

URBAN PLANNING AND DESIGN REPORT ON THE

CROMWELL TOWN CENTRE

A REJUVENATION STRATEGY FOR CROMWELL'S TOWN CENTRE

FOR

CENTRAL OTAGO DISTRICT COUNCIL AND CROMWELL COMMUNITY BOARD

May 2010

PREPARED BY

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WITH

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INTRODUCTION 1

1.1 About the project

An urban planning and design project to develop a realisable strategy for Cromwell's town centre's rejuvenation and future development.

It is generally recognised that Cromwell town centre is tired, dated and not fulfilling its purpose as a vibrant economic and social hub of a growing community. As such, the Cromwell Community Board and Central Otago District Council have continued to progress investigations into the Cromwell town centre.

This report provides documentation of the design propositions and implementation actions recommended for the town centre with a particular focus in and around the Cromwell mall. These recommendations follow a two month process of investigation and consultation that has included workshops with community focus groups and feedback sessions with the Cromwell community.

Seven key opportunity areas have been identified along with a number of supporting sequenced actions. The propositions and actions focus not only on improving the experience of the town centre for residents and the local community, but also to:

- capture and capitalise on the high number of visitors passing through/by Cromwell
- improve the quality of the external presentation of the town centre
- alter the internal public space of the mall to better accommodate a range of users and activities
- change the way in which the centre is managed to better enable co-ordinated action.

Cromwell is the hub of Central Otago, and the town centre is an important regional resource supporting a growing population, community, tourist services, employment and shopping. This project has aimed to ensure the prosperity of Cromwell town centre; helping it to become more successful, vibrant, easy to find, move around in, and memorable.

The recommendations are expected to guide the Community Board, Council and the Cromwell community in their decision making on future projects, policies and plans, and to eventually inform an adopted Cromwell Town Centre Strategy.

CROMWELL TOWN CENTRE PROFILE

Total Cromwell population (estimate) 2010:

+/-5,500 people

Future Cromwell population (estimate) 2020:

+/- 9000 people

Amount of retail in Cromwell town centre:

+/-14,000 square metres (excluding banks, real estate agents)

Number of land owners in Cromwell mall:

Over 70

Number of public parking spaces associated with the mall and in surrounding streets:

441 spaces

Number of visitors on SH8B passing Cromwell town centre:

1.65 million visitors (2005)



1.2 Project area

The project focal area

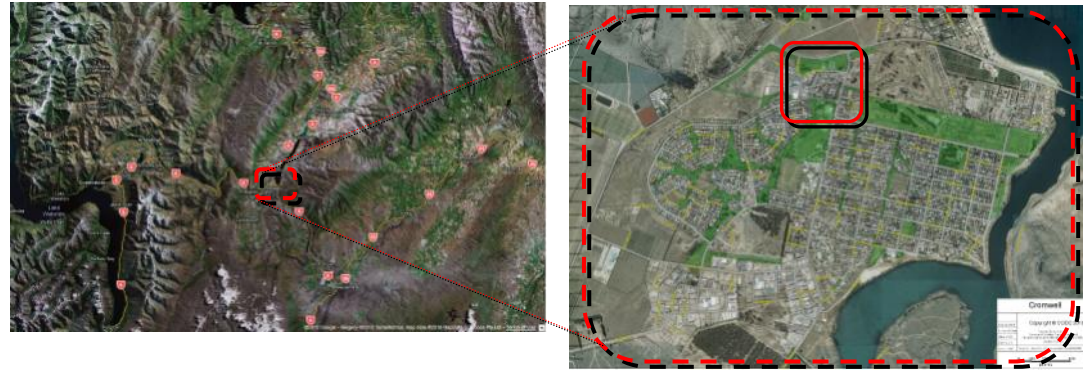
The focal point of the project area has been the Cromwell town centre bounded by Murray Terrace, Barry Avenue, Waenga Drive and Sargood Road. Within this block sits the Cromwell Mall and also a business area. The mall opened in 1985 following the flooding of Lake Dunstan.

The project has also taken into account the relationship of the core town centre area with its surrounds. To the immediate north of the town centre is the entranceway reserve - a large area of mostly undeveloped land owned by Council containing the travellers rest, skate park and mini golf operation. This land separates the town centre from State Highway 8B. To the east is the Golden Gate centre and other motels. South of the town centre is Anderson Park and the aquatic centre. People walk to the town centre from both of these directions. To the west of Sargood Road is a growing business area. Movement between this area and the town centre is typically by car.

Understanding the wider context

Analysis of the wider context has enabled an understanding of how the town centre serves the region. The relationship between retail supply to demand, population size and makeup to community infrastructure, and the relationship that the town centre has to visitors travelling through the region is important. The project has looked specifically at the relationship of the town centre relative to other centres in the Central Otago and Queenstown Lake Districts and its location within the whole town.

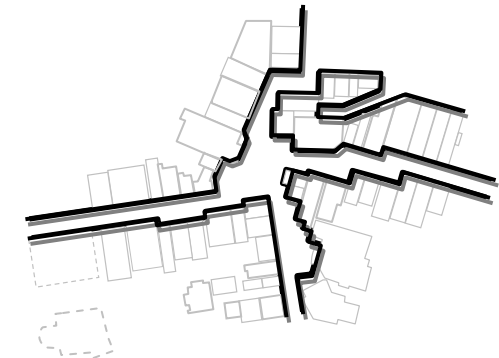
REGIONAL / TOWN
CONTEXT



TOWN CENTRE
CONTEXT



CROMWELL MALL





PROJECT PROCESS AND CONSULTATION 2

2.1 Project process

HOW HAS THE PROJECT BEEN STRUCTURED?

The project to date has involved four key phases including:

Stage 1. Background information gathering (January - early February 2010)

This involved:

- the collection and review of existing information including:
 - surveys completed on the Cromwell mall
 - issues and Opportunity Study (and concept plan for the town centre) developed in 2008
 - the new Cromwell Visitor Information Centre proposal and consultation summary from 2007 through to now
 - Cromwell Community Plan (June 2008)
 - the community outcomes found within the Central Otago Long Term Council Community Plan
 - population projections and other statistics
- the collection of new information including:
 - a business occupancy audit of the town centre and adjacent business area. This information has been used to understand whether the town centre is declining, thriving, what businesses are located in the centre and where, and whether there are any clear precincts with clusters of certain types of activities, plus the percentage of vacant to occupied shops.

Stage 2. Community and stakeholder consultation and engagement (early February 2010)

This involved:

- a series of focus group meetings with key stakeholders
- a public meeting.

Through these two forums the project heard a wide range of views from within the community about its vision for the town centre and which parts are valued and working well, and which parts need improvement.

Stage 3. A technical workshop (mid February 2010)

Over three days, an intensive Inquiry-by-Design workshop was held to explore a range of opportunities for the town centre.

The workshop filtered ideas through relevant urban design principles about town form, specialty knowledge on urban planning, design and retail economics, and local understanding of the place.

The workshop involved briefing presentations, a site visit and several rounds of brainstorming, place-based design testing and integration.

Council officers, Community Board members, key stakeholders including the New Zealand Transport Agency, selected retailers and members of Cromwell Promotions, Cromwell Community Planning Group and the consultant team took part in the workshop.

Stage 4. Feedback presentations (end March 2010)

The design propositions which emerged at the workshop were communicated back to the Cromwell Community Board, retailers and the Cromwell community.



HOW DOES THE PROJECT FIT WITH OTHER PLANS, POLICIES AND STRATEGIES?

This project links to a range of other Council plans, policies and strategies. These include:

Long Term Council Community Plan (LTCCP) and Annual Plan process

Cromwell Community Plan (June 2008)

Statutory documents that focus on social, economic and environmental well-being aspects of community, and allocation of Council funding.

Relationship to / impact on this project:

Being guided by regional and local policy and plans allows the strategy for the town centre to be explored in a comprehensive way, aligned and mindful of the community's vision for both Central Otago and Cromwell as a whole.

Cromwell Mall Survey (early 2000's)

The Cromwell Mall Promotions Committee asked the public for their responses to the state of the mall and drew up a comprehensive list of ideas and actions for amenities, signage, built form, place-branding, trading hours and landscaping.

Relationship to / impact on this project:

The priority ideas have been reviewed for their merit, relevance and achievability. Many have flowed through in an altered form as important actions within this project.

Issues and Opportunity Study (and concept plan) (2008)

An Issues and Opportunity study was commissioned for the Cromwell Town Centre / Mall in 2008. A concept plan was produced and adopted by the Cromwell Community Board. This plan was used as the basis for public consultation.

A wide range of issues and ideas were received in public submissions. Many submitters questioned aspects or the effectiveness of the proposed concept design. Several submitters prepared their own ideas for consideration.

Relationship to / impact on this project:

The broad intentions of this concept plan such as the desire to provide for new development opportunities, to change the way in which vehicles move around and into the mall, and the need to improve signage have been supported. The implications of other ideas found within the concept plan have been assessed for their appropriateness, feasibility and easy of delivery.

New Cromwell Visitor Information Centre (2007 - ongoing)

In 2007 Central Otago District Council initiated a review of the Central Otago Visitor Information Network including the Cromwell Visitor Information Centre (iSite). Public feedback from the community and interested parties was sought on a proposal to build a new Cromwell Visitor Centre in a high profile site by State Highway 8B.

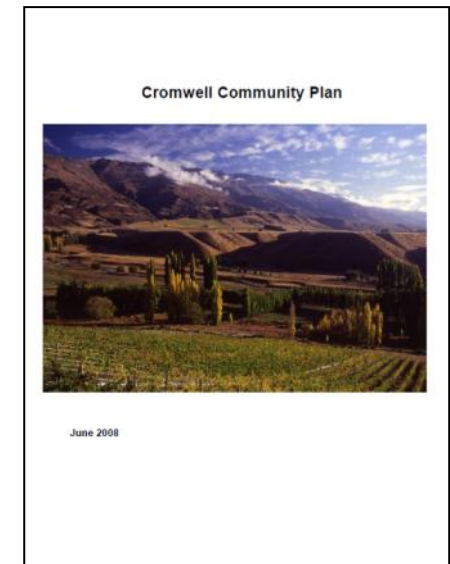
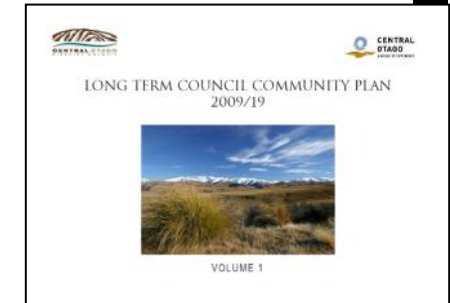
Early recommendations for a showcase centre in Cromwell were subsequently downgraded to a future proofed conventional centre. A number of locations were considered for the potential new information centre. These were:

- the reserve space near to the travellers rest
- within the mall in a bigger building
- on the fringes of the mall.

At a Council meeting in April 2009 it was resolved that a new Visitor Information Centre should be located along from the corner of Murray Terrace and Barr Avenue (beside the travellers rest).

Relationship to / impact on this project:

Council agreed to synchronise the Visitor information project and this project process in recognition of the need for co-ordinated decision-making. The design proposition works regardless of whether the iSite stays where it is, or whether a new one is built. A preferred 'outside mall' location has been found for the iSite on the reserve land fronting Murray Terrace.



2.2 Project timeline

To date, the project has taken place over a four month period - from its inception in January 2010 through to the production of this draft town centre report. Urbanismplus has been involved through initial consultation, workshoping, feedback and reporting phases.


This report will be finalised and taken forward (into formal consultation and adoption phases) by the Community Board and Council.

The length of the process has enabled sufficient time:

- for the compilation of community and stakeholder ideas before the workshop;
- to be responsive to community and stakeholder feedback before the preparation of the draft report;
- for the preparation of designs and reporting.


Outline of key dates:

- 3-4 February - pre-workshop consultation with the community.
- 16-18 February - three day technical workshop.
- 29 March - seeking feedback from the Council, Community Board, stakeholders and community on the design propositions and direction.
- End May - Delivery of the town centre report by Urbanismplus.

 Technical inquiry, information gathering

 Consultation

 Urbanismplus involvement

		February 2010	March	April	May	June	July
BACK- GROUND	Information gathering and logistics meeting						
	Consultation phase 1 (3-4 February) 4 x stakeholder focus group sessions Public meeting						
	Technical Inquiry-By-Design 4 day workshop (16-18 February)						
IBD WORKSHOP	Technical testing and reporting Internal further testing and reporting on workshop outcomes						
	Consultation phase 2 (29 March) Report back session with Council and community						
FEED- BACK	Reporting and consultation phase 3 Draft Cromwell town centre report. Preliminary Community						
	Cromwell town centre final draft report finalised Compilation of feedback. Report finalised.						
REPORTING	Cromwell town centre - Consultation phase 4 Public notification of final draft report						
	Reporting and preliminary consultation Compilation of feedback. Finalise report.						
CONSULT- ATION	Council due process Report to Committee and Community Board for approval of final report						
	Cromwell town centre strategy						
FINALISE PLAN AND IMPLEMENT							

2.2 Consultation process

CONSULTATION PHASE 1

The first stage of the process was to consult the community, interest groups and other stakeholders through a number of focus group sessions and during a public meeting.

Stakeholder focus group sessions

Focus groups consulted included:

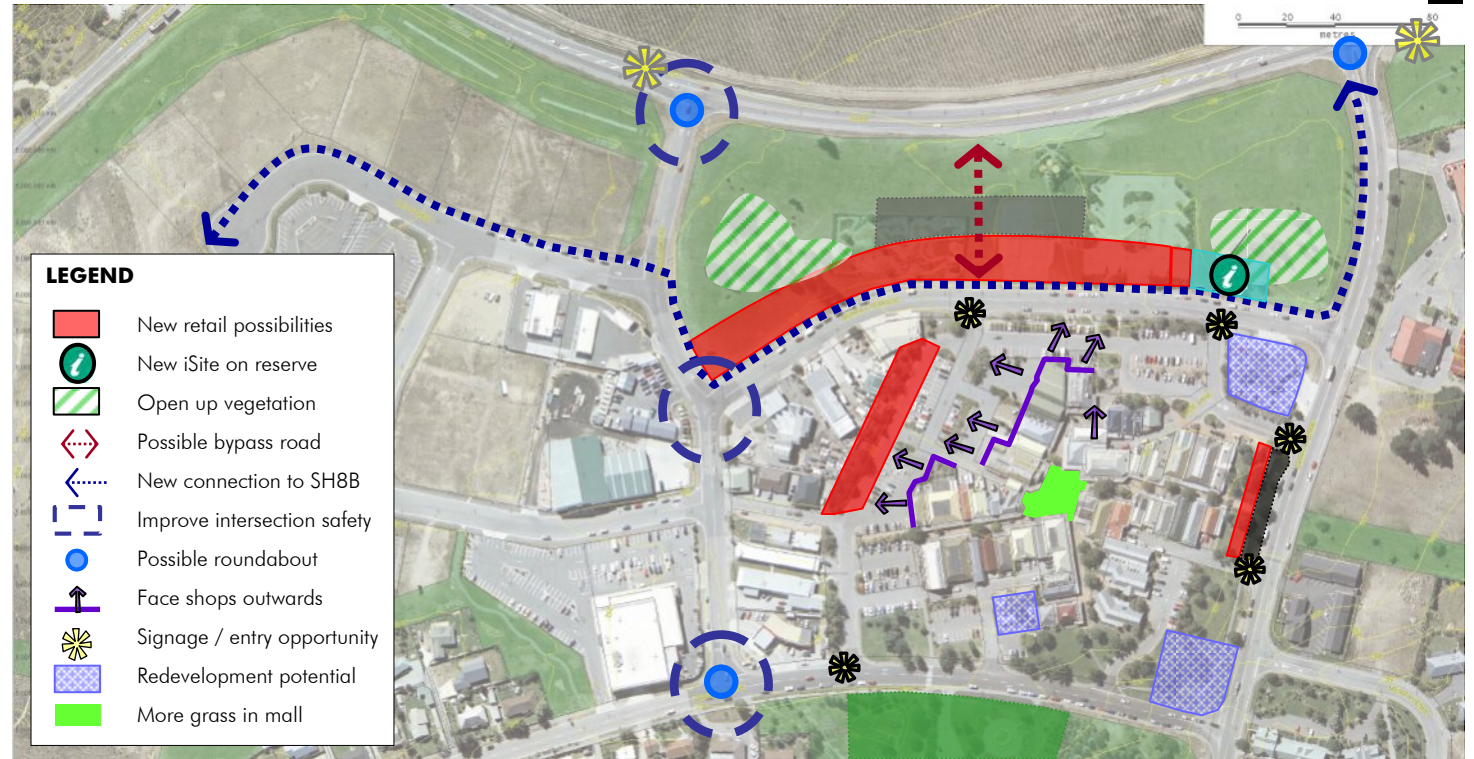
- Social representatives: New Zealand Police, Cromwell Youth Trust and Youth workers, Probus, and Presbyterian Support.
- Promotion and business: Cromwell Promotions, Cromwell Tourism Cromwell, Town Centre Committee, Cromwell community planning group, iSite staff and managers.
- Tenants
- Landowners
- Transport: NZ Transport Agency

Public meeting

A public meeting was held on the 3rd February 2010 in the vacant Mitre 10 building in the Cromwell mall. Around 20 people came to the public meeting. Participants were given the opportunity to hear about the process and in small groups, draw their ideal vision for how the town centre should develop on maps.

