a space the people would prefer to visit because these days they have many choices. Sitting outside having a coffee or meal in the teeth of an Easterly wind is no joke so I think that any development along those lines needs to consider the area behind the Pier Side building which is currently a fairly rough car park. If there are plans to move the supermarket, this idea could extend towards Hawke St. A workable wind break is essential.</p> <p>I don't think traffic restrictions on Marine Parade will achieve much and is only delaying the inevitable. The area should be closed to traffic and a loop established connecting Hawke St. and Beresford St. at either Owles Tce. Or at a new road running through the gap between the Grace Church and Storer Motors and where the school swimming pool used to be. Looking at the mall as it stands now, the main commercial area is from Oram Ave back to Hardy St. I wouldn't like to see that park of the mall overlooked just because it is set back from Marine Parade. Clearly some money will need to be spent to tidy up the mall, but that in itself will not bring people to the area.</p> <p>On the question of car parking, if the area is ever going to attract the numbers that some of the other malls, like The Palms, or Westfield then notice needs to be taken of the size of car park area they have. In the normal course of the weekend, the car park off Hawke St is pretty full, and I would expect this to increase hugely if the New Brighton Development took off. Resurfacing of that car park is still not complete.</p> <p>Saltwater heated pool</p> <p>Prior to the meeting, I was all for the pool. But several issues came up that have changed my mind. It was proposed that the pool(s) would not be fully enclosed. That makes no sense to me. Why would someone travel all the way to New Brighton and pay to be in a pool in the freezing cold or blazing sun when only 50m or so away they could be in the sea for free? The pools would certainly be popular with the local Sea Gull population.... Yuk! It was mentioned that \$11M had been earmarked for the development but when the money ran out the site would close down awaiting the next year's allocation of funds. Sorry but only a couple of kilometres away is a \$37M pool complex due to open next year.</p> <p>It seemed that tied in with that was a suggestion to move the Surf Club down towards the Pier. Someone at the meeting made the point that this would have the effect of mixing bathers with surfers. On that point alone I think the club rooms should be rebuilt where they are now. I'm not against increasing business close to the shore by the pier, so how about continuing the "English" pier model and using the space for ice creams and fish and chip pop up shops? And further to the pier, I am all for a lower gallery for the fishermen. The current arrangement is</p>

messy, even intimidating for prominaders and is therefore totally opposed to the reason for recreating the pier in the first place.

Rawhiti land swap and redevelopment of red zone land

I live on the edge of Rawhiti domain looking over the main playing fields. I don't believe that redeveloping the golf course would disadvantage me at all. I only make that point to show that I am not being territorial in what follows. Keeping the golf course intact is also probably not viable purely on the basis that maybe half the resident Monarch butterflies will be rendered homeless. What is important is the share size of the total Rawhiti reserve. It is all too easy to carve off bits, but once they are gone, they are lost for recreation. I would like to see a purpose build sports and events centre (maybe instead of a salt water pool) that could be used by all the sports clubs that use the area and feel that could become a venue that would attract people from outside that area. I don't have an issue with Waimari golf club setting up on red zone land.

If New Brighton is to acquire an attraction that will get it back to where it was in past years, it needs something unique. A salt water pool won't do it. The only thing that seems to have presented so far is the Eden project currently destined for the Avon Loop. There is a massive land area immediately south of Pages Rd and a similar loop in the Avon River opposite the Withells Island Reserve. Why not put it there.

Attachments

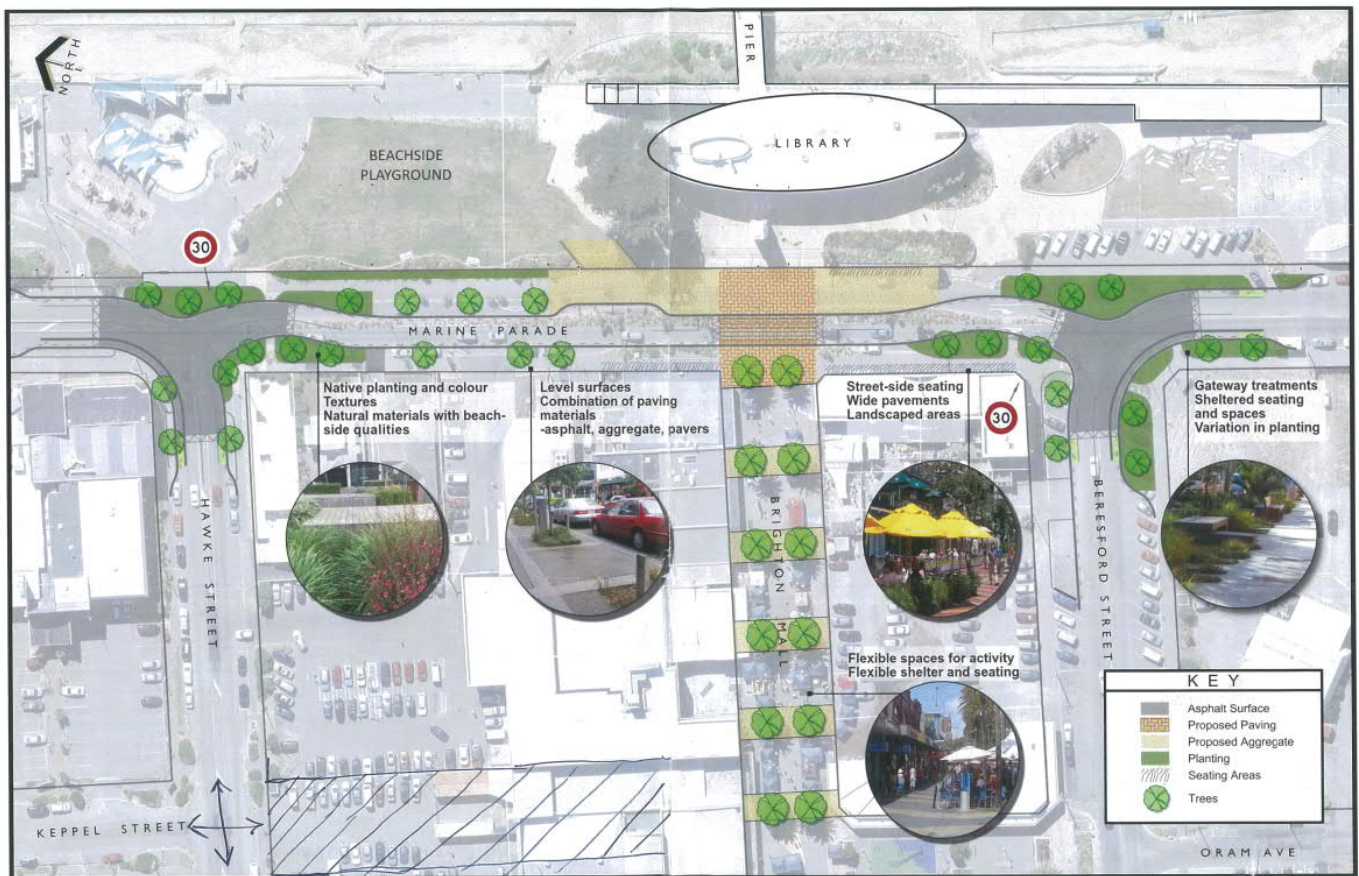
8776



8899



9208



Sketch attachment showing direct alignment with Keppel street.