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CITY VISION FRAMEWORK

Part A
The Framework



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EXECUTIVE SUMMARY

The City Vision 2015 sets the vision and strategic framework to guide Napier to an integrated and exciting future, where opportunities are grasped with both hands, and our city is both beautiful and memorable.

The Vision reinforces the three key areas of the city: the City Centre; Ahuriri; and the Waterfront as the showcase for shopping, professional services, creative talent and visitor attractions. Our warm and sunny climate, flat floodplains, and beachfront location make an outdoor lifestyle easy, and our beautiful Art Deco architecture makes us unique in the world. Our Port is our link to export markets for locally grown produce, and is the arrival point for thousands of cruise ship visitors.

A key component of the City vision is the 6 City Vision Principles. These underpin any future decisions made on projects and guide Council in 'how' it will operate – it's priorities, its relationship with the community and stakeholders, and its internal working environment.

The Area Framework strategies and initiatives have been informed by a comprehensive urban analysis of those opportunities presented by the natural and built context, and will provide direction on future projects for Council.

Collaboration is key to the way Council will work in the future – collaboration within Council; collaboration with other government agencies; and collaboration with the private sector and community. To remain agile, transparent and to respond to opportunities Council will prioritise projects on a set of criteria that embraces this philosophy.

By working together, we can shape a Napier that is a vibrant, beautiful and prosperous city, and a great place to live and visit.

HOW TO USE THIS DOCUMENT

Part A The City Vision Framework.

The **City Vision Principles** underpin the new approach to coordinated city development and influence how each new future project is developed.

Three Area Frameworks outline broad strategies and initiatives, and facilitate a transparent and coordinated approach for future projects.

City Vision Delivery sets out how the strategy will be delivered and how future projects will be prioritised.

Part B provides some visuals and further details about the project initiatives that will illustrate the concepts put forward without actually designing the product.

Part C contains the **City Life Strategy** and outlines categories of city life and a seasonal approach.

Part D contains the detailed analysis and information used in the formation of this strategy.



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CITY CENTRE
FRAMEWORK



AHURIRI
FRAMEWORK



WATERFRONT &
PORT
FRAMEWORK



CITY VISION DELIVERY

01 INTRODUCTION



1.1 CITY VISION OVERVIEW

INTRODUCTION

Napier is a small city with big ideas and an equally big attitude.

The central business district, Ahuriri and the world-class waterfront is Napier's shop front to the world. It is the centre of commerce and professional services, and where visitors and locals head to shop, dine and be entertained. It is a hub for visitor accommodation and where the majority of Napier's attractions are located.

These locations will be the core focus of the city vision, although the foundation principles and philosophies are transferable across the district.

Napier (and the Hawke's Bay region) is perfectly placed to become the cycling mecca of New Zealand, with its sunny climate, flat terrain, and already established cycling pathways and linkages. Smart investment in the right infrastructure, and development oriented toward car-less mobility will further grow the cycling culture and cement Napier's future as a vibrant cosmopolitan regional city.

The City Vision seeks to improve people's depth of experience. The city is shaped by the decisions made on future development, making it critical that there is a real focus on quality design. The foresight of Napier's planners and architects post 1931 earthquake has gifted Napier's citizens an internationally renowned Art Deco city of a style and concentration seen nowhere else in the world. This, combined with our sunny warm weather, proximity to wineries and beaches, and extensive cycling trails sets Napier apart from other cities in New Zealand. Demanding that future changes to the city's public realm be of world-class design will ensure that we are building a legacy that is as strong as that which exists today.



Equally important is the life that exists within the city spaces – the everyday happenings, places to meet your friends, fun and vibrancy that people now expect to have in the heart of city spaces. Napier will have a seasonal programme packed full of things to do, so there's always a good reason to head into the city.

Napier is blessed with a developer, business and entrepreneur community who is passionate about the city and is eager to work with others to realise their aspirations to build a better Napier. Building closer relationships and working in partnership with this community, being open to innovation, and making our goals clear and regulation easy will support those with a role in shaping the city to get on with getting the job done.

The City Vision will not be a report to sit on the shelves of Council staff, nor will it be a glossy coffee-table publication with little substance. The City Vision is about changing the ways Council interact with the community and respond to development opportunities. It's about having clear priorities and driving a culture-shift. There is inherent risk in Council determining what development will happen where, when land title is held privately and the free market is quick to respond to opportunities as they arise. The City Vision presents a more agile approach, whilst pursuing those areas where Council has greater influence, and where business partnerships can be realised for future development.

The City Vision will turn the traditional model of development model on its head. A typical Council project can take years of research and planning before spending thousands or even millions on construction with the very real risk that the project isn't quite the success Council thought it would be, and having to make costly changes to layout. The City Vision challenges this approach by using low-cost, quick-start experiments to test ideas. The approach has an engagement through action philosophy, with projects commencing before the ink has dried on the paper for this strategy.

PROJECT OBJECTIVES

The following objectives have guided the focus of the process:

Objective 1

Enable the city centre, Ahuriri and Waterfront in a way that enhances the development of Napier and cements its place as an iconic destination.

Objective 2

Encourage public-private partnerships that result in the creative use of space and investment beyond property boundaries.

Objective 3

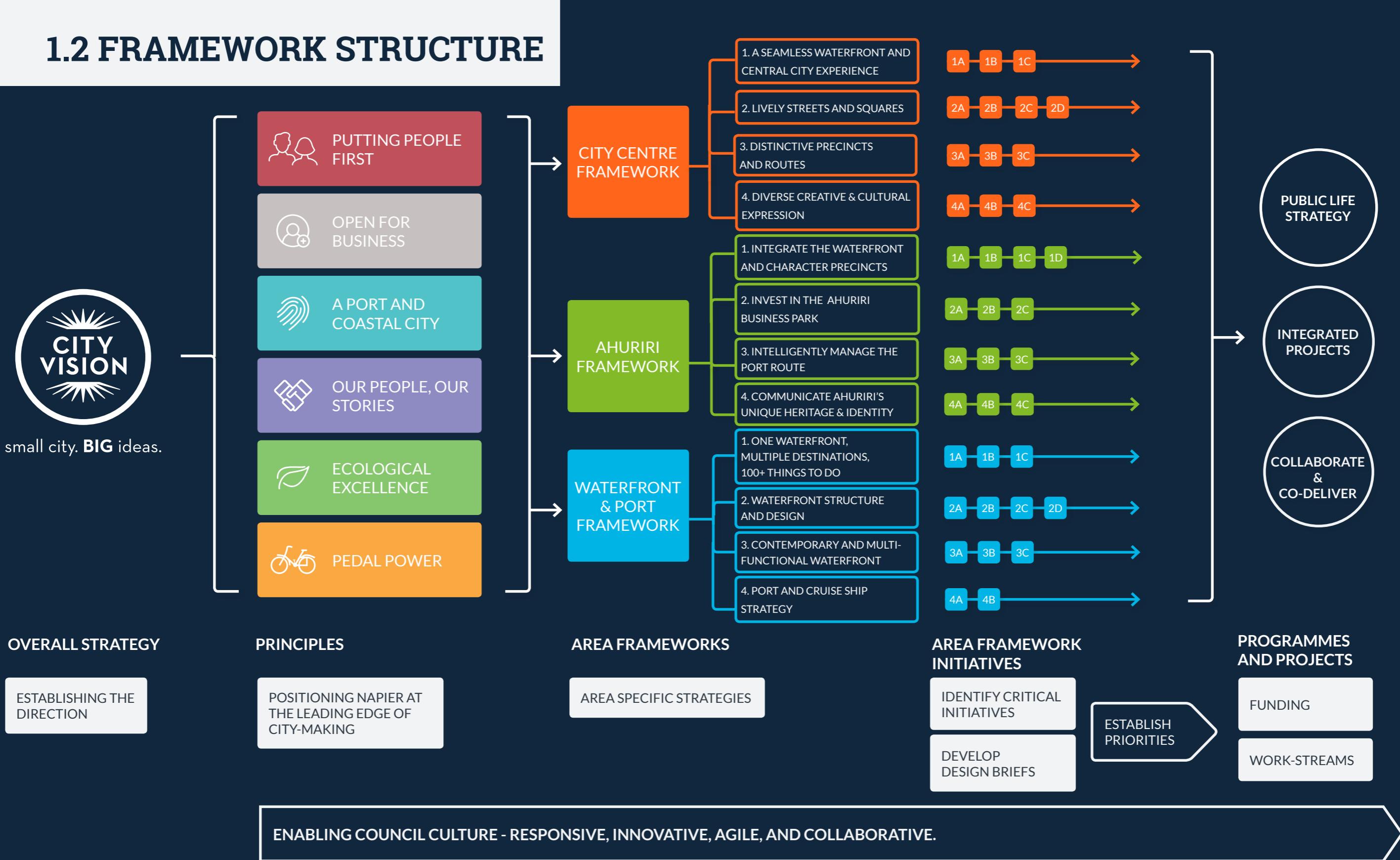
Identify, value and enhance the character of the City Centre, Ahuriri and the Waterfront, and improve connections between these places.

Objective 4

Celebrate and strengthen the unique offerings of the City Centre, Ahuriri and the Waterfront to create three complimentary destinations as part of a world-class experience.

Objective 5

Recognise the importance of the Port and Airport, and other integrated infrastructure to secure the future economic vibrancy of Napier.



1.3 WHAT NAPIER HAS TO OFFER

FUN ATTRACTIONS

Napier has a bounty of attractions in the city centre, waterfront and Ahuriri that appeal to both visitors and locals of all ages. These attractions include the Bike Pump Track, the National Aquarium, Junior Bike Track, gardens, the Soundshell, Tom Parker Fountain, Pania statue, War Memorial Conference Centre, Ocean Spa, playgrounds, off-road cycle trails and the beach. The City's cohesive and unique style provides the building blocks for a great high-street shopping experience that will become more important in a time when shopping can be more easily done online.

CONNECTIVITY

Napier and the Hawke's Bay region is a relaxed, sunny destination where people escape to get away from the frantic pace of the bigger cities. And yet, Napier is only a short drive from other centres such as Palmerston North and Taupo, and an even shorter plane ride to larger cities such as Wellington and Auckland. Airline carrier Jetstar has recently announced regular flights to Auckland from Napier, which has reduced the cost of flying to business and the everyday passenger. Although Napier itself only has a population of 57,240 (2013 census), it enjoys the benefits of a larger population base, such as access to events, shopping and facilities due to close proximity to the centres of Hastings and Havelock North (15 minutes by car), and its popularity as a visitor destination. Napier's CBD and Ahuriri are business-ready, with these areas having 100% UFB coverage.



90%

Life satisfaction

90 % satisfied or very satisfied



60,100
Population

 **19%**

Of people claim Maori ancestry

 **3.4%**

population growth at last census



\$337,500

Median house price

35% of

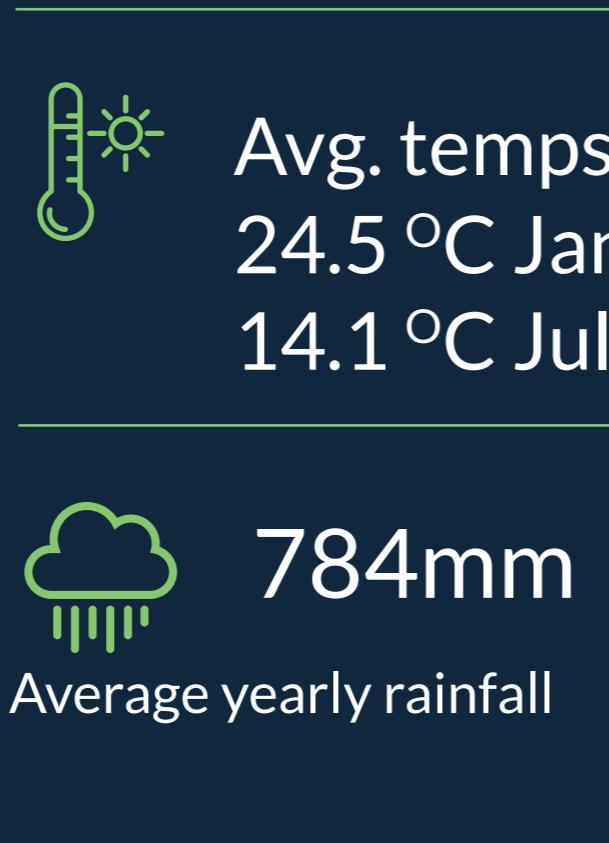
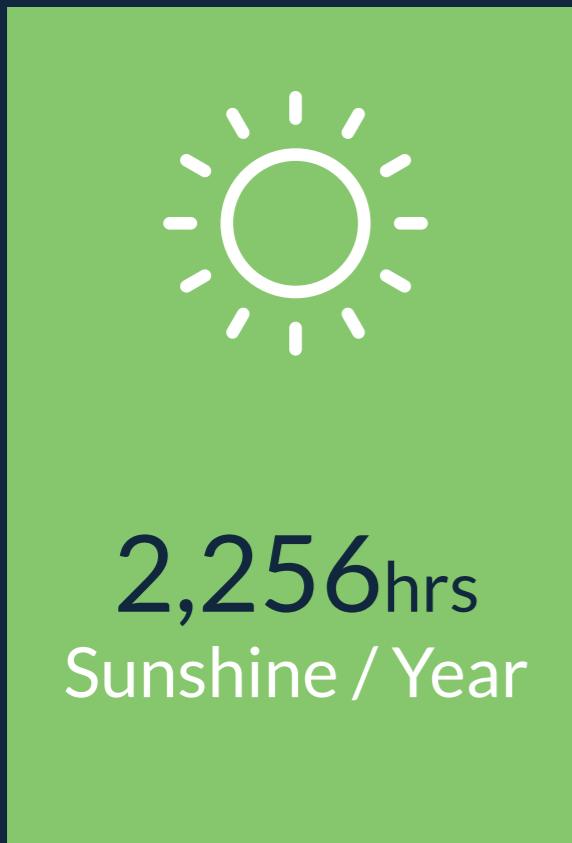
Auckland's median house price

 **3.7%**

increase in house prices from 2014

 **\$26,000** Napier
\$28,500 NZ

Median personal income




Art Deco Festival is
recognised by the
Lonely Planet for
February Festivals.

Art Deco Festival benefits

38,000 people in 2015.	\$12.88 million combined direct spending impact.
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1.4 NAPIER'S CHALLENGES

NAPIER'S CHALLENGES

Like all cities, Napier faces a number of challenges. These challenges must be met with a considered and innovative plan of attack if Napier is to succeed in being a prosperous, exciting and relevant city.

Napier's challenges can be summarised as:

CREATING DEPTH AND QUALITY OF EXPERIENCE

All too often, the pursuit of creating a city of landmark buildings, quality streetscape, and a vibrant creative culture are compromised by the decision-makers need for low cost, easy to maintain and quick to produce options. Giving in to these pressures without challenging the need to look at more innovative or higher quality alternatives, will likely result in a dull, uninspiring city. All future decisions must be made in the context of focussing on the experience of people in the city, and the impression that the city leaves on visitors and its citizens.

RETENTION AND RESTORATION OF HERITAGE BUILDINGS

The changes to the Building Act relating to earthquake strength, as well as the change in use requirements under this Act have impacted significantly on the viability of Napier's heritage buildings. While larger cities are able to attract higher rents to off-set the costs of earthquake strengthening, Napier relies on the passion and commitment of landowners to the unique character and heritage to ensure this vital work is completed. The financial and insurance industries complicate the issue further by requiring tenants and owners to be located in buildings with a much higher %NBS (new building standard) than what is lawfully required. The challenge requires out of the box thinking to find new uses for our heritage stock, and innovative cost-effective ways to strengthen these buildings.

CHANGING RETAIL ENVIRONMENT

More and more, shopping is moving from our streets to the online world. High street shopping is easily out-competed on price and ease of purchase. It is imperative then that city retailers focus their energies on creating a quality of experience that shoppers can't get from online. This experience is not the sole responsibility of individual retailers, but needs to be transferred to the street – so that 'going to town' is a social outing in itself.

THE CHANGING FACE OF TECHNOLOGY, INNOVATION AND SOCIAL OFFERINGS

The opportunities technology presents us are never-ending. Social media has changed how we interact with one another and has significantly broadened our social circles. The opportunity to spread the word to strangers across the globe has never been easier. Internet speeds and innovative systems enable work and play to take place in any location, and help to drive entrepreneurial thinking. The city must be agile enough to respond to changing technology and the needs of its citizens.

BUILDING RESILIENCE TO CLIMATE CHANGE EFFECTS, RESOURCE SCARCITY AND POPULATION CHANGE

Every city in the world is faced with the challenges of climate change, resource scarcity and changes in demographics. Rather than burying our heads in the sand, or focussing on the negative outcomes of these, Napier can build resilience to these challenges by considering what opportunities may arise, and how we can more effectively manage the effects by thinking about them now rather than waiting till it is too late. For example, what opportunities may arise from the predicted change to our climate? What natural resources are plentiful? Do our ageing (and often monied) population provide us with opportunities in the recreation and service industry?

02 CITY VISION

PRINCIPLES & SUMMARY



2.1 CITY VISION PRINCIPLES

CITY VISION PRINCIPLES

Like our principles influence our actions, the City Vision principles influence every decision and future initiative of Council and its dealings with the community. As such, the principles go beyond the geographic scope of the City Vision framework areas to all Council's functions and interactions.



PUTTING PEOPLE FIRST

A FOCUS ON QUALITY

- Legacy building philosophy.
- Design excellence.
- Strong identity.
- City of discoveries.
- A memorable experience.
- The city as a stage/place to come together and do stuff.
- Designing the city to enable people to live healthy, active lives.

KEEP OUR CITY FRESH

- Experiments and pop-ups.
- Encourage temporary art installations, idea of continual artistic expression.
- Encourage design renewal.



OPEN FOR BUSINESS

AN ENTREPRENEURIAL CULTURE

- Regulation made easy.
- Invest in innovation together.
- Foster entrepreneurship.
- Risk-taking.
- Experimentation.
- Work with those invested in the outcome.
- Private-public partnerships.
- Shared responsibility to make it happen.
- Embrace the use of current technology.



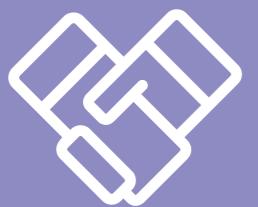
A PORT AND COASTAL CITY

THE PORT

- Continual spotlight on its functional needs.
- Enhance the Port as a landmark within the waterfront.
- A node of import and export and the business opportunities it creates.

THE COAST

- Embrace the seaside town character and identity.
- Build resilience to coastal hazards and climate change.



OUR PEOPLE, OUR STORIES

- Understanding the significance of place to mana whenua through Te Aranga Design Principles and their application to the landscape around us.
- Understanding our past and who we are, and weaving this into our design.
- Celebration of the unique Art Deco character.
- Culture of events and sport.



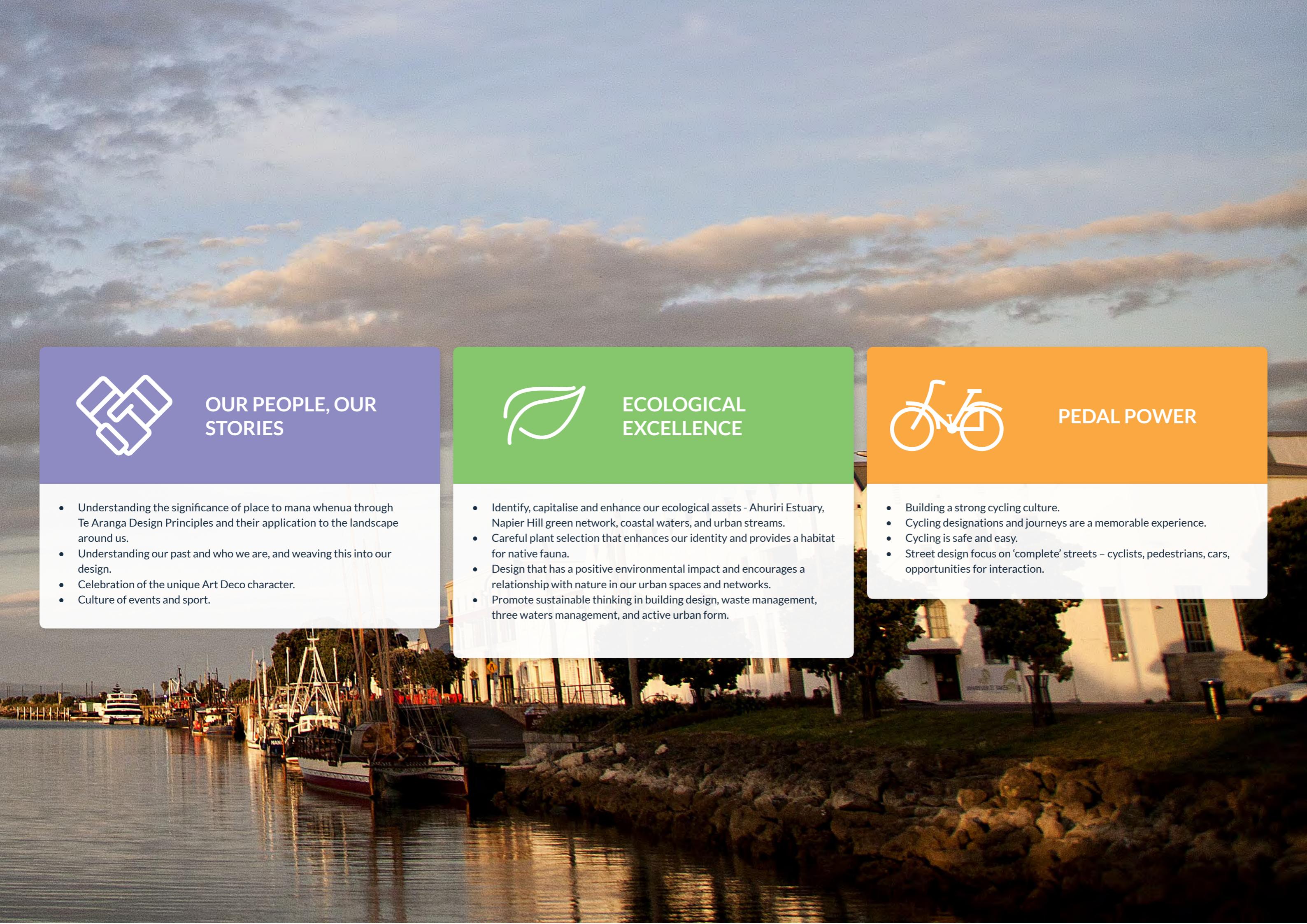
ECOLOGICAL EXCELLENCE

- Identify, capitalise and enhance our ecological assets - Ahuriri Estuary, Napier Hill green network, coastal waters, and urban streams.
- Careful plant selection that enhances our identity and provides a habitat for native fauna.
- Design that has a positive environmental impact and encourages a relationship with nature in our urban spaces and networks.
- Promote sustainable thinking in building design, waste management, three waters management, and active urban form.



PEDAL POWER

- Building a strong cycling culture.
- Cycling designations and journeys are a memorable experience.
- Cycling is safe and easy.
- Street design focus on 'complete' streets – cyclists, pedestrians, cars, opportunities for interaction.



2.2 AREA FRAMEWORK SUMMARIES

CITY CENTRE



STRATEGY 1 - CREATE A SEAMLESS WATERFRONT AND CENTRAL CITY EXPERIENCE

Development of the waterfront destinations and city centre streets and squares will be coordinated and connected to create a memorable experience.

STRATEGY 2 - LIVELY STREETS AND SQUARES

A network of high-quality streets and public spaces will be created with a focus on increasing public life and vitality of the city, and supporting economic viability.

STRATEGY 3 - DEVELOP DISTINCTIVE PRECINCTS AND ROUTES

A liveable City Centre which encourages discovery will be created by encouraging a variety of experiences in the new and existing precincts, and memorable routes which connect destinations and lead people into the City.

STRATEGY 4 - DIVERSIFY CREATIVE AND CULTURAL EXPRESSION

Napier's identity will mature, and creative industries and culture will be strengthened by a focus on expressing multiple narratives in addition to the Art Deco/Earthquake story with contemporary design and media. Enhance Napier's expression of its Maori history and identify through the use of Te Aranga Design Principles.

AHURIRI



STRATEGY 1 - INTEGRATE THE WATERFRONT AND CHARACTER PRECINCTS

The varied quality of the public spaces in Ahuriri's distinct character precincts and attractions will be made coherent through careful design and consideration of materials, and through undertaking catalyst projects.

STRATEGY 2 - INVEST IN THE AHURIRI BUSINESS PARK - THE MIXED-USE WAREHOUSE PRECINCT

Ahuriri Business Park in the mixed-use warehouse precinct will become a centre for Napier's entrepreneurial culture and leverage the Business Hub and the unique setting with design qualities that reflect its emerging identity.

STRATEGY 3 - INTELLIGENTLY MANAGE THE PORT ROUTE

The safe and efficient flow of people across Bridge Street (state Highway 2) needs to be balanced with the need to transport goods and people to the Port with minimum delay and maximum ease. Intelligent design will ensure both these objectives are met.

STRATEGY 4 - COMMUNICATE AHURIRI'S UNIQUE HERITAGE AND IDENTITY

The large scale size and materials of Ahuriri's saw-tooth warehouses and marine industry features provide the ideal canvas for communicating Ahuriri's unique heritage and identity.

WATERFRONT & PORT



STRATEGY 1 - ONE WATERFRONT, MULTIPLE DESTINATIONS, 100+ THINGS TO DO

The waterfront will be developed as a coherent entity from the Pandora Estuary to Georges Drive with a place-led approach to create destinations with distinct identities and multiple attractions.

STRATEGY 2 - WATERFRONT STRUCTURE AND DESIGN

The scope of waterfront projects will extend into the City Centre and Ahuriri to maximise project benefits, and build in resilience by incorporating hazard mitigation into the landscape. Design will be improved with a place-specific palette of materials and public space features to support use.

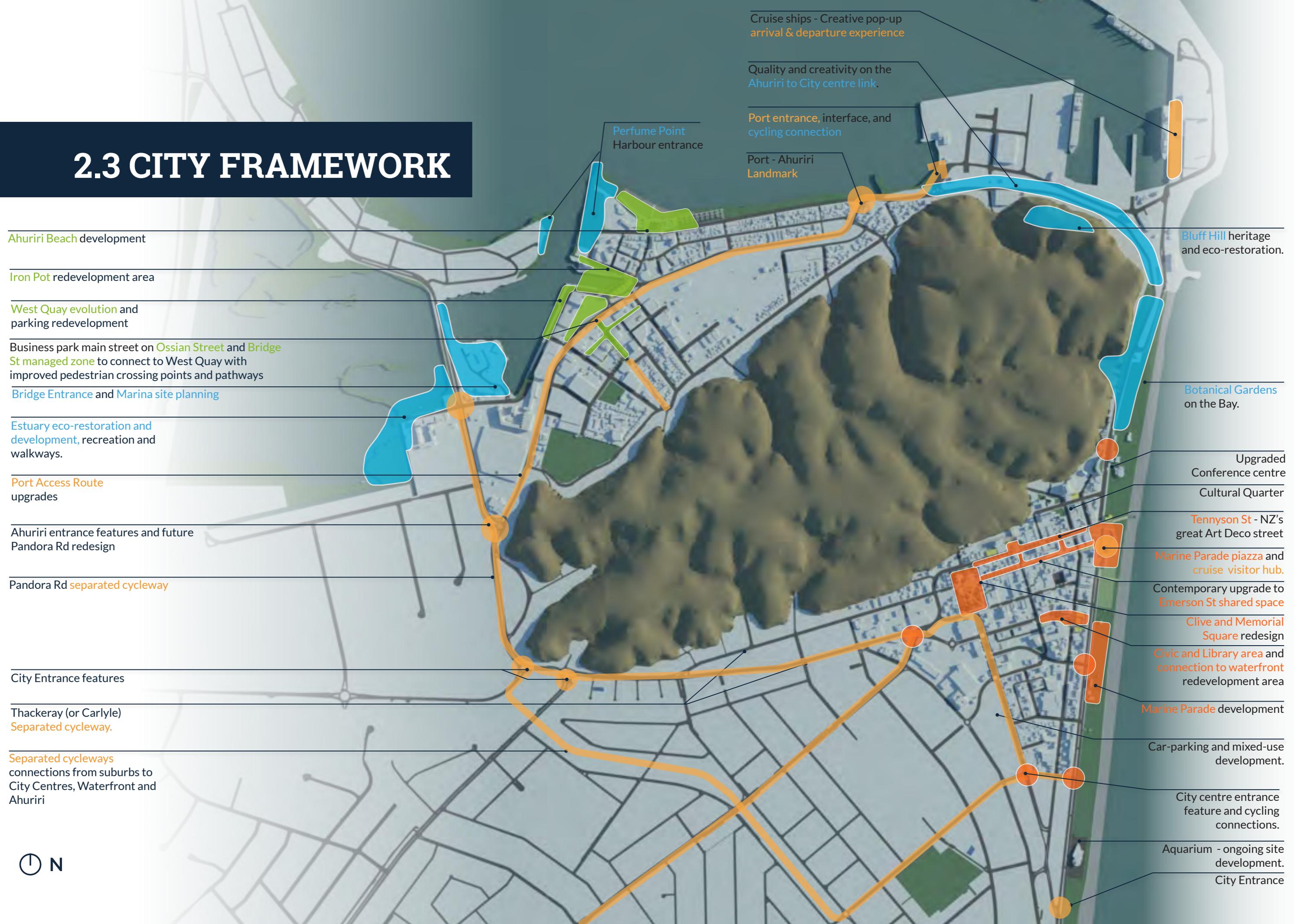
STRATEGY 3 - A CONTEMPORARY AND MULTI-FUNCTIONAL WATERFRONT

The waterfront will become a multi-functional and multi-layered experience with ecological and aesthetic values, unified lighting, and memorable creative and cultural expression.

STRATEGY 4 - PORT AND CRUISE SHIP STRATEGY

The Cruise ship tourism experience will be expanded into Ahuriri and strengthened with a creative and adaptable pop-up approach, and the Port's development will be supported with on-going improvement of safety, access, site planning, and operations.

