

Te Ara ō Whakatū

2024 Dashboard †

KEY INDICATORS

POPULATION

Estimated Resident Population

910 Residents

1.6%

Of Nelson

7%

Increase from 2021

EMPLOYMENT

Filled Jobs

9,985 Jobs

31%

share of Nelson

3%

Increase from 2021

DWELLINGS

Occupied Private Dwellings*

285 Dwellings

0.1%

Of Nelson

22%

Increase between 2018-2023

ECONOMY

Gross Domestic Product

\$1,222 Million

32%

Of Nelson

5%

Increase from 2021

GREENING

Trees in City Centre

514 Trees

1,000

Trees - Goal set in 2021

BUSINESS

Business Count

1,707 Businesses

25%

Of Nelson

4%

Increase from 2021

PUBLIC LIFE SURVEY

Pedestrian Movements

Trafalgar Street

Receives the most pedestrian movements in the city

20%

Increase in young people in the city after 3pm

RETAIL

Retail Spending

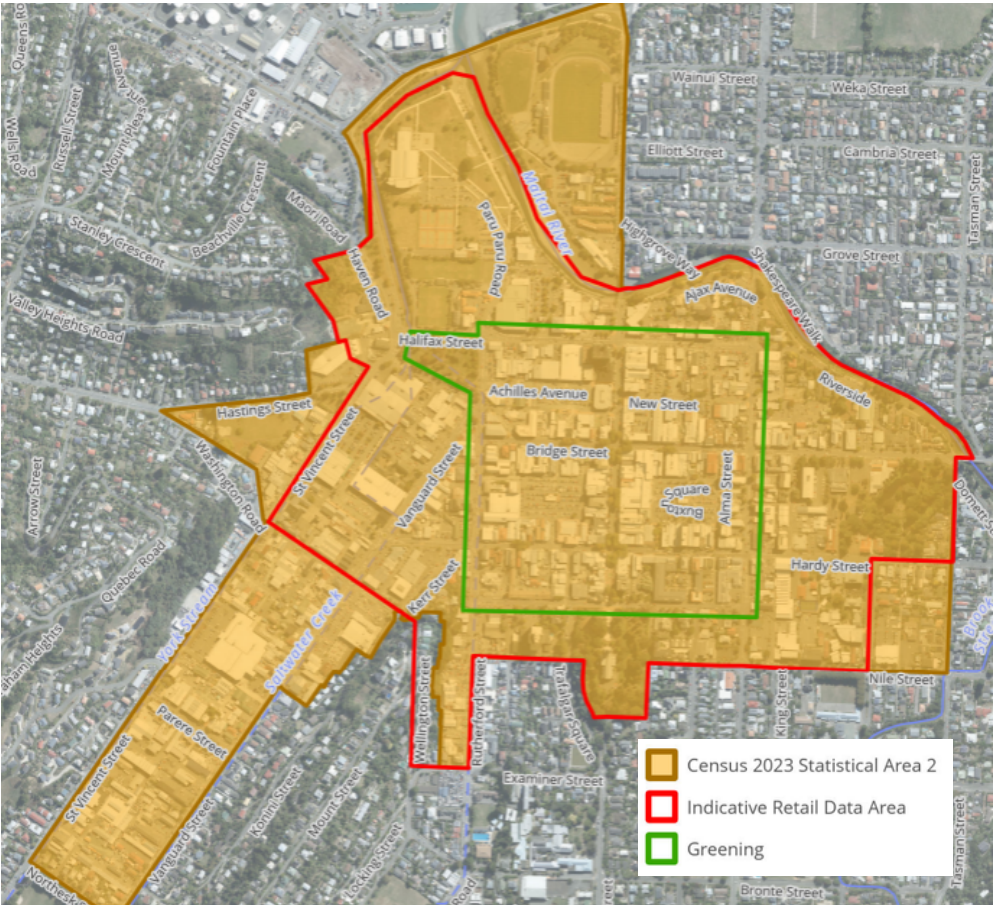
\$326 Million

39%

Of Nelson

-3%

Decrease from 2021



What does this mean?