TOP RIGHT: Ideas sketched for the town centre area at the public meeting. February, 2009.

RIGHT: Consultation in action.



MAJOR CONSULTATION THEMES

The project team heard that:

Mall specific and public space

- Effort should be directed to opening up the mall, and turning the back view of shops into the front.
- A need to provide prominent entry points to the mall so people know where and how to get into the middle.
- Enhancing the experience of the stream feature through the mall and providing for more seating, play and softer landscaping opportunities.
- Provide a designated management structure and increasing the programme of events and special promotions.

Accessibility and safety

- Recognise older adults and people with less mobility need to have convenient access to the town centre.
- Provide safe pedestrian crossings.
- Preparing the town centre to have capability in the long term for CCTV.
- Re-design dangerous intersections such as west Murray Terrace / Sargood Road and Sargood Road / Waenga Drive.
- Some suggested that the speed limits on the State Highway should be lowered and be made more consistent between the bridge. and the intersection with SH6. Others suggested that Cromwell was lucky to get two intersections and that it was important to maintain speeds and function on SH8B for freight.
- Some suggested that the parking around the mall is too piecemeal and that there are not sufficient spaces. Others suggested that enforcement of parking time limits is needed as well as a dedicated parking area for staff and long term users.

Community facilities

- Providing permanent premises for more social service agencies in Cromwell e.g. a permanent budget advisory service.
- Upgrading the Lode Lane public toilets. Many consider these an eyesore and are difficult to find.

Signage, entry points and sightlines

- Opening up sightlines to the town centre through relocation / trimming of trees and shrubs.
- Improving town centre and parking signage.
- A need to provide prominent entry points to the town centre. Some suggested bold welcome signage and stone entranceways.
- Currently the two access points from State Highway 8B to the town centre are not well internally signed.

Attractions and sense of place

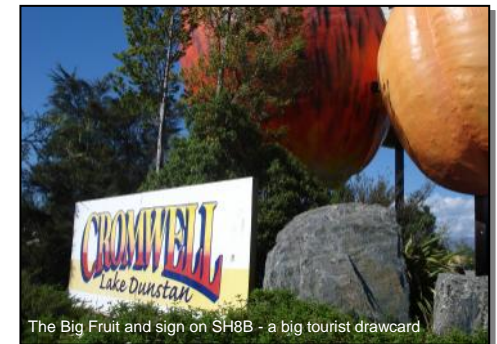
- Cromwell town centre needs to increase the number of attractions it offers to enliven spaces. Some people suggested a boutique cinema, art gallery, sculpture symposium, and local theatre could be established with strong community support.
- Celebrate the local product and what make's Cromwell special to help put it on the map.
- Investigate ways to get anchor tenants close to the town centre.
- Better connecting New World with the mall.



Inside of the mall with the stream feature



Arcade walk through to the mall adjacent to the Tin Goose café



The Big Fruit and sign on SH8B - a big tourist drawcard



View to the town centre from the State Highway



Lode Lane toilets in need of an upgrade

2.4 People involved in the project

The project has progressed with the input of many people.

PUBLIC

Members of the public and people from organisations and businesses in Cromwell contributed at all stages of the project.

CROMWELL COMMUNITY BOARD

Neil Gillespie (Chair)
Helen Hucklebridge (Deputy Chair)
Terry Emmitt
Gordon Stewart
Murray MacMillan
Cliff Crawford

CENTRAL OTAGO DISTRICT COUNCIL

Malcolm Macpherson (Mayor)
Philip Melhopt (Chief Executive)
Jonathan Gadd (Project Manager)

A wide range of staff from a number of Divisions of Council.

CONSULTANT TEAM

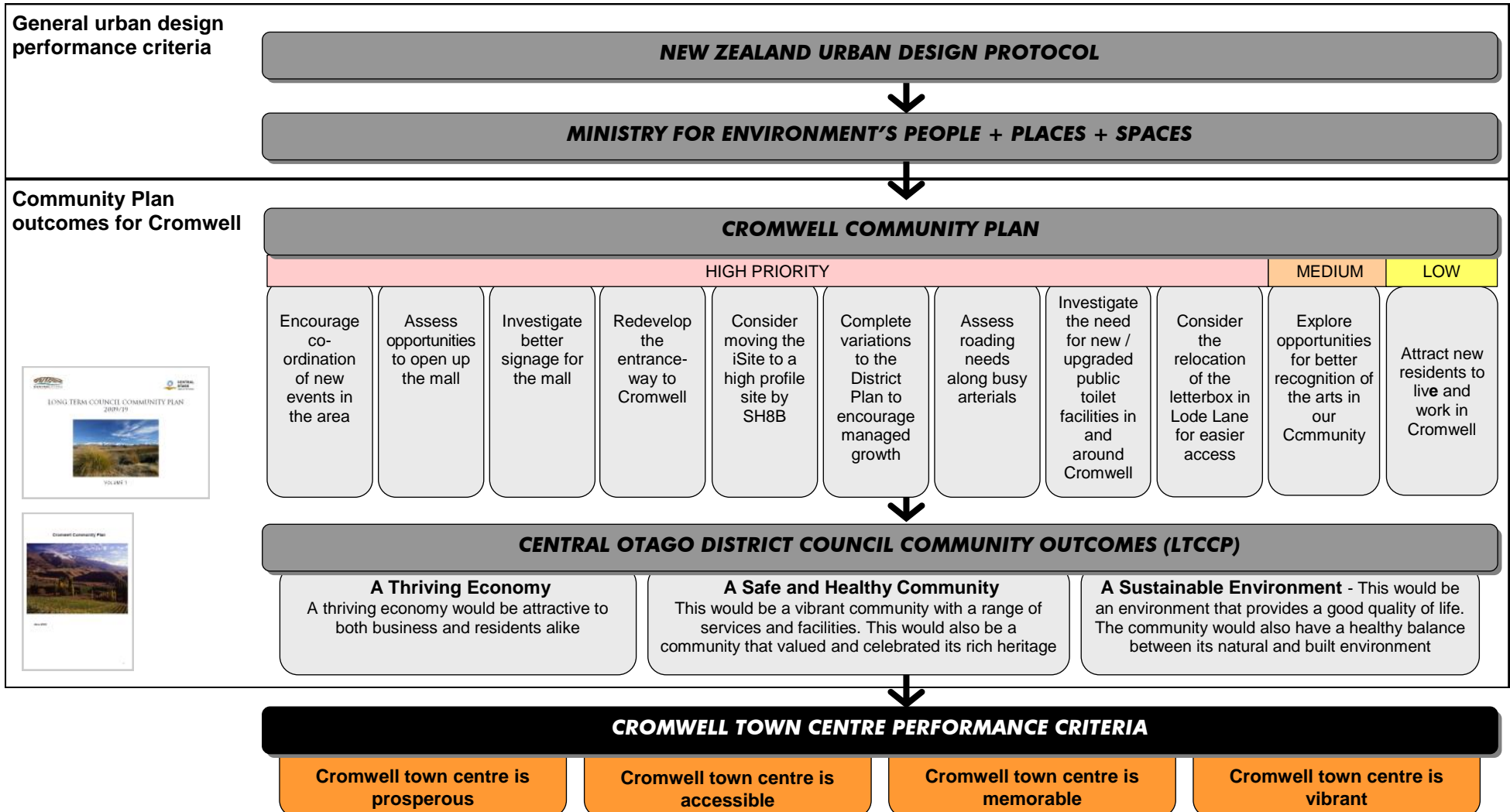
Urbanisplus Ltd
Mike Cullen, Patrick Partners Pty Ltd (town and activity centre specialist)



HOW IS THE TOWN CENTRE DOING? 3

3.1 Finding a framework to assess the town centre against

To help guide the development of criteria to assess various issues and opportunities within Cromwell town centre, a number of documents have been referred to. This has included process and urban design principles found within the Ministry for the Environment’s People + Places + Spaces Design Guide and the New Zealand Urban Design Protocol. It has also included the existing community outcomes and priority projects identified in Central Otago’s Long Term Council Community Plan and Cromwell Community Plan.



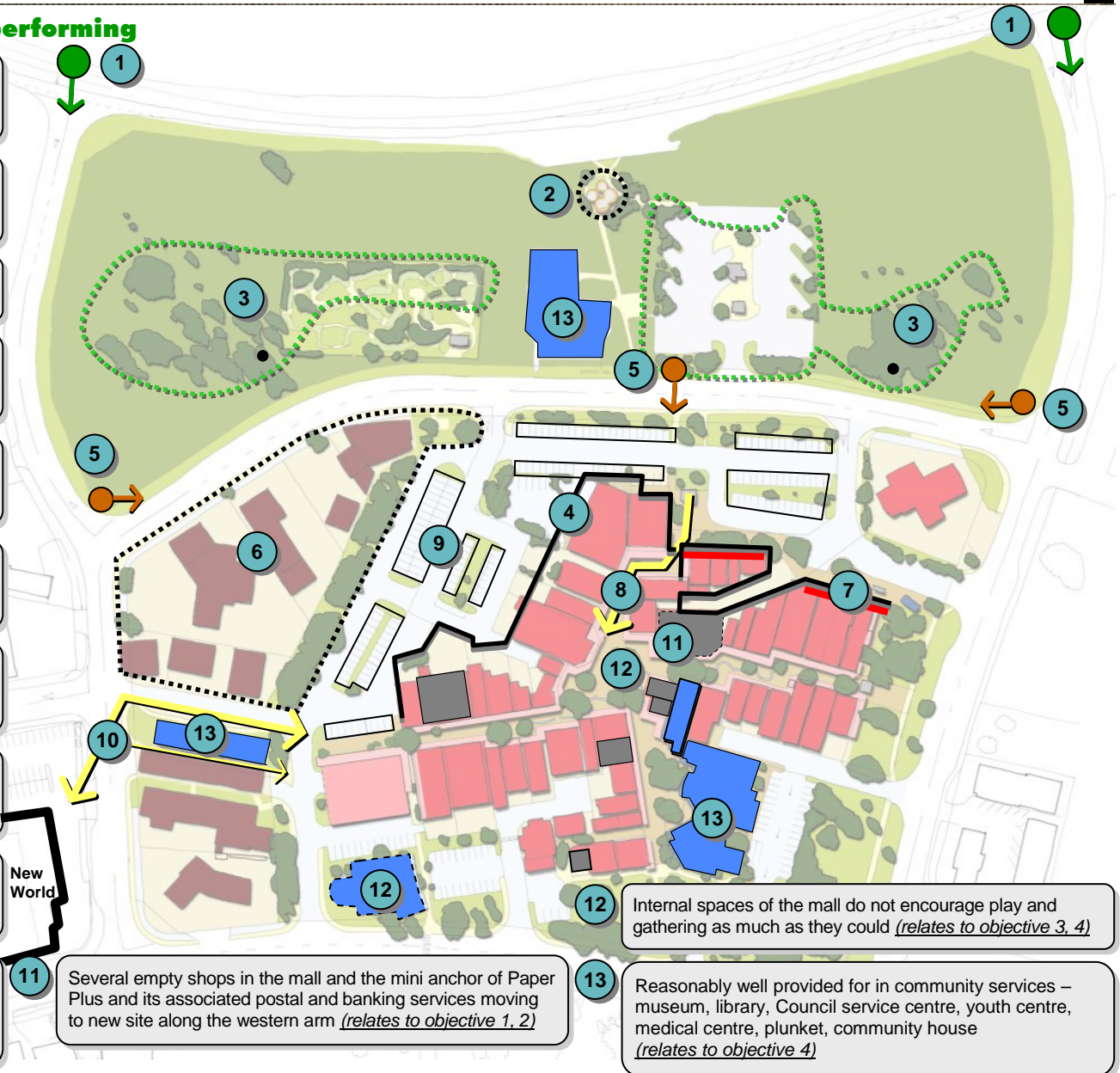
3.3 Cromwell town centre performance criteria

Four broad objectives have guided the assessment of opportunities within the town centre and the initiatives which could achieve the vision.

	OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4
	Cromwell town centre is prosperous	Cromwell town centre is accessible	Cromwell town centre is memorable	Cromwell town centre is vibrant
PERFORMANCE CRITERIA	<p>Takes advantage of Cromwell as the hub of Central Otago</p> <p>Provides for stronger connections from the State Highway to the town centre to better capture passing trade</p> <p>The movement function of SH 8B for freight and business traffic is maintained</p> <p>Fosters new employment activities that provide more retail choice, vibrancy and self sufficiency</p> <p>Encourages the local community to shop and spend</p> <p>Leverages off existing and new tourist attractors and hooks visitors into the town centre as much as possible</p> <p>Supports the town centre with a co-operative and decisive management structure</p> <p>Provides for long term employment, residential and tourism growth</p>	<p>Provides a strong message to vehicles to turn off from the State Highway to the town centre</p> <p>Provides for clear wayfinding and access to the town centre and mall entrances</p> <p>Draws people to the mall through a quality outward facing retail front edge</p> <p>Improves pedestrian and cyclist safety, access and amenity to the town centre</p>	<p>Finds expression and showcases Cromwell's strengths in the town centre</p> <p>Enhances the visual experience of Cromwell town centre from SH 8B</p> <p>Makes sure public space design protects valued landscape character and ecological values</p>	<p>Reduces climate effects by providing adequate shelter and wind barriers</p> <p>Provides variety in open spaces with more potential for fun and engagement</p> <p>Energises the centre through events, entertainment and promotions</p> <p>Meets short and longer term needs of social service agencies in the town centre</p>

3.1 How is the Cromwell town centre performing

- 1 SH 8B speeds and standard highway signage do not encourage motorists to turn into Barry and Sargood Avenue and visit the town centre *(relates to objective 1, 2)*
- 2 Big Fruit just off SH 8B is a real identifier and attractor for Cromwell but people do not back track into town centre *(relates to objective 1, 2)*
- 3 Site lines to the town centre are blocked by trees and landscaping in the reserve land *(relates to objective 2, 3)*
- 4 Some muddle between backs and fronts with the location of Lode Lane loading accessway on the northern edge of the mall *(relates to objective 2)*
- 5 Signage into the town centre from Barry Avenue, Murray Terrace and Sargood Avenue is inconsistent and unclear *(relates to objective 2)*
- 6 The 'BA' land use zoning which provides for 600sqm minimum building footprints is not delivering the types of activities envisaged *(relates to objective 1)*
- 7 Only a limited number of shops have an active and engaging frontage and many are not protected from wind effects. These are mostly limited to the north edge *(relates to objective 2, 3, 4)*
- 8 There is some difficulty finding the way into the centre of the mall – the main arm which leads to the middle is a dogleg and bounded by real estate agents *(relates to objective 2)*
- 9 Areas of parking around the mall are getting used by long stay staff which makes it harder for convenient access from vehicles into the mall for shoppers *(relates to objective 1, 2)*
- 10 New World sitting to the south-west of the mall has dissipated the retail energy away from the mall. Walking access is made difficult by a lack of crossing points and the dominance of cars *(relates to objective 1, 2)*



11 Several empty shops in the mall and the mini anchor of Paper Plus and its associated postal and banking services moving to new site along the western arm *(relates to objective 1, 2)*

12 Internal spaces of the mall do not encourage play and gathering as much as they could *(relates to objective 3, 4)*

13 Reasonably well provided for in community services – museum, library, Council service centre, youth centre, medical centre, plunket, community house *(relates to objective 4)*



WAYS TO REINVIGORATE THE TOWN CENTRE 4

4.1 Seven moves to reinvigorate the Cromwell town centre

Rejuvenating Cromwell's town centre is dependent on the following seven major focus areas or 'big moves'. These moves came directly out of the process and assessment of the town centre.

