



The Pathway of Nelson

Te Ara ō Whakatū

Nelson City Centre Spatial Plan



Nelson City Council
Te Kaunihera o Whakatū



**NELSON
CITY CENTRE
PROJECT**

Nelson City Council
Te Kaunihera o Whakatū

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Foreword from the Mayor

Mayor Rachel Reese

Nelson's city centre plays a critical role in our region's social, cultural and economic heart.

We want our Smart Little City to be an exciting destination for people – for residents to live, businesses to succeed, great places for visitors – a purposefully excellent place.

Nelson City Council has been responding to the needs of our businesses and residents. We have invested in a new Science and Technology Precinct for 1000 knowledge workers. We've partnered with Kāinga Ora on proposals for critical housing projects. And underpinning our planning is the development of resilient infrastructure.

Te Ara ō Whakatū, Nelson's City Centre Spatial Plan, weaves together our planning, housing and infrastructure work with a 30-year vision for the city centre. It builds on our existing framework – our streets and laneways, our parks and gardens, our cultural venues – and positions them as places where people come first and urban spaces thrive.

It reimagines Bridge Street as a Linear Park, connecting our stunning ANZAC Park to the Queens Gardens, inviting passive and active recreation, supporting existing commercial activity, incentivising future investment, and providing a "front yard" for city centre residents.

Hardy Street provides a social corridor, linking Nelson's great eating venues with its cultural venues – Suter Art Gallery, Nelson Provincial Museum, Refinery Art Gallery and the Theatre Royal – so people can come together to eat, drink, socialise and celebrate.

Te Ara ō Whakatū is designed to help us deliver the city we want to enjoy now, and a city of the future that responds to the climate emergency and the need for intensification, urban greening and enhanced modal choices.

Thank you for taking the time to read through the Plan and share your thoughts, we want to hear from as many Nelsonians as possible about the future of their city.

Foreword from the Chair of Urban Development Sub-Committee

Judene Edgar

Informed by more than 80 community meetings, Te Ara ō Whakatū, Nelson's City Centre Spatial Plan, is the result of one of Nelson City Council's most extensive and rewarding pre-engagement processes.

Te Ara ō Whakatū provides the pathway to achieving our 30-year vision to transform Nelson into a people-focused place, full of green spaces, where more people live, and visitors want to linger longer.

The Plan builds on our heritage, culture, arts, infrastructure and existing facilities to produce a blueprint for the future of our City through eight actions that would guide future development in Nelson. These actions include giving people priority on our central streets, more great places linked by laneways, a greater focus on our cultural identity, increased urban greening and more opportunities for play.

Nelson's city centre is often the focus of submissions to Council plans. If one thing links those submissions, it's passion. People are passionate about the future of their city centre; it's our soul and our heartbeat. Te Ara ō Whakatū sets out a clear vision for change, and in our engagement so far, the one unifying factor is that everyone believes change is necessary.

We recognise change can be hard, but it can also be exciting and filled with opportunities. Our city centre has changed significantly over the past 30 years, and will continue to change going forward anyway – our economy, people, and climate. We need your feedback to help us set the direction of change and help to shape our future city.

Please join us on this journey by providing your thoughts on our vision for Nelson Whakatū.

Acknowledgement (Targeted Community Pre-Engagement)

Nelson's city centre is often the focus of submissions to Council plans. If one thing unites those submissions, it's passion. People are passionate about the future of their city centre.

Te Ara ō Whakatū team were challenged with developing new ways of talking with and connecting the many different voices and people across our diverse community. As a people-focused vision, Te Ara ō Whakatū needs to be informed by our people. The project team identified 42 different community sectors and set about holding discussions over four week-long periods.

The extensive targeted community engagement for Te Ara ō Whakatū saw hundreds of people involved in dozens of small meetings over a five-month period (March-July 2021). The face-to-face conversations we shared helped shape our vision for the city centre.

Council and the Te Ara ō Whakatū team are deeply appreciative of the time the community spent in these hui and discussions. The vision and plan are a result of our collective values and collaboration. We hope the aspirations of Whakatū Nelson city centre are reflected with pride in this document.

City Centre workers	Professional services (legal, accounting etc)	Business influencers	Builders and construction
Parents and caregivers	Community institutions (museum, library)	Leaders and board members	Positive ageing groups
Iwi organisations	City retailers	Community events	Environmental advocates
Utility operators	Schools – NMIT	Social service providers	Waka Kotahi
Landlords	Property developers	City real estate	Health and community well-being
Regional economic organisations	Developer services (e.g. planners, architects)	City Centre property owners	City Centre accommodation
Commercial property managers	Kāinga Ora	City Centre hospitality	Science and education sector
Creative community	Business owners – non-retail	Iwi managers forum	Streets for people submitters
Active transport advocates	Local media	Accessibility advocates	Nelson youth
Taxi operators		Investors	
Nelson residents		City retailers – privately owned	



200
hours of discussion



81
meetings



247
cups of tea



275
attendees



6L
of orange juice

Shared values

Values agreed in discussions with the Nelson community during pre-engagement for Te Ara ō Whakatū:

- Celebrate and share our heritage and history
- Support by most groups for street layouts that prioritise people
- A city focused on people will require behaviour change
- Strong consensus for more residential living in or near the city centre
- Better views and links to the river and green spaces
- Eclectic businesses celebrated as a point of difference
- Stronger role for Nelson arts community in shaping our identity and places
- Youth and older adults need more from their city centre
- Nelson's identity stronger throughout the city
- Tell the success stories!



Te Ara ō Whakatū The pathway of Nelson

As we look at our past and the journey that has taken place to where we are now, we are reminded that it is history that shapes our future. What we do now – in the decisions we make and the choices we follow, will influence and affect those that follow us.

In the planning of the future for Nelson City, an intergenerational approach is needed that not only addresses our challenges but weaves into the community a social fabric that connects people to each other and place. We need a framework that gives us a transformative vision not only for the city, but for our region as a whole.

In order for us to be good ancestors, we must choose the right path and be brave in our decision making to ensure the future wellbeing of our descendants.

Te Ara ō Whakatū is about creating a vision, setting a strategy and the pathways we will take as we reimagine the potential of our city centre. It is about people and place. We have a chance to deliver meaningful change that will benefit the generations to come and deliver on our cultural, economic, environmental and social outcomes. Let us be good ancestors and choose the right path – Te Ara ō Whakatū.

Whakaaro tuwhera ngākau – with hearts and eyes open

Te Ara ō Whakatū is a journey to be taken over time. Achieving the outcomes of this spatial plan will require partnership, collaboration and investment for decades to come. Together we will meet the challenges and opportunities our Smart Little City faces, with a defined sense of purpose and a shared energy to reach our goals.



Concept - Not actual design



Actions

Seeing ourselves

Raising residents

Greener streets

Precinct power

Streets for people

Great places

Linked up laneways

People at play

Strategy



Blue-Green Heart



Walkable Nelson



Clever Business



Destination Nelson



Liveable Centre



Smart Development

Vision

a great place for people

connected to each other

with a vibrant heart

a smart economy

in a resilient environment

OUR PLACE

“Purposely excellent rather than accidentally great”¹ It’s why we live in Nelson

Te Ara ō Whakatū – the pathway for Whakatū Nelson – is a guide to moving our city centre and fringe further on its journey to becoming a people-first place, full of dynamic activity and spaces people want to be.

We want Whakatū Nelson to be a destination for people, full of great places people want to visit. A place where more residents live, visitors enjoy, business succeeds, and hospitality and culture emerge as our point of difference across Te Taihū and New Zealand. A place that is purposely excellent rather than accidentally great.

Whakatū Nelson’s pathway starts with being a Smart Little City, with a diverse economy. This bold and committed vision aims to make Nelson stand out from the competition: attracting innovators, green business, and a growing technology sector as well as a wide range of supporting professionals like teachers, health workers and engineers. All crucial for our city’s health and wellbeing.

We aim to work alongside smart development and leverage Council capital investment to build a city centre that becomes an even better

destination. Let’s ensure Nelson is seen as the destination for extraordinary hospitality and out-of-the-box city centre experiences.

The world is changing. Nelson requires an ambitious vision to help set our course toward climate change mitigation and adaptation. Achieving targeted reductions in greenhouse gas emissions over the next 30 years will require new ways of living and new transport choices. Greener, shadier streets will make life more pleasant for visitors and residents, but also help our city prepare for the future by reducing demands on our stormwater system and improving carbon uptake.

Nelson is well on its way. Heart of Nelson, the previous strategy for the City Centre, saw 75% of its ideas implemented. The ten goals of Nelson 2060 form the foundation for the engagement, economic and environmental values approach of Te Ara ō Whakatū.

And look what we’ve started... the pedestrianisation of Upper Trafalgar Street and the Riverside Pop-Up Park are two popular additions to a city centre that has huge potential. Just consider the places we already have such as The Suter Art Gallery, Nelson Centre of Musical Arts, Theatre Royal, Nelson Provincial Museum and Pikimai – these are the bones of our city, and our vision will grow from this foundation.

Building the vision will take time and smart ways to achieve complex projects while minimising disruptions to business. Council will need to work in partnership with government, especially Kāinga Ora and Waka Kotahi, to achieve needed change for more residents, improved access and safer links to our extraordinary waterfront.

1 – Meg Matthews, Chairperson
Nelson Regional Development Agency

Our City Centre at a glance



5,000

primary and secondary students study within the city



7,500+

people live within 2km of the City Centre



Less than **100 people**

live within 500m of the City Centre



5,600

people work in the City Centre (one third of Nelson's working population)



Approximately half of all registered pedestrian movements occur on Trafalgar Street



Approx. **54,000** pedestrian movements in the city every weekday



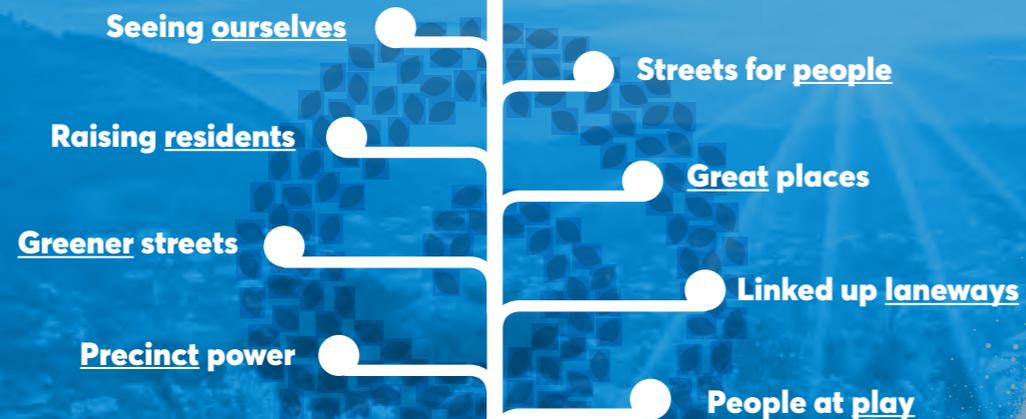
3,000

tertiary students attend NMIT every weekday

- Approx. **65,000** pedestrian movements every **Saturday***
- Approx. **half** off all pedestrians registered are between **25-64** years old.
- **Less than 2.5%** are under five years old
- **Busiest** between **11am and 1pm**
- **Summer** numbers increase by more than **40%** compared to winter numbers.

**Average over summer and winter*

OUR ACTIONS



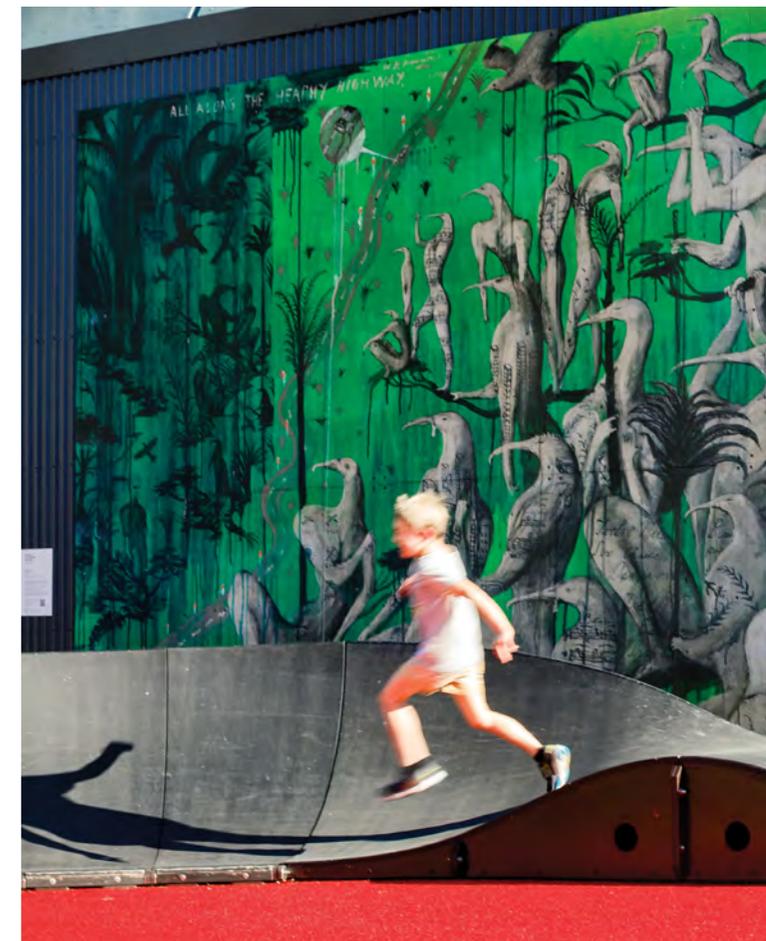
Introduction

Te Ara ō Whakatū identifies eight actions which bring together our culture, environment, streets, precincts, developments, places and links into one framework.