2.3 CITY FRAMEWORK

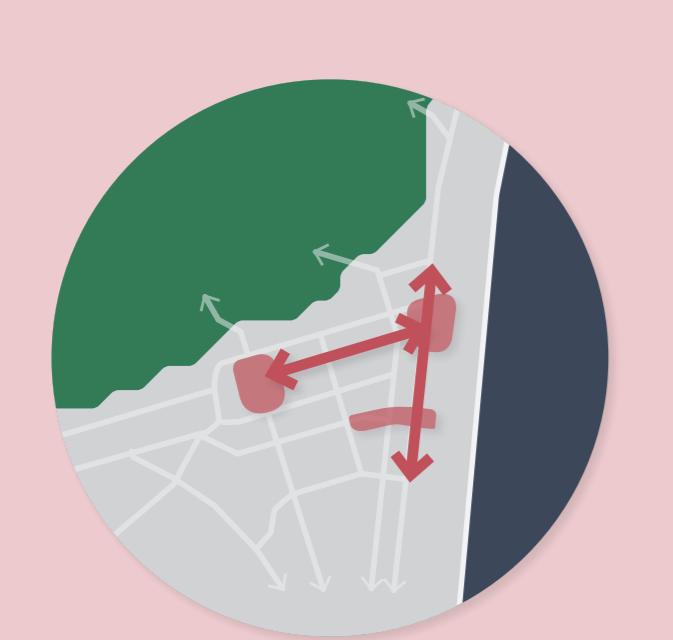


03 CITY VISION FRAMEWORKS



3.1 CITY CENTRE

STRATEGIES



STRATEGY 1 - CREATE A SEAMLESS WATERFRONT AND CENTRAL CITY EXPERIENCE

Development of the waterfront destinations and city centre streets and squares will be coordinated and integrated to create a coherent experience.

1A Central Waterfront Piazza & Marine Parade Boulevard Redesign

Create a Central Waterfront Square and shared spaces at the intersection of Marine Pde, Emerson, and Tennyson Streets, and refining the I-site area.

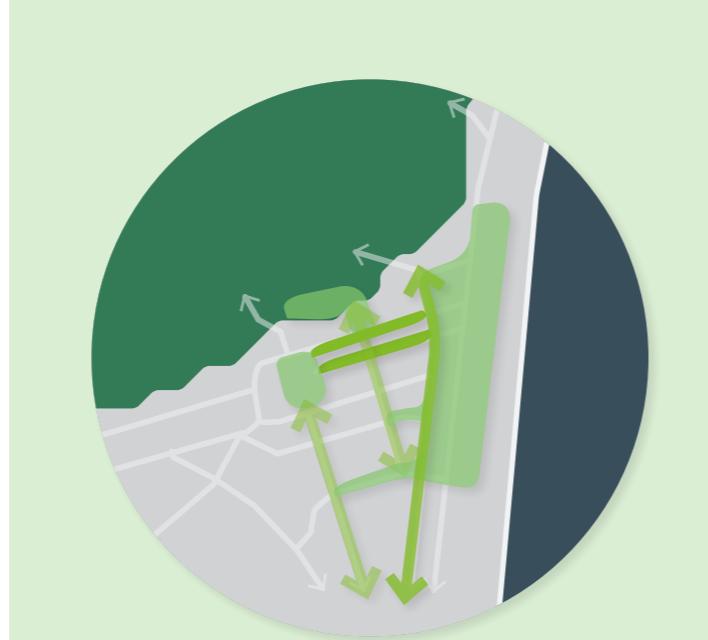
Redesign Marine Parade from Vautier St to Browning St to integrate the city with the waterfront.

1B Civic Square and Waterfront connection

Revitalise and activate the Library and Civic Quarter and connect Station St to the waterfront.

1C Lighting - nightscaping the city

The night-time economy is increasingly important for a city and a city's social life. A unified lighting strategy is a must-have for contemporary city-making.



STRATEGY 2 - CULTIVATE LIVELY STREETS AND SQUARES

A network of high-quality streets and public spaces will be created with a focus on increasing public life and vitality of the city, and supporting economic viability.

2A Street and lane design and materials

Develop high quality central street and lane designs (incl. street trees and materials, and streetscape features) which support activity, and prioritise pedestrians, universal accessibility, and way-finding.

2B Squares and plazas

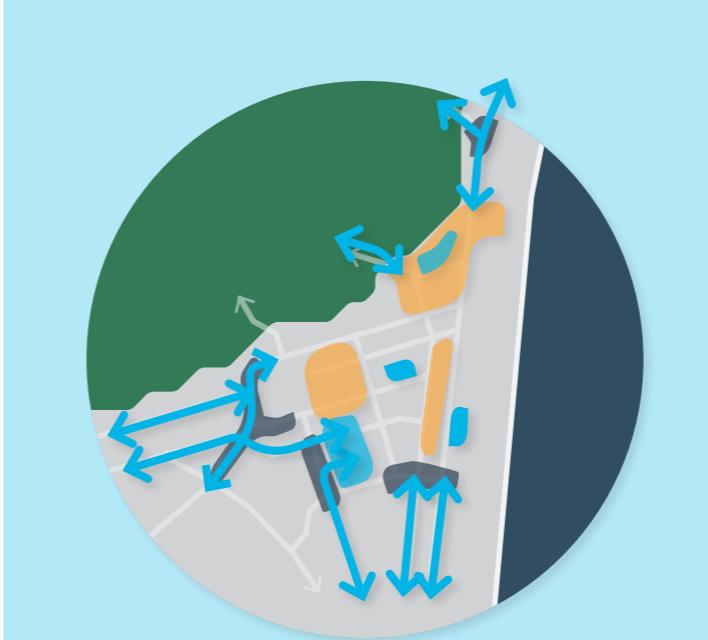
Develop the squares and plazas, in particular, redesigning Clive and Memorial Squares to create a stronger anchor.

2C Street design - Emerson Street and Tennyson Street

Strengthen the Emerson St shared space, and Tennyson St (the Art Deco Boulevard) with contemporary design and improved connections.

2D Programme for activating our city

Support infrastructure and collateral for programming and activation of public spaces.



STRATEGY 3 - DEVELOP DISTINCTIVE PRECINCTS AND ENTRANCE ROUTES

A liveable City centre which encourages discovery and diversity will be created through distinctive experiences in the precincts and memorable routes which connect destinations.

3A Retention and restoration of Art Deco Heritage

The city has a unique asset which puts Napier on the global radar, and a continued long-term focus of the value of this as a point of difference for the city is required.

3B Distinctive mixed-use precincts

The waterfront, civic and library, cultural quarter, start-up quarter (Make.Space programme), and retail heart.

3C City entrances and connectors

Develop high-quality entrance and route designs for the following streets:

Entrances - Kennedy Rd to Tennyson St, Munroe St, Dalton St, Hastings St, and Marine Parade

Connectors - Carlyle and Thackeray streets



STRATEGY 4 - DIVERSIFY CREATIVE & CULTURAL EXPRESSION

Napier's identity will mature, and creative industries and culture will be strengthened by a focus on expressing multiple narratives in addition to the Art Deco and Earthquake stories.

4A Increasing Iwi expression

Facilitate a greater iwi presence and cultural expression through the application of the core Maori values - mana, taiao, mauri tu, tohu, whakapapa/whakamama, ahikaa, mahi toi.

4B Expanding the range and application of public arts

Diversify the scope and types of public arts and use these to renew the experience of the City's streets, lanes and public spaces.

4C Contemporary story-telling

Use contemporary design and methods for story-telling and leverage digital media and technology.



3.1.1 CITY CENTRE STRATEGIES

This section provides greater detail of the strategies, initiatives and the rationale for each strategy. The images shown are from other places, and give an indication of the types of initiatives needed for the ongoing evolution of Napier. A number of specific City Centre project areas are then visualised with general design directions and potential actions/options. These visualisations help people to see the possibilities within the existing space, and are not intended to provide a final design in any way. Once each project area becomes a priority project, Council will engage with the public and stakeholders on community needs, design options, and then a final design that is consistent with the City Vision Principles.

STRATEGY 1 - CREATE A SEAMLESS WATERFRONT AND CENTRAL CITY EXPERIENCE

Development of the waterfront destinations and city centre streets and squares will be coordinated and integrated to create a coherent experience.

RATIONALE

The Waterfront and central city have been segregated by Marine Parade due to its function as an arterial and important heavy vehicle traffic route. Development of the road network elsewhere have allowed Marine Parade to change and to become the feature which stitches the two major elements together. A re-prioritisation of space can occur which focuses on space for people, economic exchange and activity and access instead of movement.

Significant investment is occurring on the waterfront, and the places where people work and come for leisure need to be strongly connected.

The streets which connect the city to the waterfront can be integrated through multiple design approaches such as extending the grid block structure, and incorporating waterfront design features into the streetscape.

INITIATIVES

1A Central Waterfront Piazza & Marine Parade Boulevard Redesign

Creating a new public space to act as the 'hub' of Napier's central city by unifying spaces at the intersection of Marine Parade, Emerson Street and Tennyson Street. The piazza will provide active edges, shared streets, and a multi-use public space for events and everyday happenings. Buildings with frontages to the space will be key to creating a strong impression of the place, and will be an active participant in the streetscape. Although the space will be prioritised for pedestrians, other uses such as cyclists, smaller vehicles, and tour buses will still be able to access and pass through the space. The space will connect the attractions of the waterfront to the attractions of the City.



A waterfront environment can extend to the built edge when space for people and activity, and access takes priority over movement.

Concept only

The removal of heavy vehicles from Marine Parade will allow for the re-prioritisation of street space to people. Marine Parade boulevard will be redesigned to fuse the waterfront to the City Centre with a slow, safe and accessible environment, provide space for businesses, and extend the waterfront design qualities to Hastings Street.

1B Civic Square and Waterfront Connection

Creating a southern anchor for the CBD connection with an activated civic and learning hub which extends a shared street and unified public spaces from Dalton St to the waterfront and links with the Marine Parade development.

1C – Lighting – Nightscaping the City

An integrated lighting strategy will be prepared for the City with consideration given to the following needs and elements:

- Motorist and cyclist visibility and safety;
- Pedestrian safety (incorporating CPTED principles)
- Highlighting architectural building features and other features such as vegetation;
- Lighting as art and for story-telling.



The central events space for a city needs a strong programme and assets to support daily public life.

STRATEGY 2 - LIVELY STREETS AND SQUARES

A network of high-quality streets and public spaces will be created with a focus on increasing public life and vitality of the city, and supporting economic viability.

RATIONALE

The central city streets and squares have already been subject to a variety of streetscape improvements - continuing this tradition of creating an uninterrupted pedestrian environment should be supported and continued to reinforce the traditional structure of the central city, with improved squares and streets connecting them. The secondary network of lanes and courtyards should also be supported. Quality is important including the choice of materials and the need to provide a contemporary high quality environment that suits all users. A review of the streetscape palette, with particular consideration of the sensory experience and support of the Art Deco heritage buildings) is required and will support integration with the waterfront.

INITIATIVES

2A Street and lane design and materials

Developing and implementing high-quality street designs that prioritise pedestrians, which are supported by a diverse secondary network of lanes and courtyards.

Way-finding and accessibility for all users and modes of travel are core components of high-quality street design.

2B Squares and plazas

Designing and redeveloping public spaces which flow into the streetscape and invite use, and support a diverse range of programming.

Unifying Clive and Memorial Squares (node) to strengthen it as a central city anchor. Integrate public spaces with streets - Theatre Square, Vautier Square, and Cathedral Square, and the War memorial conference centre area.

2C Street Design – Emerson Street and Tennyson Street

The design of Emerson Street revolutionised city centre streets in New Zealand 20 years ago. Yet the design of shared street spaces has evolved considerably over the past few years, along with the needs of the community and the way we use our public spaces. Emerson Street will be updated to contemporary shared space design standards.



Contemporary shared spaces are simplified environments which strip the clutter from urban environments and allow flexible use.



Diverse high quality laneway systems provide unique potential for experiences, as well as functional pedestrian connections.

Tennyson Street is an arterial route and its streetscape has remained the same for many years – two lanes of traffic, parallel car parking, and narrow footpath. The street is lined with elegant mostly Stripped Classical architecture, with a smattering of Spanish Mission and Art Deco. There is no seating, no greenery and no shade available in the street. The streetscape clearly doesn't reflect the grandeur of the architecture, and is not designed to focus on the needs and wants of people. Tennyson Street will be redeveloped with wider footpaths, quality materials, seating, shade and lighting for way-finding and to highlight elements of the streetscape and the architecture.

2D Support for programming and activation

Providing the support infrastructure for programming of urban spaces with high quality market experiences, weekly, seasonal, and yearly events.



STRATEGY 3 - DEVELOP DISTINCTIVE PRECINCTS AND ENTRANCE ROUTES

A liveable City centre which encourages discovery and diversity will be created by creating distinctive experiences in the precincts and memorable routes which connect destinations.

RATIONALE

The Central city has a traditional street and square structure with a strong core area. The central core is a retail district and surrounding districts are developing their own unique identities. The emerging character of the district should be supported with a programme that highlights the distinctiveness of each place and repairs the deficits. Some areas are struggling and need a higher degree of management than others. The central city has a high level of amenity and increased residential should be encouraged to take advantage of waterfront investment, and to support a stronger night-time economy. Creative thinking for other uses for the upper floors should be considered, such as shared working spaces, educational facilities and studio space. The entrances into a central city form the first and last impressions, currently the entrance experiences in the Central city is not as good as the high-points and needs to be remedied. Similarly some sites in the city centre offer opportunities reassert a strong urban form to support an active street-life and walkable city.

INITIATIVES

3A Distinctive mixed-use precincts

Retrofitting and adapting the central city buildings to create a mixed-use district with good quality residential apartments and lofts, and other economically viable uses.

Developing and differentiating the identity and presence of emerging districts - the Cultural Quarter, the Waterfront, and Start-up hub.

Reinforcing positive qualities of existing districts and repairing deficits of the existing retail core, civic and government, health and office area.

Develop design briefs for strategic sites.

3B City entrances and routes

Reinventing Tennyson Street (as outlined in initiatives 2C) as NZ's great Art Deco street with a quality streetscape that matches the unique qualities of the built environment.

Developing contemporary street designs for the connection to Ahuriri and the suburbs and express-way along Carlyle and Thackeray Streets.

Hastings and Dalton Street entrance routes

STRATEGY 4 - DIVERSIFY CREATIVE AND CULTURAL EXPRESSION

Napier's identity will mature, and creative industries and culture will be strengthened by a focus on expressing multiple narratives in addition to Art Deco, and the 1931 Earthquake.

RATIONALE

Napier has a proud tradition of creating memorials, and has a growing collection of public arts such as sculptures, and street art, and recent investment in the arts through the MTG and Creative Arts Napier. The Art Deco theme is strong, and strengthens the city's brand, yet it also limits the diversity of experience and potential of arts and culture to surprise and delight in unexpected ways. A city without great diversity in cultural expression only creates meaning for a subset of the community, so in order to create a greater sense of belonging, participation, and meaning for a greater diversity of people more variety is required.

Story-telling features in the central city have focussed on the earthquake which is entwined with the Art Deco brand. In future, telling this story in contemporary ways is required along with bringing other stories to prominence. Some critical stories which require telling are the pre-european story and allowing for Iwi aspirations to be expressed. A move from looking backward with the city as museum, to a canvas for expressing potential futures will allow new identities to be experimented with and develop a playful culture.



A creative city takes opportunities to express a diverse range of voices. Contemporary street art and heritage qualities easily co-exist.

INITIATIVES

4A Increased Iwi expression

Facilitate a greater iwi presence and cultural expression.

The core Maori values of mana, taiao mauri tu, tohu, whakapapa/whakamana, ahikaa, mahi toi will guide initiatives to create a platform for global cultural exchange.

Incorporating Te Aranga design principles into the streetscape and public realm.

4B Expanding the range and application of public arts

Diversify the scope and types of public arts and take advantage of the heritage buildings and traditional urban structure - streets, squares, lanes and courtyards to create new experiences.

Create opportunities for local, national and international creative professionals and for temporary, semi-permanent and permanent installations.

4C Contemporary Story-telling

Use contemporary design and methods for story-telling and leverage digital media and technology, and lighting.



Active building edges, landmarks, quality materials, trees, and vegetation, and a clear place identity are foundations of a pleasant urban experience.

3.2 AHURIRI

STRATEGIES SUMMARY



STRATEGY 1 - INTEGRATE THE WATERFRONT AND AHURIRI'S CHARACTER DISTRICTS

Ahuriri will become a coherent city district with multiple attractions by fusing the northern Ahuriri village, West Quay and Marina, and the mixed-use warehouse precinct / Ahuriri Business park.

1A New and strengthened existing destinations

Catalyst projects: 1. Ahuriri beach, 2. The Iron Pot integrated development ,3. West Quay evolution 4. Ossian Street, 5. Marina and Estuary.

1B Stitch the warehouse precinct and waterfront together

Development of connector streets - Lever St and Nelson Quay to Ossian St.

Reinforce and protect views of the waterfront and key features throughout the district, and provide additional landmarks, and way-finding.

Strategic site identification and briefing

1C Ahuriri heritage

A coherent approach to heritage and character is required to facilitate future investment in the area.

1D Ahuriri tourist hub

Strengthen Ahuriri's role in tourism with its water-based tourism assets and heritage.



STRATEGY 2 - INVEST IN THE AHURIRI BUSINESS PARK - THE MIXED-USE WAREHOUSE PRECINCT

Ahuriri Business Park in the mixed-use warehouse precinct will become home to Napier's entrepreneurial culture and leverage the Business Hub and unique setting.

2A Quality streetscapes and linkages

Invest in the quality of streets and spaces, and develop north-south links along Dommet St, and the service lanes and Mahia St.

Improved management and design of the on-street and off-street parking supply.

Open space and street network development.

2B Securing complimentary uses

Encourage a mix of residential, commercial and light industrial activities to increase life on the street during all hours of the day, and ensure residents have adequate access to sunlight and are protected from the effects of inappropriate noise.

2C Increase residential opportunities close to jobs and amenities

Increase residential opportunities with development of mixed urban housing types near the Port Ahuriri school, the Ahuriri Park, and facing Ahuriri Estuary.



STRATEGY 3 - INTELLIGENTLY MANAGE THE PORT ROUTE TO SUPPORT THE PORTS GROWTH

Implement the Port Access study elements for Ahuriri.

3A Port access route

Ensure the route to the Napier Port is unrestrained whilst ensuring conflicts with pedestrians and cyclists are adequately addressed.

Partner with the Port of Napier, NZTA and KiwiRail to manage users of the route and better coordinate transportation movements to ensure maximum efficiency for all users.

3B Bridge Street managed zone

Slowing traffic with visual narrowing, and realignment of the road corridor and development of a separated (off-road) shared pedestrian and cycle path.

3C Pandora Road corridor redevelopment

Street redesign as a city entrance boulevard, with a separated cycle path from West Quay to the Express-way shared path.

Creating landmarks at the bridge and roundabout.



STRATEGY 4 - USE THE BUILT FORM AS A CANVAS TO BUILD IDENTITY

The saw-tooth heritage warehouses and other industrial artefacts will be transformed from an industrial setting to a stimulating sensory experience with depth.

4A Developing the Maori presence and cultural expression

Increasing Maori presence and identity throughout the district by applying the core Maori principles of mana, taiao, mauri tu, tohu, whakapapa/whakamama, ahikaa, mahi toi.

4B Communicating Ahuriri's rich history

Using innovative contemporary approaches to communicate Ahuriri's rich history as the original settlement by using important sites and landmarks, and points of interest as a canvas.

4C Lighting - nightscaping Ahuriri

A unified lighting strategy is required to maximise the experience of Ahuriri Beach and West Quay as night-time destinations, along with highlighting the area's unique features.



3.2.1 AHURIRI STRATEGIES

This section provides greater detail of the strategies, initiatives and the rationale for each strategy. The images shown are from other places, and give an indication of the types of initiatives needed for the ongoing evolution of Napier. A number of specific City Centre project areas are then visualised with general design directions and potential actions/options. These visualisations help people to see the possibilities within the existing space, and are not intended to provide a final design in any way. Once each project area becomes a priority project, Council will engage with the public and stakeholders on community needs, design options, and then a final design that is consistent with the City Vision Principles.

STRATEGY 1 - INTEGRATE THE WATERFRONT AND AHURIRI'S CHARACTER DISTRICTS

Ahuriri will become a coherent city district with multiple attraction by fusing the northern Ahuriri village, West Quay and Marina, and the mixed-use warehouse district / Ahuriri Business park.

RATIONALE

Ahuriri currently feels like a number of separate districts which are segregated by transport infrastructure and a lack of pedestrian connections. The area is very walkable and has regular nodes, apart from the central area around Customs Quay and Nelson Quay. Some parts of the district are performing well while others have the base conditions to create great places but need additional features to support use by the public and to creatively resolve conflicts, such as the working wharf and parking on West Quay. An improved public realm and site planning of strategic locations will help resolve issues inherited from the areas industrial past. An interdisciplinary approach with integrated solutions will create new opportunities for the district's future development. Ahuriri has many tourism, heritage, and natural resources which can be integrated into the broader Napier experience by developing them into a coherent package.

INITIATIVES

1A New and strengthened existing destinations

Undertake a series of catalyst projects to reinforce or create new destinations.

Catalyst projects for Ahuriri are:

1. Ahuriri beach development;
2. The Iron Pot integrated development - celebrate the historical significance of the area around Customs Quay, Nelson Quay, and Bridge Street and provide a pedestrian oriented Ahuriri waterfront along its entirety. The project will consider opportunities for a built edge, public spaces, access to water, and separation of HVT from the Ahuriri waterfront.



Ossian Street - potential to create a main street environment for the innovative Ahuriri Business Park.

3. West Quay evolution - wharf, shared-space and car-parking reconfiguration.
4. Ossian Street - Main street, and increased accessibility for the business park.
5. Marina and Estuary - public places, linkages and site planning.

1B Stitch the warehouse precinct and waterfront together

Development of connector streets with high-quality design from the waterfront through the district.

- Lever Street
- Nelson Quay to Ossian St / Coronation St

Reinforce and protect views of the waterfront and key features throughout the district, and provide additional landmarks along the Port route.

Incorporate way-finding into the coastal pathway and streets.

Strategic site identification and briefing - working with land-owners to develop win-win solutions.

1C Ahuriri Heritage

Previous studies on the heritage and character of Ahuriri's distinct residential, industrial and commercial landscapes have given broad areas some level of protection through District Plan provisions. The character of many of these areas has changed in more recent years, and it is timely that another review of Ahuriri's character and heritage is carried out. This study will then guide Council in what levels of protection are appropriate and where.

1D Ahuriri Tourist Hub

Strengthen Ahuriri's role in tourism with a satellite hub.

Use the Custom House area as a base for walkable access to experiences which strengthens Napier tourism offering at West Quay, Ahuriri Beach and the warehouse district, and for water-based tourism (eg. waka).

STRATEGY 2 INVEST IN THE AHURIRI BUSINESS PARK - THE MIXED-USE WAREHOUSE PRECINCT

Ahuriri Business Park in the mixed-use precinct will become home to Napier's entrepreneurial culture and leverage the Business Hub and unique setting. While the wider area will be developed to support additional living and recreation opportunities.

RATIONALE

The Warehouse precinct centred around Ossian Street and Lever Street is known as the Ahuriri Business Park. Significant planning and investment has occurred in this area, with over 50 new businesses locating in the area formerly owned by British American Tobacco. The development of the Hawke's Bay Business Hub on the corner of Ossian and Bridge Streets further reinforces the emerging mixed-use character of this area. A number of large sites remain undeveloped which have great capacity to accommodate a variety of uses. The area is potentially very attractive for increased urban housing, and can accommodate increased residential activity as it has many support functions, such as the primary school, daycares, gym, and cafés, and is close to the recreation opportunities along the waterfront and harbour, the large Ahuriri Park, and nightlife – all the elements are present to live, work and play.

The precinct needs further investment in the public space network, streets and reserves to support the private investment in the transformation of this area from its industrial past.

This area is not a specialty retail area (the City Centre and Ahuriri Village fulfil these roles). Heavy industry that creates a level of effects considered unacceptable to more sensitive activities such as residential should be progressively moved out of this area. Residential and other noise sensitive activities must however, acknowledge that they are in a mixed environment with higher levels of noise and activity than in pure residential areas. Noise sensitive activities will be required to protect themselves from higher noise levels through acoustic insulation.

The balanced 'mix' of activities will need to be carefully maintained through regulation to ensure one activity type doesn't dominate or impact adversely on other areas of the City.

INITIATIVES

2A Quality and structure of the warehouse district

Invest in the quality of streets and spaces of the district with Ossian Street as a main street for the district.

Create two strong north-south links:

From Lever along the service lanes and Mahia St to Coronation St.

From the Park along Dommet to Coronation St

Parking supply - better management and design of on-street and off-street car-parks.

Open space and street network development to create a clear and legible platform which supports private development (e.g. pocket parks, plazas, parks, linear parks, playgrounds, new street designs.).

2B Securing complementary uses

Refining the Mixed-use warehouse district:

- Refine activity types and mix, amenity levels, and design controls.
- Business focus and build identity through the warehouse character.
- Increasing safety and 'night-time presence' with residential development.

2C Increase residential close to jobs and amenities

Increasing residential density near the school and Ahuriri Park through with mixed urban housing typologies (e.g. low-rise apartments, courtyard homes, compounds, townhouses) to create a range of housing options.



A potential urban housing typology - a compound of low-rise apartments (image shows a north american vernacular) and town houses around a high amenity shared space. Parking is via rear lane.

STRATEGY 3 - INTELLIGENTLY MANAGE THE PORT ROUTE TO SUPPORT THE PORTS GROWTH

Implement the transport switch elements for Ahuriri - The Port connector with new design and access standards. The outcomes from the NZTA Port Access Study will set out a long-term package of projects to support the Port's development.

RATIONALE

The Port has undergone substantial growth and capital investment and is one of Hawkes Bay's major economic assets. The NZ Government also recognises its importance and commissioned a Port Corridor Access Study to support the asset. The latest investment is in addition to many years of planning and investment in a high-speed express-way network around the Hawkes Bay. The route through Ahuriri also services as a connector for the district to access the Ahuriri Beach and for residents to access the City centre and suburbs. In future the design and management of the corridor must relate to the urban context which has changed from an industrial area to mixed-use, and residential enclaves. The express-way developments have reduced the dependence on Pandora Road as the route north, however, it is still a major route to the Airport and the Airport Business Park.

INITIATIVES

3A Port Access Route

Ensure the route to the Napier Port is unrestrained whilst ensuring conflicts with pedestrians and cyclists are adequately addressed.

Partner with the Port of Napier, NZTA and KiwiRail to manage users of the route and better coordinate transportation movements to ensure maximum efficiency for all users.

Manage reverse sensitivity effects by requiring noise sensitive activities to acoustically insulate against traffic noise.

Relocating the weigh-bridge and potentially realigning the road.

3B Bridge Street managed zone - slow, safe, and connected from the Iron Pot to Lever Street.

Slowing traffic with visual narrowing of the road corridor.

Free up space along the rail corridor side for a landscaped and separated off-road shared pedestrian and cycle path.

Provide safe and convenient cycle facilities to divert cyclists off Bridge Street to access the Ahuriri Business Park from the southern streets.

Pedestrian refuge will be placed in the middle of Bridge St at Lever St.

Retain footpath for the tourist bus stops around the National Tobacco Building and the Hawkes Bay Business Hub.

3C Pandora Road corridor redevelopment (post road classification down-grade).

Street redesign - city entrance boulevard
Landmark sites - Bridge and roundabout
Re-prioritisation of street space for access to properties.
Potential for new land use rules (if state highway designation is removed).
Separated cycle path from Ahuriri to the Express-way Shared path.

STRATEGY 4 - USE THE BUILT FORM AS A CANVAS TO BUILD IDENTITY

The saw-tooth heritage warehouses and other industrial artefacts will be transformed from an industrial setting to a stimulating sensory experience.

RATIONALE

Ahuriri has a rich heritage, historical and cultural resource which is not expressed to its fullest extent. The area around the 'Iron Pot' was a Maori settlement and is recognised as the founding settlement for Napier. The area has also been significantly changed from an estuarine and deep port by the 1931 and land reclamation. The history is referenced in names such as Bridge Street. Other areas have lost their original names and could be restored; this relates to both Maori names and European names.

There are promising examples of contemporary cultural expression, for example, with contemporary carvings on West Quay and the Sea Walls. The district has so many large canvases for cultural expression that a significant and sustained programme will create a large scale cultural and tourist attraction which will build a legacy for future generations.

INITIATIVES

4A Developing the Maori presence and cultural expression

Increasing Maori presence and identity throughout the district - expression of pre-european history, through to current aspirations and post-treaty settlement entrepreneurial activities.

In an indigenous world view all physical landscapes are inseparable from ancestry, events and cultural practices. The core Maori principles of mana, taiao, mauri tu, tohu, whakapapa/whakamana, ahikaa, mahi toi will guide initiatives to create a platform for global cultural exchange. The design of our spaces will incorporate Te Aranga design principles to ensure that design elements are inspired by local stories and practices.

4B Communicating Ahuriri's rich history

Innovative contemporary approaches to communicating Ahuriri's rich history as the original settlement and its development by using important sites and landmarks, original landforms of the area and points of interest as a canvas (e.g. large warehouses, silos).

4C Lighting – Nightscaping Ahuriri

An integrated lighting strategy will be prepared for the City with consideration given to the following needs and elements:
Motorist and cyclist visibility and safety;
Pedestrian safety (incorporating CPTED principles)
Highlighting architectural building features and other features such as vegetation;
Lighting as art and for story-telling



Small scale cultural features make great additions to play spaces. Renewable energy generation in public spaces, for example solar panels, are a tangible expression of a community's move towards a clean energy future.