1 Improve the visual connection to Cromwell

These initiatives propose to simplify and strengthen messages about Cromwell town centre from SH 8B. By announcing the town centre and better displaying what it has to offer to visitors and locals, there is greater potential to connect with passing trade. People need to be inspired to engage with the centre and to know there is something fresh and new happening.

2 Connect more directly from SH 8B

Building the case for getting a new vehicle connection to the mall from the State Highway between Barry Avenue and Sargood Road. This major project will require New Zealand Transport Agency approval, but can help create another opportunity to turn off the Highway to Cromwell town centre. The aim is also to provide a safe and easy stopping area for traffic attracted to the Big Fruit away from the edge of the Highway.

3 Draw visitors into Cromwell and the mall

These initiatives give visitors more reason to stop in Cromwell and to enter the mall. Capitalising on the drawcard of the Big Fruit and the potential of a future iSite on the entranceway reserve land, a number of ways to make it easy and attractive for people to engage with the front strip of cafes and shops and to penetrate the interior spaces of the mall have been explored.

4 A vibrant front edge

Building on existing positive energy generated by cafes, the bar and bakery along the front of the mall facing the car park, and helping it look and feel more inviting to pedestrians.

5 Attractors and showcasing

Targeting mid-sized retail and creating the conditions that will allow a new range of employment opportunities to come to the core of Cromwell town centre. These types of activity can create spin off benefits for the balance of retail within the mall. It is also about attracting people to the town centre through events which celebrate Cromwell's history, local produce, artists and other things which make it unique.

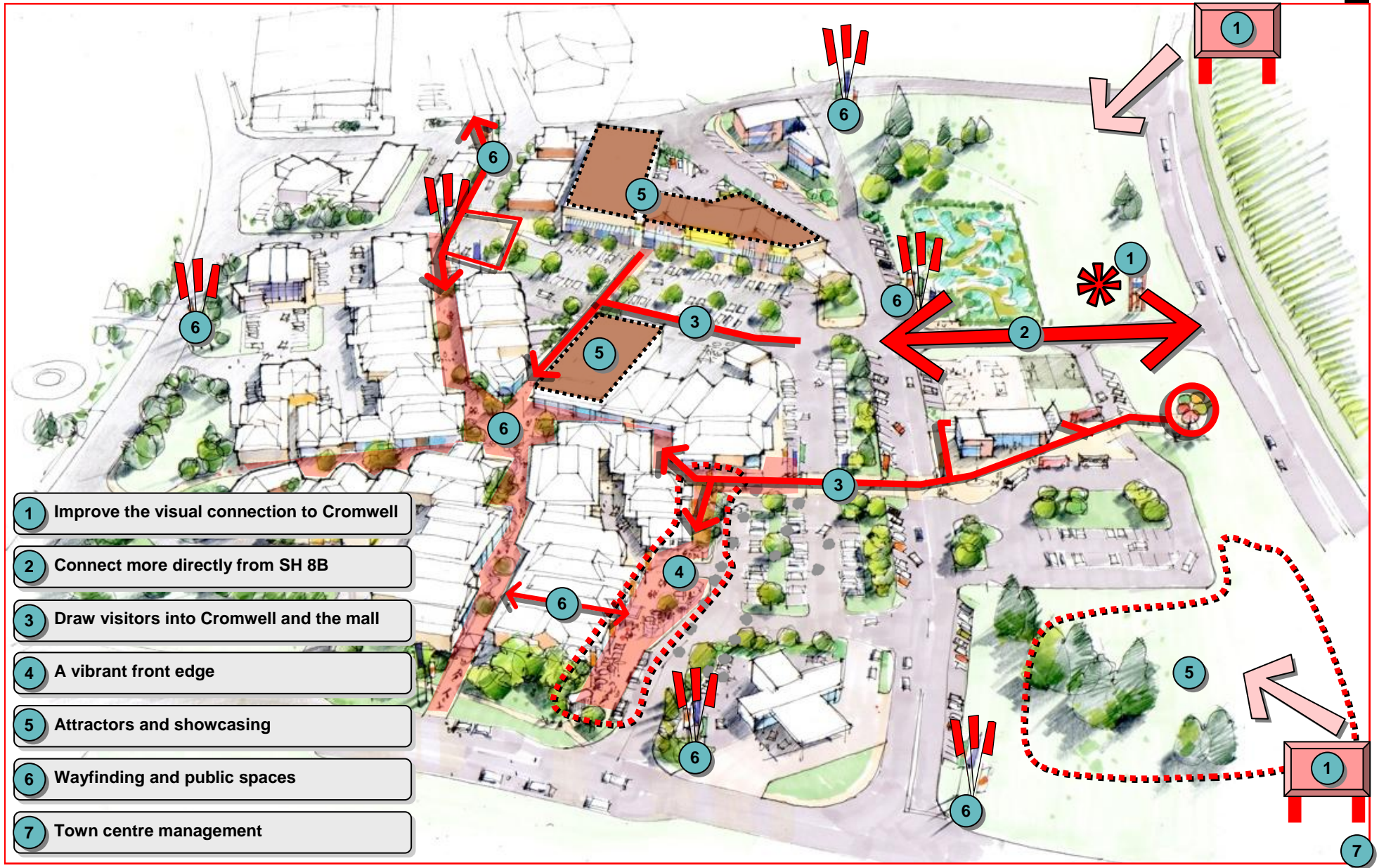
6 Wayfinding and public spaces

These initiatives are about enhancing the experience of the town centre on the ground and creating both new high quality public spaces and walkways, and modernising, de-cluttering and identity-building in existing areas.

Along with this the mall and its entrances need to be made easier to find.

7 Town centre management

Alongside the physical design ideas, finding a management and organisational model that is workable for the Council, Community Board, land owners and tenants is very important to bring about change. An active management structure must be set up so Cromwell town centre stays competitive with other players in the region.



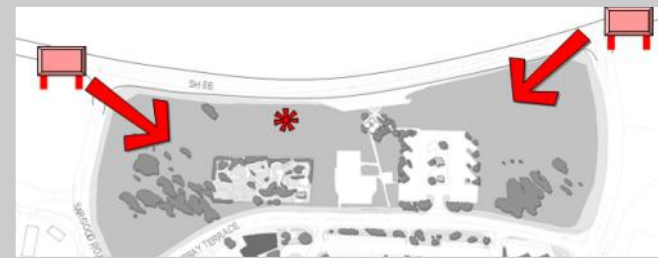
- 1 Improve the visual connection to Cromwell
- 2 Connect more directly from SH 8B
- 3 Draw visitors into Cromwell and the mall
- 4 A vibrant front edge
- 5 Attractors and showcasing
- 6 Wayfinding and public spaces
- 7 Town centre management

Big Move:
1

Improve the visual connection to Cromwell

Looking at:

- clarity of signage directing motorists to the town centre from SH 8B
- opportunities for a gateway marker and themed signage to build the place brand of Cromwell
- ways in which to open up views to the town centre through trees



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
SIGNAGE					
1A	Enter discussions with NZTA to consolidate / unify / strengthen message of SH 8B directional signage to Cromwell town centre	Very high priority	Immediate	Low	CODC NZTA
1B	Install two new gateway signs directing SH 8B traffic to Cromwell Town Centre	High priority	1-2 years	Low	CODC NZTA
1C	Install a new Cromwell town centre sign approximately 400m east of Barry Avenue on State Highway 8B	High priority	3-5 years	Low	CODC NZTA
GATEWAY MARKER					
1D	Locate a vertical gateway marker with a consistent theme relevant to Cromwell adjacent to SH 8B	High priority	1-2 years	Low	CODC NZTA
OPENING UP VIEWS					
1E	Confirm a specific vegetation proposition on Council owned, designated reserve land adjacent to SH 8B - trees and shrubs for removal, relocation or trimming	Very high priority	Immediate	Low	CODC with landscape consultants

LINK TO OBJECTIVE

FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell town centre is accessible

→ Provides a strong message to vehicles to turn off from the State Highway to the town centre

Cromwell town centre is memorable

→ Enhances the visual experience of Cromwell town centre from SH 8B

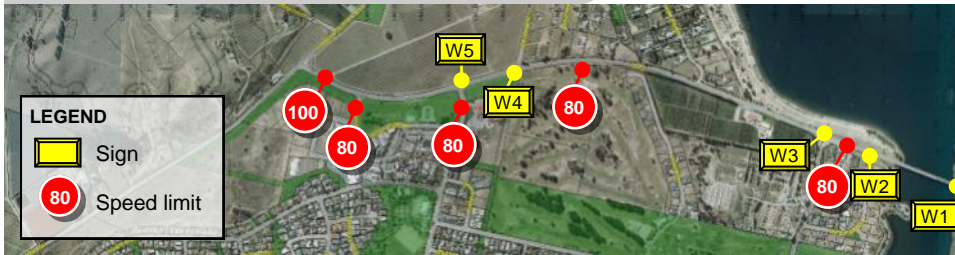
1A

1B

1C

SH 8B signage directing to Cromwell town centre

EXISTING SIGNAGE CONDITION (westbound example)



Challenge

Presently there are a confusing series of messages on State Highway signs about Cromwell township, Cromwell town centre, Old Cromwell and other attractions both in east and west bound directions. There needs to be more clarity and identity building about Cromwell town centre and its attractions. Signage is an effective way of communicating to people where they are, where they going, and what's on offer in a place.

Opportunity

To provide fewer but more prominent and clearer signs outside of Cromwell town which have a consistent theme (using a format accepted by the New Zealand Transport Agency). Simple graphic symbols of attractions found within the town centre are favoured over text descriptions.



PROPOSED SIGNAGE

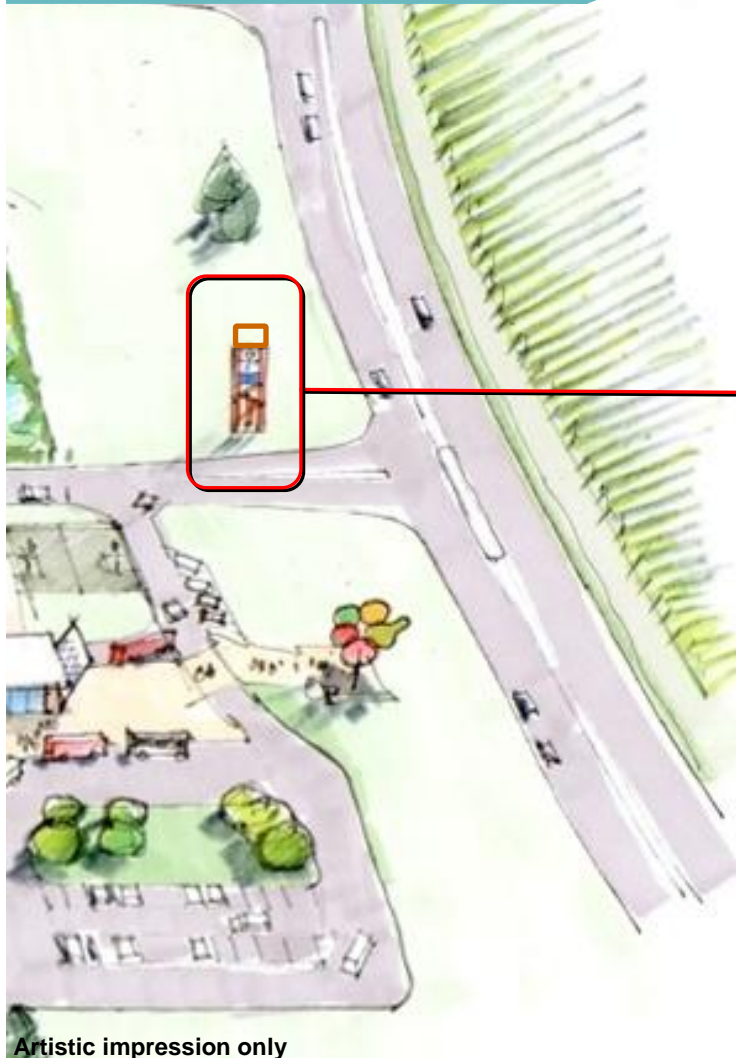


Example only



1D

Install a prominent gateway marker near to the Big Fruit on the State Highway

PROPOSED GATEWAY MARKER

CROMWELL JUNCTION

i SITE



70+ shops



Example only

Challenge

The Big Fruit sculpture located on SH 8B provides a strong message that Cromwell is known as the fruit bowl of Central Otago but it does not give passing motorists any indication about what's on offer at the Cromwell town centre which sits right on its doorstep.

At the moment there is no effective communication about why people should be encouraged to visit the town centre. There is a need to simultaneously establish Cromwell's identity and let visitors know of town centre services/amenities, and to work in tandem with existing fruit sculpture.

Opportunity

In addition to the formal NZ Transport Agency signage, the use of a tall gateway marker which rivals the height of the Big Fruit and positioned next to the State Highway at the potential new connection to the centre will help draw attention to the attractions found within the town centre. If the marker is visible from a long distance in both east and west directions on SH 8B, this will help create a sense of arrival at the Cromwell town centre, and encourage motorists to turn into the centre. Through the use of easily identifiable graphics, this marker has the potential to be an immediate advertisement for the town centre's appeal as a rest and information stop for travellers, shopping destination for locals and play and family friendly place.

The marker should have a clear theme or character which is distinctly Cromwell. The example to the left provides reference back to Cromwell's gold mining heritage by incorporating steel collared pipes, beams and wooden posts.

1E Vegetation proposition on the reserve land

EXISTING VEGETATION CONDITION (westbound)



(eastbound)



PROPOSED VEGETATION CHANGES



Challenge

The challenge is to establish a clear visual connection from the State Highway to the town centre. At the moment, the two groves of tall pine trees obscure sightlines across to the town centre. Views into the centre are further decreased by skate park structures and earth mounds, hedge plantings around the outside of the mini golf, and trees and shrubbery scattered around the travellers rest. By making minor moves to obstructive vegetation, the visual connection to the town centre will improve instantly and motorists will be encouraged to 'turn in' and visit.

