



**DCL**

INFORMATION BOOKLET AUGUST 2017

# 01 / VISION

## A VIBRANT SEASIDE VILLAGE FOR LOCALS, VISITORS AND INVESTORS

### WHAT IS THE NEW BRIGHTON REGENERATION PROJECT?

The New Brighton Regeneration Project is a series of projects aimed at revitalising the seaside village of New Brighton. Building on the 2015 New Brighton Suburban Centre Master Plan, DCL has joined conversations that have been taking place in the community for some time

The Project includes the delivery of the Council funded hot pools, beachside playground, and public realm works. It also involves working with landowners, businesses, investors, and the community to successfully revitalise New Brighton's commercial core.

### WHO IS DEVELOPMENT CHRISTCHURCH LIMITED?

Development Christchurch Limited (DCL) is the urban development agency for Christchurch City Council. DCL works with the community, the Council, Regenerate Christchurch, and the private sector to make a positive impact on the regeneration of Christchurch and the city's urban environment.

Urban development agencies like DCL are a relatively new idea in New Zealand. Urban development agencies partner with private businesses to speed up development in areas that need to recover, regenerate or make other commercial, social or environmental improvements.



# 02 / THE NEW BRIGHTON STORY

## WHERE ARE WE NOW?

Tangata whenua have had a long connection with the New Brighton area. Te Tai o Mahaanui (the coast and surrounding land), Te Ihutai (the estuary) and Ōtākaro (the Avon River) were places of settlement and mahinga kai for Ngāi Tahu. European settlement of the area began in 1860, and in the 1970s and 80s, New Brighton was a thriving retail and leisure destination.

People have been talking for years about the need to breathe life back into New Brighton. Since the bustling hey days of the 1970s and 80s, New Brighton's commercial core has slowly declined and the need for intervention is now greater than ever. The New Brighton Regeneration Project seeks to reverse this decline.

## OPPORTUNITIES AND CHALLENGES

There is an opportunity for New Brighton to become an exciting leisure and recreation destination for locals and visitors. This will contribute to an accessible, appealing and thriving commercial core for visitors and residents to enjoy.

The challenges are significant, but not insurmountable. They include:

- ▶ tired, aging public amenities
- ▶ a commercial centre that is too large to support bustling retail, hospitality and commercial activities

- ▶ a lack of nearby residential development to bolster business
- ▶ aging commercial properties and a lack of viable tenants
- ▶ a disconnected transport and roading network that does not draw people into the centre
- ▶ an ever changing environment.

Since the Canterbury Earthquake Sequence the Council has made a commitment to the residents of the east to support the revitalisation of New Brighton. This commitment is backed up with **the confirmation of \$19 million of funding** to develop two exciting new attractions, a beachside playground and new hot pools development.

These community-driven projects will become two of Christchurch's biggest attractions, drawing both locals and tourists to the beach. However, this alone is not enough; publicly funded projects will only solve part of the problem. Private investors and developers must also come to the table for New Brighton's revitalisation to be successful. As Christchurch's Central City has had its champions of development, so must New Brighton find individuals prepared to invest in its future.



## 03 / WHO'S DOING WHAT?

Development Christchurch Limited is leading the New Brighton Regeneration Project and is working with various community groups, the private sector, and other parties to address the range of challenges and ensure New Brighton's future. It is not a job for a single entity or actor, but requires the full support and input of the community, public leaders and the private sector.

### WHO IS DOING WHAT IN NEW BRIGHTON?

DCL is working with the community, private sector, and others on the beachside playground, hot pools, revitalising the commercial core, and exploring housing options.

Christchurch City Council is responsible for public realm works, including connecting the foreshore to the mall, general roading, service, and maintenance contracts, the Ōtākaro-Avon Corridor Major Cycleway, events such as Kite Day and fireworks, and the pier repairs.

Regenerate Christchurch is leading regeneration planning for the red zone, monitoring progress with New Brighton's commercial core, and creating a strategy for the wider New Brighton area. Regenerate Christchurch is also exploring opportunities to connect the city to the sea along the Ōtākaro / Avon River Corridor and to revitalise surrounding communities.