It is not surprising that employment, economic activity, business growth, and retail expenditure each represent similar shares of our regional economy. While most of these indicators have increased by similar margins, retail spending has declined, suggesting that consumers may be reducing their spending on non-essential or discretionary items.

Although the number of dwellings and the population in the city centre are increasing, they still constitute a small portion of our region. Greater housing availability should enable more people to relocate to Nelson central. Te Ara ō Whakatū aims to plant 1,000 trees, with this dashboard now establishing a baseline for the 2051 target.

How we are achieving our goals?

On the next page, you will find Te Ara ō Whakatū's strategy, along with the actions to achieve our goals. You will also see how some of the projects Council is undertaking and where they align with each action. Each action has a corresponding icon, which will be displayed under each project. This allows you to identify where each project contributes.



Nelson
City Council

Te Kaunihera o
Whakatū

*Uses Stats NZ 2023 Census data

† As at Dec 2024. Information from Infometrics, Marketview, NCC and Stats NZ

OUR STRATEGY



ACTIONS

RAISING RESIDENTS

- a. Raise the number of city centre residents from 100 to 2000.
- b. Support a range of activities for longer hours for all age groups.
- c. Develop Infrastructure which supports more residents, three waters upgrades, public transport and active transport amenity & availability, sustainability, amenity of urban spaces lifted.



GREENER STREETS

- a. Increase greenery in the city
 - i. Improve mental health of all in the city.
 - ii. Enhance sequestering of carbon emissions.
 - iii. Lower heat island effect, reduce risk of heat sickness.
 - iv. Provide a sense of connection to nature.
 - v. Improve biodiversity of the city and extend wildlife corridors.



SEEING OURSELVES

- a. Nelson's unique heritage and culture is part of our planning and designs.
- b. Unique mix of independent shops, restaurants, cafes and bars are supported through design of city centre.



LINKED-UP LANEWAYS

- a. Improve active transport.
- b. Create a sense of discovery in the city.
- c. Create opportunities for special events, installations, artwork and street trading.



PRECINCT POWER

- a. Create a sense of identity and embedded wayfinding in precincts.
- b. Improve connectivity to other nearby precincts.
- c. Improve active transport and greenery.



GREAT PLACES

- a. Create exciting social spaces which appeal to a wide age range and cultural background.
- b. Allow for events and daily activation.



STREETS FOR PEOPLE

- a. Prioritise pedestrian activity and active transport.
- b. Create a destination where activity spills out of buildings and the urban spaces are vibrant and pedestrian scale.



PEOPLE AT PLAY

- a. Raise the number of young children utilising the city centre via creation of playful elements and spaces for all to enjoy.
- b. Create a city which is attractive for all ages and encourages staying activities.



PROJECTS

BRIDGE TO BETTER

The multi-million-dollar Bridge to Better project aims to unlock investment and housing opportunities in Nelson's city centre while addressing critical infrastructure needs and transforming Bridge Street into a vibrant, people-friendly space.



NELSON BUS HUB

The new bus hub will include new bus bays for eBus services, and regional bus services such as Intercity. Provision for local bus services and tourist services to Golden Bay and the National Parks are also included in the design.



BRIDGE STREET LANEWAYS

Upgrades to the entry into Bridge Street, leveraging works from the Bridge to Better project, by utilising of the character of the new Bridge Street design, substantially increasing greenery and the creation of a more walkable and welcoming city centre.



CITY CENTRE PLAYSPACE

The new playspace will be more than just another playground - it will be a destination for locals and visitors that celebrates the stories and unique identity of Whakatū Nelson City.



PLAZAS AND PLAY

Improvements to Old Bank Lane and Alma Plaza to create better connection to Hardy Street, focus on urban play, create a welcoming space for all, represent the dual heritage of Whakatū Nelson and to encourage families to spend time in the area.



TOP OF TRAFALGAR

Funding allocated FY27/28 for improvements at Top of Trafalgar, will building on Te Ara ō Whakatū and Bridge Street upgrades. The focus is on Trafalgar, with secondary attention to 1903 Square and intersections, incorporating new Streetscape Standards design elements.