Opportunity

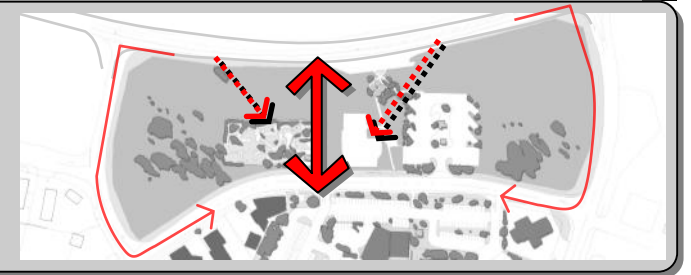
Sensibly clearing away a number of low to mid height shrubs from the two groves and travellers rest, removing tall pine trees and thinning out other vegetation will open up views into the centre. Larches, oaks, firs and silver birches should be retained for their landscape value.

Big Move:
2

Connect more directly from SH 8B

Looking at:

- ways in which to pull visitors to the Big Fruit sculpture off SH 8B
- ways in which to make a more direct vehicle connection in the centre
- ways to give motorists another opportunity to turn into Cromwell without backtracking



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
NEW SH8B CONNECTION					
2A	Preliminary design investigation for a new SH 8B connection between Sargood Road and Barry Avenue into the town centre including: Removal of lay-by adjacent to the Big Fruit Left-in only access for both east and west bound traffic from the State Highway and left-in access only for westbound traffic Investigate the location and depth of the 300mm riser water main in the vicinity of the connection A two lane connection from the State Highway to Murray Terrace and associated intersection design	Very high priority	1-2 years (investigation) Nb. consenting and construction dependant on investigation outcomes	High	CODC NZTA
ASSOCIATED CHANGES TO THE LOCAL STREET NETWORK					
2B	Re-configure local streets including:	High priority	3-5 years	Medium	CODC NZTA
	i) Create the Iles Road extension east to Murray Terrace	High priority	3-5 years	Medium	CODC
	ii) Reduce the carriageway width and add new areas of parking on Murray Terrace (west) so it becomes more of a service lane	High priority	3-5 years	Medium	CODC
	iii) Investigate long term traffic calming of Murray Terrace	Priority	5+ years	Low	CODC

LINK TO OBJECTIVE

FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell town centre is prosperous

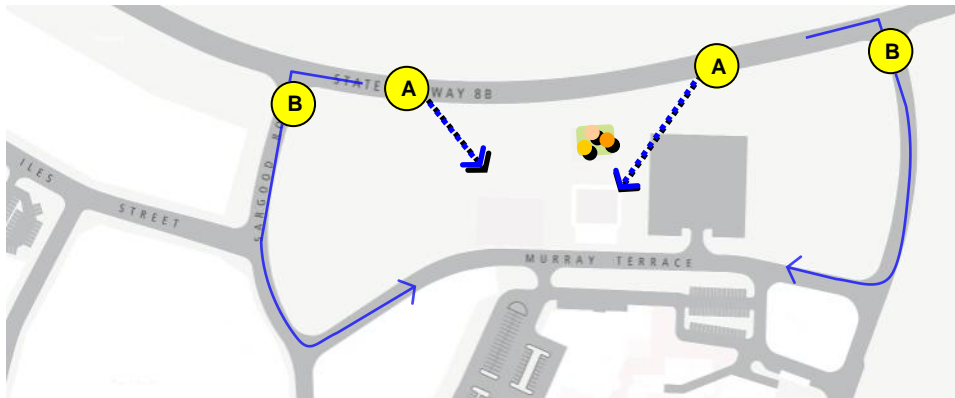
- Provides for stronger connections from the State Highway to the town centre to better capture passing trade
- The movement function of SH 8B for freight and business traffic is maintained
- Provides for long term employment, residential and tourism growth

Cromwell town centre is accessible

- Provides a strong message to vehicles to turn off from the State Highway to the town centre
- Provides for clear wayfinding and access to the town centre and mall entrances

2A A new Cromwell access point from the State Highway

EXISTING STATE HIGHWAY CONNECTION



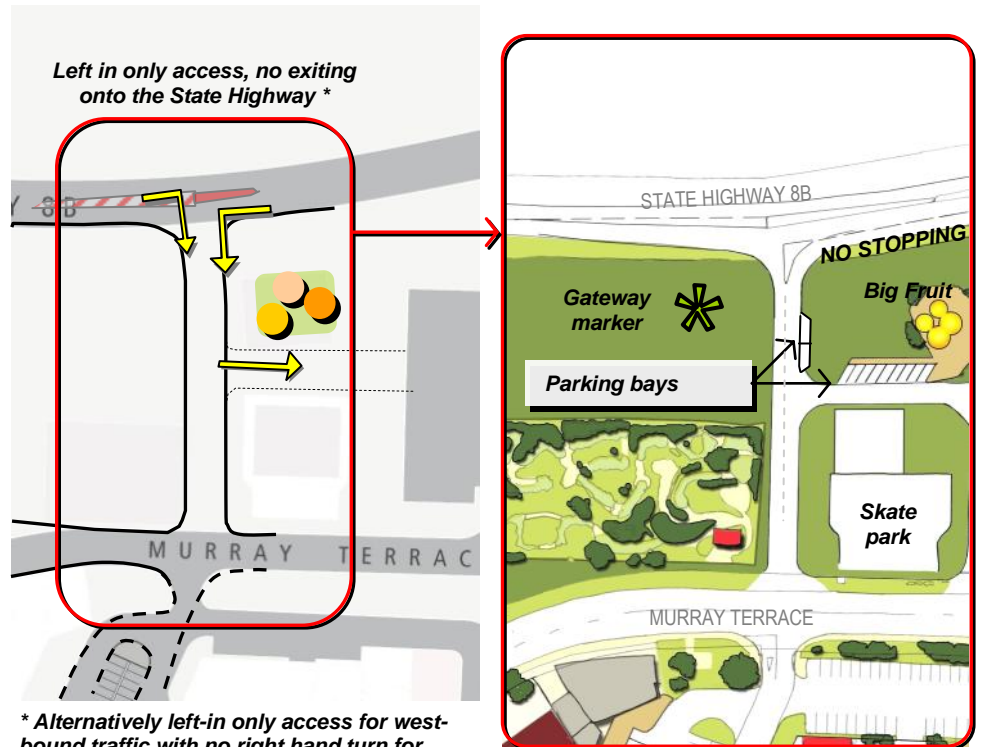
Challenge

By the time a motorist gets within reasonable proximity of the town centre and is able to see what is on offer (the two point A's in the diagram above), then makes a decision that they want to stop and engage, they have driven past and must turn back on themselves using the Barry Avenue or Sargood Road intersections (point B). The psychology of turning back is a challenge.

Opportunity

In combination, the proposed signage, the fruit sculpture, future signature buildings and flags are expected to signal to motorists that there is something interesting located up ahead. The new connection can provide a direct turn off to traffic in both directions that connects straight into the core of the town centre. The connection capitalises on people stopping to take pictures at the Big Fruit and allows for convenient and safe parking away from the Highway.

PROPOSED STATE HIGHWAY CONNECTION



** Alternatively left-in only access for west-bound traffic with no right hand turn for eastbound traffic may be investigated*



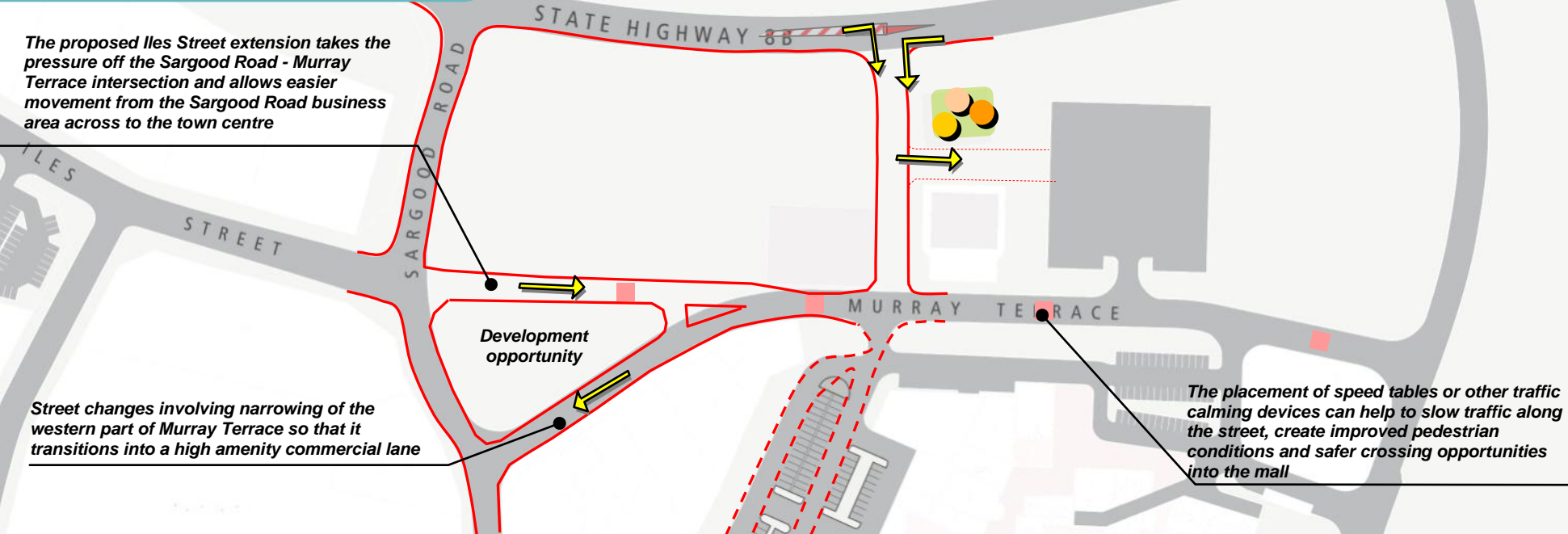
SH 8B at Barry Avenue access



Proposed new connection route between the skate park & the mini golf

2B Associated changes to the local street network

PROPOSED ILES STREET EXTENSION



PROPOSED LANE (MURRAY TERRACE WEST)

- Provides access for trucks and service vehicles for adjacent retail and commercial uses
- Provides access to off-street car parking areas (both for staff and customers) related to adjacent land uses
- Incorporates street trees, lighting, and landscaping / car parking areas are clearly marked to encourage continued pedestrian use.



Photo source: Streetscape Strategy and Guideline, KCDC

PROPOSED LONG TERM TRAFFIC CALMING



Big Move:
3

Draw visitors into Cromwell and the mall

Looking at:

- creating a strong connection to the sculpture, across Murray Terrace & into the mall
- finding a prominent location for a possible new visitor information centre within close proximity to the mall
- other opportunities to penetrate into the mall from the west



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
NEW ISITE ON THE RESERVE					
3A	If a decision is made to proceed with a new Cromwell Visitor Information Centre (iSite), locate on the reserve land west of the travellers rest close to Murray Terrace and provide walkways to the Fruit. Encourage the following design elements:	High priority	1-2 years	High	CODC Community Board
	Allowing future flexibility in the design of the iSite to give the possibility of expansion into a showcase centre				
	Designing the building so it is distinctive and eye catching from State Highway 8B				
	Locating a prominent entrance in the south-eastern corner				
	Designing floor to ceiling windows around the southern edge of the building (facing the Mall)				
	Providing parallel bus bays along the eastern and western edges of the building				
3B	Extend the travellers rest to the east and reconfigure circulation, parking and access points for pedestrians, vehicles, buses and coaches	High priority	1-2 years	High	CODC Community Board
STRONG CONNECTION TO THE MALL					
3C	Locating a pedestrian concourse from the travellers rest across to the northern front edge of the mall	Very high priority	1-2 years	Medium	CODC
NEW WESTERN ARM					
3D	Demolish the building at 6 The Mall to provide a new western entry into the mall core	High priority	3-5 years	Medium	CODC Landowner
3E	Provide a new paved, landscaped and pedestrian lit western walkway from the business land across areas of parking areas into the mall	High priority	3-5 years	Medium	CODC

LINK TO OBJECTIVE

FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell town centre is prosperous

- Leverages off existing and new tourist attractors and hooks visitors into the town centre as much as possible

Cromwell town centre is accessible

- Provides for clear wayfinding and access to the town centre and mall entrances
- Improves pedestrian / cyclist safety, access and amenity to the town centre

3A

3B

New iSite on the reserve

Challenge

There are large numbers of tourists passing Cromwell town centre on SH 8B with 1.65 million visitors going past in 2005. Many of these tourists require visitor information and toilet facilities. The iSite is currently in the middle of Cromwell mall and has found not to be adequately meeting the needs of visitors. Development of the iSite has the potential to increase visitor numbers to Cromwell town centre and the chance that they will spend in the local economy.

The project took into account two iSite development scenarios that are currently under debate:

- A) if a new iSite was developed outside of the mall where would it best be located to maximise its profile and support a direct connection to the mall;
- B) if the iSite stayed in its existing location at 47 The Mall and was expanded, how could people be encouraged to cross from the Big Fruit into the mall.

EXISTING ISITE LOCATION



A NEW ISITE AND CONNECTION TO THE MALL



- Important design features**
- Future flexibility
 - Distinctive and eye catching
 - Windows facing the mall
 - Incorporating travelers toilets
 - A prominent entrance
 - Two bus / coach parking areas immediately next to the iSite
 - Car / motorhome circulation and parking
 - Entry and exit onto Murray Terrace

Opportunity

If a new iSite is progressed it should be designed to attract attention from the State Highway through interesting architecture. A full picture window can provide enticing views back onto the northern retail strip of the mall.

Photo example: The distinctive Ohakune iSite providing views down the main street.