The eight actions are visualised in the form of a tree, flourishing with proper care and attention: with a robust strategy at its roots. As the actions are implemented, the city grows and becomes more prosperous as a destination for residents, workers and visitors.

The eight actions of Te Ara ō Whakatū are:

- Seeing ourselves
- Streets for people
- Raising residents
- Great places
- Greener streets
- Linked up laneways
- Precinct power
- Playful places



Seeing ourselves

 'Pou Forest', Te Ara Laneway, Albion Square

Concept – Not actual design



Seeing ourselves – we're in this together

Seeing ourselves is about ensuring our local stories, culture, artists and people are the inspired source of design, place names and artistic expression in Nelson's city centre over the next 30 years.

As one of Aotearoa's earliest settlements, Whakatū Nelson has an extensive heritage and creative legacy to draw from as we transform the city centre. Achieving miharo – the extraordinary – in the design and delivery of future precincts, streets, places and developments in the central city will require new ways of collaboration across our cultural and creative communities. This is not something we import or purchase off-the-shelf but a reflection of us as Nelsonians – Seeing ourselves.

Collaboration with our iwi partners to draw the stories, names and meanings into the City Centre narrative is essential. Through the application of the Te Aranga core values and design principles, the ara – pathway for this journey – can begin. As specific projects in Te Ara o Whakatū go forward, we will need to identify the Te Ao Maori artists who can bring these works to life.

Public art, from all of the groups in our community, needs to be a key component of our civic expression – whether through sculpture,

murals, or art that encourages play. Art designed for people at play.

Celebrating art festivals like Te Ramaroa, Matariki, Arts Festival, New Years and 4 Lanes into the central city enables people to celebrate Nelson's creativity and talent in our special place.



Objectives

1. Local arts and artists will be integral to achieve the unique outcomes of design and expression that reflect Nelson and its people through public art such as sculpture, murals, light displays, playful furniture, etc.
2. Iwi and Te Aranga principles

Te Aranga Principles provide an iwi partnership framework to reveal stories, history, names, landmarks and enhance environmental qualities inherent in our unique place. Te Aranga will be applied at both the core values and project design levels.

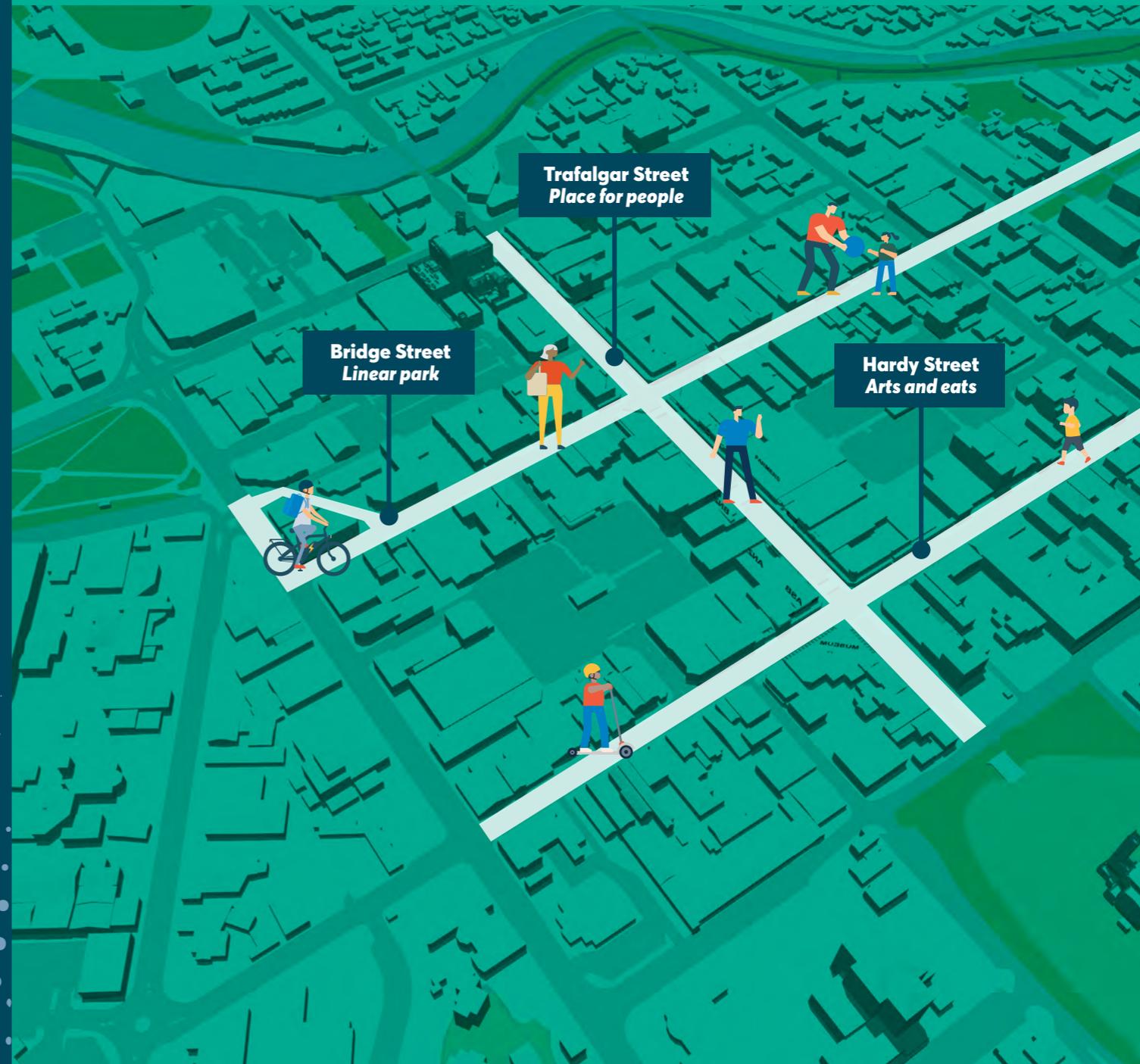
Te Aranga design principles include:

- **Mana** – Growing employment and a resident population in the city centre, close to essential services such as food, education and employment. Social and affordable housing are opportunities Council can achieve in partnership with others including Kāinga Ora.
- **Whakapapa** – Naming possibilities for new places and links exist at the specific project level, including a cultural laneway.
- **Taiao** – Implementation of low impact stormwater design through rain gardens and collection systems to treat stormwater prior to releasing back into our healthy waterways.

- **Mauri Tu** – Measures related to city centre greening will grow 1000 new street trees to enhance biodiversity amongst a mix of exotic and native tree species. Biodiversity will mean renewal to bird habitats within our city.
- **Mahi Toi** – Opportunities to reveal narratives are captured and expressed creatively and appropriately.
- **Tohu** – Opportunities to reveal significant sites and cultural landmarks within the city centre are acknowledged.
- **Ahi Ka** – Access to natural resources such as weaving species, mahinga kai, waterways, etc are enhanced by improved accessibility to the Maitai/Mahitahi River and the implementation of city centre greening measures.



Streets for people



Nelson City Centre network of streets for people

As Nelson prepares for more residents and workers in the city centre, the ability of the inner-city street network to cater to people and place will need careful consideration. Streets will also play a key role in climate action and supporting a prosperous innovative economy.

The central city core within the four Ring Roads we envisage as a pedestrian priority area with places that support public life, local economies, and future investment. A rethink of how we design our streets, along with other public spaces, will further support the centre as a local and regional destination, and a hub for social, cultural and economic activity.

Data identifies high pedestrian use on Trafalgar, Bridge and Hardy Streets for movement. However, the city centre streets provide limited opportunities to linger beyond Upper Trafalgar and a few footpath extensions at existing courtesy crossings.

Great urban centres are changing. Studies of the most liveable and desired cities show they support a 20-hour active street and 15-minute walkability with housing, employment, entertainment, dining, shopping, education,

critical services, parks and transport at close proximity. Nelson has an opportunity to re-imagine Trafalgar, Bridge and Hardy Streets as a cohesive collection of iconic local streets, which reflect the vision of a place for people, a green city and as a place to stay.

As the city centre's 'People Park', Trafalgar Street is a place for people; a dynamic and lively shared space environment where social, cultural and economic values can be celebrated.

Objectives

Prioritise pedestrian activity

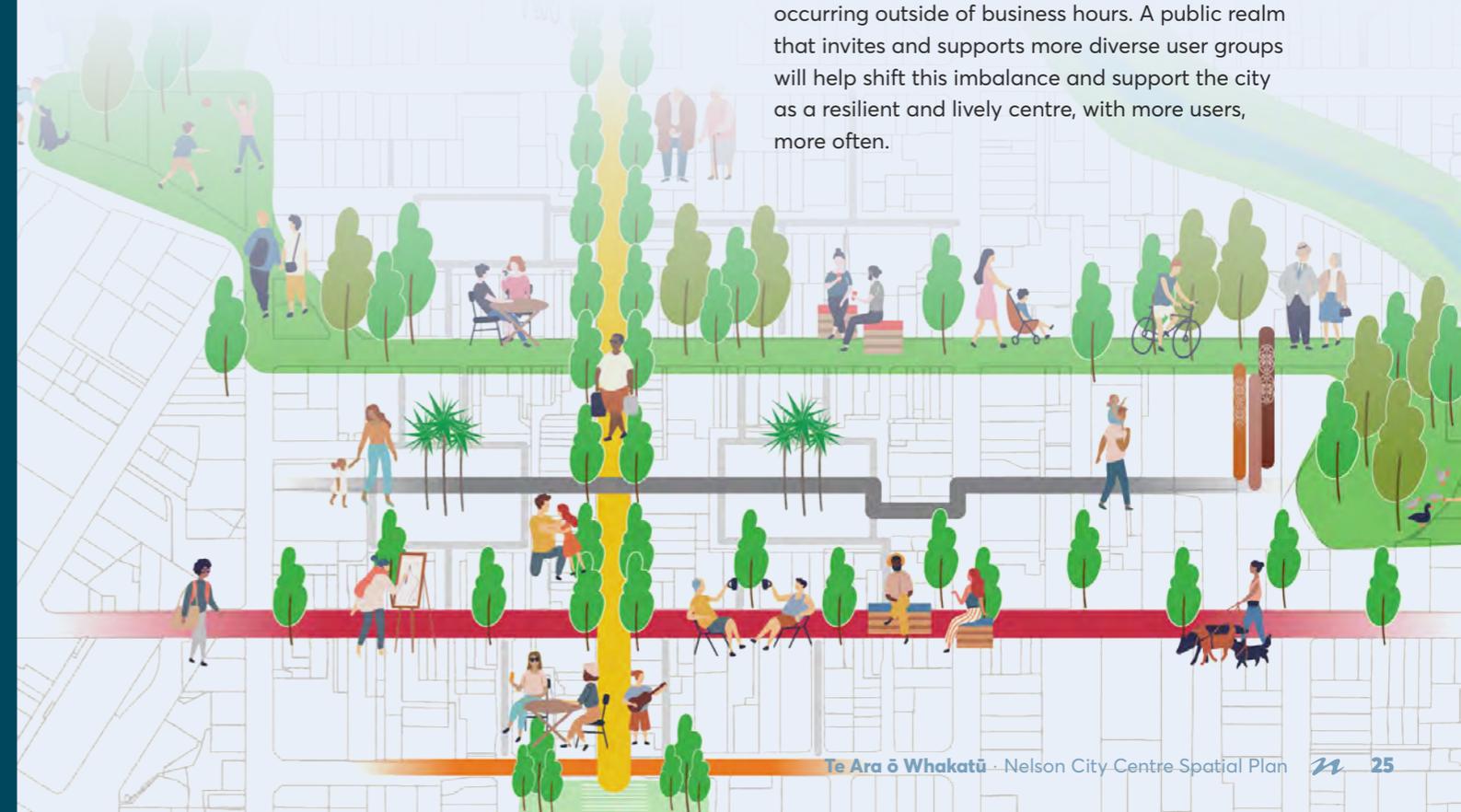
Streets are the primary areas of public space in most city centres. They are also usually balanced heavily toward vehicle movements and storage. Rebalancing these in favour of pedestrians, where human-scaled activities are prioritised, is an obvious step to invite and support a higher level of public life and can be achieved without overly compromising functional streetscape requirements, such as vehicle movements and parking.