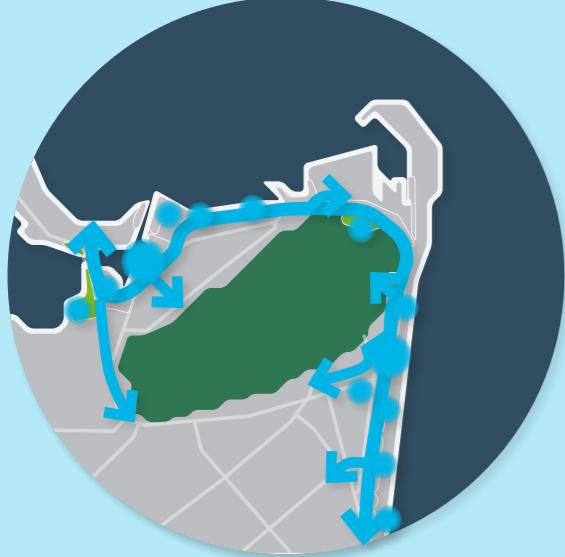
High-quality large scale artwork can transform a dull space.



Integrate stories into the landscape.

3.3 WATERFRONT & PORT

STRATEGIES SUMMARY



STRATEGY 1 - ONE WATERFRONT, MULTIPLE DESTINATIONS, 100+ THINGS TO DO

The waterfront will be developed as a coherent entity from the Estuary to Georges Dr with a place-led approach to create destinations which are composed of unique places with multiple attractions.

1A Destinations and places

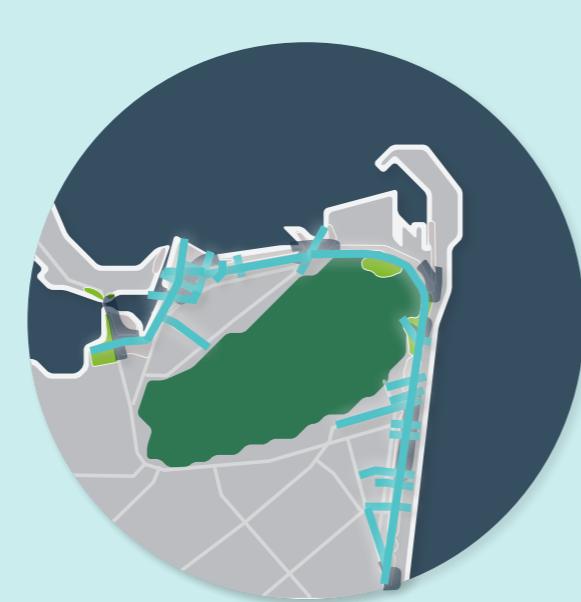
Defining the destinations and places along the waterfront, and developing their identity and points of difference, and delivering long-term place-based programmes to layer activity into the waterfront, repair deficits and create new opportunities.

1B Estuary eco-restoration and recreation development

Eco-restoration of the estuary and sensitive development of recreation opportunities at Humber St with improved linkages to West Quay and the Marina area.

1C Marina site planning

Site planning to improve legibility, relationships between buildings and open space, more efficient use of land, clear linkages, and public places.



STRATEGY 2 - WATERFRONT STRUCTURE & DESIGN

The scope of waterfront projects will extend one-block into the City centre and Ahuriri urban structure to maximise project benefits, and build in resilience. The design of the waterfront will be coordinated.

2A User experience

Improving and expanding the user-experience by place-specific features, ensuring accessibility for all ages, and way-finding.

2B Integrated waterfront development

Integrated development of public space, boulevards, streets, and buildings along the waterfront.

2C Consistent design standards and palette of materials

High quality design along the entire waterfront with consistent design standards, and a palette of materials which supports the development of unique place identities.

2D Hazard and coastal processes mitigation

Integrating hazard mitigation measures into the landscape.



STRATEGY 3 - CONTEMPORARY NZ WATERFRONT EXPERIENCE

The waterfront will become a multifunctional and multi-layered experience with a strong NZ aesthetic.

3A Coastal vegetation framework

A vegetation framework which delivers ecological and aesthetic value. The framework will be place-specific and support the development of unique experiences and clearly identifiable places along the waterfront.

3B Creative and cultural expression

Creating a programme of cultural and creative expression to enrich the sequential waterfront experience, learning, and create memorable points along the waterfront.

3C Lighting - nightscaping the waterfront

Developing a Unified Lighting Strategy - aesthetics, functional, walkways, street lighting.



STRATEGY 4 - PORT AND CRUISE SHIP STRATEGY

The Port development will be supported, and the Cruise ship tourism experience will have stronger links between all tourism assets.

4A Cruise ship experience

A creative and adaptable pop-up arrival and departure experience at the Port and at the I-site.

A memorable route to and from central city tourism hub through the 'NZ coastal botanical gardens'.

A walkable central city tourism experience which is clearly identified and integrated with way-finding.

Incorporating an Ahuriri tourism i-site hub centred on the Customs House with associated tourism experiences.

4B Supporting the Port's development

Implementing the Port Corridor Access study which includes the route through Ahuriri.

Creating high quality entrances and public interfaces to the Port which communicate the significance of the Port as an economic asset to the City and Hawkes Bay.



3.1.1 WATERFRONT & PORT STRATEGIES

This section provides greater detail of the strategies, initiatives and the rationale for each strategy. The images shown are from other places, and give an indication of the types of initiatives needed for the ongoing evolution of Napier. A number of specific Waterfront project areas are then visualised with general design directions and potential actions/options. These visualisations help people to see the possibilities within the existing space, and are not intended to provide a final design in any way. Once each project area becomes a priority project, Council will engage with the public and stakeholders on community needs, design options, and then a final design that is consistent with the City Vision Principles.

STRATEGY 1 - ONE WATERFRONT, MULTIPLE DESTINATIONS, 100+ THINGS TO DO

The waterfront will be developed as a coherent entity from the Estuary to Georges Dr with a place-led approach to create destinations which are composed of unique places with multiple attractions.

RATIONALE

The Waterfront currently has a number of diverse destinations, but many of these do not feel related, and the whole waterfront is not recognised as a whole linear open space system. This lack of place identities and the lack of public space features such as appropriate seating in many locations means that some parts of the waterfront have been under-performing. The City Vision focuses on the waterfront from the intersection of Warren St to the Pandora estuary.

The Waterfront also has a diverse range of characteristics that are on a continuum from less-developed/more natural areas to highly developed urban waterfront areas. A significant waterfront project is underway to redevelop the ex-marineland and car-parking area. This will set a new benchmark for waterfront design in Napier. The exact identity and characteristics of places along the waterfront is an ongoing and long-term project where some places will need a focus on creating identity and while others require retrofitting and raising quality to meet contemporary design approaches and to meet the desires and aspirations of this generation. Overall the aim is to create a legacy for future generations and to create one of the great waterfronts in NZ.

The Estuary is a unique feature and its condition is not as good as it could be. The focus for the estuary is for eco-restoration as a primary aim with the recreational uses and improved edge conditions at Ahuriri to follow to make use of the improved environment.

The Marina site currently feels privatised due to poor definition between public and private and the area does not provide a clear path to West Shore or a positive entrance experience along Pandora Rd. The site planning has developed incrementally over time and there is scope for improved site planning to provide better public access, clear definition between sailing club areas and public areas, and potential for development opportunities.

INITIATIVES

1A Destinations and Places

Defining the destinations and places along the waterfront, and developing their identity and points of difference, and delivering long-term place-based programmes to layer activity into the waterfront, repair deficits and create new opportunities. Concentrations of activity to build critical mass and provide a sense of vitality will be created in the Central City, Port area, Ahuriri Beach Ahuriri Inner Harbour.

1B Estuary Eco-restoration and Recreation development

The Pandora Estuary has large amount of land with a primary ecological function which is in contrast to most of the waterfront. The primary recreation area on Humber St needs improved linkages to West Quay and the Marina area.

1C Marina Site Planning

The Southern West Quay area and Marina to the Estuary and to West Shore-need improved legibility, relationships between buildings and open space, and a more efficient use of land through improved marina site planning, clear linkages and public places.



STRATEGY 2 - WATERFRONT STRUCTURE & DESIGN

The scope of projects will extend one-block into the City centre and Ahuriri urban structure to maximise project benefits, and build in resilience. The design of the waterfront will be improved by focussing on user-experience.

RATIONALE

The Waterfront currently has mix of qualities along the waterfront due to the incremental development over decades. In places, generic features are provided when place-specific features would create a much stronger experience (an example of this is generic park bench seating on Marine Pde). The most uniform feature along the waterfront is the coastal pathway which offers a uniform experience for its length, although some sections are yet to be developed. The waterfront does not currently support universal access as some access-ways to the coastal pathway feature steps and materials which are difficult for older people, people in wheel-chairs, or families with prams. The accesses to the waterfront from streets and urban spaces is also variable and at times the pedestrian and cycling connections are basic. Design standards have varied over the years and some promising initiatives to raise the quality along the waterfront to a consistent standard have already been completed, for example, the public toilets.

Future projects can leverage the research and development completed on materials and design approaches by the West Quay Design Group and the Marine Parade Redevelopment for future upgrades. The coast is a source of hazards and historical sea-walls and structures are present along the waterfront's length. There are a number of legacy structures that the City has inherited, and in future the best practices of environmental engineering and landscape architecture will be required to integrate functional features into a coherent waterfront environment rather than creating standalone defences.

INITIATIVES

2A User experience

Improving and expanding the user-experience with waterfront features that ensure accessibility for all ages and way-finding.

2B Integrated waterfront development (see diagrams p33-34)

Integrated development of public space (streets and landscapes), buildings along the waterfront.

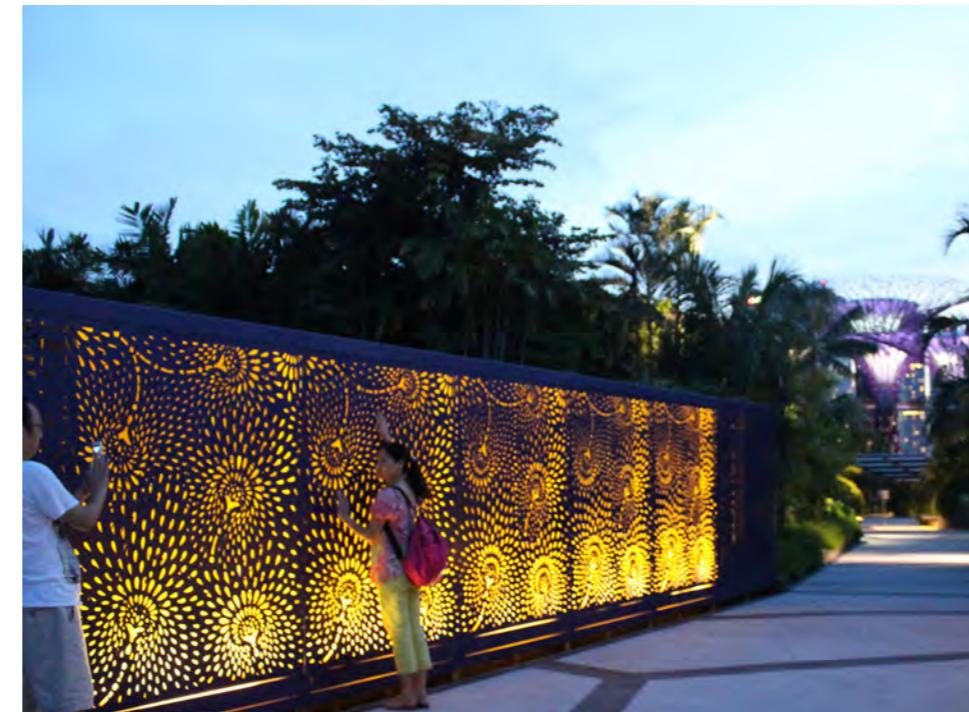
Waterfront scope to include reserves, streets, and buildings and extend one block from the waterfront reserve.

2C Design standards and palette of materials

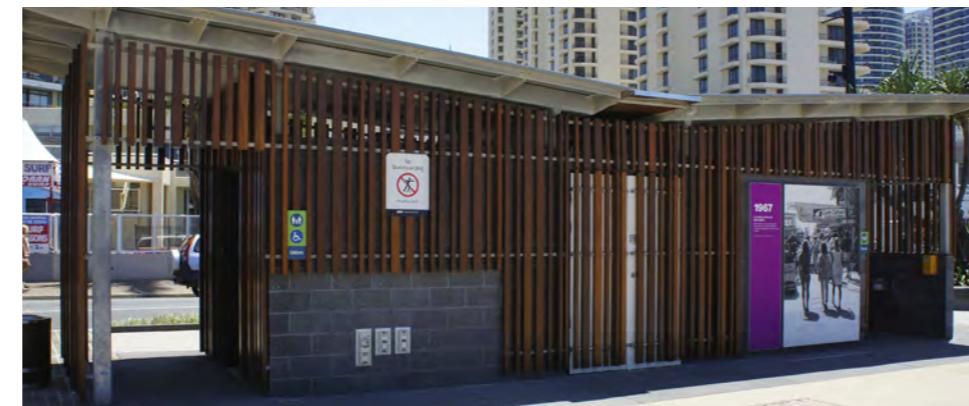
High quality design along the entire waterfront with consistent design standards, and a palette of materials which supports the development of unique place identities.

2D Hazard and coastal process mitigation

Integrating hazard mitigation measures into the landscape and using these to build identity and character.



The combination of lighting, vegetation, creative use of simple materials, design and manufacturing techniques, and views can create an uplifting experience.



Waterfront features must do all the basics related to CPTED well, and be of a quality which fits the environment. They can also be used for story-telling.



A consistent and skillful approach to way-finding is a must for a tourism destination. Wayfinding is an opportunity for cultural expression.



Public assets such as toilets are an opportunity to create landmark features and photo opportunities and transform the mundane to a memorable experience

STRATEGY 3 - CONTEMPORARY WATERFRONT EXPERIENCE

The waterfront will become a multifunctional and multi-layered experience during the day and evening.

RATIONALE

The waterfront has been developed over a long period of time and largely with ornamental qualities, the legacy of the colonial approach is present in the high-maintenance and manicured garden beds. In order to develop a New Zealand urban style, considerable design research has been undertaken to make use of native and endemic species to create landscapes which have both ecological value and aesthetic value, suited to the climate and conditions, and maintainable. A vegetation framework which is suited to local conditions, design, and ecological needs will create a unique waterfront which feels like Hawke's Bay and New Zealand.

Creative and cultural expression is common and diverse along the waterfront and in some places the quality of expression on the waterfront is not as good as elsewhere and needs improvement. Cultural expression on the waterfront can take a wide variety of forms and scale, and will allow landscape architecture and land-art to be included to create new forms which aid legibility and memorability of the waterfront.

Lighting technology has come a long way with LED technology and controls which allow large, long-lived installations. In addition, one of the growth areas for cities is the night-time economy, which is supported by lighting. A recent CPTED assessment for Clive Square demonstrated the benefits of well-lit reserve spaces and vegetation to improve perceptions of safety and measurable safety outcomes, while the Tom Parker Fountain showcases the benefits of lighting for aesthetic benefits – the benefits should be extended to other public spaces and features. The Waterfront, City Centre and Ahuriri should be considered as a whole to create a unified lighting strategy which delivers aesthetic, functional, and safety benefits.

INITIATIVES

3A Coastal Vegetation Framework

A vegetation framework which delivers ecological and aesthetic value. The framework will be place-specific and support the development of unique experiences and clearly identifiable places along the waterfront. One of the key actions is to determine and implement the Norfolk Pine replacement strategy. The Norfolk Pines along Marine Parade are iconic for Napier, and with the ravages of time, poor soils, drought, salt-laden winds, vandalism, and root damage, a number of these trees have been removed or are in poor condition. The waterfront design concepts (p33-34) recommends gradual removal of



Lighting of trees along pathways creates pleasant environments which extends the use of a space over a day, and improves safety.



Norfolk pines from the road median and re-establishment along the waterfront reserve edge, which is consistent with the majority of the waterfront, and creates strong spatial definition.

3B Creative and cultural expression

Creating a programme of cultural and creative expression to enrich the sequential waterfront experience, learning, and create memorable points along the waterfront.

3C Lighting - Nightscaping the waterfront

An integrated lighting strategy will be prepared for the City with consideration given to the following needs and elements:

Motorist and cyclist visibility and safety;

Pedestrian safety (incorporating CPTED principles)

Highlighting architectural building features and other features such as vegetation;

Lighting as art and for story-telling



An ecological approach to vegetation produces wildly different environments with unique aesthetics compared to past formal, ornamental approaches.



Low-spec, yet creative uses of materials and landscape design can create attractive features for public spaces with a sense of play and adventure.

STRATEGY 4 - PORT AND CRUISE SHIP STRATEGY

The cruise ship tourism ecosystem will have expanded experiences in Ahuriri and strengthened experiences in the central city, and on-going improvement and refinement of safety, access, site planning, and operations will support the Port's development.

RATIONALE

The Port has emerged as a significant driver for Napier both in terms of the huge growth of the container business to become New Zealand's fourth biggest Port. The growth in the container business has implications for land-use with large areas required for storage and processing of containers, and for the road network in the flow of containers to the Port with the majority transported by heavy vehicles. The Port is also serviced by the rail network which can affect the heavy vehicles and passenger traffic in the City through its operation.

The Port also brings significant flows of visitors into the City during the cruise ships season from October to April. The growth in the cruise ships has occurred since 2005 and so is a relatively immature sector for the Hawkes Bay. On cruise ship days up to 3000+ additional people flood into the City and region. Due to the constraints placed on cruise ship passengers, and nature of the cruise ship offering (inclusive accommodation and food), the city needs strategies to create visitor experiences which maximise the economic benefit of the growth in cruise visitors. The experience for cruise ship visitors needs to be strengthened and optimised to retain this flow of visitors to the City, as the benefit to the Port is minor in comparison to its container and cargo business.

INITIATIVES

4A Cruise Ship Experience

Ongoing development of a creative and adaptable pop-up approach to the arrival and departure experience at the Port and at the I-site.

A memorable route to and from central city tourism hub through the 'NZ coastal botanical gardens' which is also walkable for the return journey to the Port.

A walkable central city tourism experience which is clearly identified and integrated with way-finding.

Incorporating an Ahuriri tourism I-Site hub centred on the Customs House, and Iron Pot area with associated tourism experiences.

4B Supporting the Port development

Implementing the Port Corridor Access Study which includes the route through Ahuriri. Collaboration with KiwiRail to maximise freight movement efficiency. Reducing pedestrian and cyclist conflicts with large vehicles along Bridge Street through smarter management.

Creating high quality entrances to the Port which communicates the significance of the Port as an economic asset to the City and Hawke's Bay.

Improving the quality and creativity of the linkage from Ahuriri to the City centre past the Port to create a pleasant interface and mitigate environmental effects from the Port activities.



High-quality art on large structures creates photo opportunities.



An area can be transformed with extensive use of relatively low-cost moveable features, vegetation and cultural expression, and lighting to create a strong impression. Simple relocatable structures can also be transformed with creative facade treatments.



Threshold or gateway treatments are important landmarks which provide potential for cultural expression and signal the beginning of an experience.

3.2 WATERFRONT ELEMENTS

A UNIFIED MODEL FOR THE WATERFRONT

Future projects for the waterfront will be developed through an interdisciplinary approach which broadens the scope to include the City streets and interface with the buildings. All project scopes and briefs will need to consider how all elements integrate and are designed together to deliver a place-based approach to the waterfront. The areas may be delivered in a programme with multiple project stages. The plan and section model to the right illustrates the waterfront elements:

- Connections
- Built edge
- Waterfront streets
- Shared pedestrian and cycle path
- Waterfront activity nodes, landmarks and open space
- Coastal pathway, direct and indirect pathways.
- Beach and viewing points

BUILT EDGE TYPOLOGIES

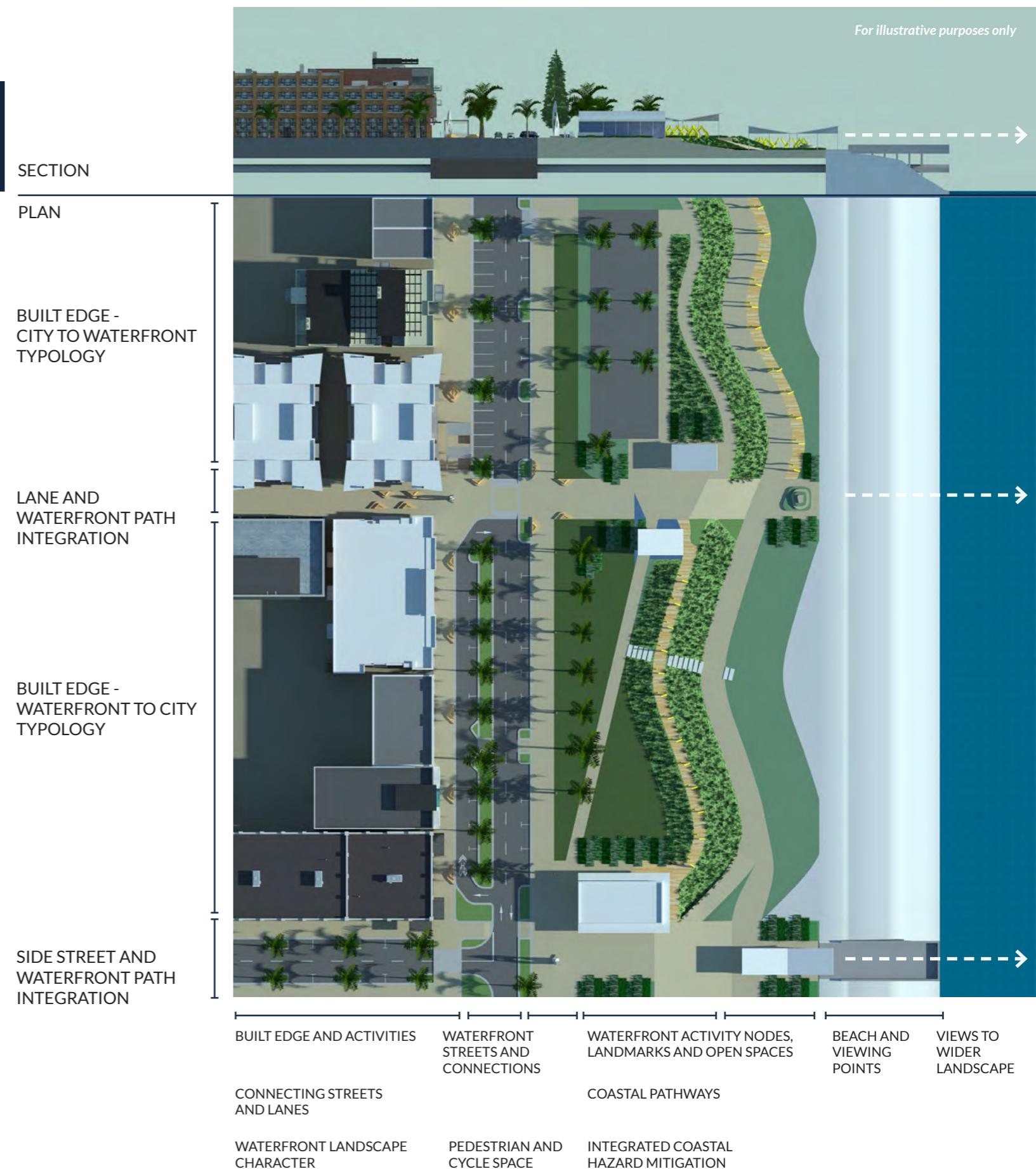
Two general approaches to fuse the waterfront and city together are to extend the cityscape to the waterfront; the other is an extension of the waterfront into the City. The waterfront character will extend approximately one block into the City. The two typologies are at different ends of a spectrum of possibilities and in relation to site specific design a mix of strategies will create a varied and responsive environment which meets the overall goal of a seamless experience between the waterfront and the city.

WATERFRONT OPEN SPACES

The waterfront varies considerably in width, orientation, urban context, and topography which necessitates site specific, responsive design, and reference to wider landscape. The waterfront also contains a collection of visitor attractions, historical structures, and garden areas, with each section within the space serving a different purpose. Some of the unifying elements of the waterfront are the coastal shared pathway, the old Norfolk Pines, and the newer Pohutukawa trees planted on the edge of the beach area. The waterfront already acts as a series of experiences along a linear strip, with a mix of both formal garden and more wild open spaces, and this provides Marine Parade with a very special character.



Small pavilions can be used on the waterfront to provide activity and surveillance and a management presence at activity nodes.



3.3 WATERFRONT DESIGN CONCEPTS

BUILDINGS

Human scale buildings along the waterfront - generally 2-5 storeys.
Active ground floor uses and transparent frontages.
Upper floors - mixed use - business, visitor accommodation or residential.
Lane-way linkages with active edges.

SIDE STREETS

Streets with waterfront vegetation and parking.
Slow speed environment and small kerb radii for safe pedestrian connections.
Wide, clear and direct pedestrian and cycling crossing points to waterfront.

WATERFRONT PATHS

Wide paths with open views that connect with the urban structure and streets.
Mix of direct and meandering paths with orientation to wider landscape features.
Waterfront buildings integrated with landscape and pathways.
Coherent materials palette to be developed.
Lighting - functional and aesthetic via unified lighting strategy.

WATERFRONT BUILDINGS & STRUCTURES

Waterfront buildings - define spaces and frame views, create multiple external spaces for activity to allow for use over the day, and seasonal variations.
Waterfront buildings - high degree of transparency required.
Physical connection and response to existing features on case-by-case basis.

Site specific designs with common design language (scale, location) along waterfront (Principles to be developed).
Landmarks, pavilion structures and canopies to add culture and artistic flair considered on case-by-case design strategies.

Viewing platforms and waterfront features, integrated with infrastructure.
Provide shade, shelter and protection from wind.
Reinterpretation of heritage not poor quality replicas.

WATERFRONT STREETS

Space for active street uses.
Slow speed street environment with focus on accessibility.
Shared cyclist and pedestrian pathway.
Smaller pockets of destination specific parking.
Pre-treatment of run-off from car-parks and streets e.g. rain gardens.

WATERFRONT OPEN SPACES

Level changes accommodated within the landscape.
Landscape sculpting for vertical elements and variation.
Linear landscape elements and spatial definition.
Landscape to allow for swells and inundation.

VEGETATION

Generously landscaped areas - vegetation framework to be developed.
Vegetation - site specific and respond to harsh environment (e.g. salt-laden winds, heat, dry, high infiltration).
Vegetation to have ecological and aesthetic functions.
NZ ecology and identity - natives palette with mixed-exotics in certain locations; lower maintenance, seasonal changes.
Retain Norfolk pines and create an additional lower storey space defining scale of vegetation on waterfront.
Lighting of trees and landscape - functional and aesthetic via unified lighting strategy.



BUILT EDGE - WATERFRONT TO CITY TYPOLOGY



BUILT EDGE - CITY TO WATERFRONT TYPOLOGY



04 CITY VISION

DELIVERY



4.1 THE DELIVERY PROCESS

INITIAL PRIORITISATION & PILOTING IDEAS

The development of the three area frameworks has identified broad areas of priority for the next Long Term Plan process for the following 10 years. The Frameworks present a flexible approach with staging. After each stage is implemented the following stages can be evaluated, re-prioritised, and re-convened after learnings and observations have been made. Council has committed to \$100,000 of funding each year for five years to pilot ideas and projects before evaluating success and proceeding to a final design and construction phase.

The Long Term Plan process is the final step where final prioritisation occurs for the next year funding cycle. The Frameworks will provide a point of reference for this decision-making and may require updates to keep them 'live' as elements are implemented.

The placemaking approach to reinventing cities has been adopted by Council in a trial format by providing funding for the 2015-20 period (as part of the wider City Vision project) to enable rapid delivery of experimental projects and trials and to quickly respond to opportunities to work with stakeholders and partners. The approach's success relies on minimal political interference, trialling projects in the real world to understand behaviour, and allows for low-cost tests in advance of more expensive investments. It is part of a broader approach to urban design and development that recognises that multiple actions and small, medium and large scales are required to transform cities into more liveable, human, and stimulating environments. Along with the rapid implementation, a greater appetite for risk is required as is a tolerance for failure.

ONGOING PILOT PROJECTS/POP-UPS

On a smaller scale, pop-ups such as hang-out places, parklets, installations, and small scale events will continue to 'pop up' around the City. The purpose of these is to provide fun and inexpensive places for locals and visitors to stay a while within the city; to create some interest and activity; and to test ideas for new public realm 'furniture'. They will be installed in locations where some activity exists but the opportunities of that location to attract and retain people in the space are not fully realised. Because pop-ups rely heavily on management partnerships, they will only be installed where there is a desire to do something.

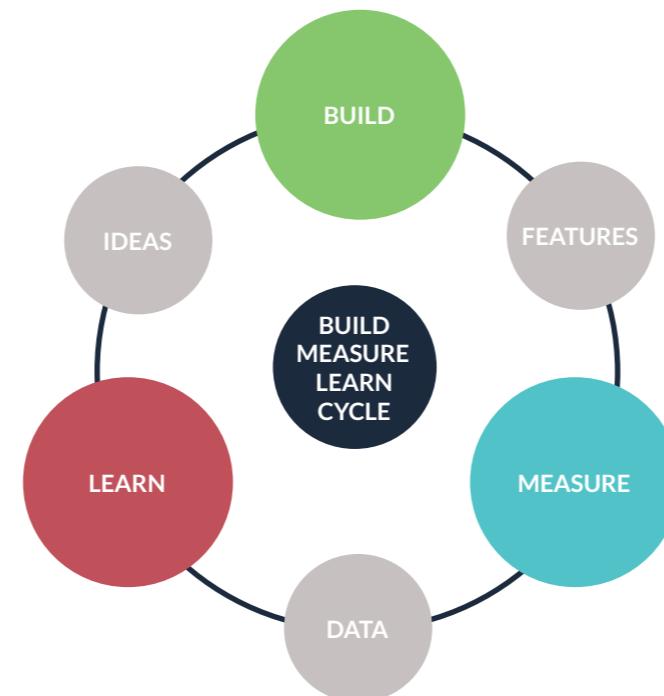
PRIORITY PROJECTS

Seven priority projects have been identified through the process of developing the City Vision. Work has already progressed on a number of these projects, while others are in the ideas stage. The Build-Measure-Learn process¹ can be applied to many of these projects to test whether ideas would be successful before committing to more extensive costs and development. The seven priority projects for the 2015/2016 financial year are:

1. The Transport Switch – Marine Parade Piazza, Bridge Street Managed Zone
2. Ossian Street Pilot Project
3. Urban Design Panel
4. Make.Space. Napier
5. Thames-Tyne Stormwater Improvements (Ahuriri Estuary)
6. Cycling City – Maximising Opportunities
7. Clive Square – Activation & physical changes

These projects are further described in the next section.