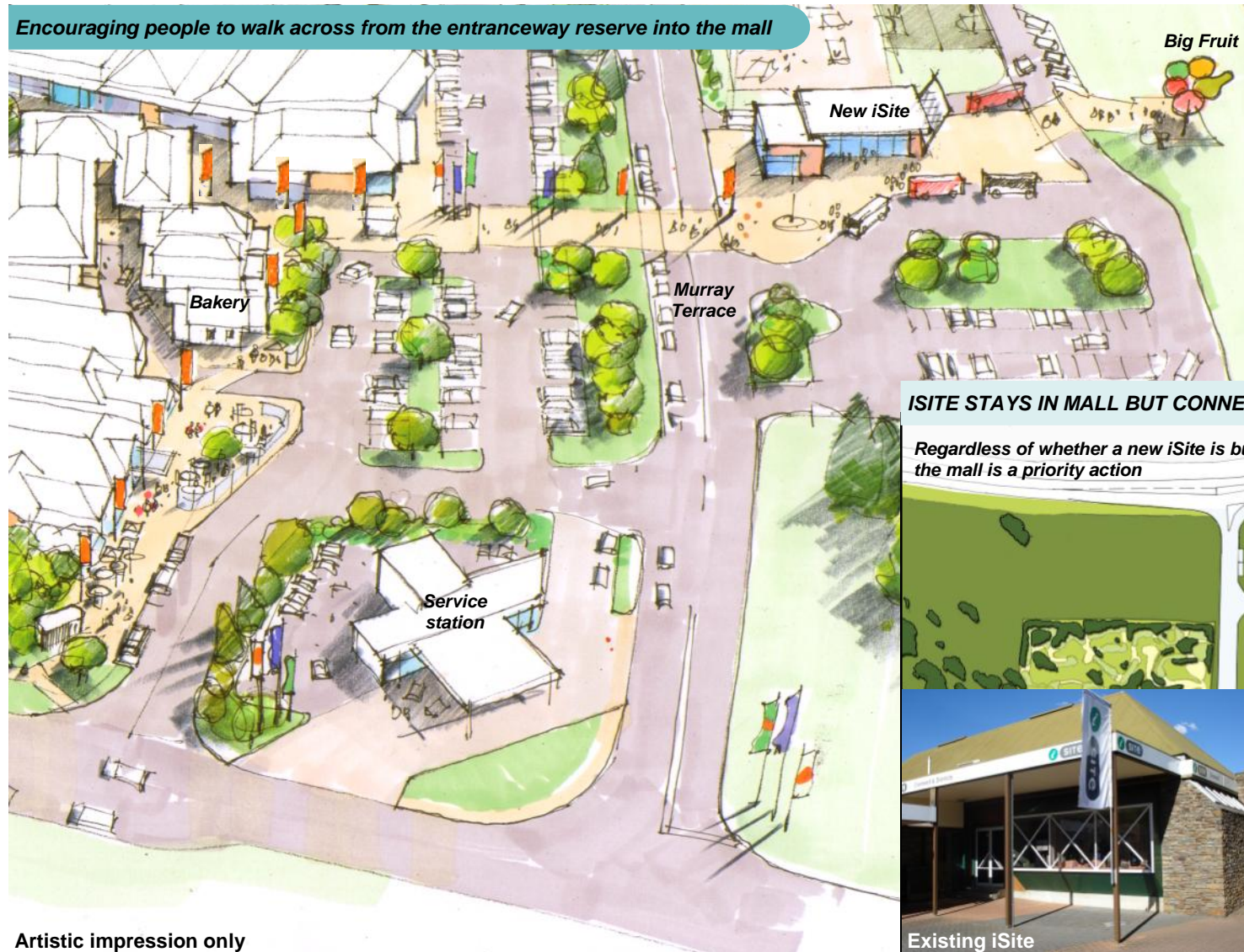


Example only

3C

A strong pedestrian connection from the reserve to the mall

Encouraging people to walk across from the entranceway reserve into the mall



Artistic impression only

ISITE STAYS IN MALL BUT CONNECTION REMAINS

Regardless of whether a new iSite is built, the connection access Murray Terrace to the mall is a priority action



3D

3E

New western arm into the mall

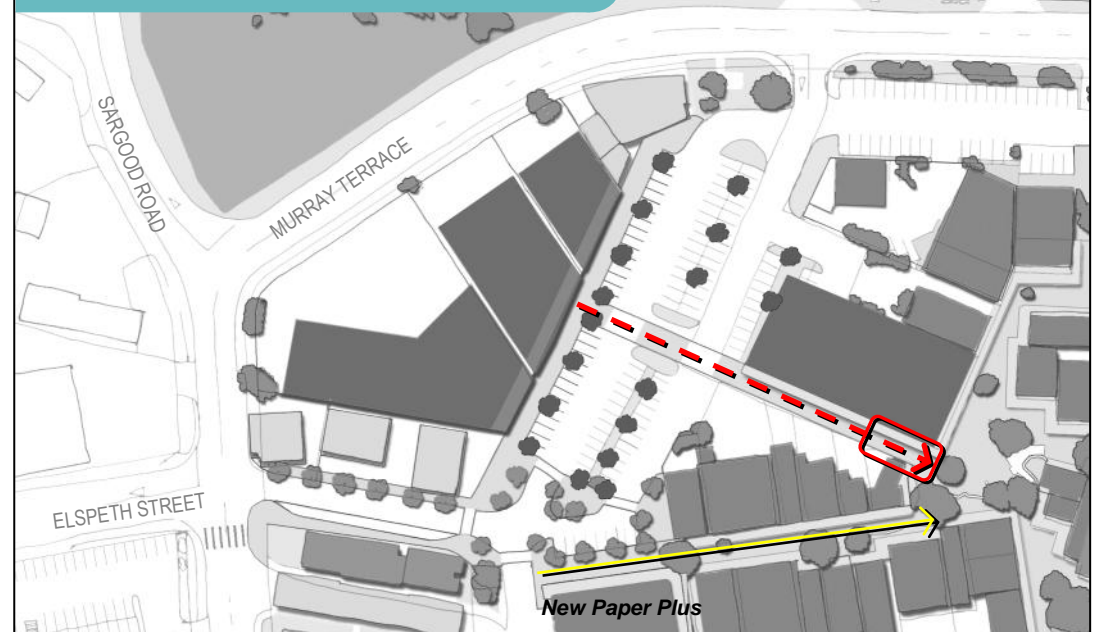
Opportunity

To build on the rejuvenation programme happening along the western arm of the mall, and recognising the significant future increase in activity which is likely from the opening of the Paper Plus store, a new western wing is proposed. This proposed link will allow people to get straight into the centre of the mall from the western car park and adjacent commercial area. The paving of the new arm should be in keeping with the tone and materials used within the mall.

EXISTING WEST CONNECTION



CREATING A NEW ARM INTO THE MALL



Current view



Building needing removal



Artistic impression only

Big Move:
4

A vibrant front edge

Looking at:

- drawing people to the mall and providing for more outdoor café seating
- giving people more protection from the north-west wind
- reducing the prominence of the service lane but maintaining its function
- upgrading the Lode Lane toilet



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
IMPROVEMENTS TO THE FRONT EDGE					
4A	Install a series of distinctive flags or other vertical elements which have a consistent theme, and connect across Murray Terrace to the northern wing and across the front edge of the mall	Very high priority	1-2 years	Low	CODC Community Board
4B	Undertake public space improvements to the front edge of the mall including:	Very high priority	1-2 years	Medium	CODC Community Board
	Remove low shrubs and planters on northern edge, retaining existing large trees				
	Shift the northern part of Lode Lane serviceway so that it is angled 90 degrees				
	Extend the kerb outwards into the parking area by 1.5m				
	Encase two areas of seating with a low stone wall and glass / perspex wind barrier panels				
	Provide for a 2.0 minimum clear pedestrian space along the front edge of the retail and across the serviceway				
4C	Upgrade Lode Lane toilets (consider a self-maintaining 'Exceloo' format) if a new iSite with travellers toilets proceeds	High priority	1-2 years	Medium	CODC Community Board
4D	Demarcate four new parallel parking bays and associated kerbs on the southern side of Lode Lane in the location of the current bus parking	Priority	3-5 years	Low	CODC Community Board
4E	Relocate the NZ Post box in Lode Lane to the western end of the parking block and demarcate one way access	Very high priority	1-2 years	Low	CODC / Community Board / NZ Post

LINK TO OBJECTIVE
FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell town centre is accessible

- Draws people to the mall through a quality outward facing retail front edge
- Improves pedestrian and cyclist safety, access and amenity to the town centre

Cromwell town centre is memorable

- Makes sure public space design protects valued landscape character and ecological values

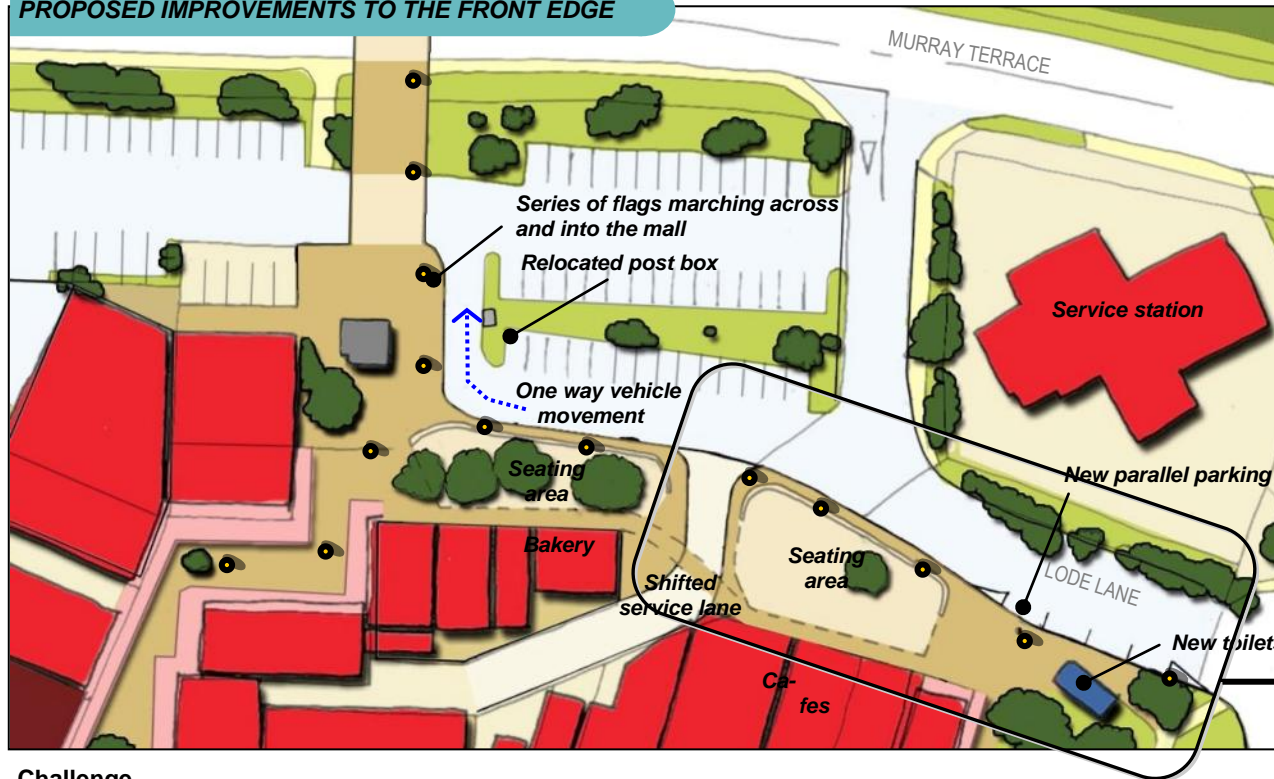
Cromwell town centre is vibrant

- Reduces climate effects by providing adequate shelter and wind barriers

4A-E

A high quality retail strip on the front edge of the mall and associated works

PROPOSED IMPROVEMENTS TO THE FRONT EDGE



Transparent walls to shield diners from the prevailing wind



Image source: www.alfrescoshade.com.au

Challenge

To make the most of existing public spaces and design features - balancing the maintenance of the mall's valued character while also exhibiting progress and change. A concerted maintenance effort is needed to spruce up the northern mall edge.

Opportunity

The front edge can be tidied and livened up through some fairly simple design changes. By doubling the amount of outdoor seating and dining, the space becomes more active and user friendly. This is achieved by removing landscape plots and planter boxes, extending the pavement by a small margin into the parking area, and changing the alignment of the current retail service lane.

It is important that the existing large trees are kept for shade and amenity, and to recognise the need for more shelter along this exposed edge from the prevailing wind. The installation of low walls can serve this purpose and help to prevent conflicts between cars and people. Providing clutter-free pathways in front of shops and across the service lane will help with pedestrian access and mobility.

EXISTING CONDITION



MORE OUTDOOR DINING AREAS WITH WINDBREAKS

Artistic impression only

4C New and upgraded local toilet facilities around the town centre

EXISTING CONDITION



Challenge

It is the intention that travellers toilets will be provided in conjunction with the potential new iSite. This means that the current travellers toilets at Lode Lane will change to a local facility. Public toilets need to be well spaced, safe and sufficient to service the needs of users within the town centre. There is a lack of restroom facilities in the central and western part of the mall and levels of activity are likely to increase in this vicinity in the near future. The Lode Lane toilet block has both safety and wayfinding issues.

PROPOSED UPGRADING LOCAL TOILET FACILITIES



Opportunity

To upgrade the Lode Lane toilets and to provide a new toilet facility near to the western arm of the mall. Consideration could be given to the provision of:

- *an iconic toilet block like the one recently completed in Matakana (above);*
- *a new format Exceloo similar to the one found in Huntly (right). A number of Cromwell inspired stencil's could be used on the outside.*



Image source: Google Images

4E Relocating the Lode Lane post box for easier access

EXISTING CONDITION



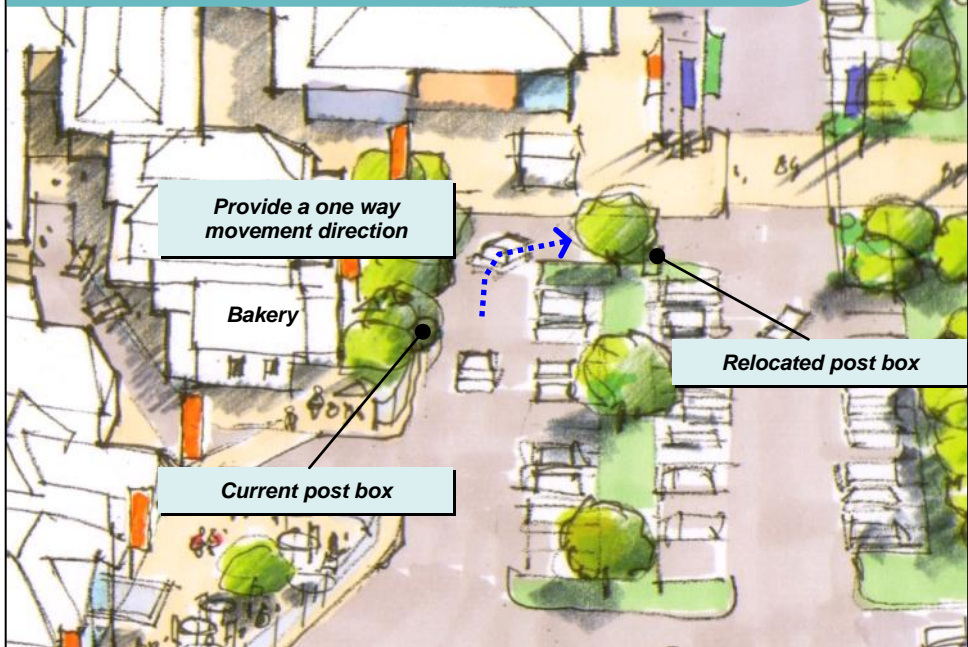
Challenge

The post box is currently located facing the bakery on the front edge of the mall. This location means that many people who drive to post letters are required to park and walk to the post box, taking up valuable shopper parking or parking illegally in the serviceway and lane.

Opportunity

To relocate the post box to provide easier access for vehicles. Drivers should be able to conveniently post letters from the vehicle thus preventing the need to park.