Activate the edges

Cities are the people inhabiting them. Invite people to stay a little longer and the vibrancy will follow. Activity 'spilling' out of buildings and into the street contributes to an engaging and dynamic street environment. A greater focus on the pedestrian environment will ensure that this type of activity is both invited and supported.

Invite diversity

Great city centres support a range of activities at all hours for all age groups. User diversity within the centre is currently low, with very little presence of children and youth, and low levels of activity occurring outside of business hours. A public realm that invites and supports more diverse user groups will help shift this imbalance and support the city as a resilient and lively centre, with more users, more often.



Trafalgar Street Nelson's place for people

As Nelson's People Park, Trafalgar Street is a place for people; a dynamic and lively set of unique urban street blocks where social, cultural, and economic values are celebrated.

Data from Nelson's Public Life Survey undertaken in 2019-2020 indicates half of all pedestrian movements in the city centre take place on Trafalgar Street; one-quarter of all movements occur in the central block between Bridge and Hardy Streets. At peak times, the footpaths on Trafalgar Street are very busy with people walking from one place to another.

Te Ara ō Whakatū will prioritise pedestrian activity by creating three distinctive street blocks: a pedestrian mall at the top of Trafalgar Street, a people-prioritised shared space and a block that enhances the existing people-vehicle balance. The future Trafalgar Street will be able to support the movement and place demands we will see when more people live in the city centre.



What is a shared space?

Shared spaces are streets where pedestrians have priority in the space, without unduly restricting the movement of motor vehicles. Since 2010, shared spaces have been implemented throughout Auckland and Wellington city centres, showcasing how streets can become destinations in their own right, with increased visitor numbers, greater retail spend, growth in economic investment, increased safety for users and an overarching increase in the perception of these spaces as places for people.



Increased pedestrian activity, health and well-being

Comfortable seating for all ages with backs and armrests

One street – 3 great places

Halifax – Bridge

This block looks to provide improved pedestrian and cycle amenity, trees and east-west laneway links. Angle parking will be retained.

60%

40%



Bridge – Hardy

This block is re-imagined as a shared space environment where pedestrian movements are prioritised to better support local hospitality and retail offerings. Slow vehicle movements are permitted, but drivers must give way to pedestrians before they proceed. Carparking will be re-oriented from angled to parallel to create more space for people. The remaining carparking supply will be prioritised for loading and accessibility needs users.

30%

70%



Hardy – Selwyn

The Hardy – Selwyn block of Trafalgar Street, known as Upper Trafalgar, remains permanently closed to traffic with a focus on people activities, outdoor dining, and recreation. An upgraded pedestrian space with new multi-function catenary lighting, improved 1903 Square performance space and an improved pedestrian linkage to Pikimai/Cathedral Hill will be a key component of the future vision.

100%



Trafalgar Street – Bridge to Hardy

Concept – Not actual design



Calm traffic movements
prioritise pedestrians
and cyclists

Enhanced biodiversity
and wildlife habitat

Flexibility to
bring more
people together
– events, markets
and parades

More high quality social
spaces to linger

Improved movement for
pedestrians and retail
frontages

Bridge Street Linear Park

A green street to raise residents

City parks and open spaces are well known for improving our physical and mental health, as well as making our cities more desirable places to work and live. They can also assist in boosting biodiversity and ecological values.



We need to rethink how our city streets function to ensure that these are not just roads for cars, but places for people. A Linear Park takes this to another level by creating an iconic street that prioritises green infrastructure to provide much needed urban shading, stormwater treatment and placemaking opportunities linked with anticipated city centre residential developments.

The result on Bridge Street is a re-envisioned green street linking ANZAC Park to Queens Gardens: a street that can both support urban greening measures, slow-speed, safe walk and cycle access. With delivery of the Bridge Street Linear Park, a lasting memory of an iconic green urban place for people will become a photographic moment for residents and visitors.



Enhance community well-being

Access to high-quality, well-maintained green public spaces is proven to improve our physical and mental health. They encourage higher levels of walking and cycling, along with increased passive activity and socialisation.

Stimulate economic activity

A high-quality public environment with a green focus that supports economic demand can have a significant impact on the number and demographics of people visiting and spending time in a city centre. This, in turn, can stimulate the

local economy, including desirability for residential and commercial activity.

Enhance biodiversity

Improving biodiversity in the urban environment supports urban life – of all shapes and sizes. Plantings utilising both native and exotic species will enhance the street for people and support the Nelson Halo for bird life. Shade provided from trees will provide pedestrian amenity and comfort for people living in the city as well. The treatment of stormwater in low-impact 'rain gardens' will enable the management of healthier water to re-enter our river and coastal waterways.

What is a Linear Park?

Longer than they are wide, Linear Parks are often former transport thoroughfares that have been reimagined as 'green corridors' that promote recreation, connectivity and biodiversity. While traditional parks focus on passive recreation, Linear Parks promote active recreation and typically connect destinations. Because it is nearly impossible to carve out more open space in city centres, reprogramming city streets as Linear Parks is an excellent way to add green space to urban areas.



Shade and enhanced amenity

Enhanced biodiversity and wildlife habitat

Increased pedestrian activity, health and well-being

Greater property values and commercial investment

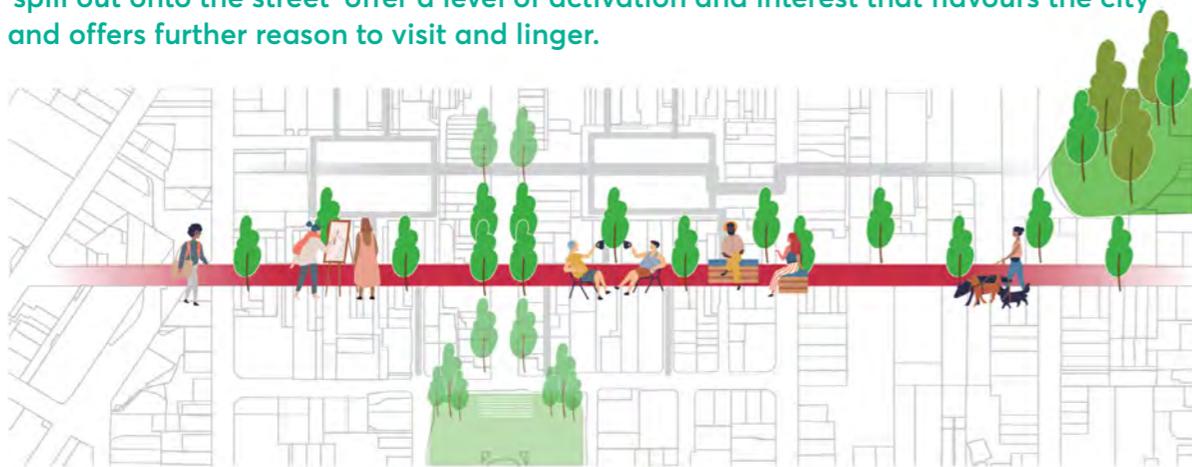
Bridge Street is re-imagined as a Linear Park, connecting the city's open spaces in new ways, inviting passive and active recreation, supporting existing commercial activity and incentivising future investment.

Concept - Not actual design

Hardy Street

Arts and eats to linger longer

Places to linger longer are how great cities create destinations where people want to spend time. Places for people to stop, stay and spend, play an important role in the establishment of dynamic and lively spaces that support public life and economic activity. In particular, hospitality and independent retail activity that are allowed to 'spill out onto the street' offer a level of activation and interest that flavours the city and offers further reason to visit and linger.



Hardy Street has over 30 restaurants, cafés, and eateries along with an emerging arts and unique boutique retail mix. Morrison Square serves as an anchor along Hardy Street with additional shops and restaurants. Hardy Street represents an opportunity to cohesively integrate outdoor dining, urban street trees and high-quality pedestrian footpaths into a special arts-and-eats experience.



Hardy Street is reimagined as a social corridor, a place to come together to eat, drink, socialise and celebrate.

Strengthen connectivity and user experience

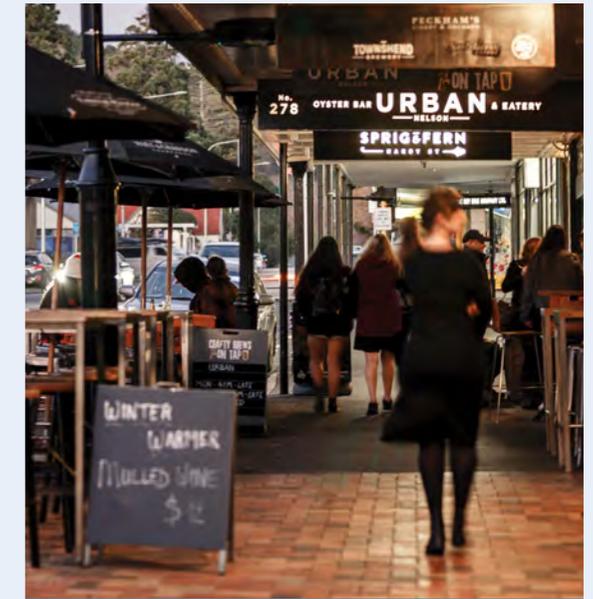
Hardy Street is Nelson's only street that links from the Maitai River into Nelson South. Along your journey is Nelson Marlborough Institute of Technology and two of Nelson's cultural institutions – Nelson Provincial Museum and the Theatre Royal. The unique cultural, arts and hospitality destinations make Hardy Street a memorable day and evening destination for residents and visitors into Nelson.

Support and incentivise economic activity

Hardy Street, along with Upper Trafalgar Street and Church Street, has the highest concentration of eateries in the Top of the South. Much of this activity 'spills' into the public realm, adding an important level of activation to the street. At a fundamental level, people attract people, so incentivising and supporting outdoor dining and other street activities is an important driver for economic activity and public life.

Reinforce unique place values

Hardy Street has unique qualities that make it like no other place in the City Centre. However, these values are overshadowed by the dominance of vehicle priority. Reducing this dominance, can help to shift this imbalance, supporting sociable activities such as outdoor dining and celebrate Hardy Street as a key City Centre destination and a valuable part of Nelson's central public realm.



What is an Eat Street?

An Eat Street is a feast in every sense – a vibrant place to meet and socialise with friends, evening activities, gathering place, etc. The development of an Eat Street typically makes better use of outdoor spaces to create a vibrant dining hub. Widened footpaths create a pedestrian friendly experience while seating linked to eateries is complemented by public seating, ensuring an Eat Street can be enjoyed by everyone in the community.

Re-imagining Hardy Street to better support existing and new activities will see it unfold as a key urban corridor for the Whakatū Nelson City Centre.

Support and incentivise economic activity

Reduced traffic movements

Greater flexibility for events and alternative street use

Enhanced outdoor dining

Concept – Not actual design



Raising residents



A centre for living

A greater number of residents living in the city is a win-win for Nelson; it contributes to the activation of the city centre as well as providing smart living options. People living in the city centre both benefit from and help to create safer streets, more vitality, extended shop hours, reductions in the need for driving and demand on parking, and justify increased public space investment leading to increased well-being for all city centre users.



Housing is one of the most basic needs for people, and stable housing is linked to positive economic, educational and social outcomes for individuals and communities. The lack of housing supply of different types and at different price points is one of the most significant challenges facing the Nelson region.

The City Centre has untapped potential to enable a variety of homes to meet the needs of our changing population, lifestyles and workforce. Nelson has an opportunity to utilise the significant capacity available in the city centre to provide homes for families, students, workers, and over 60s to enjoy the benefits of city centre living.

Residents in city centres are more active, more socially engaged, and benefit from greater amenity (libraries, theatres, medical services, hospitality, parks and public transport). Living in Nelson city is about embracing the opportunities that a smart city has to offer. It is a lifestyle that is increasingly sought after by a range of people in the housing market.