Regenerate will also be engaging with communities in South New Brighton and Southshore to identify short, medium and long-term options for adapting to the issues and opportunities around climate change and sea level rise.



\* New Brighton Business and Landowners' Association



# 04 / REGENERATION OUTCOMES

DCL has joined a conversation that has been happening in the community for a long time. This is what we've heard you want to achieve:



## LIVE (PAGE 13)

New Brighton is a desirable place to live for people of all ages. It offers jobs, housing, education, health services, and well resourced community facilities. There is strong community ownership of the village's regeneration.



## CONNECT (PAGE 11)

Visitors and locals can easily get to New Brighton by bus, car, cycle and walking trails. It is accessible, and connects the river and beach through the commercial core and along the beachfront; and importantly reconnects locals to the city.



## VISIT (PAGES 6, 9 & 12)

New Brighton is a popular destination with quality public spaces and amenity encouraging people to linger and move easily between attractions and retailers.



## PLAY (PAGE 6)

New Brighton is a nexus of a physical recreation network for surfing, walking, cycling, and surf life-saving. It offers play areas for children, links the Ōtākaro / Avon River, estuary and beach frontage from Bottle Lake to Southshore.



## SHOP (PAGE 14)

New Brighton's commercial core is a village centre that attracts new businesses and meets the day-to-day needs of locals. It provides a mixture of niche retail and leisure attractions to trigger repeat visitation.



## INVEST (PAGE 14)

Increased commercial confidence resulting from the regeneration stimulates greater private investment. A strong village brand combined with tourism and retail strategies reduces roadblocks for private development, and boosts job opportunities.

# 05 / NEW BRIGHTON REGENERATION PROJECT

These are the areas that DCL and its partners are working to revitalise.



## KEY

-  **REVITALISING THE COMMERCIAL CORE**  
Discussions are underway with landowners (Page 14)
-  **BERESFORD STREET SITES**  
Approved for transfer to DCL to consider options for future use
-  **PUBLIC REALM MASTER PLAN PROJECTS**  
New Brighton Mall and Marine Parade (Page 11)
-  **BEACHSIDE PLAYGROUND (PAGE 6)**
-  **HOT POOLS / PARKING AND SURF CLUB**  
Design development to progress in spring 2017 (Page 9)
-  **ŌTĀKARO / AVON MAJOR CYCLE WAY**  
Exact route to be developed (Page 11)
-  **GATEWAY PROJECT**  
Potential enhancement and connection improvements into New Brighton (Page 11)
-  **SOUTH OF THE PIER**  
Potential concepts and funding to be identified with the Coastal-Burwood Community Board

# 06 / BEACHSIDE PLAYGROUND



## VISIT

**Regeneration outcome:** New Brighton is a popular destination with quality public spaces and amenity, encouraging people to linger and move easily between attractions and retailers.



## PLAY

**Regeneration outcome:** New Brighton is a nexus of a physical recreation network for surfing, walking, cycling, and surf life-saving. It offers play areas for children, links the Ōtākaro / Avon River, estuary and beach frontage from Bottle Lake to Southshore.

## FORESHORE LEISURE DESTINATION

DCL is creating a foreshore leisure destination with a new playground, hot pools, and other activities to get visitors coming to New Brighton to spend the day.

## BEACHSIDE PLAYGROUND

- ▶ The New Brighton community has inspired the development of a bigger, more exciting beachside playground filled with fun water activities, play equipment and the iconic New Brighton Whale.
- ▶ Concept designs were released in June 2017, and a month long feedback process was held. Ideas poured in from the community and local school children, and these have helped inform the final design.
- ▶ Work is underway and, all going to plan, the playground will be open this summer.