¹ Eric Ries, 2011. *The Lean Startup*.



REGULATORY FRAMEWORK

In addition to the priority projects, the regulatory framework requires some adjustments to better support the right development in the right places. In some cases, addressing the regulatory framework is a key component of the priority projects as listed above. Examples include:

- Plan Change 12 – Ahuriri Mixed Use Zone
- Heritage Review
- Marine Parade development controls
- Urban design District Plan controls
- Bylaws
- Development and Financial Contributions
- Development Incentives

These streams of work will need to be programmed into yearly budgets and LTP funding.

MEASURING PROGRESS

Data collection is central to testing ideas. It helps to clarify what we want to achieve when we embark on a project. It also helps us to know whether the project is successful, and gives decision-makers confidence to take the pilot phase further to a full implementation phase.

Data will be collected on a project-by-project basis, and will be determined by what the project seeks to achieve. For example, a project that seeks to change a street from one that is car-dominated, to one that is pedestrian and cyclist dominated will most likely gather data such as before and after project traffic speeds; vehicle numbers; percentage heavy vehicles; number of people on the street and length of time they stay, as well as gather feedback in the form of surveys and social media posts. One could go further and look at commercial vacancy rates and retail turnover.

Measuring success on a project-by-project basis, as opposed to the overall effect of the City Vision on the City, is more tangible, simpler to measure, and more easily attributed to the impact of each project.

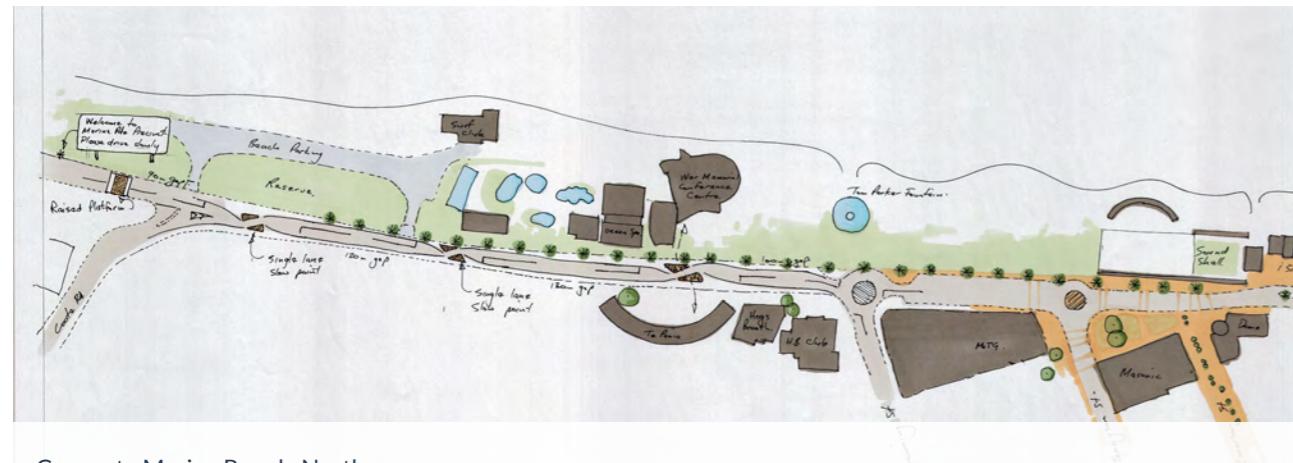
4.2 PRIORITY PROJECTS

CRITERIA FOR PRIORITY PROJECTS

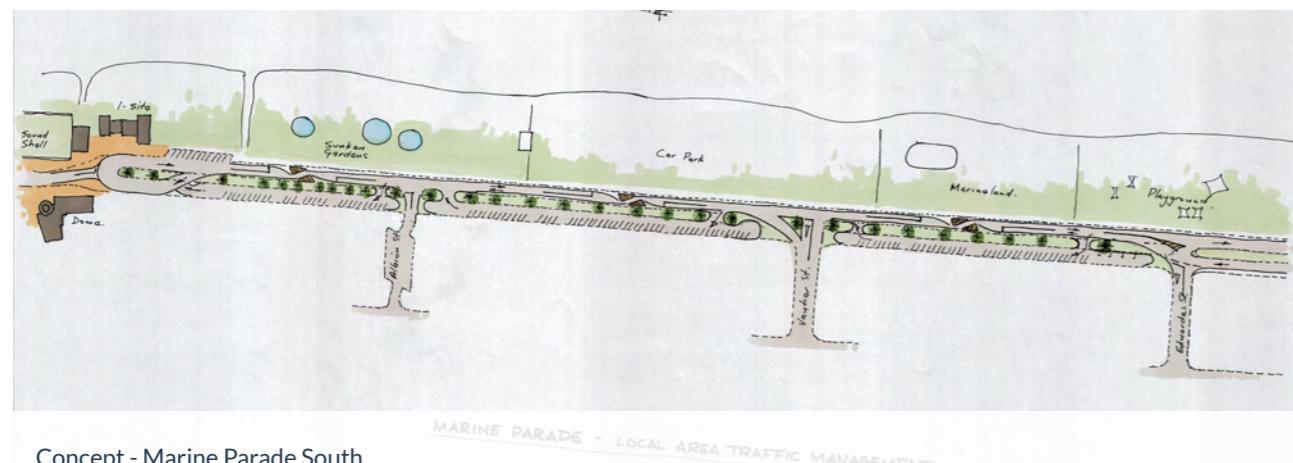
The strategies and initiatives found in each of the Framework Areas are informed by comprehensive urban design analysis. They present a snapshot in time of ideas that would aid Napier to take full advantage of the opportunities that exist. Time, and more importantly the decisions and actions of individuals and organisations that shape the city, does not stay still however. In order to determine which projects will be implemented, it is essential to maintain an agile approach to planning. As such, a set of criteria has been developed to guide decision-making, and make this process transparent.

THE CRITERIA FOR PRIORITY PROJECTS ARE:

1. Dependencies – one or several projects/outcomes are dependent on another.
2. Alignment with action from other agencies/alignment with action from other units of Council.
3. Opportunity to coordinate with significant private sector initiatives.
4. Moving to a proactive stance.



Concept - Marine Parade North



Concept - Marine Parade South

1 THE TRANSPORT SWITCH

Marine Parade is Napier's premier waterfront strip, with iconic architecture, attractions and Norfolk Pines. It's the location of our i-site, our museum/theatre/gallery, our events space, and many hotels and restaurants. And yet, heavy trucks carrying goods continue to rumble along this boulevard on their way to and from the Napier Port. This has resulted in considerable conflicts and complaint over the years and demands to remove trucks from Marine Parade.

There needs to be more of a concerted effort made to switch the user priority from the movement of vehicles to a space for people. Council is working in partnership with the New Zealand Transport Agency on the Port Access Study, and will be implementing a number of projects that will result from this study.

The components of this project are:

- Re-routing heavy vehicles from Marine Parade to State Highways and through Ahuriri to the Port.
- Georges Drive and Prebensen Drive/Hyderabad Road roundabouts – potential upgrades and unknown effects
- Marine Parade Piazza
- Marine Parade boulevard redesign and redevelopment.
- Implementing elements of this Port Corridor Access Study
- Port connector through Ahuriri
- Bridge St managed zone – Lever Street to the peanut roundabout
- Coordinating with Rail – shunting yard and management.
- Pandora Road (future) down-grade and redesign.



Concept - Marine Parade Piazza Option A



Concept - Marine Parade Piazza Option B

2 OSSIAN STREET PILOT PROJECT

Ossian Street (and surrounds) has changed from a predominantly industrial and residential area, to more of a mixed-use business park, being a mix of professional offices, light industrial, retail, residential and a few remaining heavy industrial businesses. The character of this area has however remained, with its industrial styling and densities. As more professional workers and residents flood into the area, the vehicle-dominated street environment needs to adapt to something more pedestrian and cycle friendly.

The objectives of the Ossian Street pilot project are to:

- Eliminate heavy vehicles from travelling along the Bridge Street end of Ossian Street and re-directing them down Riddell Street and into Dommett Street;
- Reduce vehicle speeds in Ossian Street;
- Channel pedestrians crossing Ossian Street to identified crossing points;
- Increase the length of time people spend on the footpath area;
- Not increase the number of vehicle crashes on Ossian Street.

A design has been prepared to pilot the ideas that are hoped to achieve the above objectives. This will be tested prior to applying for LTP funding to design and implement the more significant and permanent design solution.

3 ENSURING DESIGN QUALITY

The buildings and streetscape of our city play a pivotal role in our identity, and how we relate to and use our public spaces. Redevelopment projects within the City Centre and many parts of Ahuriri are reliant on the expertise of the architect to create good design, with active edges and a good relationship to the street and surrounding buildings. Recent experience has proven this to not be a winning strategy. A number of design panels already exists (under various regulatory frameworks) throughout New Zealand with largely successful results. The West Quay Design Team has been in operation for many years in Napier, and has been responsible for the successful and iconic West Quay restaurant/bar area.

A design team will be formed for wider areas of the city (including the city centre) to provide greater input into ensuring excellence in design, and a regulatory framework will support this process.

4 MAKE.SPACE. NAPIER

A programme based on the successful Renew Newcastle model will be created and branded to facilitate the private sector and start-up activating empty buildings and to build capacity with start-ups to test their business ideas. Strong links to the Business Hub and the Business Associations of the CBD and Ahuriri will support the programme.

Creatives (artists and makers) will be provided a 30 day revolving lease of an empty tenancy to use as their studio and shop. The tenancy will remain available for lease and if leased by a private party, those participating in the Make.Space. programme will need to move out. Where the programme has been implemented elsewhere, many of these creatives have been able to take on a lease, as the rent-free time has allowed them to build their brand and customer base.



Concept - Ossian Street pilot project



Wellington - high-quality contemporary adaptations to buildings.



Pop-up stores.

5
**THAMES-TYNE
STORMWATER
IMPROVEMENTS
(AHURIRI
ESTUARY)**

Napier City Council has recently obtained a resource consent to discharge stormwater from the Pandora/Corunna Bay area into the Thames-Tyne waterways and the Ahuriri Estuary. The consent has a number of requirements including the preparation of a stormwater management plan, pollution prevention plans, education programmes, cultural and stormwater monitoring, and the formation of a stormwater management group. The result is that Napier City Council is now working more collaboratively with local iwi, the Department of Conservation, user groups and industry to come up with ways to reduce pollution and protect cultural and ecological values of these waterways.



Pandora estuary stormwater outfall.

6
**CYCLING CITY
- MAXIMISING
OPPORTUNITIES**

Napier goal is to become the cycling capital of New Zealand. Napier will be a city for the everyday rider, not just the cycling hard-core. Cycling will be safe and fun, and an easy option for everyone. Motorists will be cycle aware and respectful, and it will be easy to park your bike in the city close to your destination.

To achieve this dream, Council will assess the current network and cycling infrastructure, and identify where issues need to be resolved and where we can maximise our opportunities. Council will work collaboratively with interest groups and stakeholders to deliver on the recommendations, and an awareness/branding programme will cement cycling in the consciousness of Napier's residents. This is not a project that can be completed and not looked at again for 10 years. We can only maximise our cycling opportunities by always considering cycling in every future decision.



Separated cycle lanes provide cyclists with their own protected space in the carriageway.

7
**CLIVE SQUARE
- ACTIVATION
& PHYSICAL
CHANGES**

Clive and Memorial Squares are an iconic inner city park area that are as old as the city itself and whose use has varied from a sports park, to a tin town during the recovery years after the 1931 earthquake, to the Victorian-style garden and World War I memorial park that it is today. Today, the street between the two squares is home to the Urban Market on Saturday mornings and Clive Square is a popular spot for lunchtime workers.

More recently, the park has been occupied by a number of homeless people, and the scene of undesirable activity. A CPTED (Crime Prevention Through Environmental Design) Assessment has made a number of recommendations that would provide greater surveillance of the park through increased occupation, greater visual penetration into the park, improved lighting, and greater levels of activity. These physical changes and activation will work alongside efforts made to provide more social support and care for those who need it.



Clive Square central fountain.



small city. **BIG** ideas.

CITY VISION FRAMEWORK

Part B
Project Area Outlines



5.1 PROJECT AREA OUTLINES

PLACE-BASED APPROACH TO PROJECT AREAS

A 'place-based' approach has been taken to assess and identify opportunities for potential project areas and their urban context (see Part D for detailed assessments). A place-based approach is a more inclusive paradigm than 'modern' planning and architecture which has tended to reduce places to their components, privileges people from design professions, and does not consider people and public life as the driving factor.

The categories right are used to enable collaboration based on a common language, and to invite valuable input from people and professionals who are not from design professions. The approach is underpinned by urban design processes and theory.

INTENT OF THE PROJECT OUTLINES

The project area outlines are framed in terms of the place-assessment categories and highlight a number of opportunities for each area. The project area outlines are intended to be a visual starting point for discussion about projects for parts of the city, and to inform design briefs. The project outlines are by definition a snapshot of the opportunities for parts of the city in 2015, and because of this they will become outdated. However, they also serve as a useful reference point for future place assessments.



CITY LIFE

The activity in urban areas can be observed and measured. The amount of public life - people staying in a place, doing things, and socialising directly relates to people's impression of how 'lively' a place feels.

The amount of movement through a place contributes to how 'busy' we feel it is. People gravitate to good places with opportunities to sit, things to do (and eat), and with play and people-watching potential. Observing the people who are present in a place gives us a starting point for start-up strategies to make a place more attractive for people to use.



OPEN SPACE & NETWORKS

The streets, parks, reserves, car-parks, lanes and so on create an open space network which can be categorised and understood. In some places buildings sit in the space network, and in other areas, buildings define the open spaces.

The quality of the open spaces and the links through them help or hinder how people use the place, and how we experience the city. Well-designed space puts people first, and the experience is uplifting and delightful, and easy to navigate. If places are poorly made then the spaces are unwelcoming, boring, intimidating, confusing, and sometimes unsafe.



BUILDINGS

Buildings can sit in space as a 'composition' or can be grouped or arranged together to define space. They can be scaled to human sensory abilities, and provide interest, or they can be dull, lifeless, and out of scale with their surroundings.

Some buildings are 'special' and they contain unique activities, other buildings form part of an adaptable resource which allows change in activities over time. The design and quality of the building edges and how these relate to the open space network is important. Active frontages with generous glazing are critical for a people-friendly, safe, and lively city.



CREATIVE & CULTURAL EXPRESSION

All places have a culture, and the design of buildings and building edges, and open spaces and their features communicates what people value. The litmus test for creative expression is whether it's a photo-opportunity - in a digital and fast-paced world this is often how people frame their memories of a place (important for a tourist city).

Creative and cultural expression takes many forms and multi-media and digital content is becoming more common. Multi-functionality is also increasing so that cultural expression also meets other needs such as play.



The National Aquarium - a special building on the waterfront which takes a compositional form.

5.2 PROJECT AREAS



PROJECT AREA OUTLINES

CITY CENTRE

- 1 Marine Parade Piazza
- 2 Civic area to the waterfront
- 3 Clive and Memorial Squares
- 4 Tennyson Street

AHURIRI

- 5 Ahuriri beach
- 6 Iron Pot - Nelson Quay, Customs Quay, Bridge St
- 7 Ossian Street
- 8 West Quay

WATERFRONT

- 9 Marina
- 10 Estuary Edge
- 11 Perfume Point
- 12 City to Port
- 13 Port area

N

TO BE CONFIRMED THROUGH ENGAGEMENT

CITY CENTRE - PROJECT AREA 1

MARINE PARADE PIAZZA

A WATERFRONT PIAZZA

INTENT

To create the première destination for the central City which is the centre of public life for the City.

BRIEF

Life

Lunchtime uses, home of events, biggest expression of Napier's culture, central hub of tourism activities, and city centre night-time economy.

Space

Integrated space - one 'square' with sub-areas with a variety of characteristics and purposes.

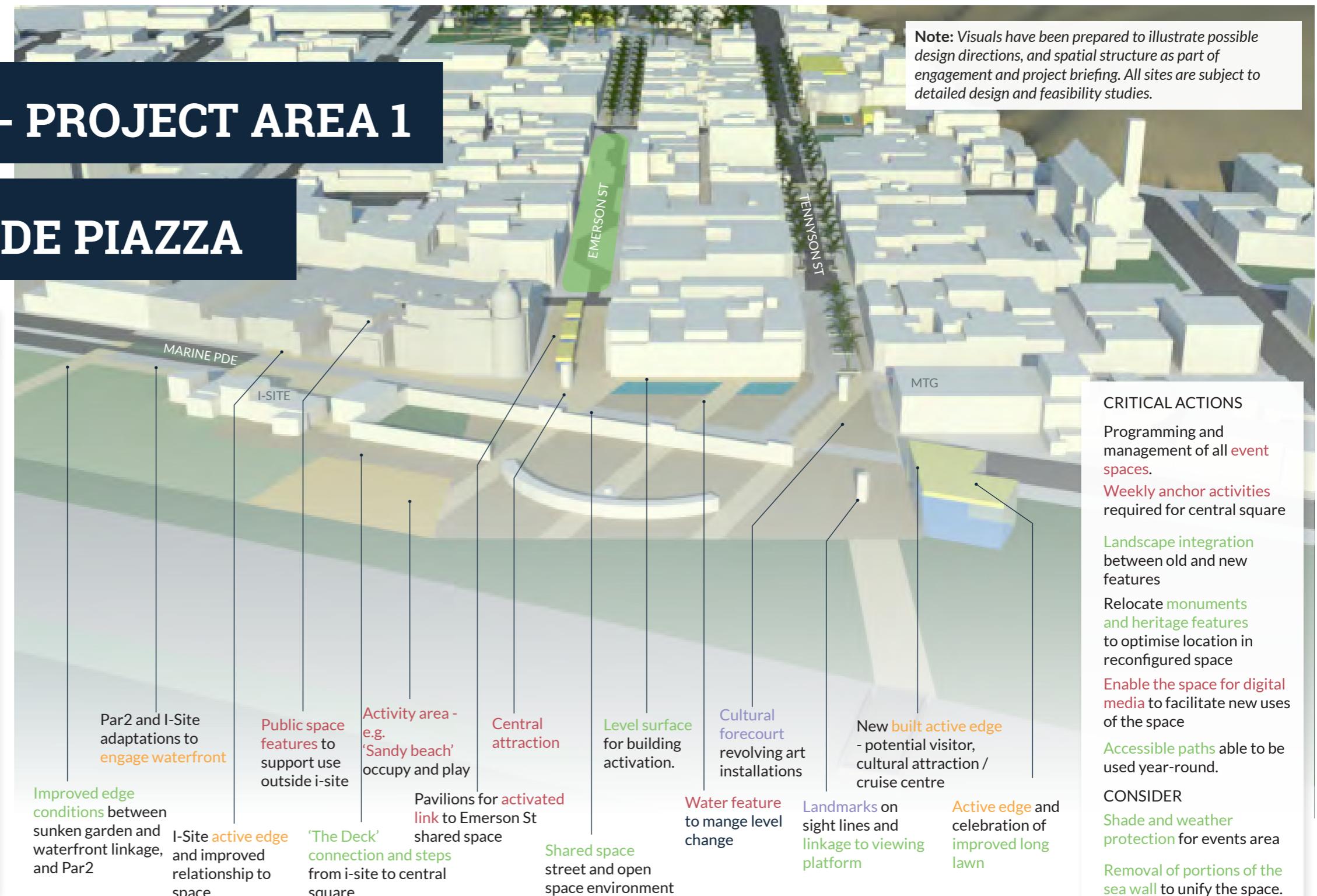
Potential for a landmark water-play feature.

Buildings

New buildings to further define the square and provide additional activity.

Culture and Creativity

Landmarks on view shafts, and evolving programme in front of MTG. Enhance existing landmark features with a contemporary landscape.



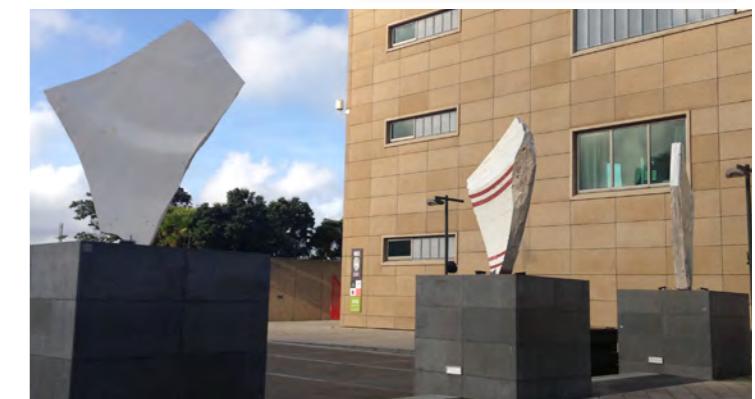
LIFE | A strong programme of events and daily life.



SPACE | High quality landscape to unify the area.



BUILDINGS | Active edges for a safe and lively place.



CULTURE | Features to support changeable art installations.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

CITY CENTRE - PROJECT AREA 2

CIVIC TO WATERFRONT

CONTEMPORARY CIVIC SPACES

INTENT

A strong southern anchor for the City centre which leverages of the presence of government agencies.

BRIEF

Life

A southern anchor area for the central city, council services, library activation, lunchtime area, and small civic events.,

Space

Simplified landscape with reduced level changes. Landscaped level surface street along Hastings street. A rationalised but more intensely developed civic square.

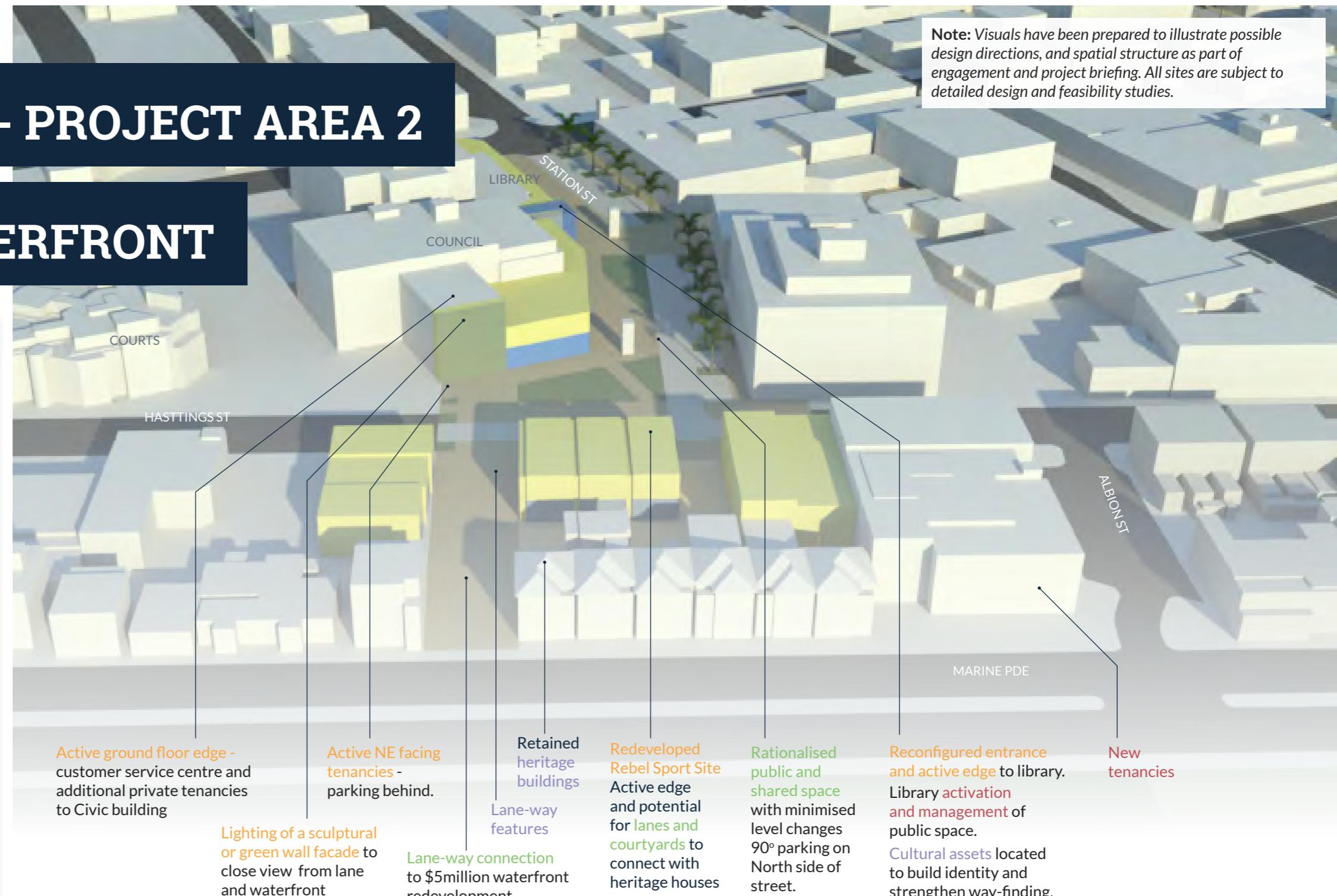
Buildings

Activation and increased transparency of edge of Council buildings and library. Relocate service centre to building edge. Strengthened library entrance. Maximise northern orientation.

Clear link to waterfront via active lane-way system with redeveloped Rebel sport site integrating with heritage houses rear courtyards.

Culture and Creativity

Use key locations for way-finding and city centre entrance experience, and link space to lane-way and waterfront.



LIFE | Cultural assets responsible for activating the public space.



SPACE | An accessible space connecting Dalton Street to Marine Parade.



BUILDINGS | Contemporary approach to the Civic buildings



CULTURE | Diverse cultural expression to shake off the institutional image of the government services area.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

CITY CENTRE - PROJECT AREA 3

CLIVE SQUARE

FOOD AND START-UP HUB

INTENT

Create a strong identity for Clive Square as the heart of the market and a new life for Emerson St West as a start-up area in the City centre.

BRIEF

Life

Reinforce lunchtime uses with activities and seating, and weekend use by strengthening the Urban Food Market.

Space

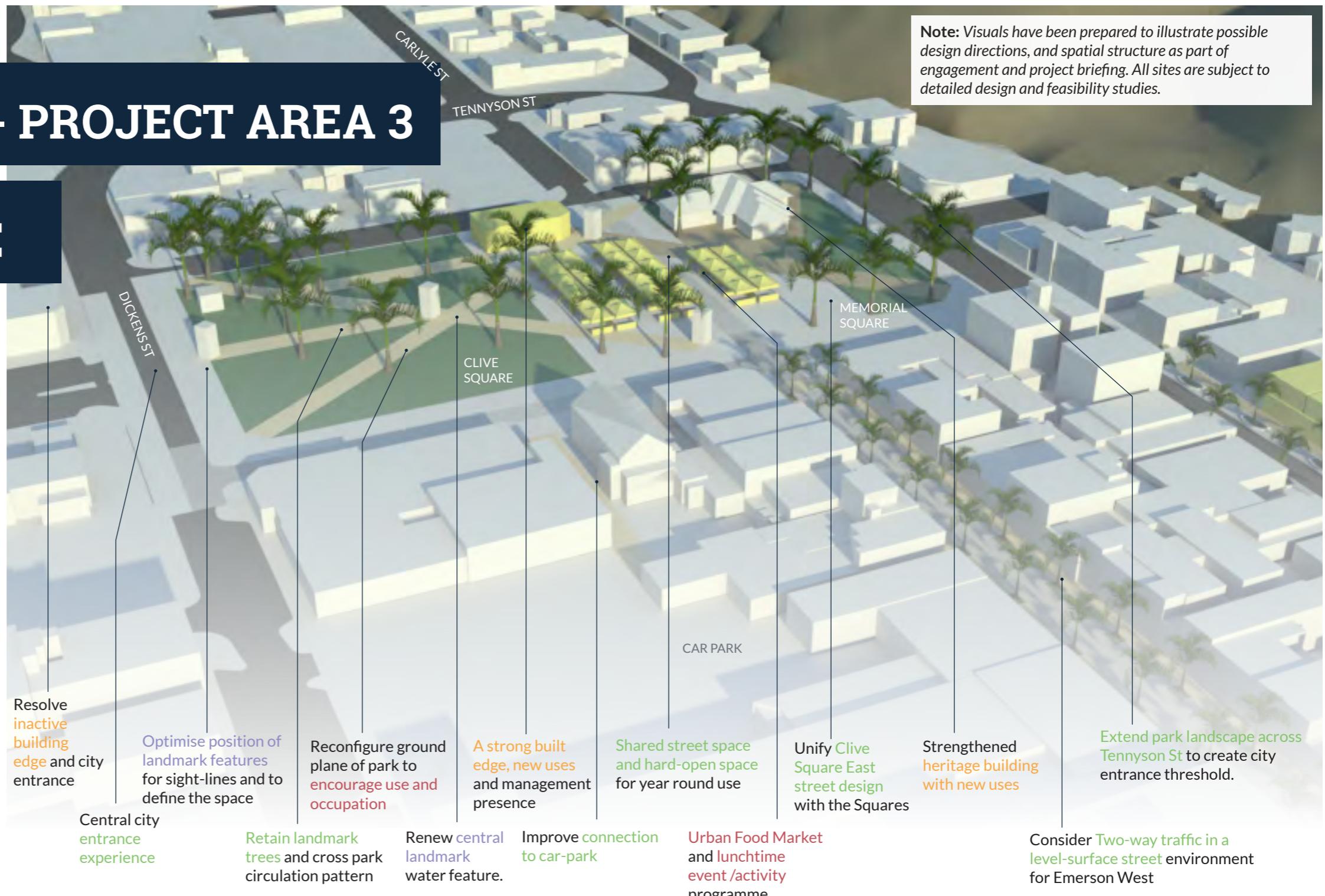
Unify the two square and central street and connections to the buildings the frame the park. Retain landmark vegetation while improving the ground plane to facilitate access into the park, and circulation. Create a greater

Buildings

Encourage intensification around the park with active frontages which use the street and deliver a strong built edge. Consider a new park building on Clive Square to mirror the heritage building and define the western side of the park.