A high-quality public environment with a city centre focused on people makes living in the city more feasible, which in turn drives the development of city centre residential new builds and upstairs conversions. There is a growing demand for both residential sales and rentals in the city centre, coupled with a move towards working from home

Objectives

- 2,000 people – providing residential living in the city centre catering for a range of price points and housing types
- Great city centres support a range of activities at all hours for all age groups

- Leveraging a range of benefits from increased residents in the city centre
- Supporting our sustainable transport and carbon reduction

For Nelson to be A Smart Little City, a vibrant place to live where business and innovation thrive, it is vital that Council plays its part in helping ensure that housing development keeps up with demand. Council's work on housing a thousand includes investment to kick start the market and provide exemplar investments by:

Using surplus property

Council is a significant property owner in the city centre and intends to use property that is surplus to requirements to leverage housing supply of different types and price points in partnership with others. The Betts Apartments are an example of turning a car park into intensified housing at the upper end of the housing market.

Partnering with Central Government

To increase our supply of affordable housing in the city centre, Council is partnering with Central Government. Many of the factors affecting housing affordability, such as rising prices due to increasing demand, and the level of household income, are not within Council's control so it is crucial that we work closely with central government to ensure Nelson is receiving as much help as possible. The government's recently released public housing plan recognises Nelson's housing challenges and acknowledges that we are a priority area for assistance.

We sought feedback in 2021 on selling Council property at 69 to 101 Achillies Ave and 42 Rutherford Street to Kāinga Ora, so it can be developed into a mix of affordable and social housing. Search Kāinga Ora at Shape Nelson for more information.

Economic incentives

Often criticised as not economically viable due to development costs, development contributions in the city centre are wavered for the creation of all new residential units. A city conversion fund also provides opportunity for developers and property owners to receive a subsidy on regulatory fees upon application. Inner city apartments in Nelson often achieve a higher rental income than the average rent from commercial spaces.

Permanent parking

While no development is required to provide on-site parking and as a community we seek to reduce our dependence on carbon based travel, some city centre residents will still have a desire to use a car from time to time. At a fundamental level, people like to get out and about and enjoy the region and in the short term the only opportunity to do that is through using a car. More residents living in the city centre provides greater opportunities for other transport options to become more viable. City centre living has the potential to leverage:

- Increased investment in laneways, cycleways and public transport
- Viability of alternative car options such as car share
- Off-site and residential parking options such as a parking building

Public outdoor living

Creating places in the city that provide outdoor space and amenity for residents increases the attractiveness of city centre living.

What is 'Mixed Use'?

Mixed use developments are areas where different activities take place in the same building, street or neighbourhood. Typically located in urban centres, these areas help to establish vibrant liveable environments.

By incorporating retail, office and residential space into a single project, mixed-use developments take advantage of the land upon which they are built during more hours of each day and by more people than a single-use building would be able to do.

Betts Apartments



CASE STUDY

Potential Kāinga Ora developments on the Bridge Street Linear Park and Lower Haven laneway

Growing our city centre population threefold in five years

Driven by the potential for several developments adjacent to a vibrant linear park, Bridge Street has the potential to become the neighbourhood street for Nelson's residents.

A new Bridge Street will prioritise space for people and reduce greenhouse gas emissions by reducing travel lanes and carparking. It will provide new and safer links to public transport, and upgrade underground infrastructure to support residential intensification and other development in the city centre.

A new Bridge Street will complete the east-west active mode linkage, enabling slower, safer access for walk and cycle users. Envisaged as an urban linear park with increased capacity for stormwater treatment, grouped plantings, and new public spaces, Bridge Street will also provide green amenity and respite for local apartment residents.

A reimagined Bridge Street as a linear active transport corridor will enable needed reductions in



emissions and better link our city and its residents to local parks, river, jobs, schools, services and transport. There are already several exciting private and public residential developments being proposed to take advantage of the unique lifestyle that the new Bridge Street and Nelson city centre will offer.

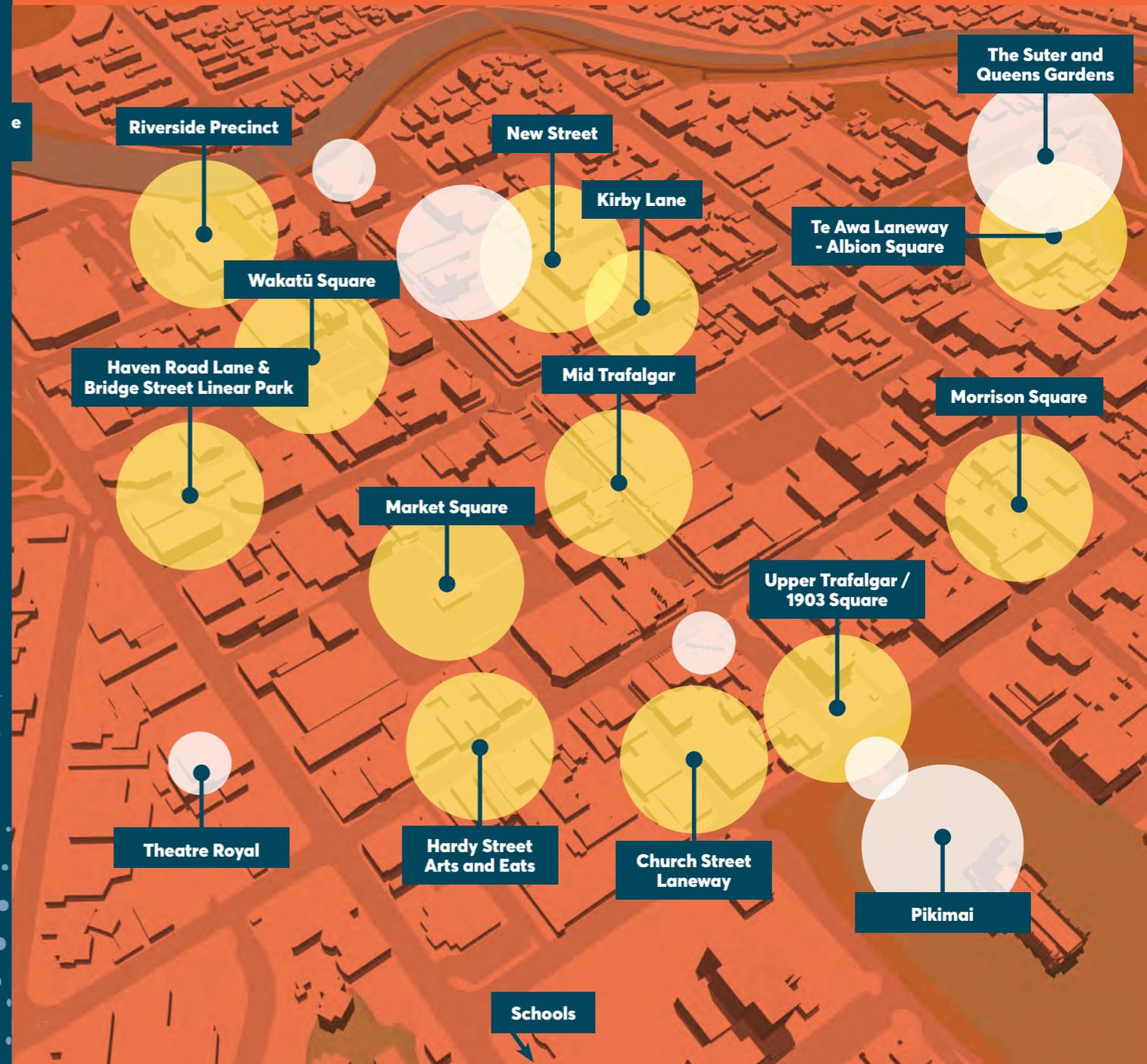
One of these is an exciting social and affordable housing proposal by Kāinga Ora. Council sought the views of the community in 2021 on a proposal to sell two Council-owned sites to Kāinga Ora for city centre affordable housing. This could result in over 350 new residents (175 apartments) in central

Nelson, tripling Nelson's inner city population to further activate local business and public life. More information can be found on Council's website and ShapeNelson.

Council is committed to creating affordable housing development opportunities within the city centre and the potential Kāinga Ora developments present the opportunity to upgrade portions of city centre infrastructure. This and the future residential capacity of the city centre leverages the transport and cultural benefits of a transformed Bridge Street, in turn enabling further residential intensification.

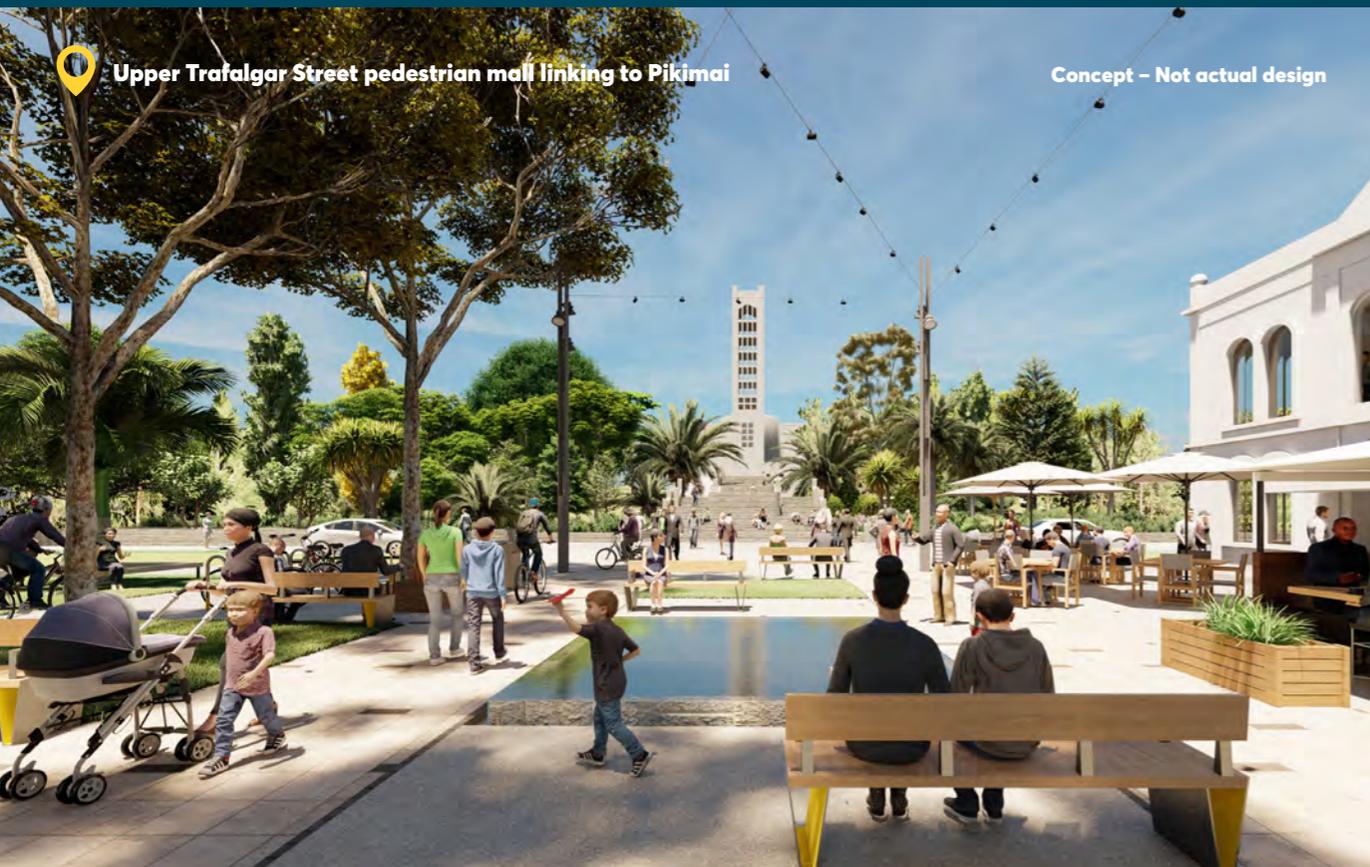


Great places



Places for people to linger longer

By transforming some of Nelson's good spaces into great places, the city begins to develop a multi-layered persona, offering places for people to engage with the city. Unique spaces in the city centre provide more opportunities to linger, attracting different age groups at different times of the day through the seasons.



'Great Places' are the great social spots in Nelson's city centre where people meet, catch-up, enjoy lunch in our great weather, and recreate. Places where people linger longer and enjoy the unique city experience Nelson offers.

There are several currently recognised hot spots in the city centre, such as the Cawthron Steps, old Bank Reserve or Maitai riverbank outside River Kitchen. While the permanent closure of Upper Trafalgar Street has seen a 1200% increase in pedestrian activity, Council hears from citizens and businesses that there needs to be more places like these, well distributed across the city.