PROPOSED RELOCATION OF THE LODE LANE POST BOX



Big Move:
5

Attractors and showcasing

Looking at:

- the retail catchment and existing retail supply and demand
- tenant demand and encouraging mid-sized commercial activities
- supporting the centre's future development & carefully controlling building quality
- ways to promote the centre via events



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
ATTRACTORS					
5A	Rezone the BA(1) triangular block of land next to the mall to a new special zone supportive of the mall Business zone via a Council initiated Plan Change. This zone should allow for quality mid-range commercial activities as well as less than 600sqm retail / mixed uses	Very high priority	1-2 years	Low	CODC
5B	Provide additional guidance and control within the Business Resource Area of the District Plan on site development, land use specific developments and quality building design	Very high priority	1-2 years	Low	CODC
5C	Locate two new blocks of 90 degree parking interspersed with street trees on the landscaped strip on the eastern edge of BA(1) zoned land facing the car park. Council to establish a programme of capital works for all designated land outside of the mall to ensure it is developed to the standard of a high amenity street	High priority	3-5 years	Medium	CODC
5D	Change parallel parking on Murray Terrace to angled parking configurations by extending into landscaped areas adjacent to the carriageway	High priority	3-5 years	Medium	CODC
5E	Undertake a design and feasibility test into the redevelopment potential of the current medical centre site and 23 - 24 The Mall	Priority	1-2 years	Low	CODC
SHOWCASING					
5F	Complete an Events Strategy to investigate potential future market 'themes', events and activities on the entrance reserve adjacent to SH 8B. This should be co-ordinated with Cromwell mall promotions	Very high priority	1-2 years	Low	CODC / Community Board / Promotions Group /Mall Committee
5G	Provide semi-permanent infrastructure for markets such as weather protection, power and water mains access, as well as allowance of sufficient space and amenities for stallholders, servicing and pedestrians	High priority	1-5 years	Medium	CODC / Community Board

LINK TO OBJECTIVE

FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell town centre is prosperous

- Fosters new employment activities that provide more retail choice, vibrancy and self sufficiency
- Encourages the local community to shop and spend
- Provides for long term employment, residential and tourism growth

Cromwell town centre is memorable

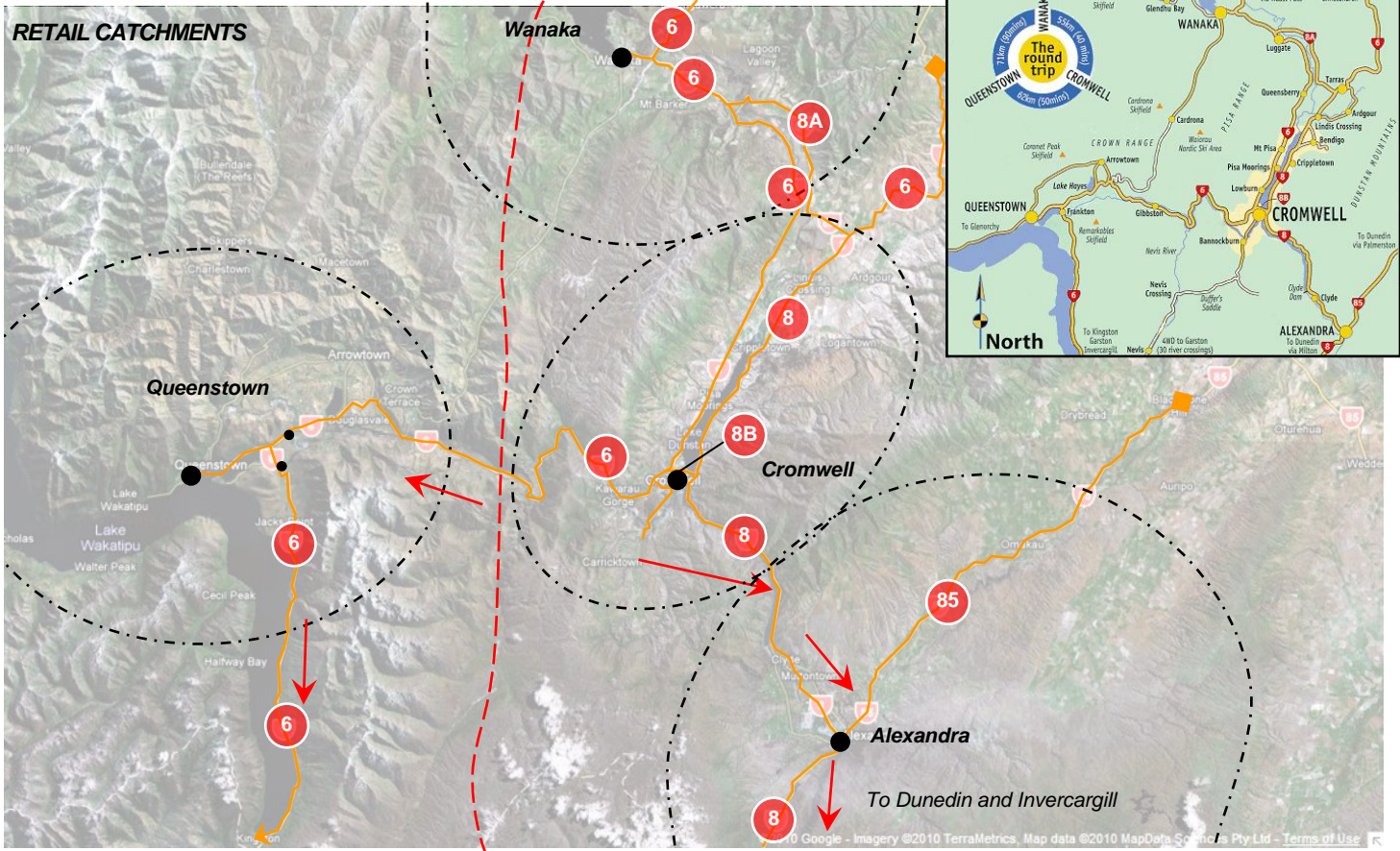
- Finds expression and showcases Cromwell's strengths in the town centre
- Enhances the visual experience of Cromwell town centre from SH 8B

Cromwell town centre is vibrant

- Energises the centre through events, entertainment and promotions

UNDERSTANDING THE EXISTING RETAIL DYNAMICS

Total catchment 2006	= +/-4,700 people (plus visitors)
Total catchment (est)2010	= +/-5,500 people (plus visitors)
Total demand for floorspace	= 9,400 sqm (2006)
Total demand for floorspace	= 11,000 sqm (2010)
Current Cromwell retail supply	= +/-14,000 sqm (excl. banks, real estate)
Notional oversupply (2010)	= 3,000 sqm
Likely equilibrium on current growth rates	= 2020



Challenge

There is an over-supply of retail in the town centre for the size of Cromwell’s population. Taking into account the strong projected population growth to upwards of 9,000 people in next 15 years, it is estimated that retail provision won’t catch up with catchment growth until 2020. At this point, mall turnover should improve and vacancies should decrease. The town centre needs to be pro-active in finding other ways to support its viability in short to medium horizons.

Opportunity

Looking at the demand for different types of tenants, there is an identified under-supply of flexible sites able to accommodate mid-sized commercial activities. It is important that these types of activities are able to be located as close as possible to the mall to ensure existing retailers are able to benefit from their customers.

Providing sites which can handle this size of commercial activity requires appropriate land use zoning with good controls on visual quality, and pro-active management.

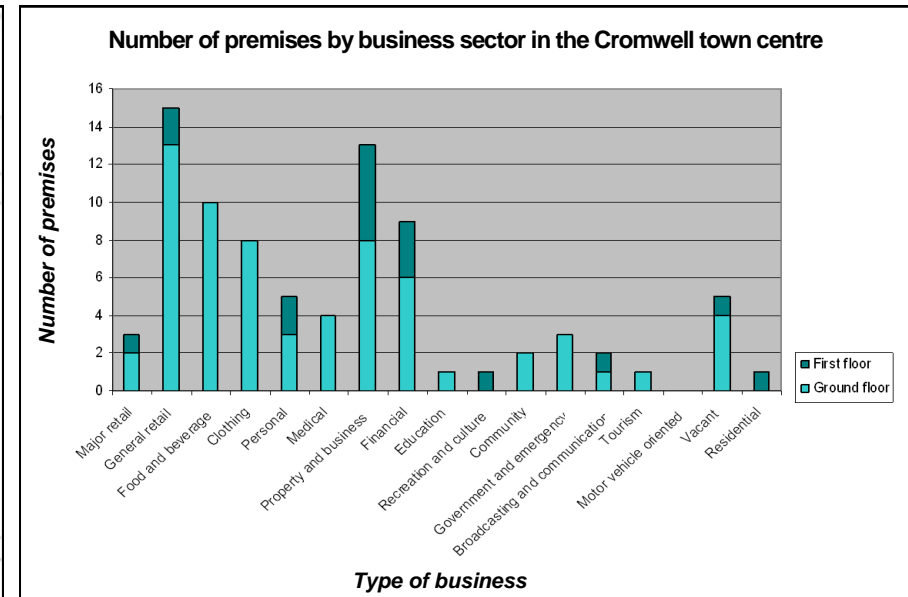
BUSINESS AUDIT OF THE CROMWELL TOWN CENTRE



Town centre business occupancy audit

An audit of existing businesses in the town centre and the adjacent Sargood Road area (both at ground and upper floor levels) paints a picture of retail and commercial environment in Cromwell town centre. For example, the businesses found in the centre and where, clusters of activity types, and the percentage of shops vacant vs. occupied.

IDENTIFIED PRECINCTS IN THE TOWN CENTRE



5A-B

Creating sites for 300-1,500 sqm commercial tenants close within the town centre close to the mall with a high standard of design

Types of mid sized activities

Types of retailers which may be attracted to Cromwell town centre include:

- 300-800sqm range retailers e.g. Dick Smith, Repco, Postie Plus, Hannahs, Canterbury, Flight Centre
- 500-1,500sqm range retailers e.g. small versions of Briscoes, Noel Leeming, H&J Smith

Ensuring high quality building design

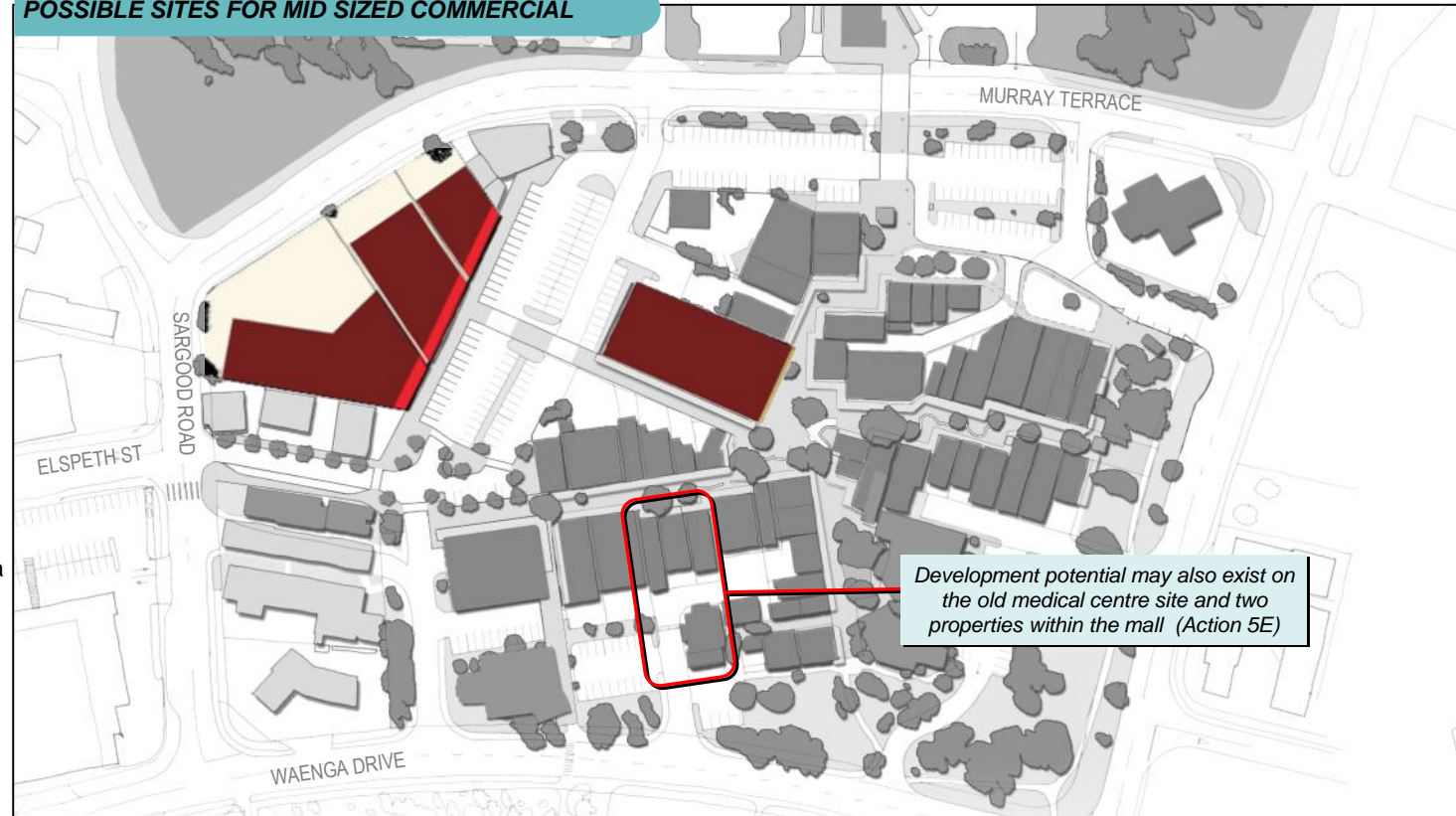
Importantly, sites with potential to accommodate mid-sized commercial uses, must be supported by controls which will facilitate quality building design.

How the retail setting looks and feels plays a major role in how people perceive a place, and whether they are attracted to shop and spend time there.

Design controls are needed around:

- the way in which buildings front onto public spaces (particularly high use pedestrian areas)
- the height and bulk of buildings
- creating an engaging and interesting ground level
- the external appearance of buildings
- access and parking arrangements.

Council must also play its role in creating a quality business / retail setting by making sure that accessways and parking areas are formed to a high standard with landscaping, lighting, kerbs and footpaths. Priority is given to pedestrian-oriented areas.

POSSIBLE SITES FOR MID SIZED COMMERCIAL

This Dick Smith store at Frankton in Queenstown has been designed to give the appearance of being three separate shops. Its verandahs and hanging baskets help to make this a pleasant retail environment.

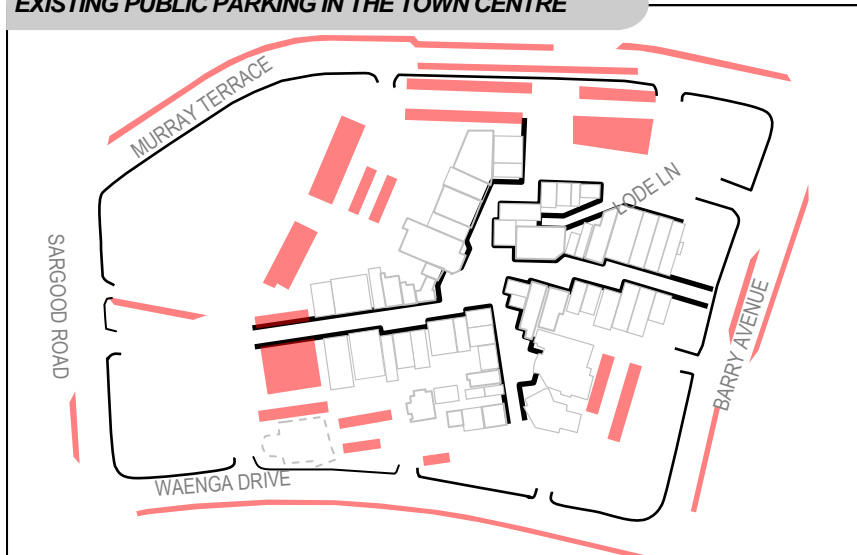
5C-D

Making sure there is sufficient parking in the town centre

Opportunity

With the advent of the new Paper Plus and medical centre, and any future development, additional pressure will be put on parking in and around the mall. A number of additional sites have been identified which could be developed for parking as demand grows.