## TIMELINE

NOV '16	✓ Consultation on the hot pools and playground ideas
DEC '16	✓ Funding approved for the New Brighton Beachside Playground and Surf Life Saving Club
APR-MAY '17	✓ Playspace and School Group Workshops
JUN-JUL '17	✓ Opportunities for public feedback on beachside playground concept designs
AUG '17	✓ Beachside playground construction starts in August
2017 / 2018	▶ Beachside playground opens in summer









UPDATED ARTISTS' IMAGE



# 07 / HOT SALT WATER POOLS



## VISIT

**Regeneration outcome:** New Brighton is a popular destination that offers quality public spaces and amenity that encourages people to linger and move easily between attractions and retailers.

## HOT POOLS DEVELOPMENT

- ▶ DCL will release concept designs for the hot pools and seek community feedback on them in spring 2017.
- ▶ In early 2018, subject to consenting, work will begin on a family-focused leisure and recreation attraction based on the community-led concept of hot water pools on New Brighton's foreshore.
- ▶ The idea, which local residents have had for many years, is to create a world-class attraction that kick-starts the New Brighton revitalisation.
- ▶ Funding of \$11.2 million has been approved for the project and the community will be involved in the planning and design process.
- ▶ The pools will be located to the north of the existing playground and whale pool area.
- ▶ DCL is working to ensure adequate car-parking is available to support the attraction.

## TIMELINE



EXAMPLES OF LANDSCAPE THEMES





EXAMPLES OF HOT POOL THEMES



# 08 / PUBLIC REALM PROJECTS



## CONNECT

**Regeneration outcome:** Visitors and locals can easily get to New Brighton by bus, car, cycle and walking trails. It is accessible, and connects the river and beach through the commercial core and along the beachfront; and importantly reconnects locals to the city.

### CONNECTING THE BEACH WITH THE COMMERCIAL CORE

We want to create a fresh public space that makes it easy for visitors and locals to move between the beach, shops, playground and hot pools. This will include new landscaping and planting, and creating a stronger visual connection between the commercial core and the foreshore.

The current project area covers Marine Parade from Beresford Street to Hawke Street, and includes the pedestrianised part of Brighton Mall. These projects are identified in the 2015 New Brighton Suburban Centre Master Plan.

### PUBLIC REALM IMPROVEMENTS

- ▶ Community groups, businesses, the Council, and DCL have been working together to make improvements to New Brighton's public spaces.
- ▶ Already, \$3.2 million has been allocated to improve the connection between Marine Parade and the commercial core and to upgrade Brighton Mall.

- ▶ DCL, alongside the Council and Environment Canterbury, is looking at other ways to improve connections to and within New Brighton including: the Ōtākaro / Avon Major Cycleway Route, improving car parking access, gateways (arriving in New Brighton), improving the bus routes by making it easier to link and change buses.

### TIMELINE





# 09 / CREATING MOMENTUM



## CREATING MOMENTUM REGENERATION FUND

The Creating Momentum Regeneration Fund has been designed by DCL to offer funding to support community and business projects which contribute to New Brighton's regeneration. The fund has been allocated \$100,000. Already, it has resulted in some fun, exciting projects breathing life back into New Brighton including:

- ▶ **Imagination Station** – a two month pop-up in Carnaby Lane featuring all the fun and activities for kids that have made their Central City location such a success.
- ▶ **Carnaby Lane Revitalisation Project** – set to begin in late 2017, DCL is supporting local business owners' and landlord plans to revitalise the lane with new murals, planter boxes, and seating.
- ▶ **Community-led Events** – Rockabilly Show and Shine, the Duke Festival of Surfing, and the Canterbury Men's Surfing Championships.
- ▶ **New Brighton Online** – a community-run online directory of local businesses and things for visitors to do in New Brighton.
- ▶ **The Good Shop** – an exciting social enterprise on Carnaby Lane selling artisan goods and hosting a variety of community workshops.
- ▶ **New Brighton Business and Landowners' Association** – branding and website upgrade.
- ▶ **Artisan Emporium** – marketing and advertising for a collective of small businesses at 105.
- ▶ **ARGO Beach Co-working** – funding for three six-month full time scholarships to contribute to expanding New Brighton's knowledge economy, and provide support for entrepreneurs in the East.