A growing worker and resident population will demand more social spaces offering greater appeal to people across a wide age range. Consider the range of uses a great place might see on a weekday: morning spaces for sunrise yoga or boot camps, mid-morning for office coffee breaks, lunch spots at midday, spaces for youth to congregate after school and spaces for city residents to walk through in the evening.

A 'Great Place' combines a number of different layers to become 'great', including being near heritage, a unique vista, water you can touch or hear, public art for participation, the laughter of children, the sound of music, the aroma of fresh food or coffee roasting.

Objectives

Places for respite

The city needs to offer places where we can escape the hustle and bustle of people moving between shops and meetings, or to catch your breath between appointments.

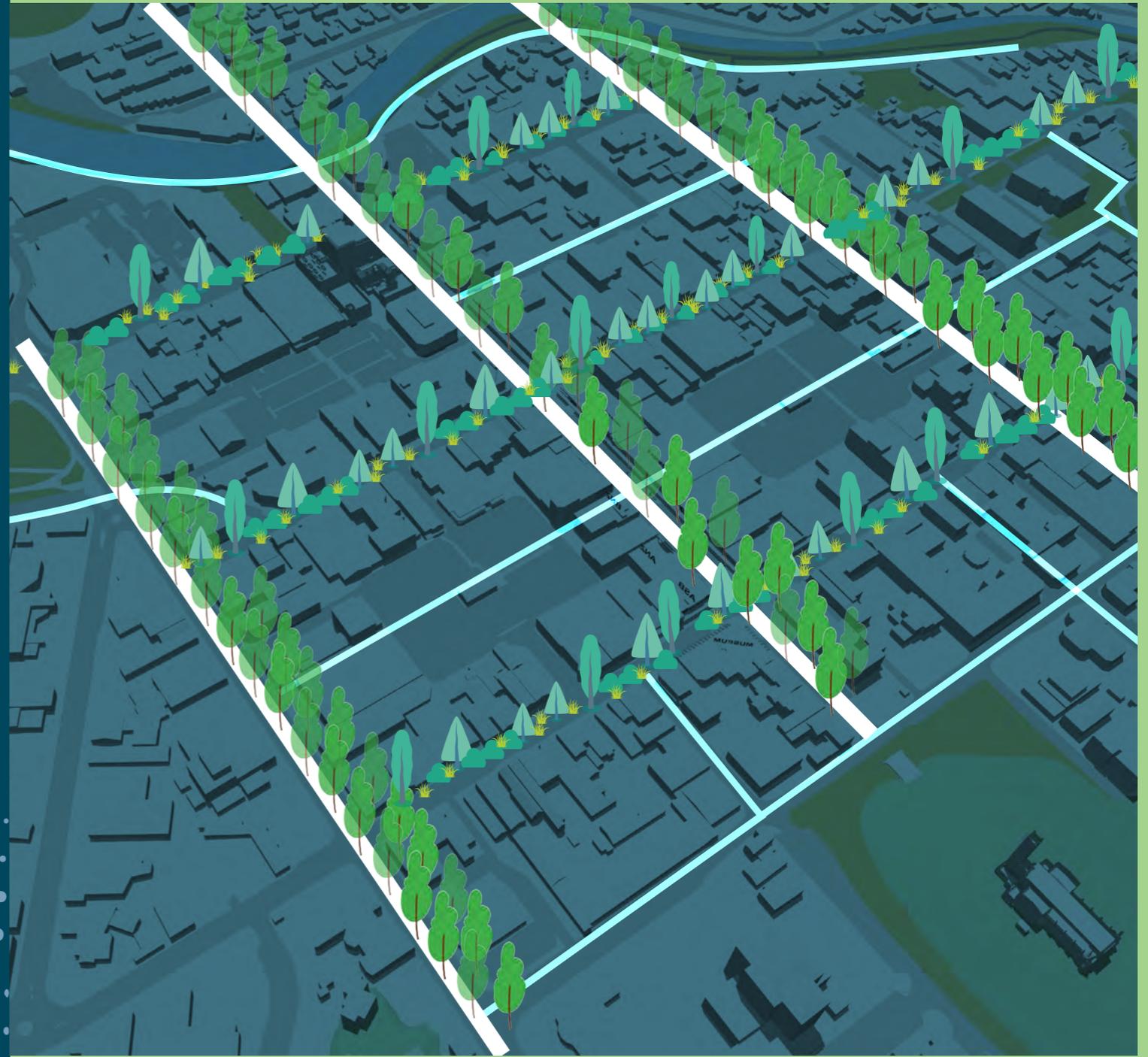
Places for socialising

City centres are places where we bump into friends, family and colleagues. 'Great Places' offer the opportunity to turn those chance encounters into a proper sit down and catch-up.

Places for watching city life

What attracts people to the city centre? Other people! Having 'Great Places' throughout the city provides opportunities to observe public life: people moving, people eating, people meeting and people performing. Public life is the strong pulse of a great city.

Greener streets



Growing 1,000 new street trees

Greener streets offer the most cost-effective and amenity-positive start to welcoming an increased resident population and supports climate change mitigation.

Over the next 30 years, NIWA is forecasting more than 20 additional hot days (over 25° c) in Nelson. Many of the existing trees in the city centre will need to be replaced as they grow past their peak health.

Greener streets will prepare Nelson's city centre for its future. As more people live in apartments in the city centre, additional shade and amenity will be necessary. Trees provide a good way to sequester carbon, enabling improved air quality for residents living and people working in the city centre.

Greener streets will be implemented using a mix of native and exotic trees. Native trees are typically evergreen and grow at a slower rate. These species foster food and habitat for native bird life. Exotic trees are deciduous and fast growing. Species selection will be crucial to achieve proper scale and maintenance for good growth.

What is a Green Boulevard?

Green Boulevards are urban streets that have been transformed into strong 'green' places, where biodiversity is enhanced, stormwater is managed, and pedestrian and cyclist movements are made safer and more pleasant.

The north-south streets of Rutherford, Trafalgar and Collingwood are re-imagined as Green Boulevards, strengthening biodiversity, sense of place, and resilience to the effects of climate change.



Objectives

Enhance ecological diversity and resilience

Greener streets will provide enhanced treatments to waterways and associated ecologies through improved stormwater treatment. Growing a stronger network of trees across the City Centre will encourage more bird life and assist in the management of increased storm activity associated with climate change.

Strengthen connectivity between harbour and hills

Green Boulevards that orient north-south will strengthen the connection between the hills and harbour, making it more pleasant to walk or cycle from The Wood and Brook to the city centre.

Improve social, economic and cultural outcomes

Greener streets provide a range of social benefits: improve health and well-being, reduce the urban heat island effect (capture and retention of heat inside buildings), provide shade, and enhance visual amenity. Economic benefits include increased property values and reduced flood, energy and healthcare costs. Cultural benefits support education, sustain and enhance mauri and cultural heritage.

Strengthening connections between the hills and the harbour, the Green Boulevards capture, store and clean stormwater during high water events, mitigating surface flooding and filtering pollutants.



Corner of Bridge Street Linear Park and mid-Trafalgar Street shared space



Concept – Not actual design

Linked up laneways



A distinctive human-scaled and creative urban experience

Laneways are narrow streets, service lanes and alleyways that can add diversity and character to the city's overall public space offering. Laneways provide an opportunity for people to explore and be part of the life of the city.

Public life in cities often occurs at its street intersections. Nelson's internal parking squares limit the ways in which people can move through the city, and reduce the chance of a person discovering something new and interesting while on their journey.

A laneway network can solve this issue. Linked up laneways enables our blocks to be broken down, creating small-scale connections across the city which encourage people to explore and stay in the area, thereby benefiting local business

and community. The success and importance of laneways in modern urban environments is evident in forward thinking cities worldwide.

Laneways provides a legible pedestrian network that celebrates the finer grained, urban character and experience of the city centre.



Concept – Not actual design



Concept – Not actual design

Objectives

Providing new links to explore and access the city

Laneways provide a range of choice for pedestrians and cyclists to move across the city centre. Lanes also provide the opportunity for new placemaking measures, new retail offers new pedestrian wayfinding and public art to make the city centre experience rich, rewarding, and memorable.

Enabling new places and destinations

Laneway links offer new places and reveal new destinations in the city centre. Imagine a Nelson

market operating with a strong place along the east-west spine with food trucks and places for people to gather and socialise on Market Day, Nelson's busiest day. There also exists the opportunity to work with the Department of Conservation (DoC) to create a new link and destination in Albion Square at the edge of Queens Gardens.

Opportunities to reveal a special cultural story

A feature laneway that could provide a link between Theatre Royal to Albion Square/Queens Garden would be proposed with a strong Maori cultural expression. Key features of this cultural laneway will explore distinct lighting, paving, planting and seating elements.

Precinct power



Connecting the dots

The city centre is peppered with distinct areas, identified within the plan as precincts, that contribute to a creative and vibrant user experience. Some of these precincts, such as Upper Trafalgar Street, are readily identifiable, while others are still emerging. Each of these precincts will have their own unique character reinforced through the promotion of precinct plans, to ensure that each is fit for purpose, complementary, and well connected to the city centre as a whole.



City connecting to Riverside Precinct and the Maitai River

Concept – Not actual design

While the Whakatū Nelson region has diverse centres that each serve their own communities, the heart of social, economic and cultural activity, is the city centre.

From the Marina, to the Maitai, to the Suter, a diverse array of experiences is on offer for workers, residents and visitors alike. However, to be successful, buildings, streets and public spaces cannot be viewed in isolation from one another, but rather must work together.

Te Ara ō Whakatū considers how these more defined precincts currently operate, and explores solutions to the challenges these areas may face as the population of the region continues to grow.

Several new and emerging areas are also developing as the workforce of the city expands, and new and innovative economic sectors grow. Solutions for these areas have also been considered, which include a broader range of high-quality accommodation, office and retail space, greater transportation options, and integrated opportunities for recreation.

Objectives

Connect the dots

While the city centre is dotted with formal and informal precincts, connectivity to key destinations, attractions and activities within these precincts, is often missing.

Strengthening physical connectivity between these places, and the places where people want to be – work, home, school, retail, open space and recreation – either by foot, bicycle, public transport or other sustainable travel – is the first step towards powering the precincts.

Mix the uses

While no two precincts are alike, prosperous precincts often integrate a successful business sector, varied residential communities, quality retail, and engaging entertainment options. When these elements intersect, communities begin to establish, public life is high, ground floors are active, and connectivity with quality open space is prioritised. This diversity of offerings is what attracts users to invest, live, work, visit and linger.

Work smarter

As a smart little city, emerging and future developments must focus on delivering mutually beneficial outcomes for the developer, workers and residents, visitors, business owners, and the greater public. Early partnerships between Council and development agencies are a fundamental step to achieving this, as are partnerships with the existing business community. These partnerships are one way in which better outcomes can be achieved that support the city's existing economy, while also inviting new investment, new talent, and new skills, into the community.

People at play



**Calm traffic movements enable
integration of play areas**

**Safe environments to be
enjoyed by people of all ages**

Concept – Not actual design

The seriousness of play

Play is serious business. For children and young people, play is paramount for health and well-being. For families, the provision of play helps to create a safe place to meet friends, go shopping, run errands or to simply spend time together. For cities, the provision of play brings a sense of inclusiveness, inviting users of all ages to explore and engage with their environment in new ways.



Though traditionally placed in specifically allocated spaces, play can exist outside of purpose-built playgrounds. Pocket parks, artworks, furniture and more, can help bring play into public spaces, inviting children, young people and families to visit, spend time, and even live, in the city centre.

A 2019 survey of the city centre revealed that less than 0.05% of city centre users were children at play, suggesting that the city is not currently an attractive destination for children and families.

We aim to introduce more play in the city centre. Through designated parks, but also in streets, lanes, squares and other public spaces. When we plan for play, we plan for children and their families, and ultimately create a safe environment that can be enjoyed by all users, regardless of age.



Objectives

A playful city

With an inner-city street environment categorised by slow moving traffic, playfulness can be meaningfully integrated into almost all areas of the city centre environment. From Trafalgar Street to Wakatu Square, and everything in between, opportunities for integrated play are high.

Te Ara ō Whakatū acknowledges there is high demand from the community for a destination playground near the city centre. Work will be undertaken by Council in the next year to find opportunities for places to play in and near the central city.

An inclusive city

An inclusive city is one where the needs of all users are considered equally.

Safe and playful environments invite young and old alike, and support a safe and hospitable environment for all user demographics. Planning for play is planning for inclusiveness.

Streets as places, not just thoroughfares

Designing playfulness into the urban environment goes further than simply providing activities for youth. Playful attributes help shift the perception of our streets as thoroughfares to streets as places – a benefit that can be shared by all.