EXISTING PUBLIC PARKING IN THE TOWN CENTRE



EXISTING SPACES

Total existing spaces (including those in the landscape strip + rose garden)
= 441 spaces

POTENTIAL LOST SPACES

- 11 Potential lost via mid-sized commercial developments west of mall
- 45 By Paper Plus and medical centre in new locations

REQUIRED SPACES

373 Current activities in the Mall
 (using a more restrictive threshold of 1 per 30sqm for all retail (including retail <300sqm GFA which does not have to consider parking currently, and office of 1 per 35sqm. Nb. Current vacant buildings excluded and community services such as CODC office, library and museum calculated under office threshold of 1 per 35sqm)

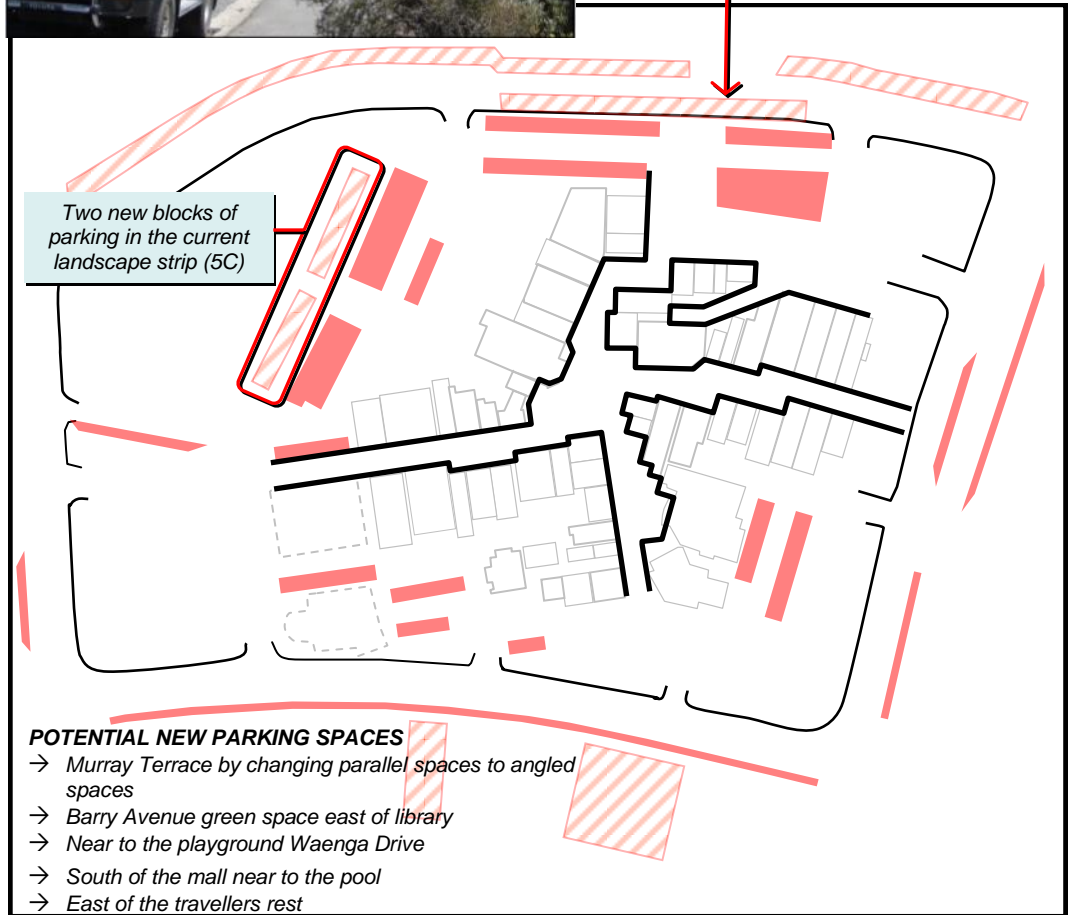
75 Future mid sized developments assuming 1 space per 30sqm. Nb. parking will also be provided on-site

= 63 space deficit

FUTURE PARKING AREAS IN THE TOWN CENTRE



By changing the parallel parking spaces on Murray Terrace into angled spaces through a small change to the street cross section, another 60 parking bays are possible.



Two new blocks of parking in the current landscape strip (5C)

POTENTIAL NEW PARKING SPACES

- Murray Terrace by changing parallel spaces to angled spaces
- Barry Avenue green space east of library
- Near to the playground Waenga Drive
- South of the mall near to the pool
- East of the travellers rest

5F-G

Attracting people to Cromwell town centre using events

BETTER USE OF THE RESERVE SPACE**Opportunity**

Markets and other open air events and displays on the entranceway reserve could offer real spin-off benefits to local retailers. If parking is encouraged in nearby streets and within the town centre rather than in a dedicated parking area on the reserve, people are more likely to visit the event then venture through to the shopping area.

Council must be proactive in providing event infrastructure e.g. an easy to assemble covered structures which could be stored in the mall, getting power to the space, providing hire out tables and refrigerated display cabinets (for fresh produce).

The theme of the event must play to Cromwell's strengths and help to build its place brand. For instance:

- ***a local sculpture symposium;***
- ***vintage cars shows, dog trials, stone pip spitting;***
- ***a weekend market with a broad mix of stalls (food and beverage, plus craft and fashion);***

A market should severely control quality and allow only producer-seller stallholders.



Source: Patrick Partners Pty Ltd



Source: Patrick Partners Pty Ltd



Source: Google Images

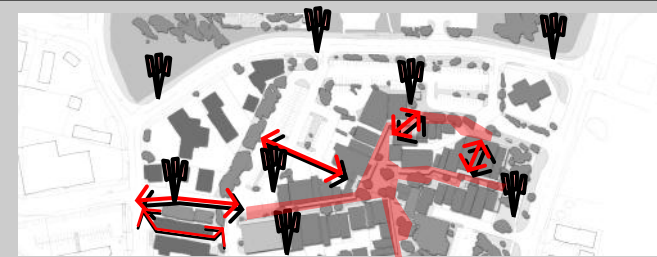
Big Move:

6

Wayfinding and public spaces

Looking at:

- using recognisable flags and signage to locate entrances to the town centres and the mall
- rejuvenating public spaces in the mall through maintenance
- a safer, better walking route between the New World and the mall



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
INTERNAL WAYFINDING					
6A	Retain existing flag poles at (1) the eastern arm adjacent to Barry Avenue; (2) adjacent to the Plunket building on Sargood Road; (3) at northern arm of the mall. Replicate flag posts at other town centre and mall entrances not currently marked. Consider these locations: a) on Waenga Drive by the pedestrian walkway to the mall (near to the pedestrian crossing to the rose gardens) b) north of the new Paper Plus around the western arm of the mall c) on the north edge of Murray Terrace across from the accessway to the western car park d) on the Sargood Road - Murray Terrace intersection on the entranceway reserve land	High priority	1-5 years	Low	CODC Community Board
6B	Commission a design competition for (1) entranceway statements to the mall's northern, eastern and western (both the existing and the proposed new link) entrances, (2) the walk through next to the Tin Goose, and (3) the pergola structures	Priority	3-5 years	Medium	CODC Community Board
NEW WORLD TO MALL LINK					
6C	Improve walking safety and amenity between New World and the mall through the following works: Plant trees along the northern edge of the accessway connecting Sargood Road and the western arm of the mall Complete landscaping and paving improvements and install seating along the frontage of the Plunket, Cromwell Resource Centre and Youth Centre Install a pedestrian crossing on Sargood Road near to the north-east corner of New World Install raised pedestrian crossings / speed tables: (1) east of the youth centre across to the Paper Plus, (2) north of the youth centre across the accessway, and (3) from the flooring shop to the takeaway shop at the conclusion of the western arm of the mall Develop a public space to the north of the Paper Plus and open up the eastern side of the takeaway shop with larger windows and a servery	High priority	3-5 years	Medium	CODC Community Board Landowners

Key initiatives and implementation schedule continued.

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
RE-DESIGN OF PUBLIC SPACE					
6D	Undertake the following maintenance works in the internal spaces of the mall:	High priority	1-5 years	Medium	CODC Community Board
	<p><u>General</u> Assess rubbish bins and confirm which should be removed Replace stream stones and stones on the shrub bed walls where missing Where seats are to remain, fix if broken, clean and oil Assess veranda posts, light posts and stream fencing for painting Assess all trees and establish a programme of root containment Correct paving where necessary</p> <p><u>Central space</u> Remove some planter boxes; upgrade of the noticeboard; provide directional signage to the museum; install a table near to the existing bench seat; re-pave the 'beach space' at the stream meander; install new themed play seating</p> <p><u>Northern arm</u> Complete canopy changes adjacent to the real estate agents; removal of some planter boxes</p> <p><u>Western arm</u> Remove some planter boxes, areas of landscaping and stream stones</p> <p><u>Eastern arm</u> Install a footbridge over the stream at the dog leg; install a new table and seating</p> <p><u>Southern arm</u> Locate a piece of play equipment in the grassed space outside of the library</p> <p>Initiate a local sculpture competition for key public spaces. Prioritise the following space: (1) the planter box outside the current Paper Plus</p>				
THE HUT					
6E	Complete investigations with the Cromwell Youth Worker Trust around the provision of outdoor space and seating in the proximity of The Hutt for youth recreation and gathering	Priority	1-2 years	Low	CODC / Community Board / Cromwell Youth Worker Trust

LINK TO OBJECTIVE
FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell is prosperous

- Encourages the local community to shop and spend

Cromwell town centre is accessible

- Provides for clear wayfinding & access to the town centre and mall entrances
- Improving pedestrian and cyclist safety, access and amenity to the town centre

Cromwell town centre is memorable

- Finds expression and showcases Cromwell's strengths in the town centre
- Makes sure public space design protects valued landscape character and ecological values

Cromwell town centre is vibrant

- Provides variety in open spaces with more potential for fun and engagement
- Meets short and longer term needs of social service agencies

6A-B

Building on the recently introduced flag theme around key entrances and looking at creating new entranceway statements

Design competition for mall entranceways & facades



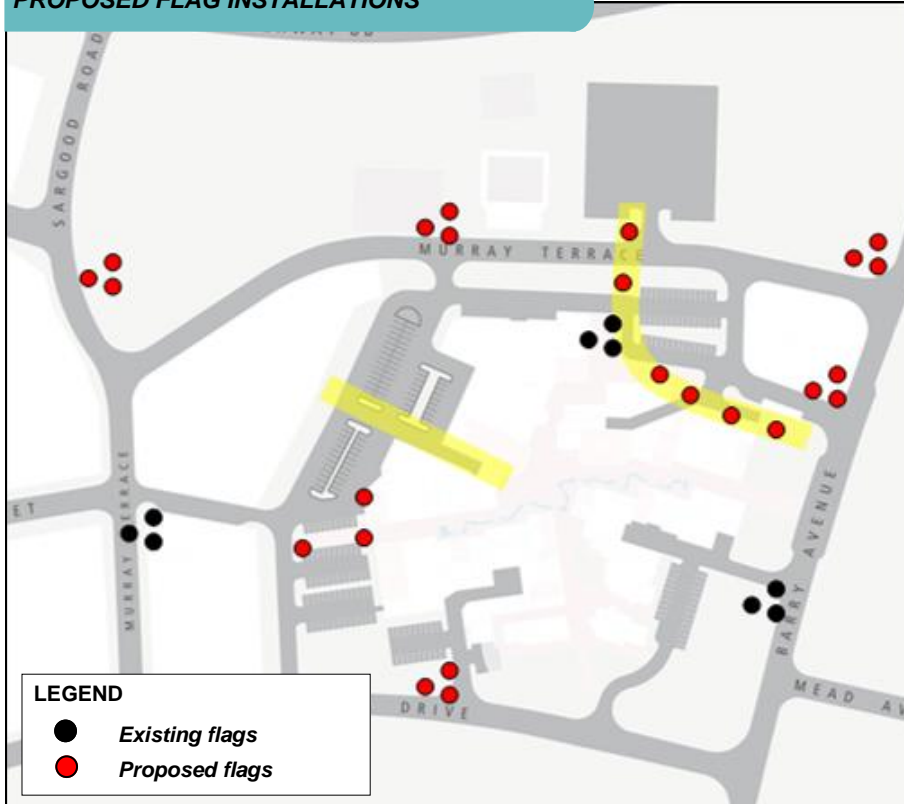
Below: Designs submitted by members of the community



Opportunity

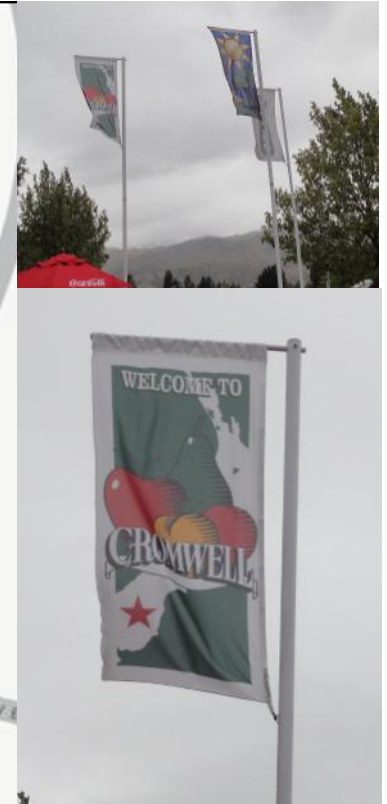
Wayfinding using signage and flag poles around the town centre will help non-local people 'read' the place better. At the moment many visitors are uncertain about how to get into the mall and have difficulty locating entrances.

PROPOSED FLAG INSTALLATIONS



LEGEND

- Existing flags
- Proposed flags



6C

New World to mall link

EXISTING CONDITION



Challenge

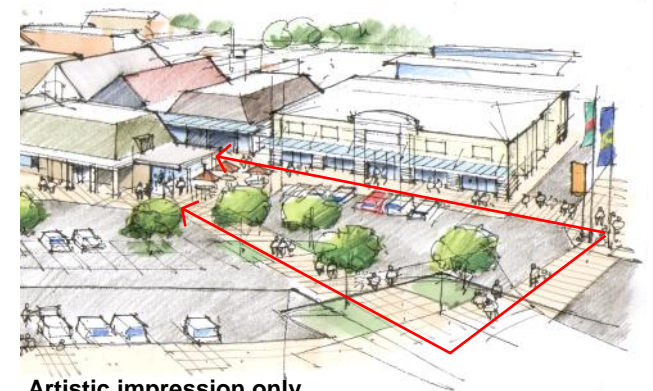
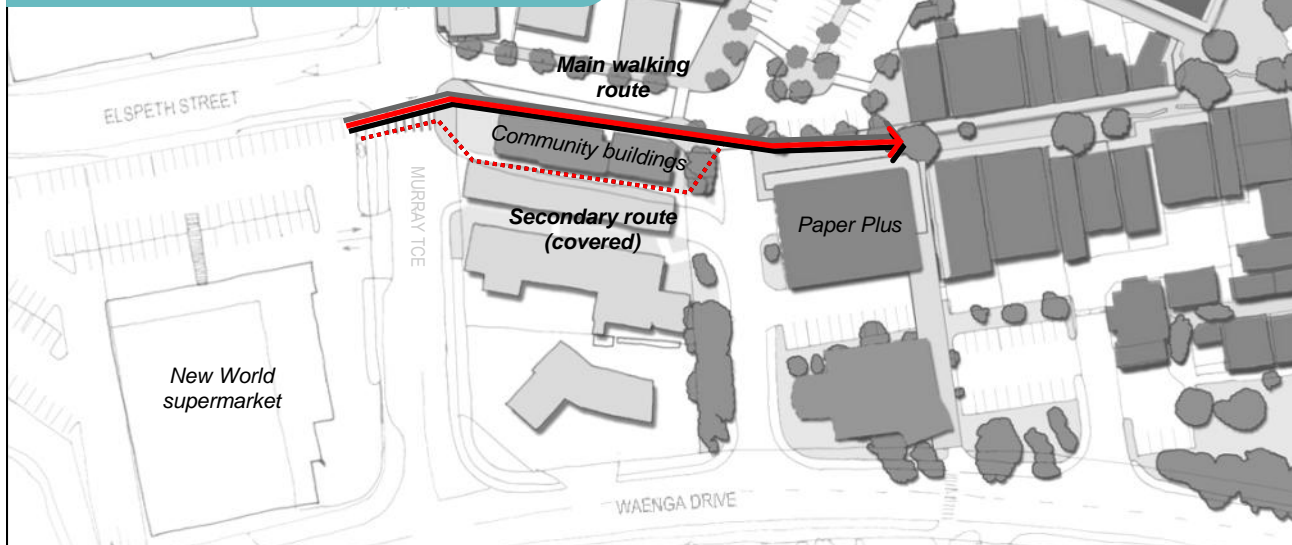
The challenge is to provide a pedestrian route which helps people walk safely between the mall across busy Murray Terrace Road to the New World. This route is not well signposted, and it is likely that more people will use this connection into the future given the proximity of the new Paper Plus and medical centre.