## EVENTS

New Brighton regularly hosts a variety of exciting events:

- ▶ Saturday Seaside Market
- ▶ Southern Region Surf Life Saving
- ▶ Summertimes Kite Day
- ▶ Kathmandu Coast to Coast
- ▶ Guy Fawkes Spectacular
- ▶ New Zealand Sandcastle Competition
- ▶ A Shore Thing Events
- ▶ Rockabilly Show and Shine
- ▶ Duke Festival of Surfing
- ▶ Canterbury Surfing Championships
- ▶ New Brighton Seaside Christmas Parade
- ▶ I Love New Brighton

### IMAGINATION STATION

"IN THE FIRST TWO WEEKS WE'VE HAD ABOUT 700 PEOPLE COME THROUGH, 70% OF WHOM WERE IN NEW BRIGHTON SPECIFICALLY FOR IMAGINATION STATION AND 78% WERE CONTINUING ON TO SHOP IN NEW BRIGHTON AFTER BEING AT IMAGINATION STATION. A NUMBER OF EXISTING EVENTS ALSO CONTRIBUTE TO THE REVITALISATION OF NEW BRIGHTON."

— Sam Butcher, Director — Imagination Station



# 10 / HOUSING OPTIONS



## LIVE

**Regeneration outcome:** New Brighton is a desirable place to live for people of all ages. It offers jobs, housing, education, health services, and well resourced community facilities. There is strong community ownership of the village's regeneration.

## MAKING NEW BRIGHTON HOME

- ▶ It is important that the commercial core is surrounded by more people who live, work, visit, and spend money in the village.
- ▶ DCL is exploring ways to introduce a greater diversity of housing in New Brighton.
- ▶ Quality medium density housing in and around the commercial core will increase the local population and ensure there are more people within walking distance of the village.
- ▶ Providing quality housing options in New Brighton will help make a stronger case for higher levels of commercial investment in New Brighton.
- ▶ Encouraging more residents to live closer to New Brighton's core will help with the regeneration of the suburb.
- ▶ DCL will consider potential housing options and engage with potential investors and developers as part of the wider programme of work in New Brighton.



POTENTIAL HOUSING TYPES



# 11 / REVITALISING THE COMMERCIAL CORE



## SHOP

**Regeneration outcome:** A village that attracts business and meets the day-to-day needs of locals. It has a mix of niche retail and is a leisure destination for visitors.



## INVEST

**Regeneration outcome:** Increased commercial confidence resulting from the regeneration stimulates greater private investment. A strong village brand combined with tourism and retail strategies reduce roadblocks for private development, and boosts job opportunities.

## REVITALISING THE COMMERCIAL CORE

- ▶ The creation of a bustling commercial core with convenience, niche and leisure retail is key to the successful regeneration of New Brighton.
- ▶ Through changes to zoning, the Christchurch District Plan has supported the consolidation of the commercial core from 11ha to 6ha.
- ▶ DCL's role is to find opportunities for investors, work through the Council to address any challenges, and help smooth the process for development in New Brighton's commercial core.
- ▶ The outcome will depend on the role that private investors play in the commercial revitalisation, but already it is clear that the current commercial core is too large to support bustling business activity and that aging properties and public amenities will need to be revamped.
- ▶ DCL is talking with a range of landowners and tenants to push the commercial revitalisation forward.
- ▶ DCL has partnered with the New Brighton Business and Landowners' Association (NBBLA) to support local leadership and to engage the private sector in New Brighton's regeneration.







## CONTACT US

Our team would love to hear your questions and comments.



[www.dcl.org.nz](http://www.dcl.org.nz)



@developmentchristchurchlimited



0800 222 325



[newbrighton@dcl.org.nz](mailto:newbrighton@dcl.org.nz)

The logo for Development Christchurch Limited (DCL), consisting of the letters 'DCL' in a bold, white, sans-serif font. The background of the entire page is a photograph of a long pier with many pillars extending into the ocean at sunset. The sky is filled with orange and yellow clouds, and the sun is low on the horizon. The pier's railing and pillars are silhouetted against the bright sky.

# DCL

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