OUR STRATEGY



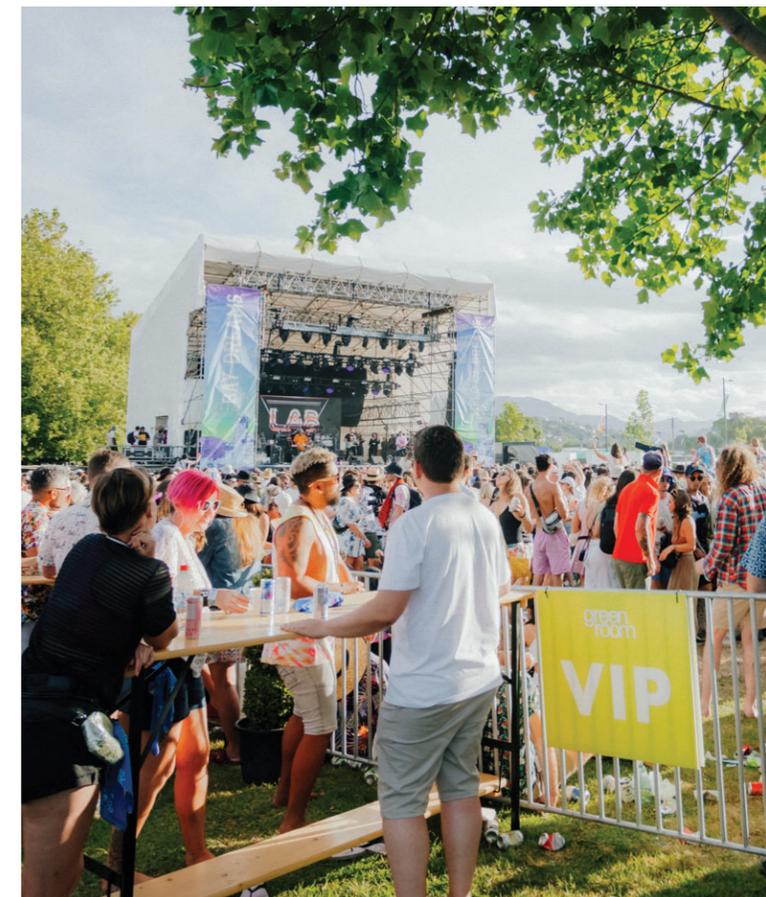
Action with purpose

The strategic foundation for Te Ara ō Whakatū is expressed by the Six Key Moves of the City Centre Programme. Adopted by Council in 2019, these moves set a high-level framework to move Whakatū Nelson's city centre forward as a Smart Little City.

The Six Key Moves promote an approach that is people-focused, aiming to create a social hub where people linger longer. A centre where we can grow residents and a regional heart attracting high quality development reflecting our values and strategic goals. A memorable place that draws talent, offers great hospitality and celebrates events. A place connected to and enveloped by stunning natural landscapes.

The 'Six Key Moves' of Te Ara ō Whakatū are:

- Blue-Green Heart
- Walkable Nelson
- Clever Business
- Destination Nelson
- Liveable Centre
- Smart Development

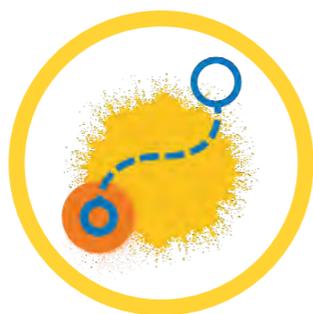




Blue-Green Heart

The Blue-Green Heart supports the delivery of smaller open spaces in the city centre for everyday social activities such as informal meetings, play, picnics, and small events.

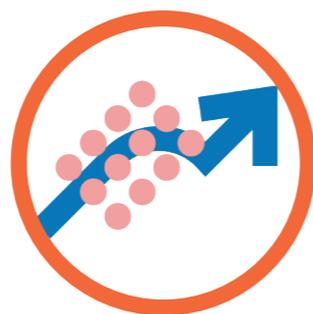
Well located and designed urban spaces foster positive social interactions and support equity for all in the city. These spaces should link to the natural environment, provide respite and comfort and be enjoyed by users of all ages.



Walkable Nelson

Walkable Nelson realises the compact form of Nelson's city centre, supporting walkable choices to promote well-being and health benefits for residents, workers and visitors.

Future-proof promotes a vision where walking will be prioritised through the development of people focused streets and laneway networks. Promoting walking and cycling will encourage commuting within the city centre, reducing congestion and demand on parking.



Clever Business

Clever Business encourages and supports vibrant local and independent business to flourish in Nelson's city centre.

It is a clever economy built on research, science and technology that creates added value enterprise. Businesses succeed here because of its resilient broad range of industries, from the traditional to the digital, and connecting with other businesses is easy. Everything is close. Here you can walk to meetings in minutes, or bump into colleagues in the street for an impromptu catch-up.



Destination Nelson

Destination Nelson recognises that Nelson city centre is a regional magnet.

One key challenge for Nelson is how the city centre can serve as more than just a convenient stopover where locals simply work, quickly shop and attend school, aspiring instead to be an extraordinary people-focused place, where we socialise, celebrate, eat, shop, stroll, encounter friends and play. A place to stay and linger longer.



Liveable Centre

Liveable Centre recognises current global and New Zealand trends towards safe, high quality, city centre environments, with good hospitality, shopping, arts and culture, entertainment, markets and events.

Nelson has the opportunity to position its attractive natural, heritage and commercial advantages to attract high quality, intensified residential development into the city centre. Delivering an urban village character adds vibrancy and extends the social and retail life of the city.



Smart Development

Smart Development actively works alongside strategic and private property development interests in the city centre and fringe.

Smart Development is about ensuring development matches the needs of society. Working closely with local businesses and developers to ensure that outcomes are mutually beneficial for both private investment and the public realm, not just for today, but for future generations to come.

Based on data

During the winter of 2019 and summer of 2020, Nelson City Council undertook a comprehensive study of public life within the city centre of Whakatū Nelson.

The primary purpose of this was to establish base line data regarding the city's current level of public life to help inform measurable change for the future. Once we understand who the current users of our public spaces are, and how they use public space, we are better placed to bring about meaningful change.

More than 250,000 city centre users were registered across the following categories:

Pedestrian Activity

The number of pedestrians walking within the city centre and an indication of where users are walking to and from.

Bicycle Activity

A registration of cycle movements within the survey area and indications of where cyclists are moving to and from.

Staying Activities

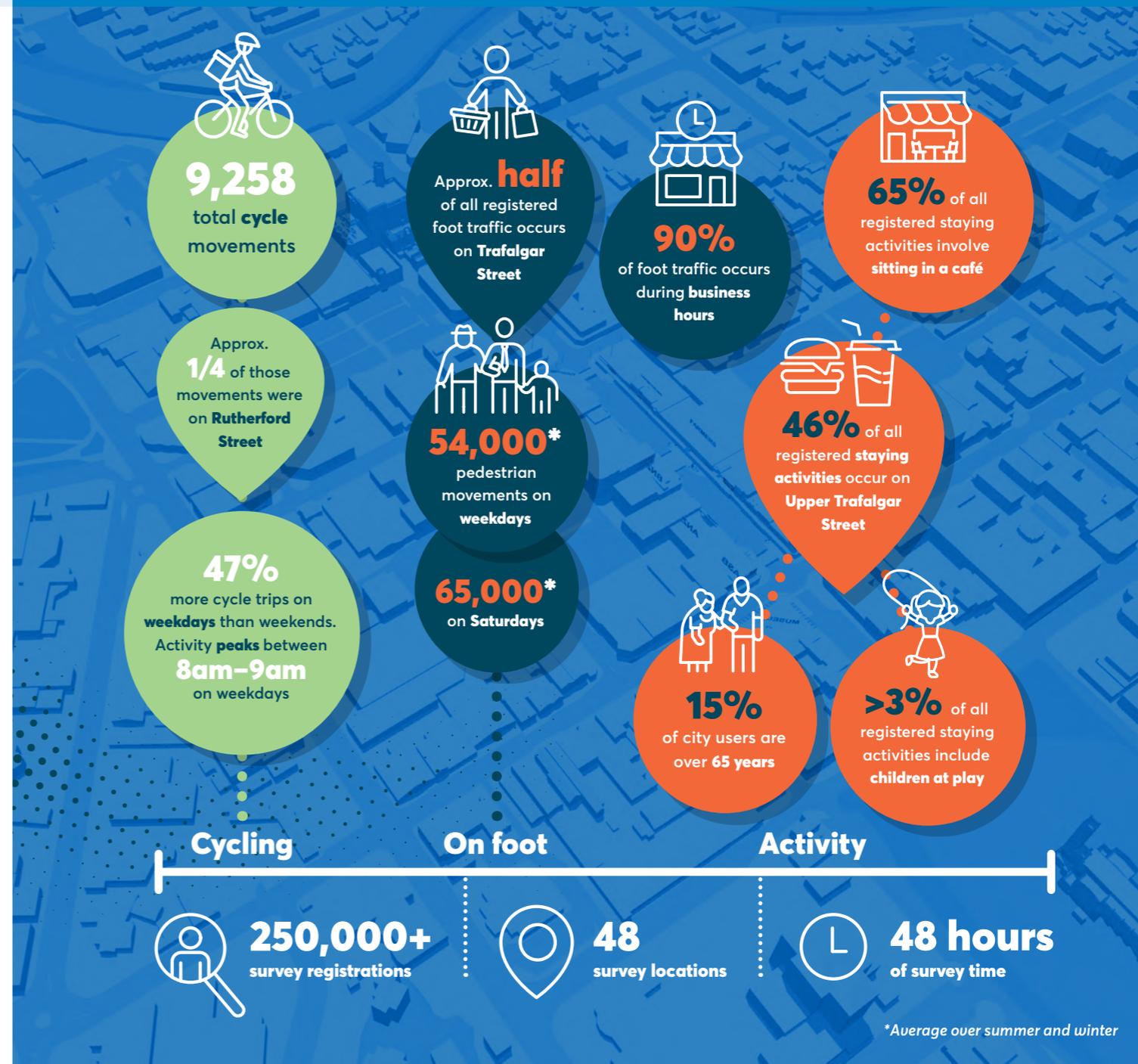
A snapshot of the people spending time staying in the city centre, what activities they are engaged in (sitting, engaged in conversations, children at play and more), where these activities occur, and for how long.

Outdoor Cafe Seating

To supplement the survey of staying activities, an audit of cafe seating registers the number of kerbside cafe seating opportunities on offer and the occupancy of this seating at any one time.

Age and Gender

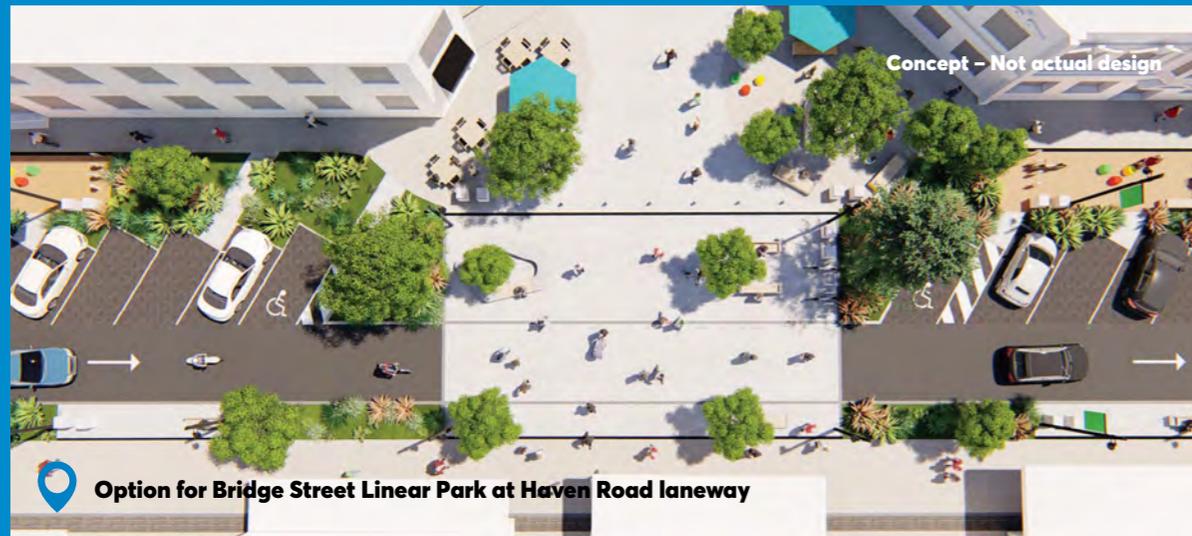
To provide an indication of the different genders and ages of users within the city centre, an important indicator of the quality and safety of public spaces.