Culture and Creativity

Retain high quality landmarks and upgrade the central water feature. Consider additional features along view shafts and to define to park sub-areas.



LIFE | Markets - a sensory experience.



SPACE | Flexible space to accommodate markets and events.



BUILDINGS | Space for start-ups and innovative business models with flexible lease arrangements.



CULTURE | Landmarks in the park on key axis for way-finding and a to provide a nucleus for the park.

TO BE CONFIRMED THROUGH ENGAGEMENT

CITY CENTRE - PROJECT AREA 4

TENNYSON ST

NZ'S GREAT ART DECO STREET

INTENT

Create a memorable street and maximise the presence and contribution of the Theatre area to the City centre.

BRIEF

Life

Encourage greater pedestrian and stationary activity on the street by providing a high-amenity street and spaces for businesses to use the street. Minor changes to Theatre Square to encourage occupation and events.

Space

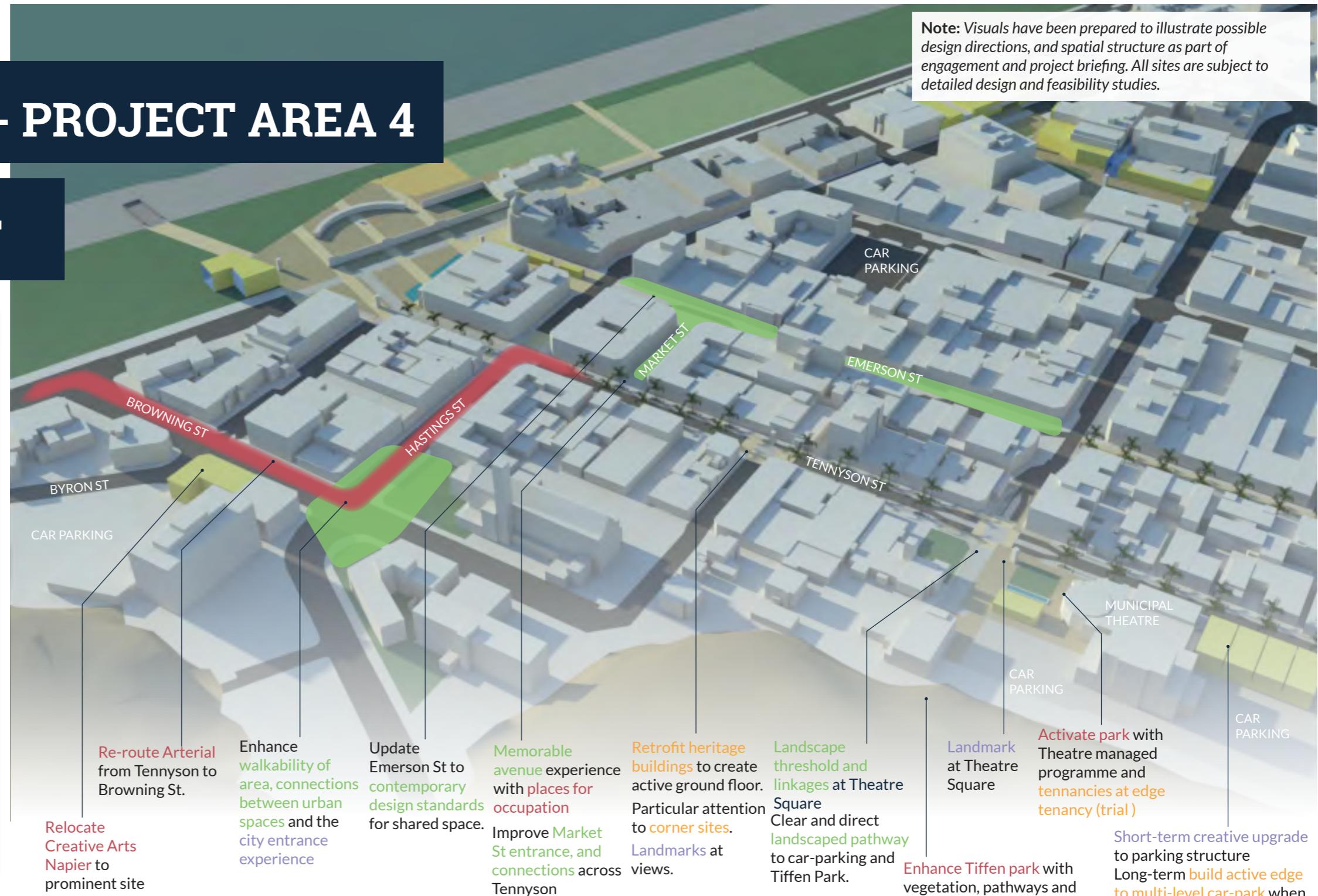
A memorable avenue which matches the quality of the buildings and maximises the unique veranda-less character. Improve crossing and connections to lanes and cross-streets.

Buildings

Adapt buildings with high-quality active frontages where possible, with particular attention to corners. Trial a small tenancy at the edge of Theatre Square with Food and beverage.

Culture and Creativity

Create landmarks at strategic points for way-finding and to create a sequence of experience from Memorial Square to the waterfront.



LIFE | A memorable street which encourages walking and staying.



SPACE | Reclaim targeted street space for higher value activity which provide animation of the street.



BUILDINGS | Active edges retrofitted into heritage buildings.



CULTURE | Contemporary storytelling integrated with buildings or public spaces.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

AHURIRI - PROJECT AREA 5

AHURIRI BEACH

AHURIRI'S BEACH ACTIVITY HUB

INTENT

A strong public destination for Ahuriri with landmark qualities, and improved relationships to the urban structure.

BRIEF

Life

A buzzing centre of activity with playable space and features to support waterfront use. A strong programme with a weekly anchor such as an outdoor health programmes.

Space

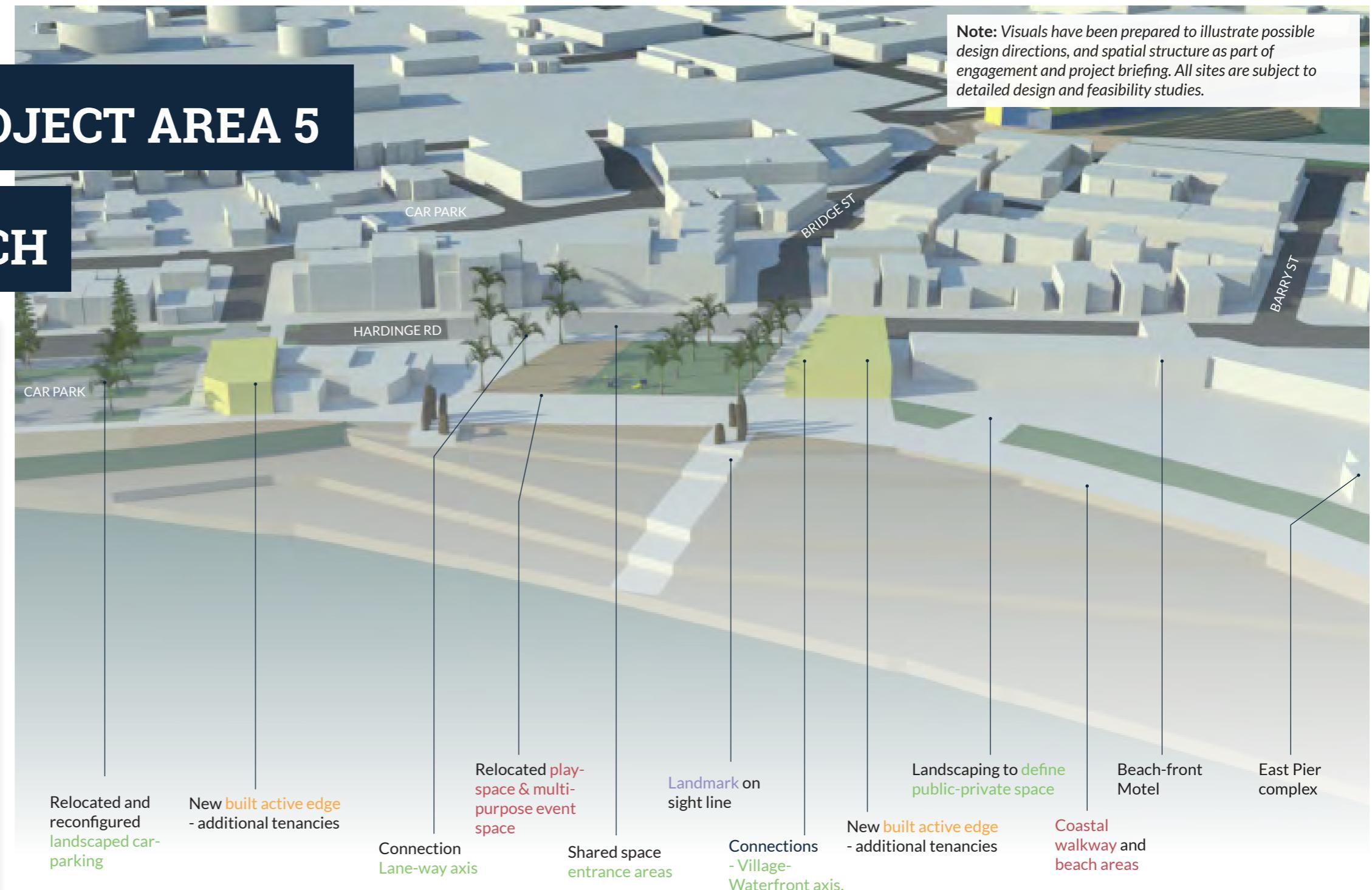
Strong threshold entrances into a multi-purpose shared space which brings the waterfront and built edge together. Integrate play spaces and BBQ areas. Maximises sight-lines for legibility. Attractive lighting to encourage evening use.

Buildings

Additional buildings with active edges to define the central area with integrated waterfront amenities.

Culture and Creativity

Use of landmarks to define sight-lines and create additional spatial definition of the central area. Create photo opportunities and integrate creativity and culture into the play spaces.



LIFE | Quality beachfront features to invite use.



SPACE | Playful, clear linkages from the village to the water.



BUILDINGS | Active edges for a safe and lively place.



CULTURE | Interactive landmarks in strategic locations.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

AHURIRI - PROJECT AREA 6

IRON POT

COMPLETING THE WATERFRONT

INTENT

The connecting area for Ahuriri - linking West Quay, Ossian St and the Ahuriri Village and beach. A built edge for the waterfront which separates the Port Access route.

BRIEF

Life

A Tourism hub for Ahuriri which is complementary to the CBD. Create a landscape feature which allows access to the water edge. Consider new uses for portions of the marina area such as berths for super yachts.

Space

A shared or pedestrian space which creates an invitation to walk between West Quay and Ahuriri village. Improved connections for the coastal pathway to link the Iron Pot area to Perfume Point. Contemporary management of the storm-water outflow.

Buildings

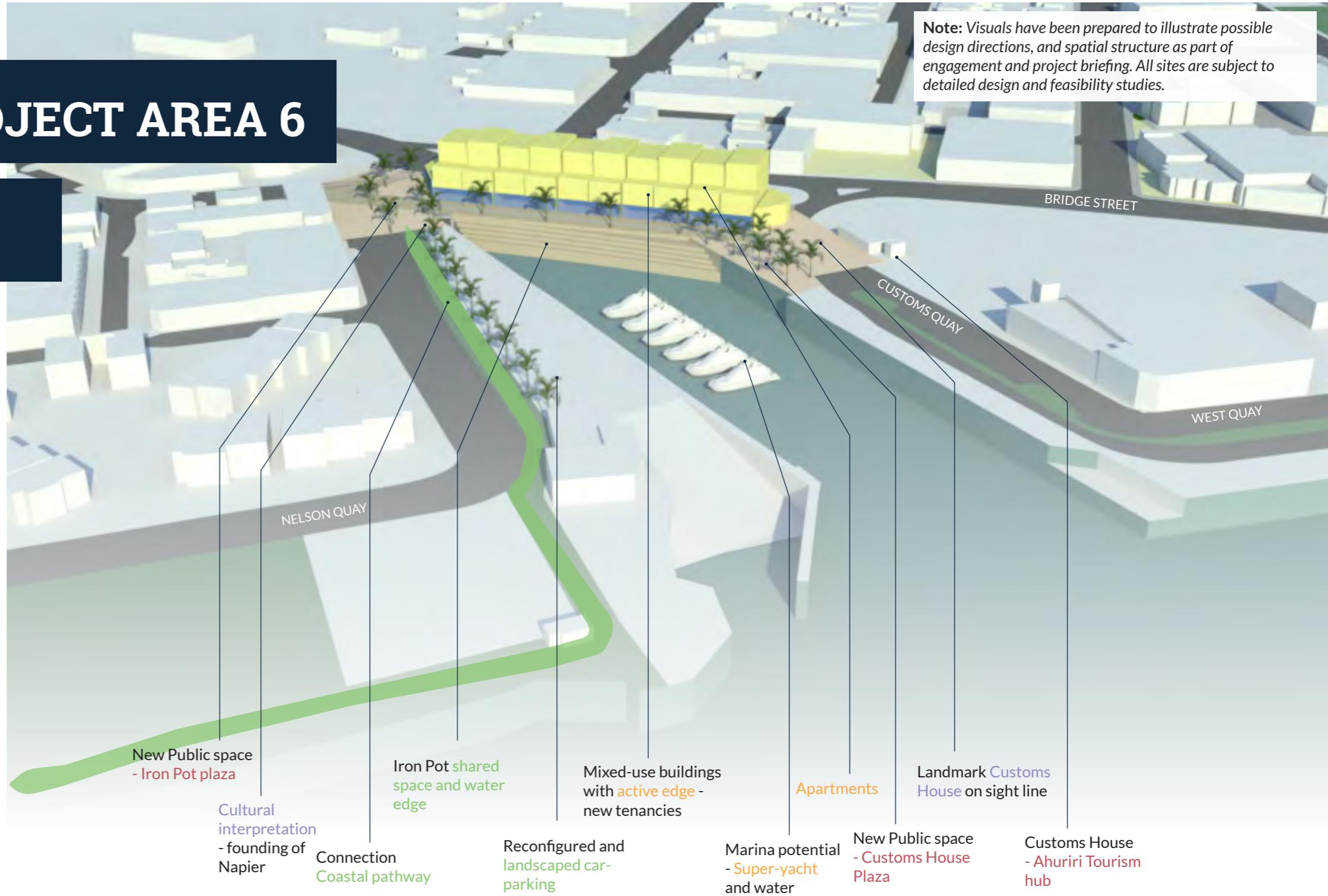
Multi-storey mixed-use buildings with an active ground floor to which builds on the critical mass of people living and working in Ahuriri. Consider reconfiguration, or new uses for the Fishing club site. Consider additional building on Customs Quay adjacent to the Customs House.

Culture and Creativity

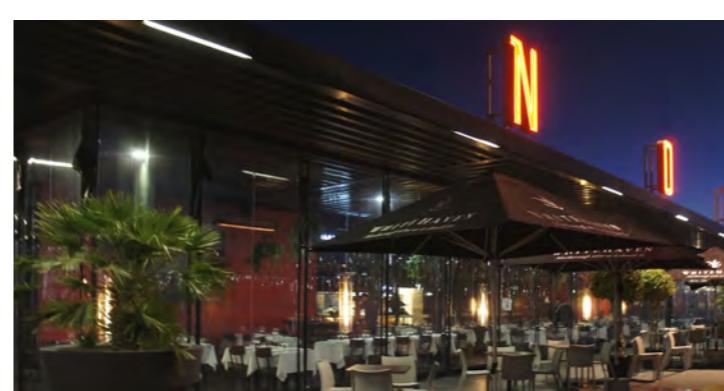
Street views aligned with the Customs House (relocate if necessary), and create strong entrance threshold areas which communicate through environmental design the historical importance of this area.



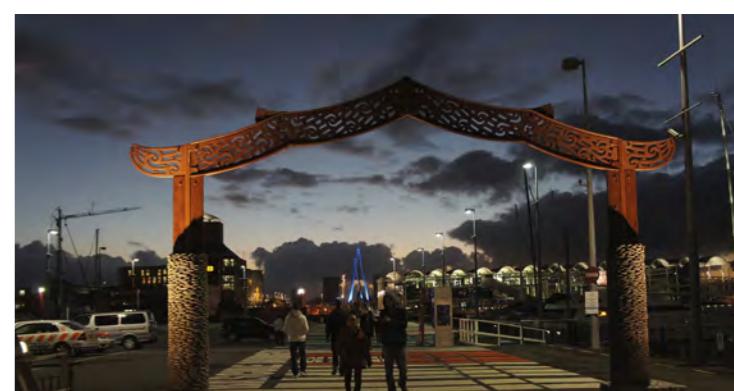
LIFE | Central link and hub of a complete waterfront destination from West Quay to Ahuriri Beach.



SPACE | Accessible waterfront spaces with active water uses.



BUILDINGS | Active ground floor of mixed use built edge to waterfront to define the Iron Pot.



CULTURE | Landmarks to create spatial definition and a sense of entry.

TO BE CONFIRMED THROUGH ENGAGEMENT

AHURIRI - PROJECT AREA 7

OSSIAN ST

BUSINESS PARK 'MAIN STREET'

INTENT

A 'main street' environment which supports ongoing private investment in the emerging entrepreneurial and business hub.

BRIEF

Life

Access focussed area with small pockets of activity associated with businesses in courtyards and open spaces integrated with the streetscape. A managed zone with lower speeds along Bridge Street.

Space

Improved quality which meets the business character of the area. Attractive and safe linkages to Ahuriri village, Iron Pot and West Quay. A safer route for school children and cyclists to access the waterfront. Clear mid-block links which connect to Ossian Street.

Buildings

Build to street edge where possible to retain the character. Improve building edge transparency for a more active vibe.

Culture and Creativity

Use view shafts to highlight existing built features and site landmark features in forecourt spaces which are integrated with the streetscape, or use to terminate views.

Use landscaping to create a strong setting for prominent heritage buildings.



LIFE | Space for workers to social and for serendipitous connections between business people.



SPACE | High quality, slow speed environment focussed on access to businesses with strong NZ landscape character.



BUILDINGS | Create strong addresses for businesses in the mixed-use warehouse precinct.



CULTURE | Creative and cultural expression to define space and improve edge conditions and views.

TO BE CONFIRMED THROUGH ENGAGEMENT

AHURIRI - PROJECT AREA 8

WEST QUAY

ENHANCED DESTINATION

INTENT

Strengthen West Quay and provide increased opportunity for public use while resolving issues with allocation of waterfront space.

BRIEF

Life

Reinforce the cafe/bar strip on West Quay with increasing opportunities for public use in defined locations on the wharf and waterfront.

Formalise the swimming and jumping location.

Space

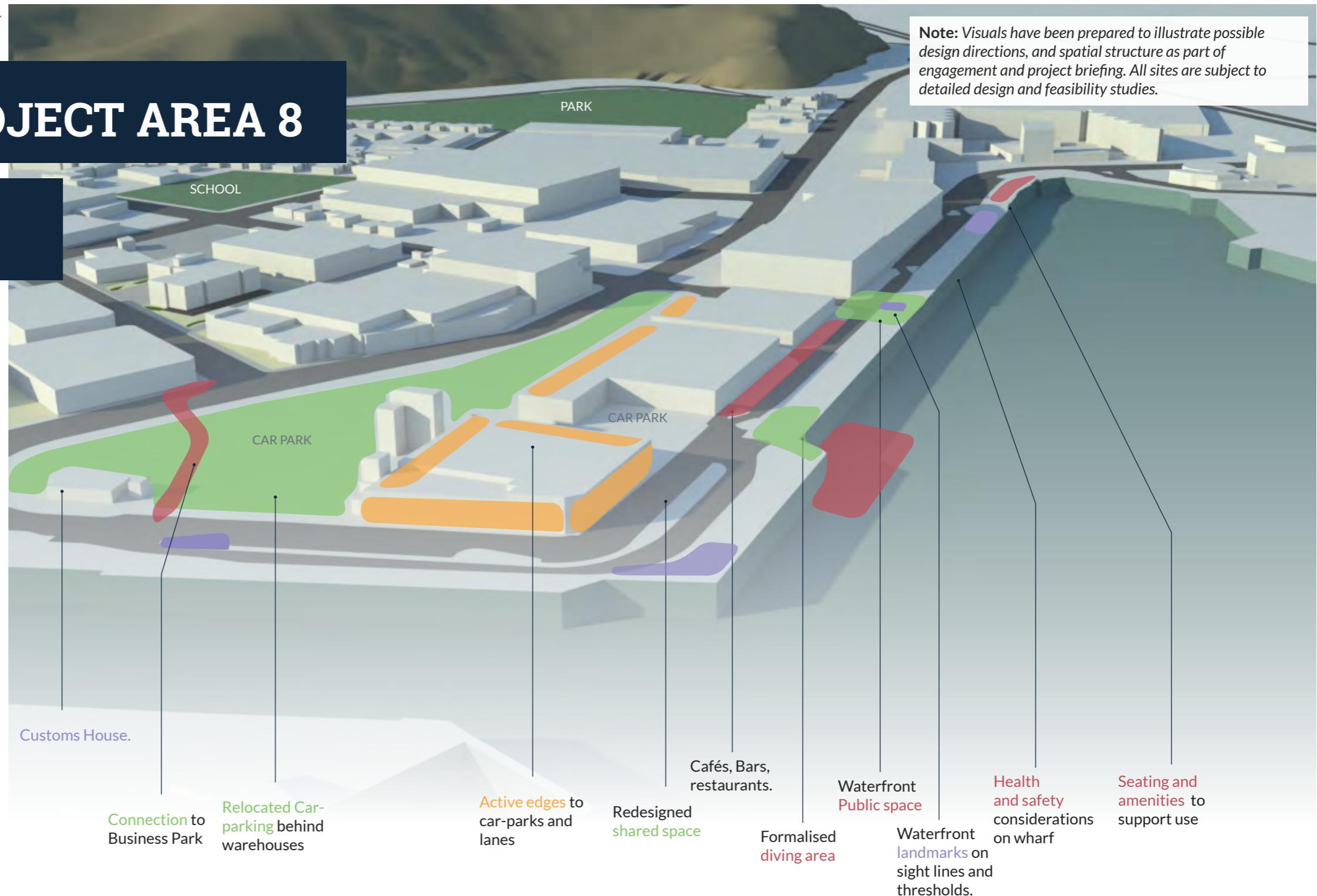
Relocated car-parking to rear of warehouses. Clearly defined locations on the wharf for public use. Landscape the area and incorporate trees to create a large green space among the warehouses.

Buildings

Active edges created to West Quay and allow for subdivision of the warehouses with smaller tenancies which front the car-park - provide safe environment via surveillance and territoriality.

Culture and Creativity

Increase cultural expression at the end of Lever Street, and use the rear of warehouses for large scale art works.



LIFE | Provide opportunities for greater public life and facilitate legitimate access to water.



SPACE | Adaptable spaces and assets which can be experimented with to resolve conflicts.



BUILDINGS | Active edges for a safe and lively place.



CULTURE | Landmarks in strategic locations.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

WATERFRONT - PROJECT AREA 9

MARINA

OPTIMISED WATERFRONT AREA

INTENT

Improved site planning, security, circulation and realisation of waterfront value / development potential.

Clarification of public-private routes and areas.

BRIEF

Life

Clarify public functions for the Marina area, while retaining the primary functions of the sailing club and ship-yards which add much interest to the City. Reinforce links to the Estuary and the West Shore.

Space

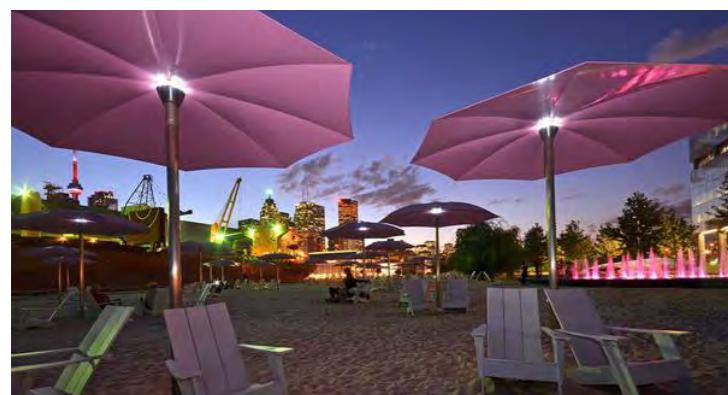
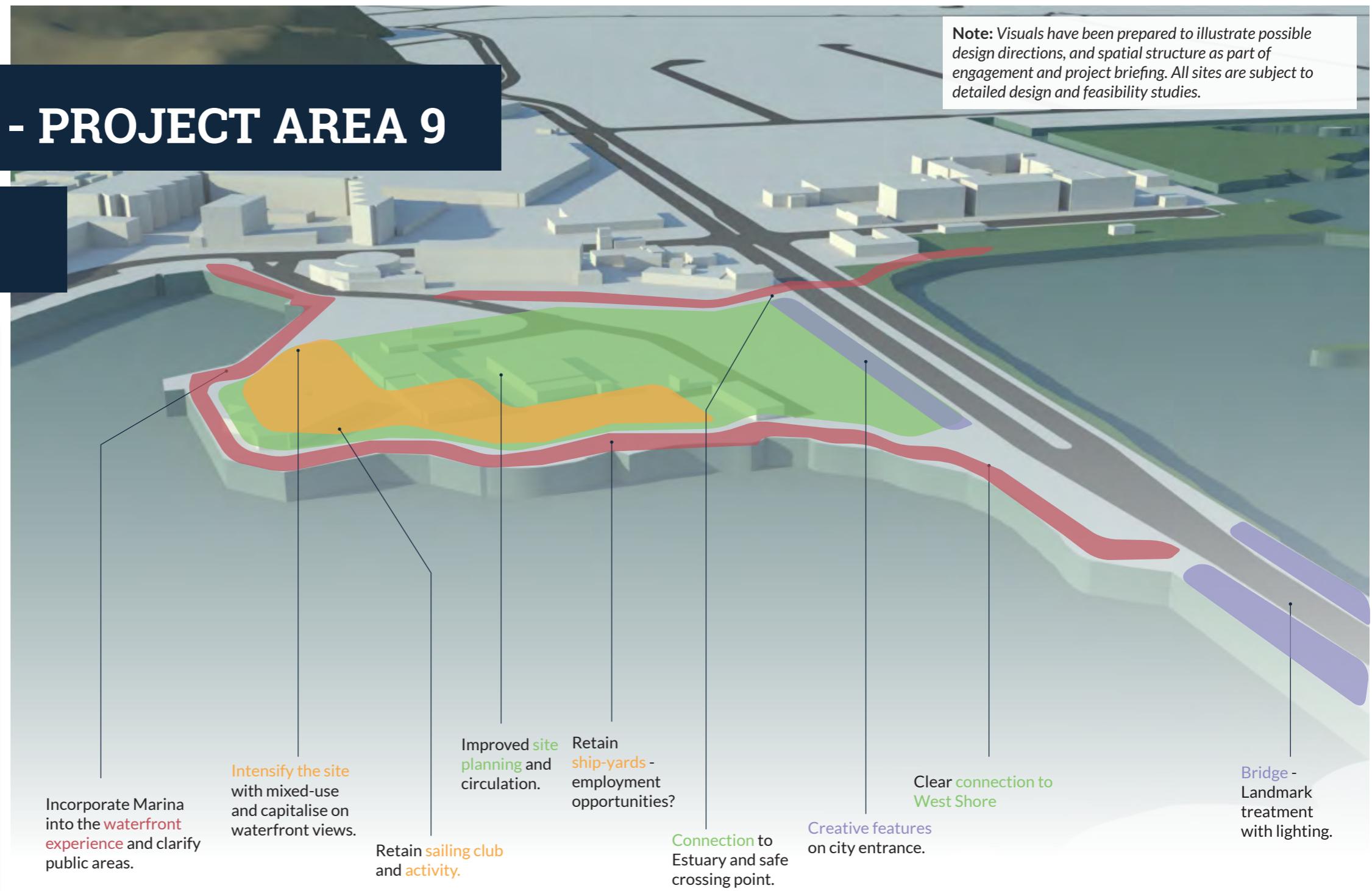
Clear routes and way-finding through the area. Improved site planning and circulation to maximise active uses for example, by relocating water edge car-parking to the rear of the site.

Buildings

Intensification of the site with mixed-use to maximise the waterfront location, while retaining and integrating the primary function of the sailing club and ship-yard.

Culture and Creativity

Address the City entrance conditions with creative installations at the rear of the site on Pandora Rd, and create a feature of the bridge with lighting.



LIFE | A new source of public life for the waterfront and additional layers of activity associated with sailing.



SPACE | Clear definition between public and private.



BUILDINGS | Maximise the use of the large site.



CULTURE | Landmark bridge and city entrance

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

WATERFRONT - PROJECT AREA 10

ESTUARY EDGE

LIVE AND PLAY IN A RESTORED ENVIRONMENT

INTENT

An ecological feature of the Hawkes Bay which reach back into the suburban areas via tributaries. Sensitive integration of recreation activity in the estuary.

BRIEF

Life

Provide a diversification of activity options from the city waterfront and Ahuriri's northern beach. Increase opportunities for living, and clear links back to West Quay.