Whilst it would be preferable to prevent conflicts between people and cars by moving the Murray Terrace vehicle entry to New World, it will be difficult to change this access arrangement now.

Opportunity

To see the western arm as a key entry point to the mall, and to upgrade walking routes to New World with crossings, signage, landscaping and seating.

A NEW ISITE AND CONNECTION TO THE MALL



Artistic impression only

EXISTING CONDITION



A SAFE, BETTER QUALITY WALKING ROUTE TO THE MALL



Artistic impression only

6D

Public space enhancements within the mall

PROPOSED MAINTENANCE SCHEDULE AND SPACE REDEVELOPMENT



Establish a painting programme for the posts, fences and down pipes



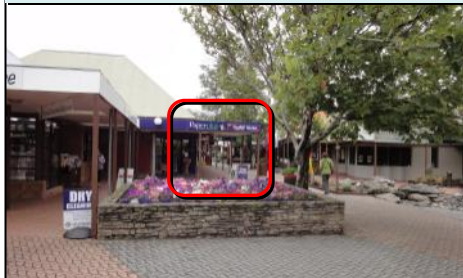
Upgrade the community notice board in the centre of the mall



Install a picnic table adjacent to the existing seat



Commission a local sculpture to provide a work in the flower bed



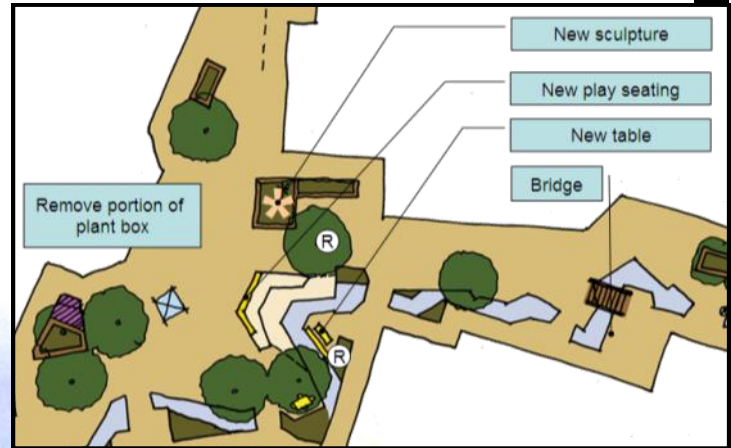
Remove slices of verandas on the northern arm to provide for easier wayfinding into the centre of the mall



EXISTING CONDITION



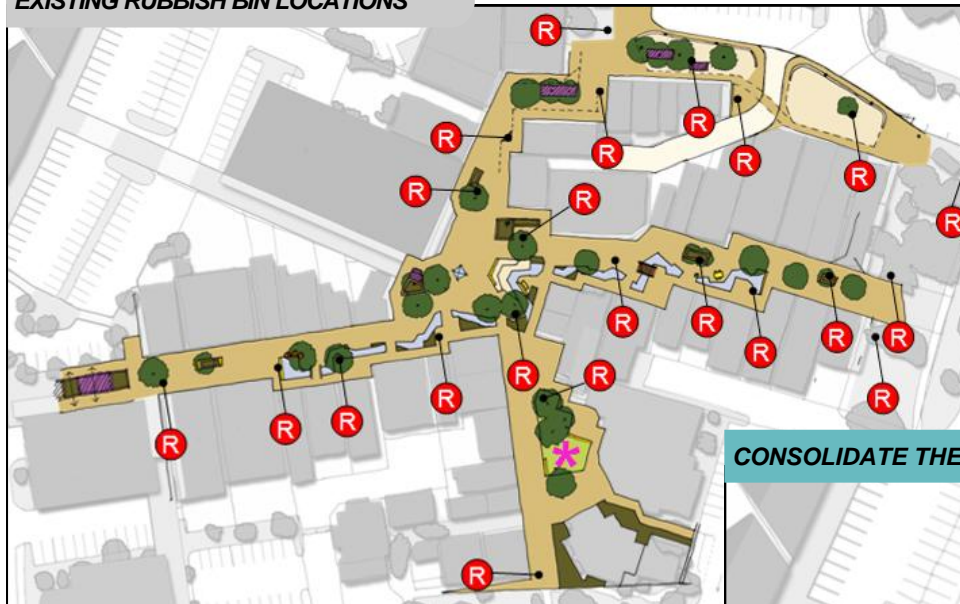
NEW SEATING, TABLES AND SCULPTURE IN THE MALL'S CENTRE



Artistic impression only

It is important that people of all ages and mobility can engage with, and move through spaces in the mall freely. Enhancing the existing stream feature with seating for both children's play and observation will help to enliven the core area

EXISTING RUBBISH BIN LOCATIONS



At the moment there is an over-provision of rubbish bins along all arms and the exterior of the mall. Some of these can sensibly be removed so that bins are spaced every 50 metres

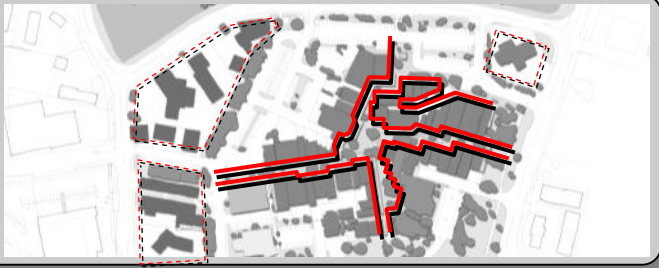
CONSOLIDATE THE NUMBER OF RUBBISH BINS IN THE MALL



Big Move:
7

Town centre management

Looking at:
 → the way in which the town centre is currently managed
 → possible structure and funding models into the future



Key initiatives and implementation schedule

Ref	Initiative	Importance Priority High priority Very high priority	Timeframe 1-2 3-5 5+yrs	Cost Low Medium High	Who
ATTRACTORS					
7A	Consult land owners / affected parties and agree on a future town centre management model. The model should maintain a high level of dialogue between retailers, land owners, Community Board and Council divisional and executive team members. A promotional / marketing strategy should be established, and clear direction given to the co-ordination and management of Council services e.g. mall maintenance, parking	Very high priority	1-2 years	Low	CODC / Community Board / Landowners / Promotions Group / Mall committee
	Define the geographic area of the town centre which is to be subject to the activities of the revised management model				
	Look to revise the town centre rate benefit contribution mechanism which goes towards funding mall management, maintenance and other activities				

LINK TO OBJECTIVE

FIT WITH
PERFORMANCE
CRITERIA (PAGE 15)

Cromwell town centre is prosperous

→ Supports the town centre with a co-operative and decisive management structure

Cromwell town centre is vibrant

→ Energises the centre through events, entertainment and promotions

7A**A changed management structure for the town centre****EXISTING MANAGEMENT****Identified issues**

- over 70 land owners
- lack of central co-ordination point for service delivery (at Council)
- lack of a “mall advocate” or active mall committee
- a town centre benefit rate of \$5,000 which is insufficient to pay for the required maintenance and promotions.

OTHER MANAGEMENT MODELS**OPTION 1: An improved business as usual model**

- resurrect the Cromwell Mall Committee
- employ an on-site mall advocate to liaise between Council, owners and retailers
- increase the town centre benefit rate
- apply the current maintenance budget.

OPTION 2: A more interventionist, pro-active model

- form a management entity to take over public space management, marketing, promotions etc.
- use funding from both the Council and the landowners
- improve tenancy management in the mall to strengthen the identified retail precincts.



5.2 Concept plan for Cromwell town centre



A VISION OF AN ENLIVENED CROMWELL TOWN CENTRE



Artistic impression only

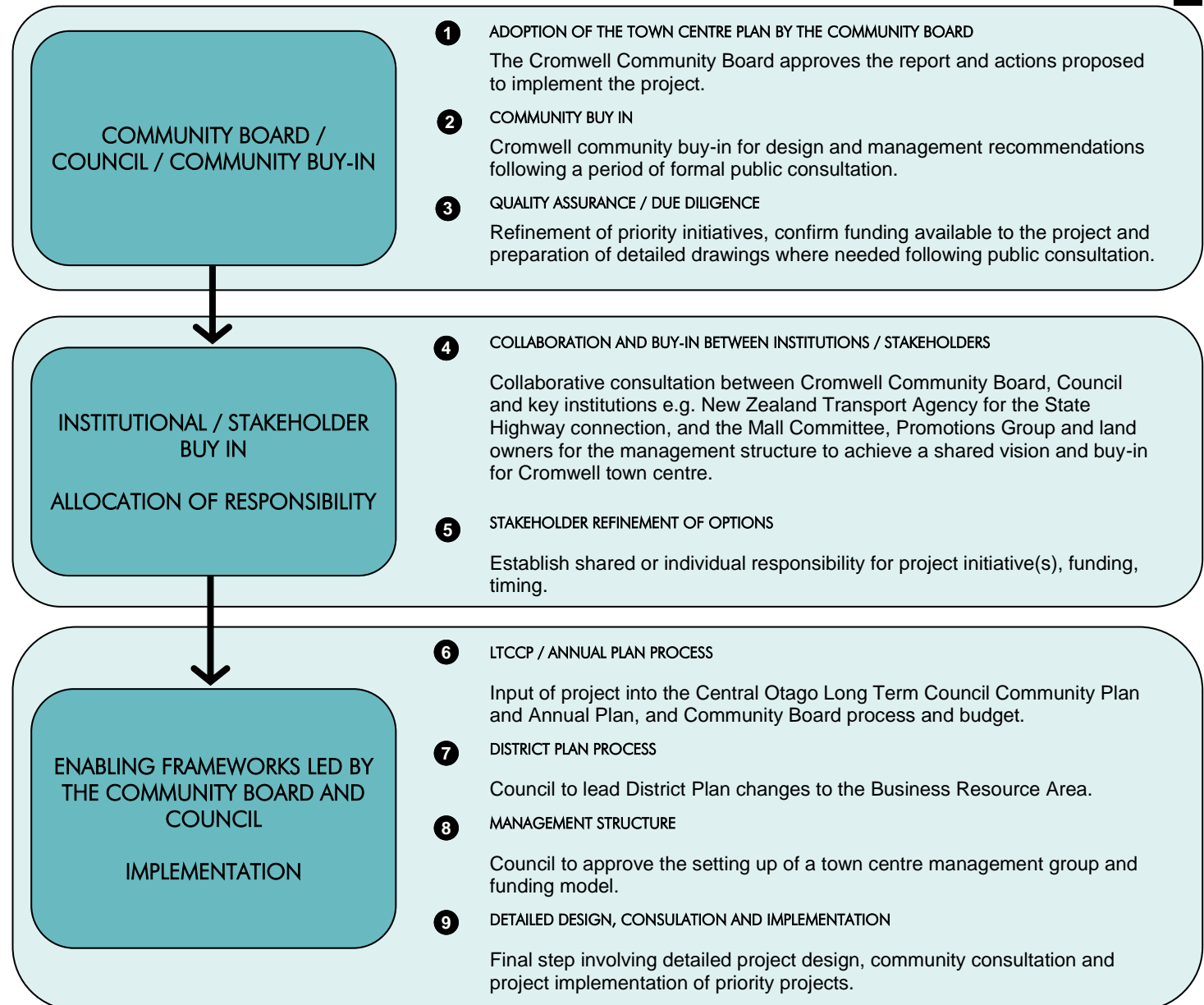


TAKING THE PROJECT FORWARD 5

5.1 Where to next?

The key actions required to facilitate the progression of this report are described in the following table as a three step process:

1. Establish stakeholder support and division of responsibility.
2. Establish an enabling policy and funding strategy.
3. Establish an implementation management structure.
4. Procure detailed design and implementation services.



5.2 Recommended priority initiatives

Of the 29 initiatives found within the seven focus areas, most initiatives have a 'very high' to 'high' priority status and an implementation timeframe of under 5 years.

Initiatives can be broken up into three broad categories - significant projects, quick win projects, and supporting projects.

Significant projects

Complex, larger scale initiatives that have potential to bring major long term benefits to the town centre. These initiatives will generally require more background work and negotiation, and have potentially have greater associated risks, costs and longer lead times.

Quick win projects

Initiatives that can be achieved relatively simply requiring lower investment that will offer immediate benefits to the town centre.

Supporting projects

Initiatives that need to be carried out as background research or preparation for other projects.

SIGNIFICANT PROJECTS

Very high priority

(2A) Investigate a new SH8B connection between Sargood Road and Barry Avenue into the town centre

(5F) Complete an Events Strategy

High priority

(3A) If a decision is made to proceed with a new Cromwell Visitor Information Centre (iSite), locate on the reserve land west of the travellers rest close to Murray Terrace and provide walkways to the Fruit

(3D-E) Demolish the building at 6 The Mall to provide a new western entry and walkway into the mall core

QUICK WIN PROJECTS

Very high priority

(3C) Locate a pedestrian concourse from the travellers rest across to the northern front edge of the mall

(4A) Install a series of distinctive flags which connect across Murray Terrace to the northern wing and across the front edge of the mall

(4B) Undertake public space improvements to the front edge of the mall

(4E) Relocate the NZ Post box in Lode Lane to the western end of the parking block and demarcate one way access

High priority

(6D) Undertake maintenance works in internal spaces of the mall

(1B) Install two new gateway signs directing SH 8B traffic to Cromwell Town Centre

(1C) Install a new Cromwell town centre sign approximately 400m east of Barry Avenue on State Highway 8B

(4C) If the decision is made for a new iSite, upgrade the Lode Lane toilets

(5C) Install two new blocks of 90 degree parking on the eastern edge of BA(1) zoned land

(6A) Replicate flag posts at other town centre and mall entrances not currently marked

(6C) Improve walking safety and amenity between New World and the mall

Priority

(6B) Commission a design competition for entranceway statements / pergola structures

SUPPORTING PROJECTS

Very high priority

(1A) Enter discussions with NZTA to consolidate / unify / strengthen message of SH 8B directional signage to Cromwell town centre

(2A) Complete a detailed investigation for a new SH 8B connection between Sargood Road and Barry Avenue into the town centre

(5A-B) Council initiated Plan Change

(7A) Agree on a future town centre management model

High priority

(2Bi-ii) Re-configure local streets

(3B) Extend the travellers rest to the east and reconfigure circulation, parking and access points for pedestrians, vehicles, buses and coaches

(5D) Change parallel parking on Murray Terrace to angled parking configurations by extending into landscaped areas adjacent to the carriageway

(5G) Provide semi-permanent infrastructure for markets

Priority

(2Biii) Re-configure local streets

(4D) Demarcate four new parallel parking bays and associated kerbs on the southern side of Lode Lane in the location of the current bus parking

(5E) Undertake a design and feasibility test into the redevelopment potential of the current medical centre site and 23 - 24 The Mall