Getting parking right

Te Ara ō Whakatū includes projects that will transform the Central City. Projects such as the Bridge Street Linear Park and Trafalgar Street shared space will provide more space for people and enhance our urban environment. However, re-prioritising streets for people will require changes to how parking is managed and may result in the loss of some parking spaces.

In conjunction with Te Ara ō Whakatū, Nelson City Council is developing a Parking Strategy for the City. The strategy will provide Council with a road map on how to fairly manage parking in Nelson. It will be used by Council to prioritise parking spaces and identify what tools Council will use (such as pricing and restrictions) to manage parking in the city. Managing parking is particularly important in areas of high demand to support turnover and provide access to local businesses.



How we park in the Central City

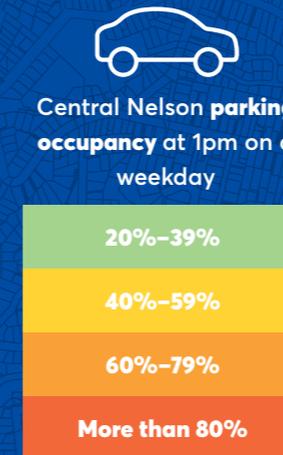
In Nelson there are approximately:

- **1,470** public parking spaces in the **central city**
- **2,400** spaces on the **city fringe**

Parking in the central city is managed through a combination of restrictions and pricing. Free parking is available for the first hour, and a \$2 per hour fee applies thereafter. The average

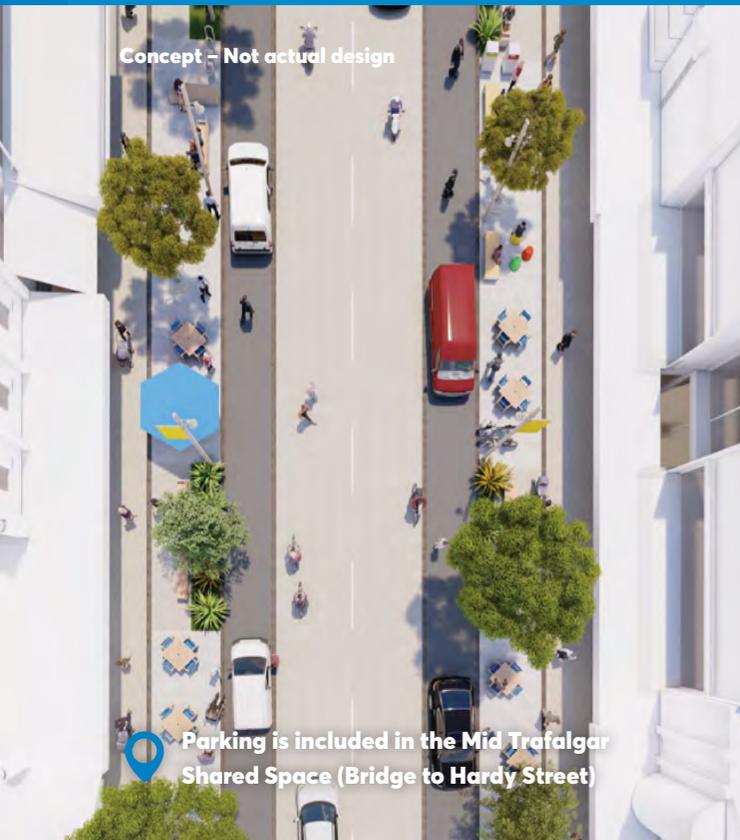
peak demand on a weekday is 74% in the central city. Parking demand on the city fringe is higher due to commuters parking in areas where parking is free and unrestricted. In the four main central city car parks:

- **70%** of visitors stay for just **one hour**
- **86%** of visitors stay for less than **two hours**



Options to manage parking in the central city

Strong parking demand is a sign of a successful and vibrant city. However, providing more parking can erode the very qualities that attract people to a place. Increasing parking supply also increases congestion and undermines the city's efforts to reduce carbon emissions. The availability and pricing of parking has a significant influence on how a person chooses to travel. Council's role is to balance the needs of individuals and businesses with the needs of the wider community.



Delivering the projects within the Spatial Plan is expected to result in the loss of approximately 10% of parking spaces in the city centre. Counter balanced by enhanced accessibility to active and public transport and increased inner city dwelling. A number of options are being considered to address changes to parking.

Regardless of the preferred option to manage central city parking, the Parking Strategy will provide a complete review of how parking is managed in Nelson. The review is considering applying 'best practice' initiatives in Nelson such as the introduction of graduated pricing to manage turnover, expansion of the paid parking area to manage parking demand in the city fringe, changes to the residential parking permit scheme, and supporting the transition to low carbon vehicles.

Further details on these initiatives will form part of the formal consultation on Council's Parking Strategy later in 2021.



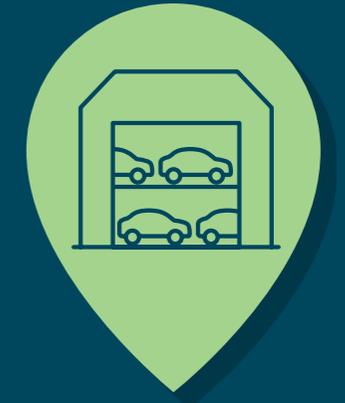
Accept reduction of City Centre parking

Data shows that there is spare parking capacity in the city centre, even at peak times. While Nelson continues to grow, mobility in New Zealand is changing. Council is investing in significant improvements to public transport and cycle facilities that aim to reduce the demand for more parking. These investments will also reduce congestion for people trying to access the city.



Change street layout to mitigate some parking losses

Changing the layout of city streets can reduce the overall loss of parking in the city. For example, changing Bridge Street to a one-way street with angle parking could reduce parking losses. However, this change will reduce access to parts of the central city and may impact on the safety of cyclists.



Build a parking building to mitigate parking losses

Building a mixed-use apartment building with several floors of public parking could mitigate some of the potential parking losses. For this option key questions such as who is the target audience (shoppers, commuters or residents), where will it be located and who will pay for it will need to be considered. A parking building would need to be assessed regarding climate changes, the reprioritisation of on-street carparks and could provide a shared residential parking resource that enables more apartments to be built in the central city.



Working together

Te Ara o Whakatū is a non-statutory document designed to help guide policy and development within the wider Whakatū Nelson city centre and fringe (mixed use) areas. Far from a stand-alone report, Te Ara o Whakatū supports and is informed by a range of local and national policies, strategies and plans.

Te Ara o Whakatū will inform work and activities in the Nelson City Centre.

Legislation, policies and strategies

- Resource Management Act (and subsequent legislation)
- National Policy Statement on Urban Development
- Government Policy Statement on Land Transport
- Nelson Future Access Strategy (Waka Kotahi)
- Housing Intensification Action Plan (Kāinga Ora)

Nelson City Council strategies and workstreams:

- Long Term Plan and Annual Plan
- Future Development Strategy
- Intensification Action Plan
- Whakamahere Whakatū Nelson Plan (in development)

- Climate Action Plan (in development)
- Te Ara o Whakatū
- Nelson Parking Strategy
- Nelson Tasman Regional Public Transport Plan
- Walking and Cycling Strategy
- City for All Ages Strategy (in development)
- Activity Management Plans
- Bylaws
- Regional Land Transport Plan

Regional plans

- Te Taihu Intergenerational Strategy
- Nelson Tasman Destination Management Plan 2021
- Project Kōkiri



A delivery programme for achieving Te Ara ō Whakatū

Implementing an ambitious 30-year vision for Whakatū Nelson city centre requires innovative delivery solutions, working with a wide range of partners and stakeholders.

This includes:

- Iwi partners
- Government and its city-shaping agencies Waka Kotahi and Kāinga Ora
- Private developers, property owners and businesses
- Transport operators, infrastructure, and utility providers
- The public

Transformational work in a city centre environment faces a wide range of challenges to successfully implement. Building the vision requires smart partnerships and a committed public investment over 30 years.

Council will continue to play a central role providing effective leadership and budgeting that leverage investment outcomes and aligned opportunities achieving great outcomes in our City Centre. This includes coordinated alignment across transport, housing and ongoing renewals to synergise success to build the Te Ara ō Whakatū vision.

Action	Y1-10	Y11-20	Y21-30
Seeing ourselves	●	●	●
Streets for People			
Trafalgar Street	●	●	●
Bridge Street Linear Park	●	●	
Hardy Street	●	●	●
Raising Residents	●	●	●
Great Places	●	●	●
Greener Streets	●	●	●
Linked Up Laneways	●	●	●
Precinct Power	●	●	
Playful Places	●	●	



Momentum counts – starting points

In discussions with the community about our city centre two questions are often asked:

- **How soon can we sustainably deliver the vision?**
- **Where do we begin?**

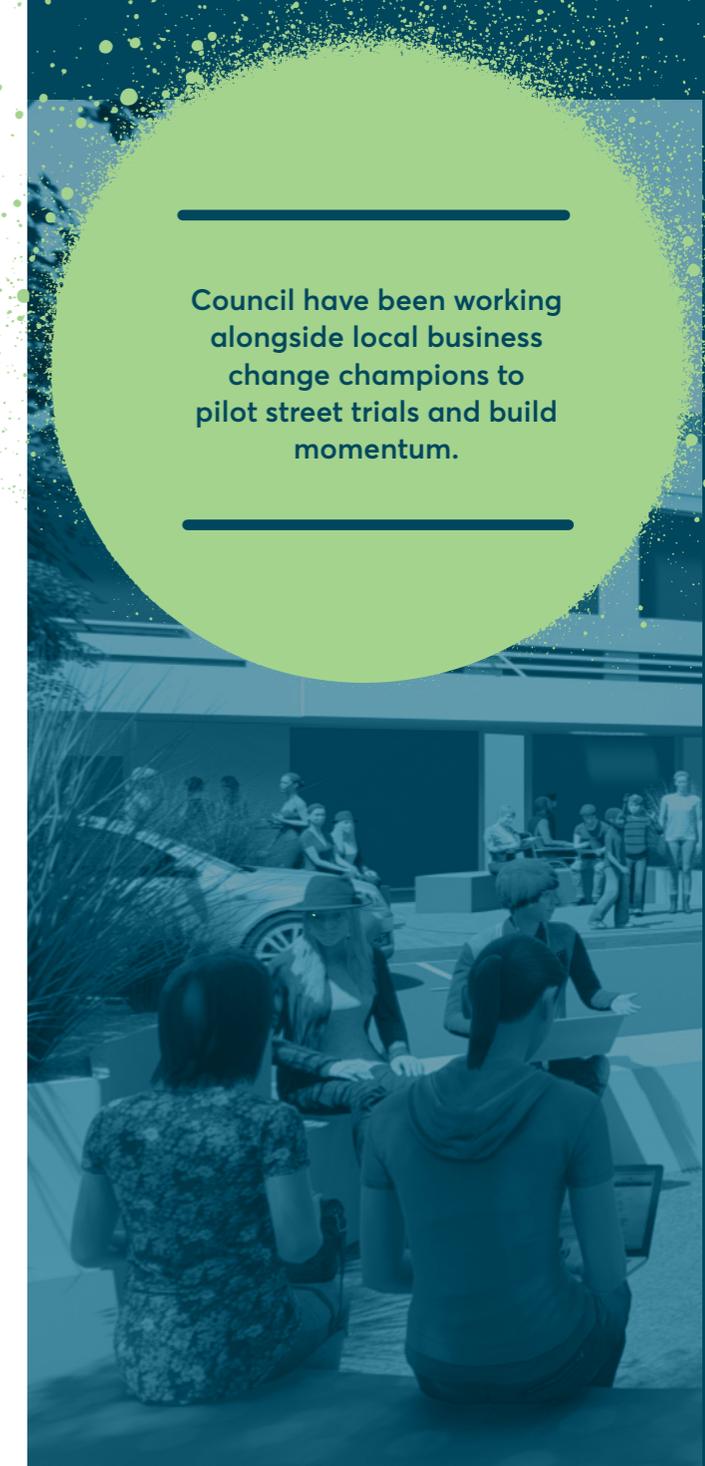
Where we begin this journey is essential to success. This is a 30-year vision, but we aim to see our city change in positive ways throughout that time period. Change will not be rushed, we are aiming for an evolution of our city, not a revolution.

Two key actions have already commenced with starting points for Precinct Power (with the Science & Technology and Riverside Precincts) and Raising Residents with initial potential development discussions with Kāinga Ora.

These initial efforts will provide momentum for a cascade of other enhancements across the city. As a result of a growing worker and resident population in the city centre, we will need to rebalance how our streets in the central city are prioritised – for people.