Space

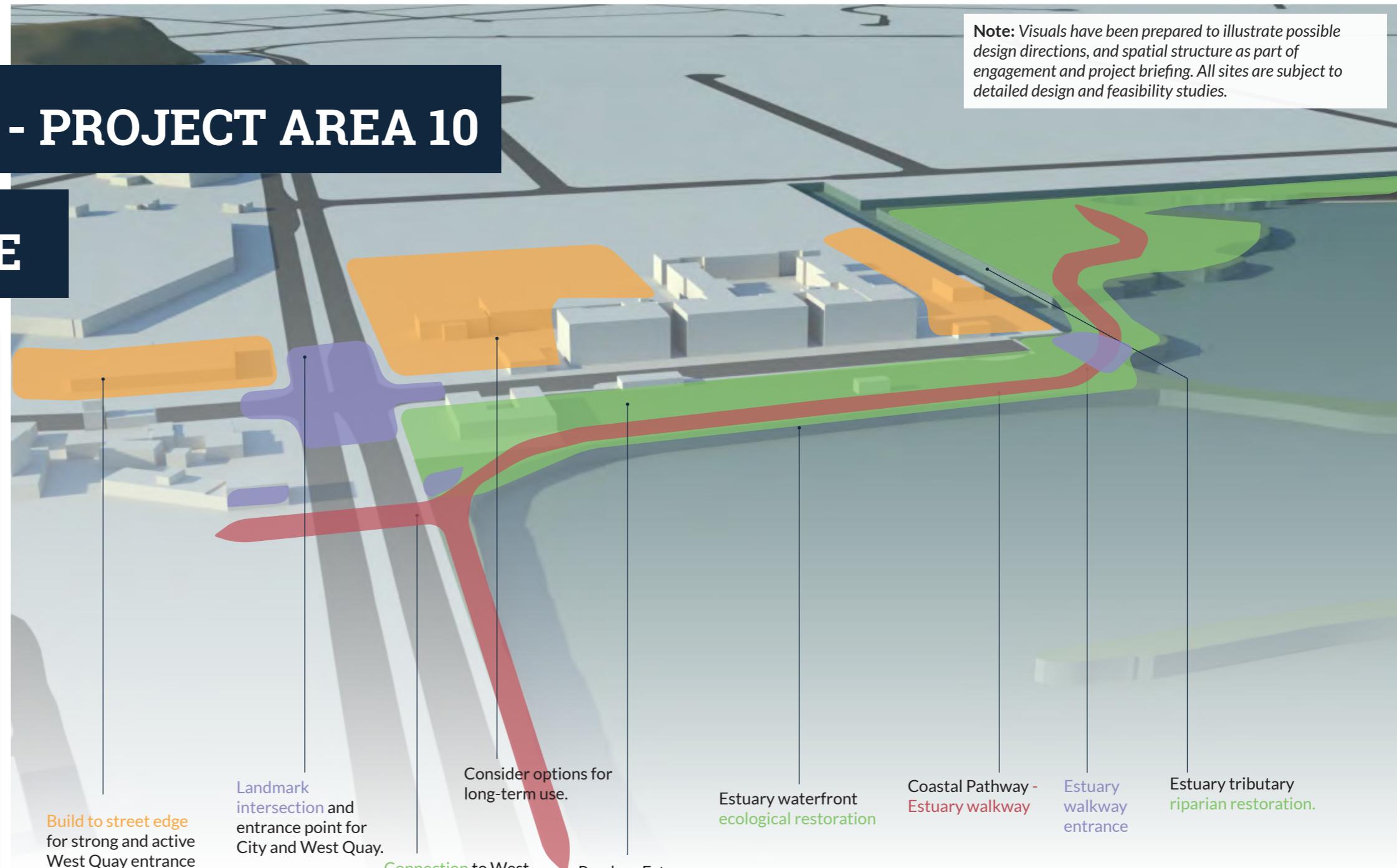
Rehabilitation of the estuary edge and a landscape which facilitates access to the water. Extend Pohutakawas along West Quay to Humber St waterfront.

Buildings

Waterfront buildings to complement the landscape, consider options for learning the landscape or as part of the estuary restoration. Consider long term use of corner site.

Culture and Creativity

Major city and ahuriri entrance feature at intersection of Humber St, West Quay, and Pandora Road. Cultural features along estuary waterfront if appropriate and at key way-finding points.



LIFE | A learning, cultural, and recreational experience.



SPACE | Ecological excellence and linear landscape features, repair of environmental deficits.



BUILDINGS | Define the edge with a low-rise urban character and maximise the value of water



CULTURE | Located at significant points - such as entries and transitions for wayfinding and orientation.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT

WATERFRONT - PROJECT AREA 11

PERFUME POINT

HARBOUR ENTRANCE PARK

INTENT

To create a landscaped cultural attraction for Ahuriri with landmark qualities, which works for land-based and water-based activities.

BRIEF

Life

A more sedate section of the coastal pathway and waterfront with a focus on movement low-key activities such as cycling and informal use of the lawn areas.

Space

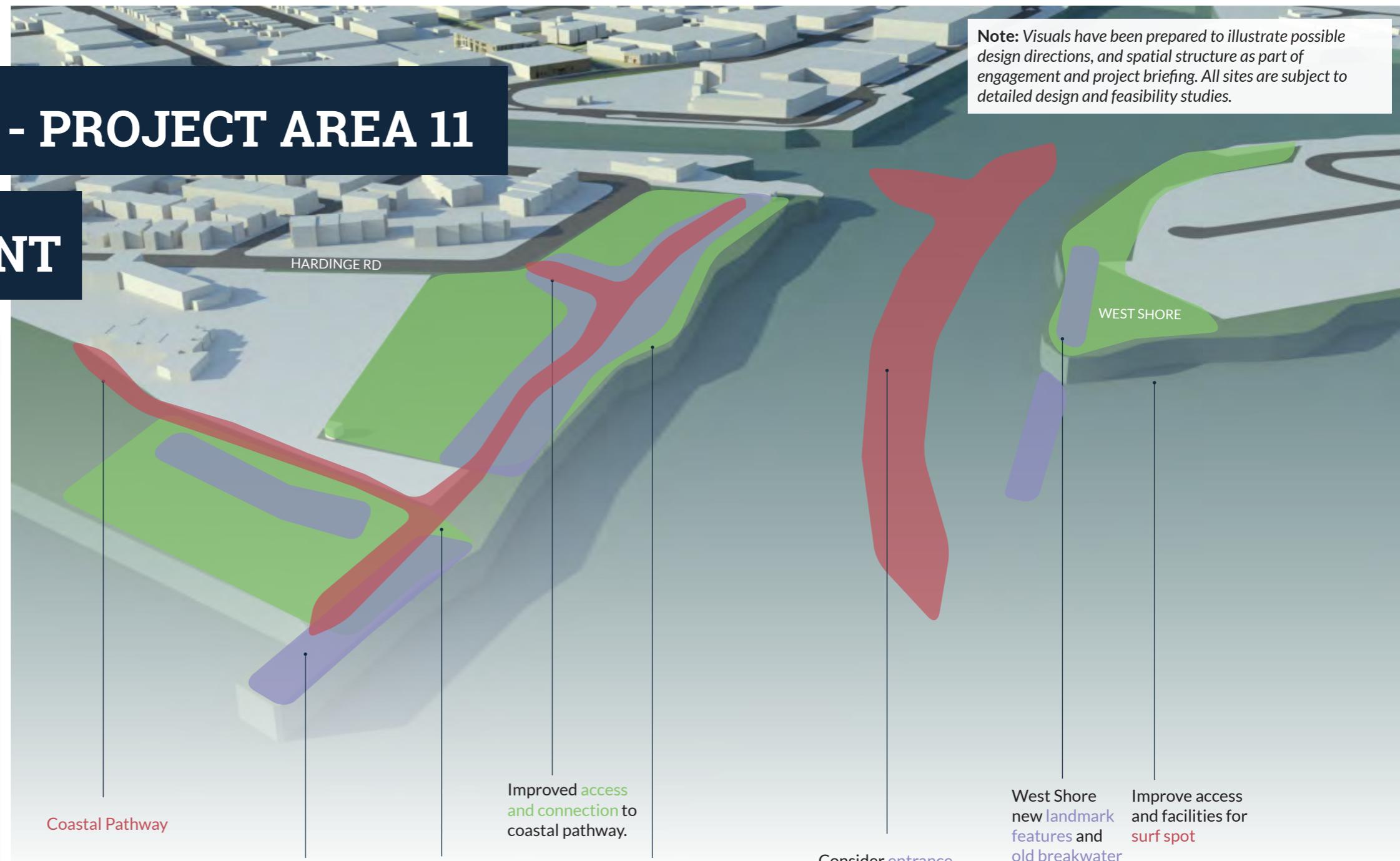
Increase landscaped areas to provide greater definition and sense of place (e.g. a coastal nikau forest). Create more connections to Hardinge road to provide greater choice for accessing the coastal pathway from Hardinge Rd. Define sub-areas and provide an appropriate landscape character.

Buildings

No Additional buildings. Retain open space character.

Culture and Creativity

Use creative features and cultural expression to create a linear experience along the pathway. Use substantial landmark features at key locations to invite people to walk, and for way-finding. Mirror cultural expression on West Shore to create a visual link to Perfume Point, and a threshold and harbour entrance experience for boats.



LIFE | Informal uses of the space, and a focus on a movement experience through this part of the waterfront.



SPACE | Features set in a multi-use parkland, which supports events.



BUILDINGS | Passive surveillance of the parklands for safety.



CULTURE | Creative Harbour entrance.

Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

TO BE CONFIRMED THROUGH ENGAGEMENT



Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.

WATERFRONT - PROJECT AREA 12

CITY TO PORT

GARDENS ON THE WATERFRONT

INTENT

Create a clear identity for the link between the Port and the central city which builds on existing assets and matches the low intensity of use.

BRIEF

Life

An area which focusses on movement through the spaces. Formalise (or otherwise resolve) freedom camping provision.

Space

Increase the intensity of landscaping, and integrate with Centennial gardens, and create localised pockets of parking. Ensure pathways and design of spaces meets CPTED guidelines.

Improve landscape quality of coastal pathway

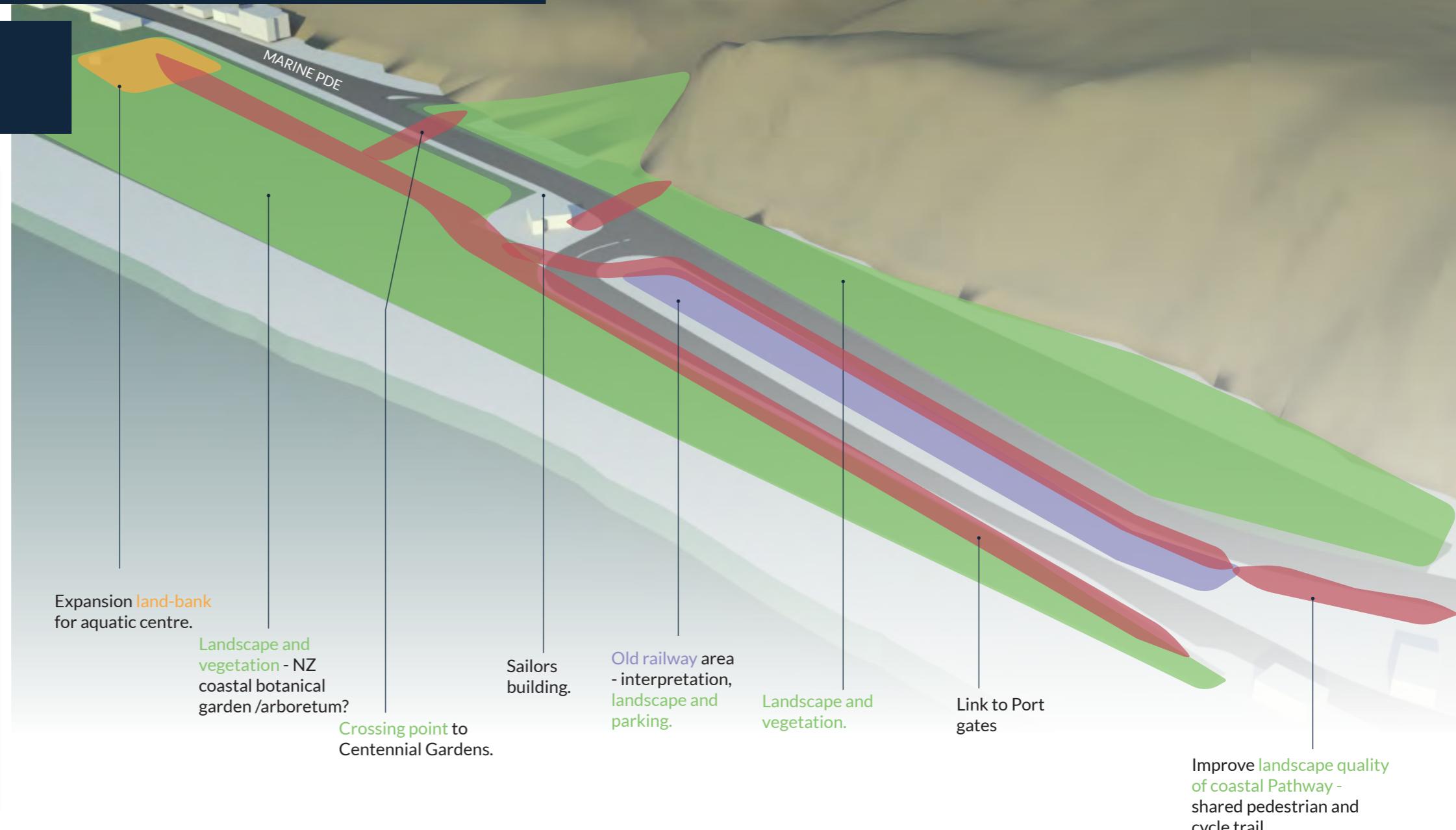
Buildings

Potential land-bank area for future development of aquatic facility.

Culture and Creativity

Integrate creative expression with landscape and consider lighting of vegetation as primary approach to creative expression.

Provide heritage interpretation for heritage Port railway feature, and link to old Jail.



LIFE | A place of respite and recharge on the waterfront.



SPACE | Extend the centennial gardens out onto and along the waterfront.



BUILDINGS | Relationship to parkland spaces for safety and security, and to 'borrow' the landscape.



CULTURE | Way-finding, surprise, and delight.

TO BE CONFIRMED THROUGH ENGAGEMENT

WATERFRONT - PROJECT AREA 13

PORT AREA

ADAPTABLE AND CREATIVE PORT

INTENT

A creative interface for the Port and an adaptable cultural arrival and departure experience for the Cruise ships. An authentic experience on Bluff Hill.

BRIEF

Life

Movement focussed along the coastal pathway past the Port. An efficient pop-up experience at the Port arrival and departure, and a discovery experience on Bluff Hill.

Space

Consider innovative measure to bring creativity and nature to the port's interface with the coastal pathway such as living wall techniques, or moveable assets.

Update landscape and viewing points at Bluff Hill, and consider a landmark feature/lighting which is a landmark for cruise visitors.

Buildings

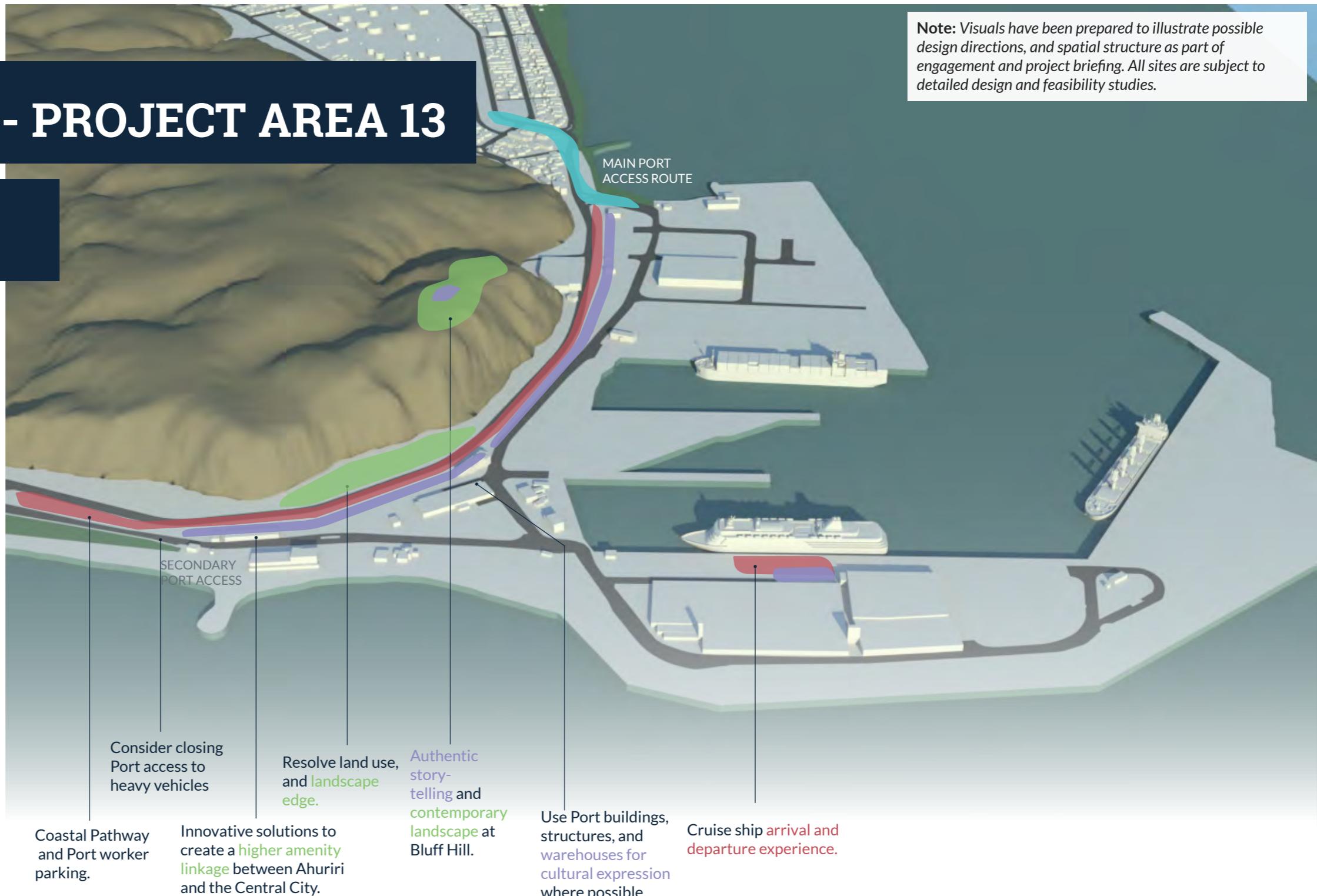
N/A

Culture and Creativity

Creative edge to the Port - consider permanent edge (noise mitigation?) of containers which are used for large scale creative works and vegetation. Increased cultural expression on cruise ship pop-up containers, and in moveable assets to create the arrival/departure experience. Bluff Hill - the pre-european and significance of this site, and WWII bunkers and associated stories.



LIFE | Activities can be housed in containers e.g. bar, cafe.



Note: Visuals have been prepared to illustrate possible design directions, and spatial structure as part of engagement and project briefing. All sites are subject to detailed design and feasibility studies.



SPACE | Containers can be used to define space and create an experience.



BUILDINGS | Adaptable approach to complement Port activities, and ongoing development.



CULTURE | An experimental and large scale approach.



small city. **BIG** ideas.

CITY VISION FRAMEWORK

Part C
City Life



06 CITY LIFE



6.1 CITY LIFE OVERVIEW

PUBLIC SPACES AND PUBLIC LIFE

The degree of public life in a city is largely what determines peoples' perception or experience of whether a place feels alive or dull - this is often referred to as vitality or liveliness. Vitality in a city is a measure of how busy a place is, that things are happening, and that the place has a visible social life where many economic, cultural, and social exchanges occur. These patterns of city life are fundamental to creating change in the sense of place of a city, and for allowing new aspects of a city's culture to emerge.

The city life framework refers to public life in four categories, which relate to frequency. The approach also identifies potential for a seasonal approach which aligns with Napier's climate.

EVERYDAY ACTIVITY

Everyday activity has a number of different rhythms, most important are the day-time and evening, and the weekday and weekend dynamics. The placemaking briefs identify places in Ahuriri and the City Centre and describe the current public life and characteristics of the place, and includes a general brief for action based on observations and analysis. A more nuanced direction for the place will be created through future stakeholder engagement. This approach allows long-term, on-going and adaptable action which adds value to public spaces over time.

Council's focus is on creating the platform for greater day to day activity in the city's existing public spaces, and adapting them to provide new opportunities. Private businesses, and not-for-profit organisations play a large role in delivery and management of everyday activity.



A laneway bar adds social life to a small urban space.

WEEKLY ANCHORS

The analysis for development of the city life framework revealed opportunities for programming additional weekly anchors, particularly in the City Centre during weekdays, and in Ahuriri on the weekend. Some weekly anchors, such as the various markets, already exist but there is always room for more.

The aim is over time that people can head into the City on any day and encounter some form of entertainment, be it listening to music, playing games, admiring art or watching performers.

Council may play a role in prototyping and piloting weekly anchors, with the long-term aim of management and coordination by other organisations such as Napier Business Inc.



Urban food market at Clive Square.

MONTHLY AND QUARTERLY EVENTS

The framework development identified opportunities for more monthly or quarterly events. The Napier Night Fiesta is one such event that has started this summer on a monthly basis and has been well received. The winter months are light on things to do and so some efforts need to go into this season (e.g. a winter festival with an ice skating rink, light festival, and seasonal market).

Council economic development and events teams may play a role in establishing or attracting monthly and quarterly anchors, with the long-term aim of management by other organisations. Private sector and not-for-profit organisations (e.g. Creative Arts Napier) will be encouraged and supported to develop these events.



Ahuriri school - food and wine event.

YEARLY / BIENNIAL EVENTS AND FESTIVALS

Napier has a strong reputation as an events city. Like the monthly/quarterly events, there are a number of yearly and biennial events that happen in Napier – the biggest being Art Deco Weekend in February. Napier is also home to national rugby and cricket matches (McLean Park) and hockey and soccer tournaments (Park Island), and has recently been awarded the Elite Cycling Tournament. Regular yearly events over the winter months are an opportunity and programming additional events at this time needs to be considered in the months which are traditionally Napier's low-seasons.

Existing organisational structures which attract and deliver events are working well and a business as usual approach, with additional resourcing, will flesh out the yearly events calendar.



Triathlon in the Pandora estuary.

6.2 A SEASONAL APPROACH

SUMMER

DECEMBER TO MARCH

Maximise occupation of city spaces throughout the day by providing opportunities for public and private use, shade, water features and invitations to stay and play.

Take advantage of the long twilight hours during daylight savings, by encouraging early evening family activities such as bbq's, night-markets and street food in public spaces.

Use lighting and night-time events to grow the evening economy and social life of the city.



avg. max temp. 21-23 °C
avg. min temp. 13-14 °C

AUTUMN

APRIL AND MAY

Extend the use of outdoor spaces into cooler months by improving comfort with shelter, wind-breaks, and favourable micro-climates.

Introduce a greater focus on lighting as daylight savings ends and the days become shorter.



avg. max temps 16-19 °C
avg. min temps 7-10 °C

WINTER

JUNE-JULY-AUGUST [SLOW SEASON]

Enable occupation of spaces on days with good weather over the warmest periods of the day.

Highlight the pleasurable sensory experiences of winter with lighting (e.g. a winter wonderland) and the pleasure of heat (e.g. an open fireplace).

Create a winter set-up of public spaces by locating moveable street furniture in locations with sunlight and shelter.



avg. max temps 13-14 °C
avg. min temps 4-5 °C

SPRING

SEPTEMBER TO NOVEMBER

Increase the use of outdoor spaces and settings by improving comfort with shelter, and favourable micro-climates. Encourage businesses to create outdoor seasonal settings.

Reinforce the culture of outdoor use through spring events which build anticipation of the coming Summer period.



avg. max temps 16-20 °C
avg. min temps 7-11 °C

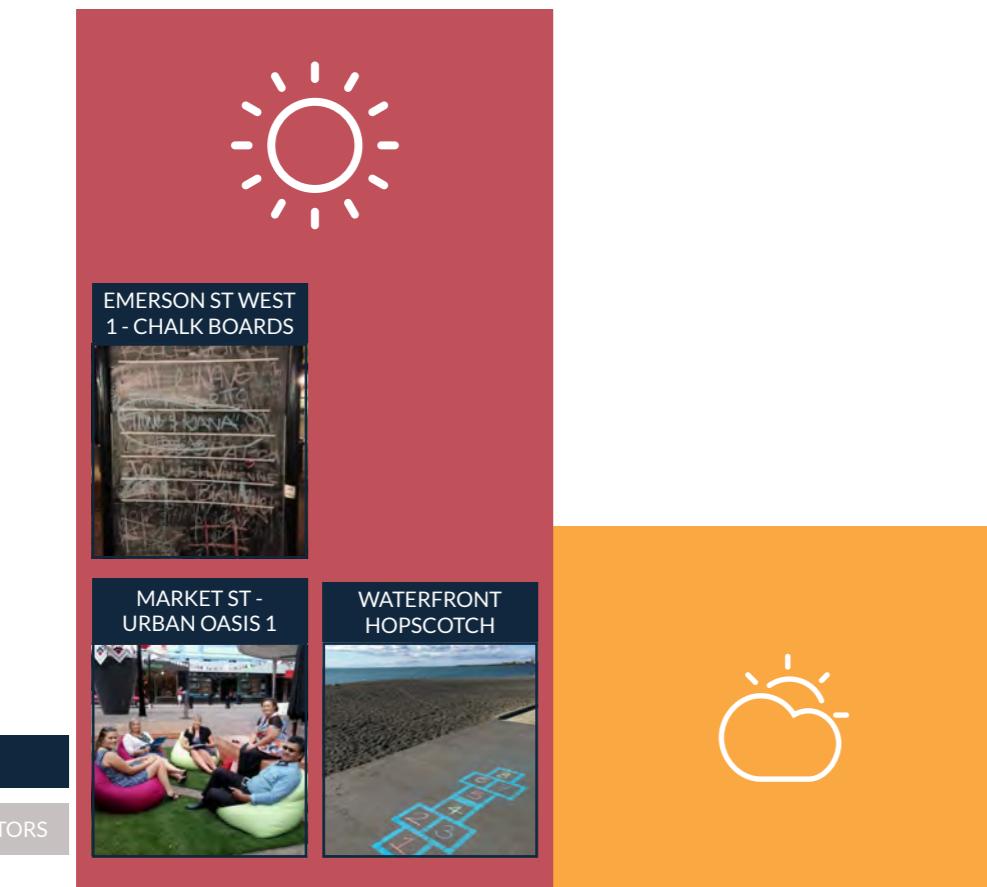


6.3 CITY LIFE YEAR ONE

A YEAR OF ACTION

The City Vision development commenced in December 2014 with a commitment to implement actions as part of the process. A number of actions were undertaken to test out ideas over the year, and adjusted with observational and stakeholder feedback. The vast majority of feedback has been positive.

By the end of the year a number of additional projects were outlined with the private sector and not-for-profit organisations planning their own actions, in addition to further council action. This demonstrates the value of the start-up methodology for placemaking, encouraging stakeholders to run their own trials, and allowing people to experience proposed initiatives rather than react to text or graphic proposals.



ASSOCIATED PILOT AND PERMANENT PROJECTS 2015:

Clive Square lighting and safety improvements, Ossian St-Bridge St crossing and pathway, library rooftop garden, Marine Parade redevelopment, waterfront viewing platform, MTG wall sculpture, Hawkes Bay Business Hub.

CITY LIFE YEAR ONE - PLACEMAKING NETWORK

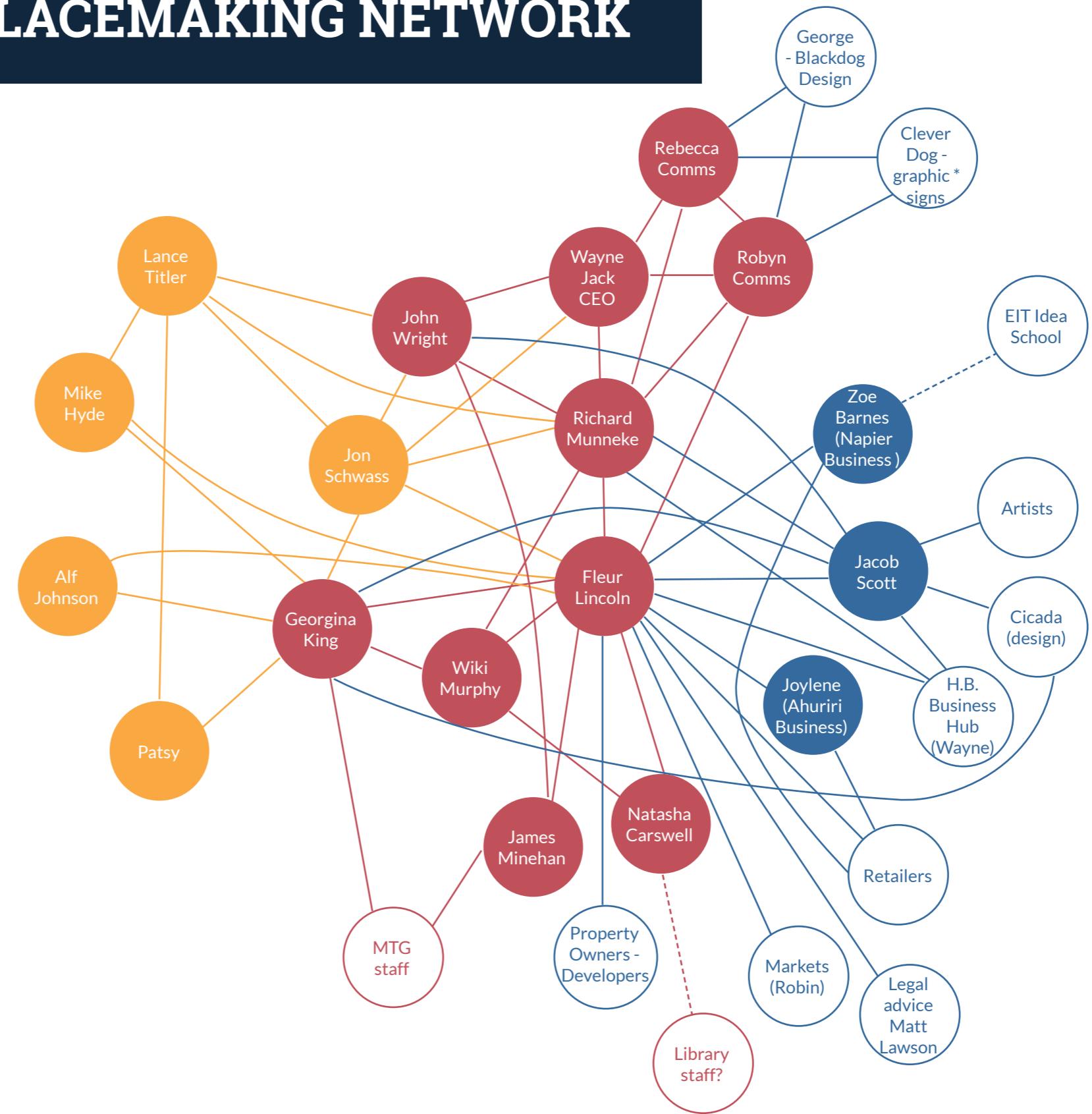
After a year of placemaking activities this social network diagram was created to represent the known relationships which were leveraged to implement the actions in 6.3.

The aim of this network map is to capture the 'software' of placemaking, and to create a tool to highlight potential relationships which need development, where additional connections can be made, and network points.

KEY

- Internal staff - drivers of action
- Internal staff - involved in delivery
- External partners - strong involvement delivery
- External - stakeholders / weaker involvement
- Internal - tentative involvement
- Linkage

NOVEMBER 2015



6.3 PLACEMAKING

AND URBAN INNOVATION

WHAT IS PLACEMAKING AND URBAN INNOVATION?

Urban innovation and placemaking are two growing and interrelated practices for city-making. These processes use start-up methods to test, prototype, and experiment in the real-world to create positive reinforcing cycles of change. Placemaking has a focus on creating meaning for places, and many potential ways to create meaning exist. The most common is to involve users of a place in co-creating a vision and identity, as well as involvement in the implementation and management of a place. Urban innovations are similar to placemaking but the focus is on quick testing of innovative designs and technology. Design professions and artists may also be trained in methods to create meaning in a place, however, not all of them emphasise this aspect of city-making in their practice. City administrations and private sector clients also differ in their focus on creating places for people through the briefs they provide their designers. Moving to a place-based approach is a long-term paradigm shift which understands that the changes to the culture of a city, and the form of the city are interrelated and dynamic and if you change one, you impact the other. A place-based approach ensures the cycle is positive.

Placemaking depends on involvement of a wide-variety of people taking action, and it is not the responsibility of Council alone to make great places. Urban innovation is a process to test-out ideas in urban environments, usually involving public spaces. These innovations if successful are rapidly spread around the world through social and professional media. As they spread, urban innovations are experimented with and adapted to a wide variety of new contexts.

As with all new ideas placemaking projects and urban innovations involve a degree of risk, and tolerance of failure, and learning. One of the great benefits of placemaking and urban innovations is the city-making dialogue and networks which emerge from the projects.

PRIVATE SECTOR AND COMMUNITY LEADERSHIP

Placemaking seeks to unleash the talents and passions of many people and involves creative resolution of ideas to seek 'both/and' rather than 'either/or' outcomes. Placemaking and urban innovation requires leadership and action by the community, private sector and local business. The Council's role is to support the community and business in their projects which have a public benefit for the City. Council also has a role in demonstrating how innovation can occur and creating a clear playing field for action. For a placemaking programme to have longevity the community must be at the centre of decision-making and driving action.

COMMON TYPES OF PLACEMAKING | URBAN INNOVATIONS

EXPERIMENTS - PILOT PROJECTS & TRIALS

Pilot projects are trials are low-cost, reversible projects which allow ideas to be tested out. The pilot projects are usually implemented for a limited time which have specific learning objectives. Trials may be even shorter, for example, a day or for a few hours. The pilots are used to inform longer term change and to lead into larger projects.

POP-UPS

Pop-up projects are semi-permanent projects which use public spaces in new ways. The pop-up space evolves over time as new features are added, and failed features are removed or adapted. The ways users interact with the spaces are observed and provide intelligence for future projects. The aim is to use existing public spaces to add-value to a city. e.g. urban oasis, pop 'n' play, container shops.

RE-PRIORITISING PUBLIC SPACE & PARKLETS

A specific type of project involves the re-prioritisation of space for a higher value use which delivers greater vitality in a city. The most common is the use of parking and redundant road space for parklets and for safer crossing points on streets.

CO-CREATION

An effective way to build meaning and a sense of belonging is to include users of a space, surrounding business, and other partners and organisations (e.g. arts councils) in the generation of a vision for a place, idea generation, and then taking part in implementing actions.



Example trial - low-cost play features



Example pilot project - Pop-up semi-permanent businesses



Example pilot project - public space features



Example re-prioritisation of public space - parklet

6.4 LEAN START-UP METHOD AND AGILE PROJECT MANAGEMENT

THE LEAN START-UP APPROACH

Innovation and design research has revealed that listening to customer feed-back has proved an unreliable source to drive improvements in services or products. Instead, observable changes in user-behaviour are used to determine whether something is working or if its features provide value.

The start-up approach is different to traditional master-plan approaches, the start-up approach is like driving a car, where the destination is known, but the route is flexible and the strategy adapts as necessary. The traditional approach bakes in untested assumptions into the end design without early testing, this can result in expensive features which do not meet the needs of the users or managers of a place. The traditional approach is not well-suited to urban environments where the city dynamics are constantly changing and speed and responsiveness in implementation are valuable attributes.

The start-up approach is a 'learning process' to develop a winning strategy and requires testing of ideas and assumptions as quickly as possible to find out which features add value. The process of learning that an idea was worth doing is called 'validation' and the overall process of strategy development is an 'emergent' approach.

BUILD-MEASURE-LEARN PROCESS

The planning and design process for experiments begins with a series of questions. The aim of the Build-Measure-Learn process (shown in the diagram right), as applied to creating a 'working' urban place, is to get through the cycle as quickly as possible to validate our place 'features' so that we can quickly learn and grow the value we deliver to users.

1. Learn - *What do we want to find out?*
2. Measure - *How can we measure it?*
3. Build - *What do we need to make to answer the question?*

VALUE JUDGEMENTS FOR FEATURES

A value judgement is required by project managers for the quality of materials and design of test features. The value judgements inform creation of the 'minimum viable product'. If the quality of a feature is too low then time is wasted with an inadequate solution, if the test is more expensive than necessary then resources can be wasted on a feature which doesn't work and/or which does not add value.

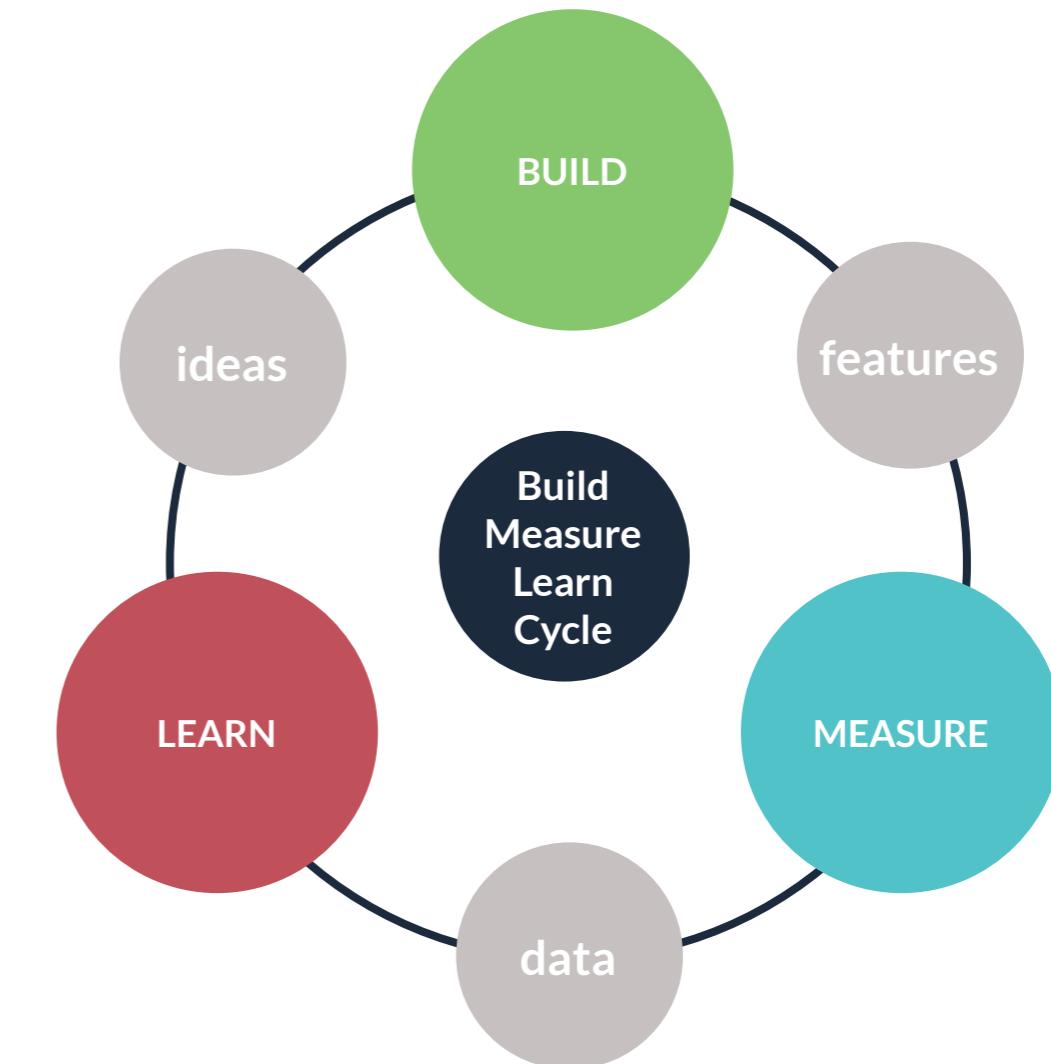
AGILE PROJECT MANAGEMENT

A companion approach to the Lean start-up approach is 'agile' project management. The aim is to implement projects more quickly which produce better results.

Agile approaches challenge traditional assumptions about projects, and have a different set of values to traditional project management (i.e. the waterfall approach). Two values in particular are very important for placemaking - 1. working places over comprehensive documentation, and, 2. individuals and interactions over processes and tools'. An important step for agile projects is to create a visible model with well-articulated 'requirements statements'. A relevant agile project management process for placemaking is 'Feature Driven Development', the following steps are:

1. Develop an overall model
2. Build the feature list
3. Plan by feature
4. Design by feature
5. Build by Feature

Note: Some simple projects can and should be done using a traditional approach. However, if there is uncertainty around *why?* and *how?* a project should be done, then agile approaches may be more appropriate.



The Emerson St 'urban oasis' was the first project to use the start-up approach in Napier in early 2015, and has tested multiple iterations public space features with a low-risk and low-cost approach. This allows real world feedback from user-behaviour rather than being driven by unreliable customer input. Bean bags = validated!

6.4 PLACEMAKING BRIEFS

ABOUT THE PLACEMAKING BRIEFS

The placemaking briefs are intended to be a starting point for placemaking and urban innovation projects. The placemaking briefs focus on features for the place to develop the everyday activity and experience of a place which by use patterns over time develops into a place identity and forms a part of the 'mental map' of the City.

The location maps (right) show the initial focus areas for Council to build a place-led approach with partners. Places outside of these locations also important and private sector-led action is encouraged and will be supported by Council.

The briefs have been developed through:

- Expert analysis of how a place is designed.
- Conversations with stakeholders who manage the places.
- Observations of users of a place to understand peak usage characteristics.
- Direct feedback from user-behaviour changes, place stakeholders (e.g. retailer), and user-feedback.

The lean start-up methodology is used by Council to give structure and a common language to the urban innovation and placemaking process. The briefs set the overall direction of placemaking and urban innovation and subsequent projects add features to a place, and adapt features, or change strategy (e.g. by targeting different user-groups) through many iterations in place.

The lean start-up methodology reduces waste energy and resources (by requiring a lower amount of lead-in work), limiting the number of features to be delivered in an iteration, and removes components of a place which do not add value. Over time the aim is to tweak a place through multiple experiments so that it becomes more and more successful and adding value to the city in the form of public life, a sense of vitality, and many opportunities for social life and interactions. Over the long-term high-quality permanent versions of prototype features may be added.

CENTRAL CITY LOCATION MAP



AHURIRI LOCATION MAP



FOCUS AREAS	PLACEMAKING PARTNERS
A	Napier Business Inc., Market & Emerson St Businesses
B	Napier Business Inc., Emerson St Businesses,
C	I-site, MTG, Creative Arts Napier, Conference Centre, Ocean Spa, Napier Business Inc, Art Deco Trust.
D	Urban Food Market, Napier Business Inc
E	City Library, Station St and Civic Court Businesses
F	Cathedral, Wine centre, Businesses, Creative Arts Napier.
G	Tennyson St businesses, Municipal Theatre, Church.

FOCUS AREAS	PLACEMAKING PARTNERS
A	Hawkes Bay Business Hub, Ahuriri Business Association, Ahuriri Business Park, Ossian St businesses
B	West Quay Businesses and Residents. Ahuriri Business Association, Wharf Authority?,
C	Hardinge Rd Businesses, Ahuriri Business Association.
D	Nelson Quay Businesses, Ahuriri Business Association, Fishing Club, Customs House Group.
E	West Quay Businesses and Residents, Ahuriri Business Association.

6.4.1 CITY CENTRE FOCUS AREAS



A

MARKET STREET URBAN OASIS

CITY LIFE

The Market Street and Emerson Street area is the centre of Napier's retail heart. The area has a moderate amount of people staying in the place, and moderate length of stay. Tourists are often in large groups and take photos at the spot. People are commonly observed in standing conversations by the corners.

THE PLACE

It is an important landmark and orientation site for tourists, and for photo opportunities at the large flower pot sculpture. Emerson Street is part of a 'dumbbell' structure with the waterfront at one end and Clive Square at the other. Since early 2015 it has been home to an pop-up 'urban oasis' for numerous placemaking experiments. A substantial amount of space remains unused on Emerson St around the flower pot, and a long lane between Market St and Dalton St offers potential for a unique city feature.

OPPORTUNITIES

- Extend pop-up features onto Emerson St - shade, vegetation, moveable seating.
- Provide a core activity in the space.
- Laneway attraction
- Aesthetic lighting, and/or creative 'ceiling' installation for Market St.



B

EMERSON STREET WEST POP 'N' PLAY

CITY LIFE

Emerson Street West had a high concentration of vacancies in early 2015 and had a low amount of use with people staying a short amount of time. A successful cafe provides the most public life in this area.

THE PLACE

Emerson Street is part of a 'dumbbell' structure with the waterfront at one end and Clive Square at the other. Placemaking experiments were started in early 2015, with a focus on providing seating and activity. Through iterations the target user-group was refined to create a play space and link with the library. Two lanes link the area to parking and Tennyson St and offer additional placemaking opportunities.

OPPORTUNITIES

- Extend the Pop 'n' Play approach along Emerson St West to activate the street towards Clive Square and use public space which is currently vacant.
- Provide shade.
- Remove the redundant cycle parking to create additional useable space for the street.
- Extend a creative approach into the lanes to the car-park and Tennyson St.



C

CENTRAL WATERFRONT

CITY LIFE

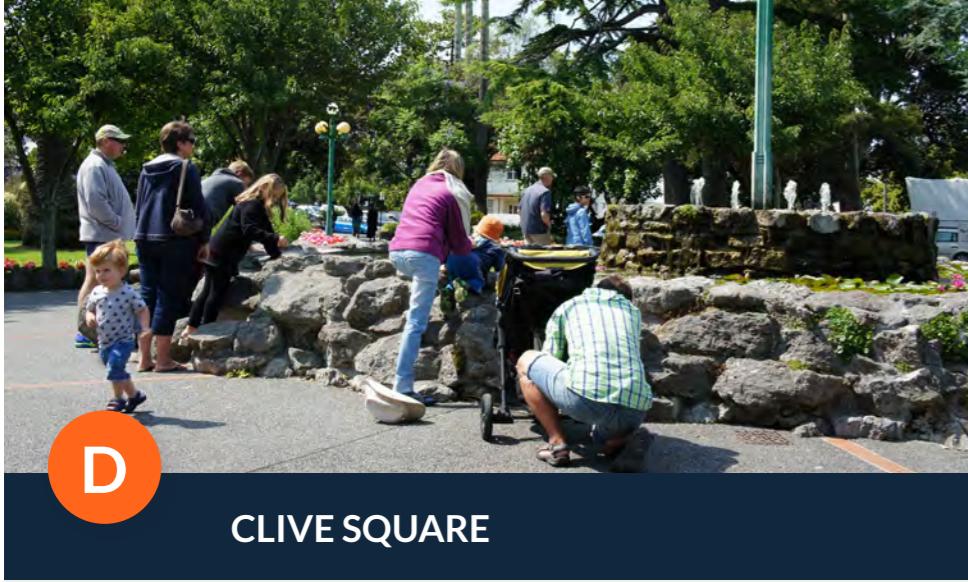
The I-site and Soundshell are among the highest use spaces in the city in terms of people, and are homes to events, but the length of stay in these areas is short.

THE PLACE

The central waterfront is composed of three areas- the I-site, the soundshell and plaza, and the long lawn. These sites occupy highly important space in the city and the long lawn and soundshell have no clear management presence. The areas do not have a diversity of seating or potential for activity. Activity on the Long Lawn is actively discouraged with signage - it is termed a passive recreation space - but few people occupy the area. Opportunity exists to extend the waterfront feeling across Marine Parade in the central area for a cohesive experience. The central Waterfront is an anchor as part of the Emerson Street 'dumbbell' structure with the waterfront at one end and Clive Square at the other.

OPPORTUNITIES

- Coordinate with Marine Parade Piazza project .
- Programme the space with day-time activity, encourage use, and play (e.g. through a games box, frisbees croquet etc).
- Provide furniture and shade which supports the existing lunchtime use (e.g. bistro chairs, tables, umbrellas).
- Encourage relaxation on the waterfront or long-lawn (e.g. deck chairs).
- Provide moveable features (e.g. large pots) which allow the large open space to be made more intimate for day-to-day use, and can also be used to define space for events.

**D****CLIVE SQUARE****CITY LIFE**

Clive Square is a highly-used lunch-time spot, where people linger for long periods. It is busier on weekdays than the weekend.

THE PLACE

Until mid-2015 was unlit at night. A CPTED project has modified the area for increased safety, which included substantial lighting component. The park is a traditional design with a strong centre, and raised planting beds located at walkway edges which makes use of the lawns difficult. The park is not well integrated with Memorial Square (which has very low usage), properties across the street, or Emerson Street. The park is the home of the Urban Food Market on Saturday mornings, which acts as an anchor at one end of the Emerson Street 'dumbbell'.

OPPORTUNITIES

- Provide features which support its lunchtime destination and relaxed character: new park seating - chaise lounge style, furniture to support group use and sociability, multi-tiered platforms which allow sitting in a number of different ways, and lying down.
- Adapt the landscaping to allow greater use of the whole space.
- Clear the entrance and interface with Emerson St between Clive and Memorial Squares to allow a stronger market integration with the park.
- Provide moveable seating (e.g. luxembourg chairs) and other collateral - so people can find the best spot for lunch, which are also useable for the urban food market.
- Provide an photo opportunity as a central feature in the water feature.

**E****LIBRARY PLAZA****CITY LIFE**

The Library plaza is a well-used space where people spend a moderate amount of time. it is also a meeting place for groups of people before they head elsewhere, and where people bump into each other. It is much busier during the week than on the weekends.

THE PLACE

The space has basic bench seating and placemaking commenced in mid-2015 with a giant public chess and checkers board. The area has design issues with inactive building frontages around it, and large mature trees which provide shade and amenity but attract large numbers of birds, so bird droppings are an issue. The spaces in this area are segregated and disrupted with long walls and raised planters which reduces the adaptability and accessibility of the area. The area lacks social seating.

OPPORTUNITIES

- Encourage the library to spill out and activate the Square (e.g. outdoor reading room, public events, displays).
- Provide amenities which support the area as a weekday lunchtime meeting place: bistro chairs and tables, bar / fixed stool style seating, bar-leaners, moveable seats e.g. cubes.
- Provide opportunity for the area to transform into a weekend play space for kids and parents as a part of a library experience.
- Activate the space by adapting building edges, and provide a small coffee cart or food / beverage tennancy to provide a visible management presence.
- Update and integrate the landscape of Civic court with the library Square.
- Aesthetic lighting of the large trees along Station Street.

**F****ST JOHN'S CATHEDRAL SQUARE****CITY LIFE**

The area is used by many people who walk through it, and stays are short, often involving standing conversations.

THE PLACE

St John's Cathedral Square is located in an area which is developing into the cultural quarter of the central city. The area lacks public open space, and the St John's Square and adjacent space in front of the heritage building provide much needed green space. The square is well defined with buildings and has an attractive traditional water feature. The square is separated from the street with a low wall and gardens. A large intersection requires modification for pedestrian access across Hastings and Browning Streets to the Wine centre.

OPPORTUNITIES

- Create a city entry statement - reclaim road space in this area to reduce the size of the intersection and create clear linkages and connections between all four corners. Terminate the view up Hastings St with a landmark feature.
- Encourage a signature event for this space and part of the cultural quarter (e.g. an art and design and wine market with CAN, and wine centre).
- Integrate the church space with the street by removing the low concrete block wall, and consider removal of carparking at the front of the church to create a multi-use forecourt space, and a clear entrance.
- Provide relaxed seating opportunities (e.g. bean bags), other day-to-day collateral could be tailored to support special events e.g. weddings.
- A seating platforms could be constructed around the pohutakawa.
- Ensure safety and security and take opportunities for creativity on the link to the carparking.



G

TENNYSON STREET - CENTRAL SECTION

CITY LIFE

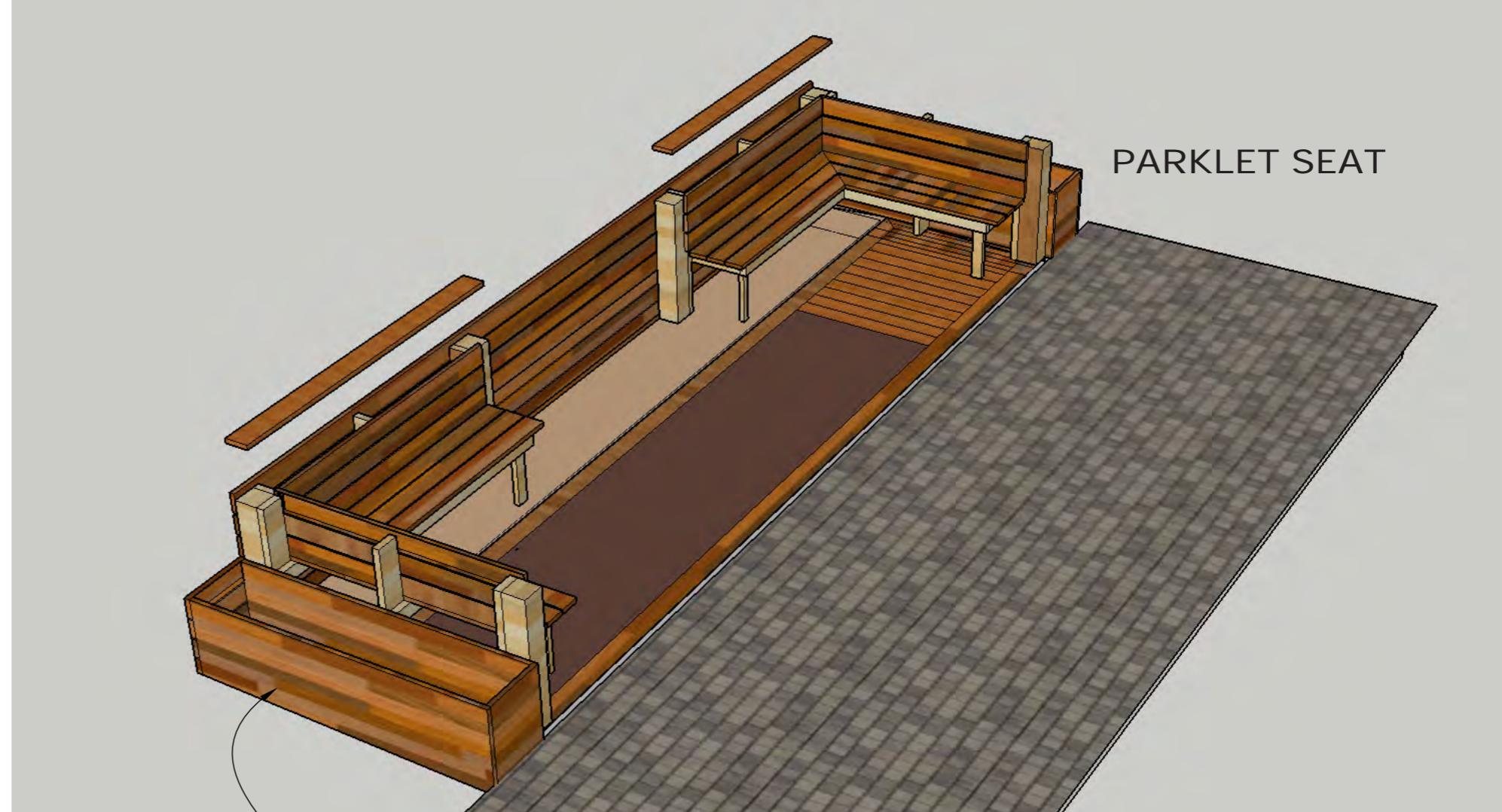
The street is basic and does not have sufficient street life apart from a couple of cafés, many inactive frontages of the heritage buildings will require creativity to create a street life. Public life is absent in the Municipal Theatre and Churchyard. A mobile food operator and market stalls sometimes occupy the Churchyard and people can be seen using the free wifi in the early evening.

THE PLACE

Tennyson Street is one of NZ's great streets with its human-scale art Deco architecture and lack of verandahs which provide a full sky. It is a major link and first impression of the City on the route to the waterfront. Shade and amenity are also missing as is These parks are some of the lowest used spaces in the City Centre. As a slow speed arterial route the street needs to work harder to provide a positive experience for the City. The area is home to Napier's first experimental parklet.

OPPORTUNITIES

- Light the buildings at night to maximise the unique architecture, and create a memorable night-time route and walk. Light the trees at the churchyard and Tiffen Square trees and fountain.
- Provide street trees and vegetation.
- Facilitate visible public life by re-prioritising car-parking space for businesses where there is demand for alternative uses.
- Invite people to walk - provide dedicated crossing points to encourage crossings and connections at street intersections and lane connections.
- Test different uses and small events at Tiffen Square outside the Municipal Theatre kick-start the development of a new identity for Tennyson St.



Re-prioritising car-parking to a higher value use - the design for Napier's first parklet on Tennyson Street

6.4.2 AHURIRI FOCUS AREAS



A

OSSIAN STREET - 'MAIN STREET'

CITY LIFE

The amount of public life is moderate in this area and most of it is delivered by outdoor seating at the cafés. People spend a long time at cafés which adds much vitality.

THE PLACE

Ossian Street is becoming the main street of the Ahuriri Business Park and it is crossed by the Service Lane (formerly Collins St), and Mahia Street. The street is basic and industrial in character and there is a great amount of space which can be re-prioritised to higher value uses. Over 50 businesses now operate in the business park which means workers need places to go and good links to parking and the West Quay waterfront. On the south side of the street the frontages of the buildings create potential for on site open spaces which can add to the vitality of the street. Large warehouses may also act as canvases for cultural expression. The area is now home to the Hawkes Bay Business Hub which needs a setting for business to match the entrepreneurial character of its mission.

OPPORTUNITIES

- Social spaces in the street for the growing workforce which enable chance meetings, and networking between organisations.
- Lighting - street, aesthetic lighting of buildings and vegetation, links to car-parking and to West Quay, and security.
- Testing of different street arrangements and crossing points to test out concepts for a main street of the business park.
- Potential to integrate building forecourts on southern side of street to create privately owned-public spaces which contribute to the whole district's appeal.



B

WEST QUAY CENTRAL

CITY LIFE

The shared space along West Quay centred around Lever Street has the most vitality of all public places in Napier with large numbers of people spending a long time on the Quay. However, all of the activity takes place at private establishments. Significant interest is created by the working wharf where fishing catches are landed, and this creates Health and Safety issues.

THE PLACE

The area has all the ingredients of a great place, strong character, activity, and places for people, and good connections. The wharf is occupied by parking which may be used for higher value activities once additional parking is provided behind the warehouses. Places for public occupation are needed to make the West Quay area a more democratic public space. Diving and swimming takes place on the Quay and is currently unmanaged.

OPPORTUNITIES

- Lighting of the pohutakawa and other aesthetic lighting of buildings and features to support the night-time economy.
- Reprioritisation of car-parking to create a waterfront public space on West Quay near the intersection of Lever Street, and a new stopping point on the waterfront pathway.
- Provide photo, waterfront pathway feature 'acupuncture', and seating opportunities associated with the pohutakwas to enable people to experience the waterfront's patterns of life.
- Legitimise the wharf jumping area and create a focal point for public life (e.g. Wellington waterfront precedent).



C

AHURIRI BEACH-FRONT

CITY LIFE

The area has moderate vitality on the street and high vitality on the waterfront. It is busier on the weekend than on a weekday. Children and their parents occupy the play areas.

THE PLACE

Ahuriri beach-front has several areas - Spriggs Park, the central beach and the Hardinge Rd and Lane area. The areas have large areas of potentially underused space which can be creatively used to take the area from good to great. The area lacks photo opportunities and amenities to support public use, and requires stronger linkage of the waterfront character across the street. The central public car-park could host a weekly anchor event.