Those projects linked directly with housing intensification, such as the Bridge Street Linear Park and some laneways, will be prioritised in the delivery programme. As the city centre infrastructure requires upgrading for intensification, the opportunity to plant street trees will be available. As more families choose to live in and near the city centre, bringing play into the city will be essential.

Council have been working alongside local business change champions to pilot street trials and build momentum.



Tactical urbanism – trialling success

Taking control of our future requires new methods to achieve success. We recognise that change can be unsettling in our urban centres and can present risk and anxiety to people, residents and businesses. As a potential first step to city centre change, tactical urbanism represents a low-risk means to trial temporary projects to see if they will work successfully as permanent features in the future.

Whakatū Nelson city centre has a good legacy of tactical approaches with the summer closures of Upper Trafalgar Street that led to the permanent closure of the street as a pedestrian mall in 2019.

Successful street trials carried out by Council and local business champions can provide the momentum necessary to achieve our vision.

The scope and scale of trails will depend on the project. Some may not be cost effective, so they will be carefully thought through and discussed with key stakeholders.

Development response – supporting business at the front door

Development response is a way of mitigating the impacts of large-scale development and construction activity on people and business.

It is about supporting the community, while also making it easier for us to deliver the programme of projects in a way that benefits Nelson as a whole.



Focus areas for delivery in the first decade of Te Ara ō Whakatū:

Piloting change

Creating a pathway to permanence toward realising the vision of Te Ara ō Whakatū through innovative trials working with business partners.

Capital projects:

Streets for people, linked up laneways and greener streets - **Bridge Street Linear Park**

In conjunction with Kāinga Ora developments and as part of a successful application to government's Infrastructure Acceleration Fund application, Council will undergo design options to deliver the initial stage of a signature city centre vision project with the Bridge Street Linear Park and Lower Haven Laneway.

Playful People - **City Centre Play**

A suitable property in the city centre will be investigated and identified for a small urban play space that can be used by people of all ages. Study will also consider a larger destination play facility near the city centre fringe. Streetscape furniture will be developed to support informal, free play opportunities around the city centre.

Precinct Power - **Riverside Precinct**

Coordinate detailed design outcomes with the new Riverside Precinct that provides a crucial link with new public spaces and play opportunities linking the heart of Nelson's city centre to the Maitai River walkway- and beyond to the proposed Science and Technology Precinct.

Great Places - **Upper Trafalgar Street to Piki mai**

Following on the closure of Upper Trafalgar Street in 2019 and the 30kph speed reduction safety trials on Selwyn Place earlier this year, Upper Trafalgar Street will undergo a redesign to consider an improved people place response, including 1903 Square and linkage to Piki mai and the Cawthron Steps.

Not actual design

OUR VISION

**A great place
for people**

**connected to
each other**

**with a
vibrant heart**

**a smart
economy**

**in a resilient
environment**

A great place for people

The future of our cities belongs to people. They are places where people live, work and play, and when well-planned, they are hubs for growth and innovation.

Cities that plan for liveability, growth, and innovation, attract talent, investment, and economic growth that is mutually beneficial to wider social, cultural, and economic outcomes.

Our city centre has long served as an engine of productivity and growth for the Whakatū Nelson region and with a diverse array of people, businesses and organisations already calling this area home we are off to a fine start. And while where people choose to live is often influenced by affordability and employment, more people are choosing to reside where overall liveability is greatest.



Connected to each other

Whakatū Nelson is nestled among some of the most breath-taking natural environments the world has to offer. They are critical to the social, cultural and economic success of the city.

Ensuring that our city centre offers a contrasting, yet complementary and connected experience to that found in our natural environment, is an integral step-change in realising its potential as a vibrant, bustling, place for people

Nelson is shifting away from being a place where people stop for a quick purchase to becoming a destination. A place people want to visit for its great boutique shopping, amazing food and hospitality and memorable events. A city centre where we encounter and meet friends and linger longer.

Strong connections have physical and mental health benefits as well. A well linked centre encourages walking and discovery. Turning a corner to find an inspired artwork can turn a routine trip into town into something much more meaningful.



With a vibrant heart

Set between the sea and the hills, Nelson's city centre is the figurative heart of Te Taihū. With boutique shopping, world-class dining and a creative arts and artisan culture, the city complements the wider region.

Street-life is busy on weekdays and Saturdays are characterised by 'market-day', when locals and visitors come out in numbers – shopping, socialising and bringing life to the city centre.

But as workers, students, and residents exit the city centre outside of these times, activity quickly diminishes. Nelson's city centre needs ways to keep its streets busy, becoming a city that's full of activity for 15 hours in a day.

Te Aro ō Whakatū is an opportunity to create a city centre with the necessary conditions to support social, cultural and economic vibrancy. This includes increased housing and accommodation options for more residents, and higher quality public spaces that invite activity at all times.



A smart economy

A smart economy is one where productivity and wages increase, housing is attainable, and new employment sectors emerge attracting talent of all ages. A regenerative economy looks to attract innovators to help solve global issues like climate change, restoring the environment and reducing emissions to transition beyond an economy dependent on greenhouse gas emissions.

Project Kōkiri has a three-point plan, which the City Centre needs to reflect and support:

- Intelligent Guardians – utilising Nelson’s legacy of intellectual capital, research and science supporting a green economy
- Makers & Creators – celebrating Nelson’s unique talents: our artists, brewers, scientists and entrepreneurs as an expression of our place, in our place
- Clever & Connected – multifaceted regional offering that is second to none with aligned strategies and visions for living, transport, access and learning

Aligning with key regional economic strategies, Te Ara ō Whakatū will provide the means to make a successful city centre part of a celebrated regional economy for residents, businesses, and visitors.

As an economic centre in the Top of the South, Nelson’s city centre requires a vision that supports local business, shops and hospitality. Over 600 businesses operate in central Nelson and many have faced a challenging few years due to online

shopping trends, and no overseas visitors due to the COVID-19 pandemic.

Picture a greener destination featuring a Linear Park and new streets, laneways, and spaces for people, more active and public transport, and extraordinary inner-city living surrounded by world-class hospitality. Whakatū Nelson is place where residents and visitors can share memorable experiences, inspired by our region’s cultural heritage.



In a resilient environment

Nelson City Council has made commitments to develop and implement plans to mitigate climate change by reducing Council operational greenhouse gas emissions and supporting resilience within Council and our community. Alignment on Te Ara ō Whakatū with Council’s Climate Action Plan (in development) is underway.

While strategies and policies are further developed for challenges associated with climate change, Council aims to achieve Net Zero carbon by 2050.

Te Ara ō Whakatū provides the opportunity to identify solutions that help build resilience into our city centre. Te Ara ō Whakatū sets in place climate change initiatives to mitigate and adapt to the effects of climate change in the next 30 years.

The 30-year vision for Te Ara ō Whakatū will strengthen our climate resilience by implementing green infrastructure, green boulevards, and greener streets while also supporting housing intensification.

City Centre stormwater infrastructure

Te Ara ō Whakatū supports city-wide improvements for stormwater treatment with low-impact design measures such as rain gardens and devices that allow clean stormwater to flow back safely into our natural waterways. These infrastructure measures will also build additional future capacity that anticipates increased storm event activities.

Urban greening

Te Ara ō Whakatū supports additional street trees and low-level gardens across the city. These measures will provide amenity for residents and visitors, help reduce the urban heat island effect for urban living, provide resilience against increasing temperatures and more frequent storms, increase the sequestration of carbon emissions, support greater urban biodiversity, promote cultural identity and feature a mix of native and exotic vegetation.

OUR CHALLENGES



OUR CLIMATE IS CHANGING



OUR CITY IS GROWING



OUR ECONOMY IS SHIFTING

Our climate is changing

Preparing our city for climate change and working to reduce greenhouse gas emissions is one of Council's priorities. The way we live in our city centre has a big role to play.

Like more than 70% of cities worldwide, warmer temperatures and more extreme weather patterns are placing increased demands on our city. For Whakatū Nelson, this is one of the greatest challenges we face.

The region surrounding Nelson has seen major storm and wildfires over the past few years. While there is no single solution to addressing climate change, we know the decisions we make today can positively affect the experiences we have tomorrow.

For Nelson city centre, this will include decisions that drive smart urban development, efficient transport, economic resilience, environmental health and social prosperity to directly influence the wellbeing of those who call Whakatū Nelson home.

Look out for:

- Increased greening to help respond to heat island effects that can make urban living more challenging
- Prioritising the movement and places for people on city centre streets to reduce greenhouse gas emissions

- Provision of more street trees that enable carbon sequestration from emissions
- Increased ground permeability to offset increased stormwater impacts from likely increases in storms
- Increased biodiversity and birdlife in our urban environment



Nelson's population is growing

Urban living has long been central to New Zealand life and continues to be an enduring trend shaping local and international cities. Whakatū Nelson is no exception.

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Growing can bring challenges. Common problems can include a lack of adequate housing, poor quality developments or increased pressure on natural resources.

However, our city also plays a role in supporting growth. Urban development that is smart, appropriately located and of a suitably high quality, can positively contribute to the fabric of the city with safer streets, more vitality, extended shop hours, support broader mobility choices and demand on parking, a healthier environment and increased wellbeing for city centre users. Housing intensification is one way we can help reduce Nelson's affordability crisis.

To accomplish this however, we need to enable more people to live in or nearby the city centre. Currently less than 100 people live within 500 meters of the city centre, and only 1500 live within one kilometre. On the plus side, almost 8000 reside within two kilometres, so providing improved networks for walking, cycling and public transport can help change the way people travel into the city centre.

With numerous smart development opportunities, positive and sustainable growth is a realistic future for Whakatū Nelson's city centre.

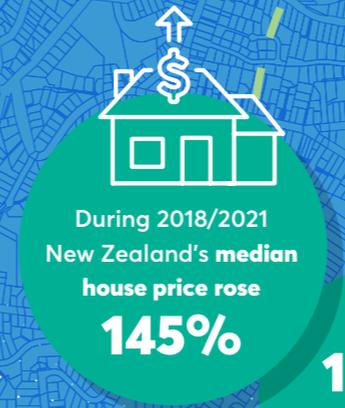
Look out for:

- Increased pedestrian activity
- Increased public amenity
- More high-quality social spaces to socialise and linger
- More space for artistic and cultural expression
- Well-connected streets and linkages
- Flexibility to bring more people together



Concept – Not actual design

Living trends



Our economy is shifting



Te Taihu Intergenerational Strategy's values and intergenerational outcomes support our vision for Nelson's city centre. The intergenerational outcome for pūtea, our economy, is that "our resilient economy allows our people, places, communities, and businesses to thrive".

2020 was a defining year for economic development in Nelson Tasman. Our experience of COVID-19 and our nation's response to it has seen our economy hold up better than expected despite the hardship many in our community experienced.

Nelson's city centre businesses have also seen significant change over the past ten years. An accelerated shift to digital technologies such as eCommerce and remote working combined with the restrictions on mobility and travel due to COVID-19 has meant many businesses have had to seek new ways of attracting and retaining customers.

Project Kōkiri 2.0 – The Nelson Tasman Economic Recovery & Regeneration Plan will be the blueprint for economic development for Nelson Tasman as a whole and is inspired by Te Taihu Intergenerational Strategy Vision – 'To Be Good Ancestors – Tūpuna Pono' and the economic outcome statement which reads:

"Our resilient economy allows our people, places, communities, and businesses to thrive."

Project Kōkiri focuses on the following emerging economic sectors to attract talent, investment, and clever business:

- The Oceans Economy
- Food, Beverage & Wellness Products
- Forestry and Wood Processing
- Te Taihu Māori Economy
- The Visitor Economy
- Research, Science & Technology

Te Ara ō Whakatū is the blueprint for a tangible example of that intergenerational economic vision, with a bold plan for the city centre focusing on people and place to attract talent, investment, families, and supporting great business.

Look out for for changing economic activity in Nelson city centre:

- New and exciting retail opportunities
- A more diverse spread of employment opportunities
- Innovative ways to fill vacant shops
- A unique place that is more attractive for business relocations

Economic trends







The Pathway of Nelson

Te Ara o Whakatū

Draft Nelson City Centre Spatial Plan





**NELSON
CITY CENTRE
PROJECT**

Nelson City Council
Te Kaunihera o Whakatū

Economic trends



Offline retail has become more about establishing a **community** to drive sales and **loyalty**



A strong mix of independent boutique retail shops turn city centres into retail **destinations**



The demographic of online shoppers is changing, with a **steep rise in shoppers over 60**



Investment in the public realm can help **support local business** and create **liveable** places for the longer term



Kiwis are **spending more online** more often



Money spent at **locally owned** businesses stays in the **community**



Retailers and consumers are influenced by **service, character** and a **'buy local'** economy