OPPORTUNITIES

- Provide photo opportunities and features which highlight 'Ahuriri' as a distinct destination on the Napier waterfront.
- Supply formal and informal beach games - and programme weekend events.
- Large scale shade structures associated with play and BBQ areas.
- Landscaping and vegetation to site the successful play areas in higher-quality environments.
- A single environment - features to connect the waterfront buildings with the beach reserve across the street.
- Provide for short-stays (e.g. to eat an ice-cream) in the street areas near street crossings with a diversity of seating opportunities which have a waterfront character.

**D**

NELSON QUAY

CITY LIFE

Nelson Quay currently has spaces which serve no purpose and do not support public life. People in this area are passing from one area to another or from parking to shops.

THE PLACE

Nelson Quay is currently a missing link in the Coastal pathway from the Fishing Club to bridge Street. The Ahuriri village centre on Bridge Street is well used but does not have a significant public space. This area could be tested to perform the role of a village square and to provide a stronger node along the coastal pathway. Leftover road space which is currently grassed provide further opportunities for creative uses. A public toilet is located here.

OPPORTUNITIES

- A waterfront public space and crossings that act as an anchor with the Ahuriri Beach as the other anchor point and the village street as the linkage. This space should support the diversity of food offerings on Nelson and Bridge St as a social space, with a view oriented to the inner harbour.
- Create a strong pedestrian linkage from Bridge St in the village to Customs Quay - crossings, vegetation, creative features, psychological protection from the roundabout.
- A semi-permanent cycle linkage from the Perfume point end of Nelson Quay to Bridge St which completes the waterfront pathway. This pathway should include amenity features which define the waterfront space (e.g. large moveable planters).

**E**

WEST QUAY SOUTH

CITY LIFE

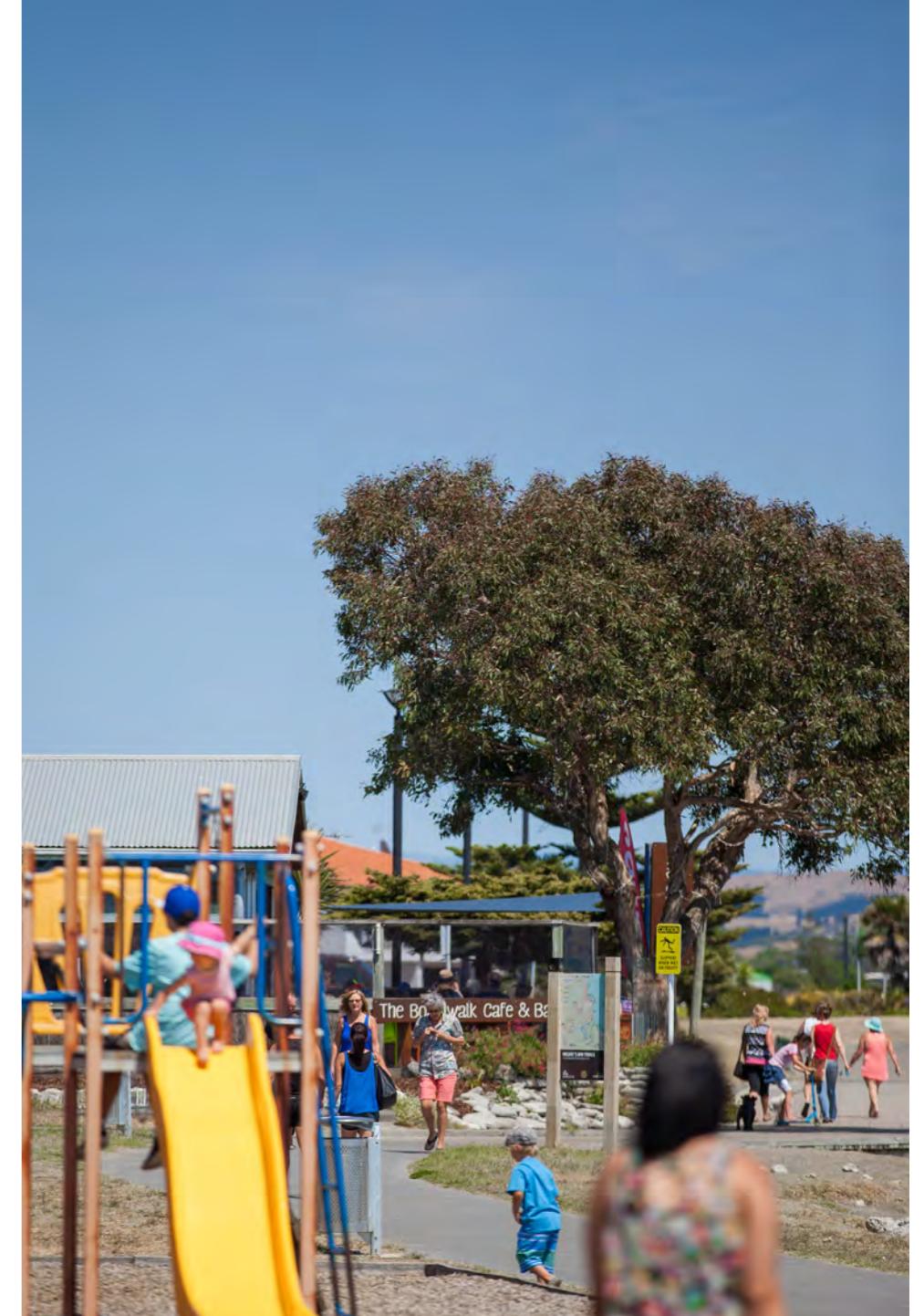
This area has low-levels of public life and at night is not lit to create a pleasant ambience.

THE PLACE

West Quay South is a small waterfront park areas associated with car parking and small pohutakawas and a plaza area in front of restaurants. Some cultural features (carvings) are lost amongst the trees. This area is a tourist spot where people can take trips on the waka. The reserve lacks the features required to support public life.

OPPORTUNITIES

- The sloped grassy strip offers an interesting space for sitting and lying that should be supported with platforms and chaise lounge style seating which is below the footpath height. This will support use in the early evenings for sunsets and watching the activities associated with the Marina.
- Access to the water could be created in this location with a floating platform to allow sunbathing and relaxation by the water.
- The plaza space with associated dining and stores requires greater attention to the amenities and settings that business provides. Support and design assistance will enable this area to reach its potential.
- A southern feature(s) will signal a change from the waterfront to the street environment.
- Aesthetic lighting of the pohutakawas will add to the night-time ambience of this area.



Ahuriri Beach play area - a popular spot for kids and parents.



small city. **BIG** ideas.

CITY VISION FRAMEWORK

Part D
Context & Analysis



7.1 CONTEXT AND ANALYSIS OVERVIEW

CONTEXT

This section includes descriptive background information about Napier, the items covered are:

1. Napier's building blocks
 2. International and national context
 3. Regional context
 4. City context
 5. Area framework statistics

ANALYSIS

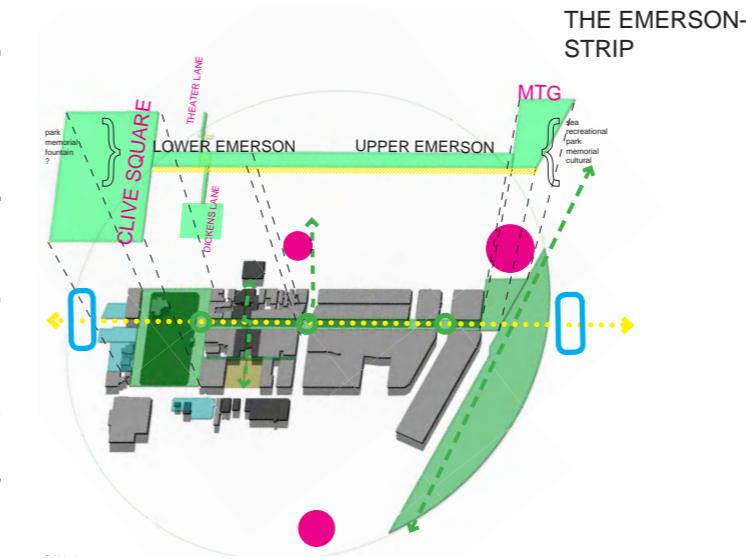
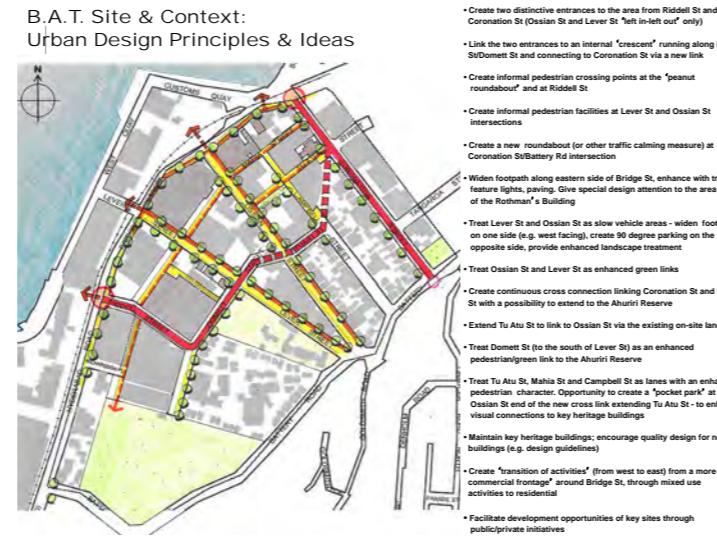
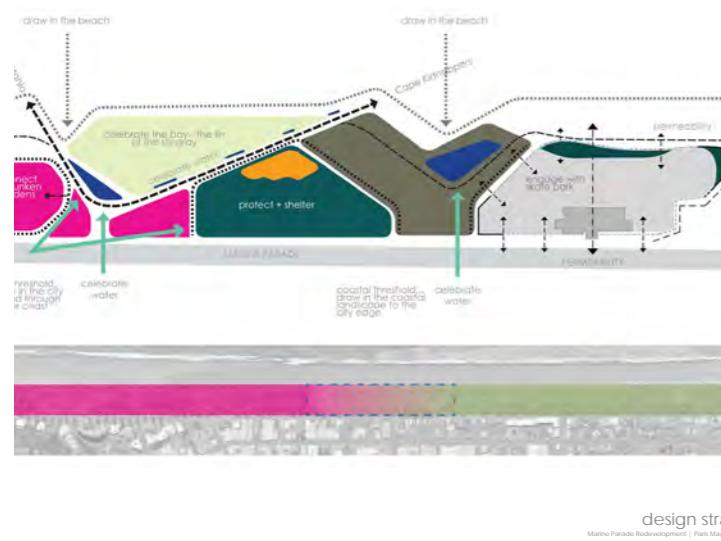
This section also includes urban analysis of the study areas. The urban analysis was carried out in early 2015 and covers:

6. Strategic issues:
 - The Port
 - Heavy vehicle routes
 - Retail and attracting investment
 - Car-parking and connections
 - Coordinating projects
 7. Urban analysis:
 - Networks
 - Buildings
 - Cultural and creative expression
 - City Life

REFERENCES

The context and analysis undertaken was supplemented by review of a number of existing studies and plans. The City Vision builds upon a great amount of design and strategy which has been undertaken in the last 15 years. The Framework integrates the diverse inputs into a cohesive whole and where necessary adds, adjusts and updates the design thinking for Napier's future.

- Long Term Plan 2015-18
 - City Centre Plan 2000
 - Cycling Strategy
 - West Quay plans (Isthmus)
 - Waterfront redevelopment concepts (PMA)
 - Clive Square - Emerson St West (Inner City Business Association; Viles)
 - Ahuriri bypass design exploration (OPUS)
 - Maori design principles (Scott Design)
 - Ahuriri business park (Urban Perspectives)
 - Central city parking building and linkages (Urban Perspectives)
 - Hastings St streetscape design (NCC)



07 CONTEXT



7.2 BUILDING BLOCKS

ACCESS AND CLIMATE FOR OUTDOOR LIFESTYLE



PANDORA ESTUARY



BIKE TRAILS



WATERFRONT



MAORI HISTORY & LEGENDS

ARCHITECTURE AND HISTORY



ART DECO



SAW-TOOTH WAREHOUSE DISTRICT



1931 EARTHQUAKE



ADAPTATION
OF HERITAGE
BUILDINGS

CREATIVE EXPRESSION



WEST QUAY
WHARF



54
AHURIRI
COMMERCIAL



START-UP
OPPORTUNITIES



MARINE PARADE
FACILITIES & CULTURE



WATERFRONT
ACTIVITY MIX



PORT



CBD RETAIL
HEART



NORFOLK
ISLAND PINES



WEST QUAY
ACTIVITY MIX



THRIVING
BUSINESS
COMMUNITY

7.3 INTERNATIONAL

AND NATIONAL CONTEXT

GLOBAL - PACIFIC CONTEXT

New Zealand is part of the increasing presence of the Pacific Rim cities and countries as a global system. The Pacific Rim is growing in presence as a system due to the developing economies of Asia and South America, and ongoing and increased ties between western developed nations. The presence of Napier in this system is clear in the growth of the Port and the origins and destinations of ships. Trade agreements between countries in the Pacific Rim are becoming more common.

A FIFTH TIER CITY IN TERMS OF POPULATION

New Zealand and Australian cities and towns have a number of tiers in population size. A scale jump in population size is common phenomenon for cities - a larger city's population is approximately double that of the next lower tier of city (right) Napier is classified as a 5th tier settlement in terms of size. There are eight other NZ settlements of this size and in Australia there are 17 additional settlements in this size range. Growth is also occurring at a higher rate in the larger cities. For example, Perth, which was the fastest growing metropolitan Australasian city added between four and five times the population on Napier in the last 5-year statistical period. Growth rates are generally lower in the smaller sized settlements. Two growth categories exist in the 4th and 5th tier cities in NZ, Napier is in the lower growth group with less than 5% population increase in the last census period.

TWIN CITIES - COMBINED POPULATION

Napier and Hastings are often presented together as a combined population (approx. 120,000) to show the unusual situation of twin cities of comparable size in close proximity. The combined population is in the range of the 4th tier cities. The diagram right also shows the unusual spatial relationship of two cities of similar size within 20mins drive.

NEW ZEALAND CONNECTIONS

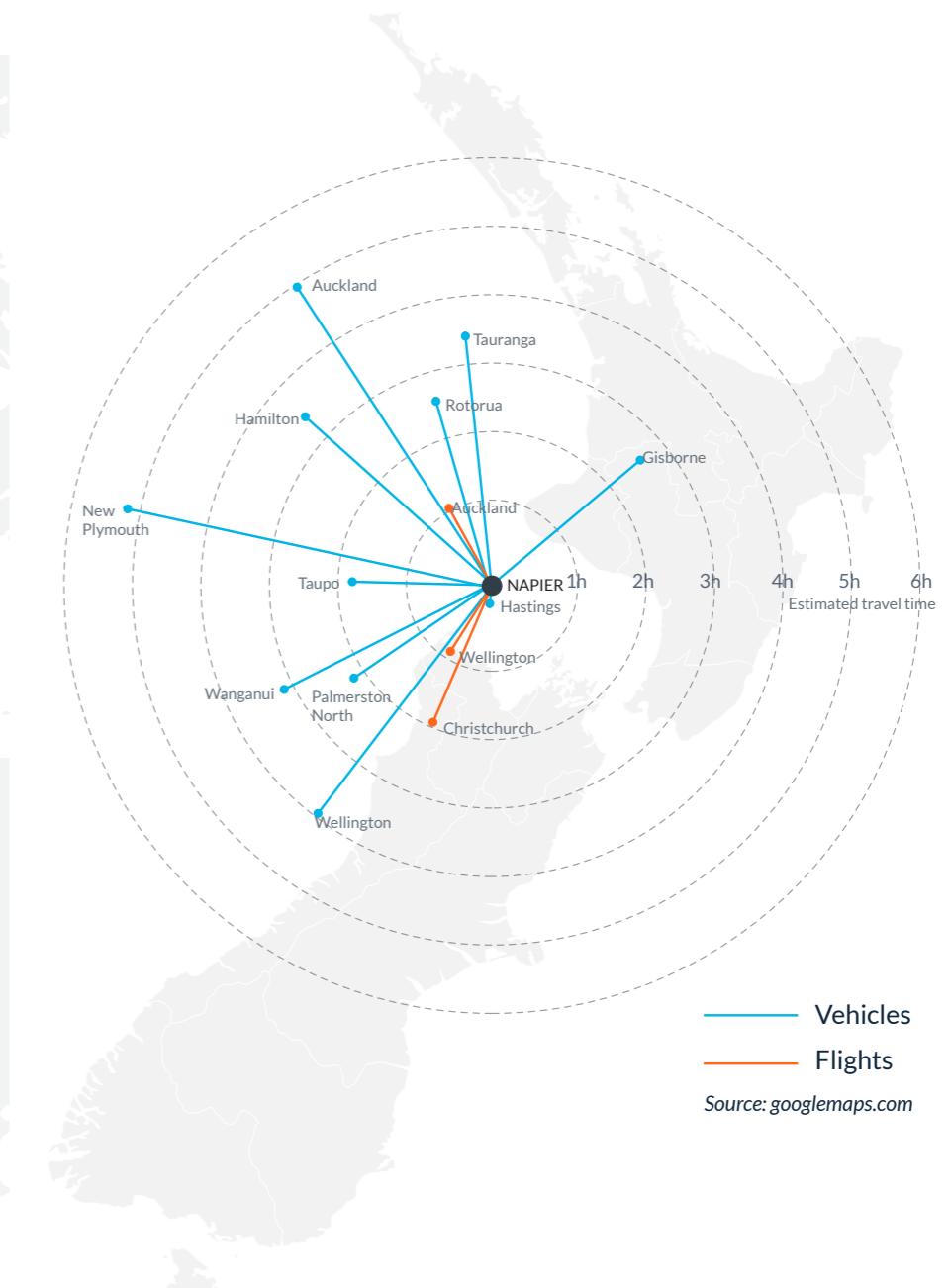
New Zealand's small size means that it is connected well by global standards as distances are always relatively small. Napier is connected with a number of NZ's small cities by a short drive approx 1.5-2 hours, and to the larger centres by an approximately 1 - 1.5 hour plane flight (local connections with Hastings are outlined in the section regional context), these centres are also the international airports which gives Napier residents accessibility to international travel. Napier has leveraged this connectivity to become a tourist destination, and freight hub via the Port of Napier.

CITY POPULATION PATTERNS- AUSTRALASIA

Population growth - previous recorded 5-year period



NEW ZEALAND CONNECTIONS - TRAVEL TIME



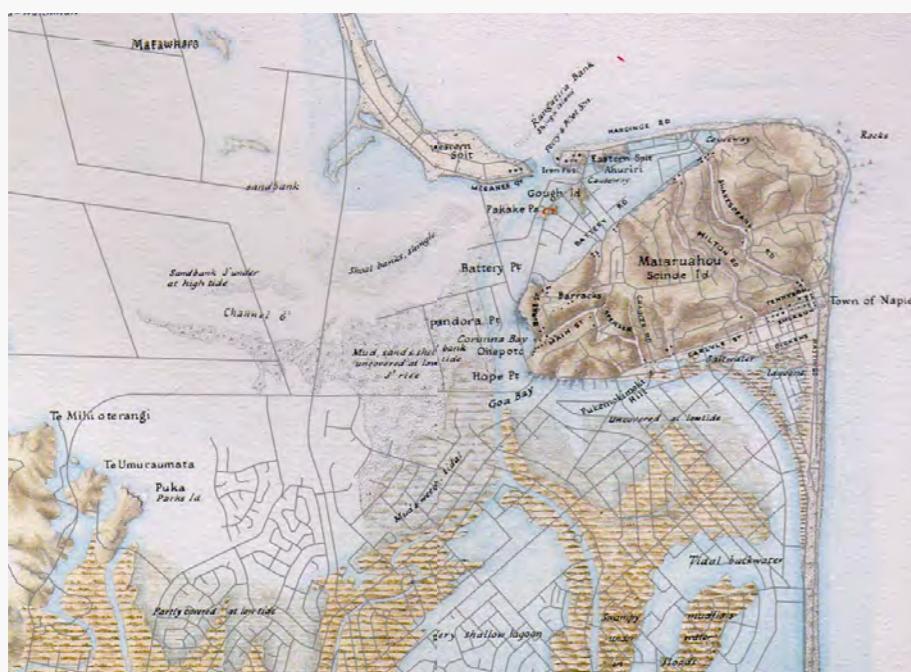
7.4 HAWKES BAY CONTEXT

HAWKES BAY SUMMARY

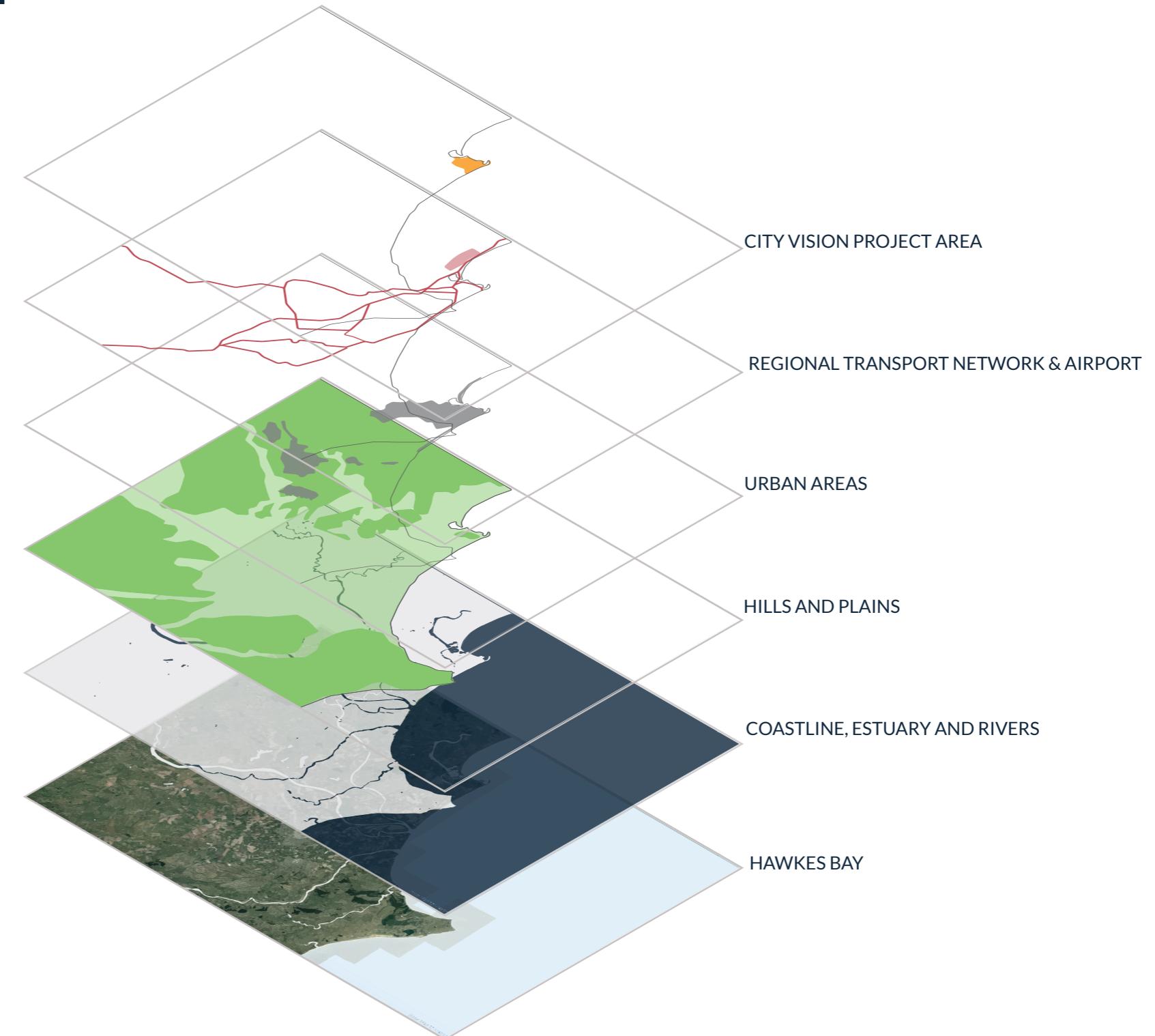
The regional context of Napier can be simply understood as a series of layers (right). Napier occupies a central location in the Hawkes Bay, where an area of plains (light green) is surrounded by hills (green) and a number of river systems terminate at the coast (navy). Prior to European settlement and land reclamation, and the 1931 earthquake there were large areas of estuary and swamp. Two clear agglomerations of urban settlement (grey) are Napier-Taradale, and Hastings-Havelock North-Flaxmere which are generally separated by the Tutaekuri, Ngaruroro, and Clive Rivers. A high speed express-way network has been developed which links the urban areas, industrial areas and airport to interregional the State Highway network (red). The City Vision project (orange) focuses on the Napier CBD and Ahuriri, Port and waterfront - a small but critical area of the Hawkes Bay Region.

EARLY LANDFORMS - PRE-EUROPEAN SETTLEMENT AND LAND RECLAMATION

The diagram below shows the known landforms around the Napier area. The area was swamp and tidal estuaries with narrow spits connecting to Mataruahou (now known as Napier Hill). Maori settlements were spread around the base of Mataruahou in sheltered locations, with a Pa site at Ahuriri.



Napier 1865 showing large areas of tidal estuary and swamp.



7.5 THE CITY CONTEXT

CITY VISION SCOPE

The central city, waterfront and Ahuriri is Napier's glamorous face to the world. These central commercial hubs and recreational strip are the areas where most people work, shop, and be entertained, and where visitors to the City are drawn to. These areas are the single focus for the City Vision, although the philosophy underpinned by the Foundation Concepts will extend beyond these three areas to Napier's suburban shopping centres and transportation networks. Consistent implementation of the Foundation Concepts across all suburban centres will ensure strong connections to the city centre, even though each suburban centre has its own character, community and purpose.

OVERVIEW OF CITY ISSUES

The City Vision has been prepared to meet Napier's challenges and opportunities, and to deliver against the project objectives (see introduction). A snapshot of the City (right) gives an overview of Napier in 2015. Detailed reports have been prepared and other strategies are relevant to the preparation of the City Vision. The scope of the City Vision does not cover all issues, and other strategic plans outline the City's approach. The major issues and opportunities that Napier (and the Hawkes Bay) are experiencing are:

ECONOMIC DEVELOPMENT

Napier City Council is a partner in the revision of the Hawkes Bay Regional Economic Strategy (REDS) and is currently working on the development of a regional Business Attraction Strategy. These two strategies work to guide the activities of Council in achieving the goal of Napier being the leading commercial and tourism centre in Hawkes Bay.

The aim of REDS is to increase prosperity across the region, building on regional strengths and broadening the region's economic base. The Business Attraction Strategy will be one component of REDS.

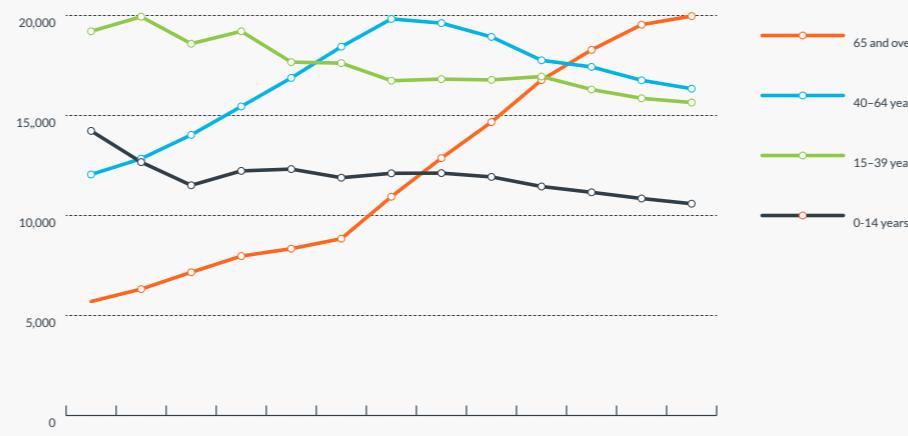
PORT GROWTH, LOGISTICS AND FREIGHT NETWORK

REDS will support the growth and success of the Napier Port, as it's key portal for the movement of the region's produce to markets across the world. The Napier Port also has its own strategic objectives, including increasing efficiencies, targeting new markets, and increasing the number of TEU's (containers) handled.

REGIONAL APPROACH - AMALGAMATION

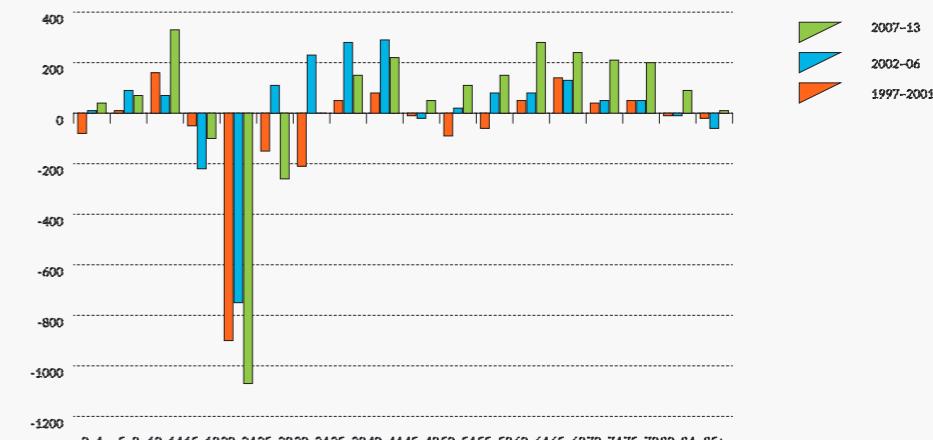
The Local Government Commission recommended the councils of Napier City Council, Hastings District Council, Central Hawkes Bay District Council, Wairoa District Council and the Hawke's Bay Regional Council amalgamate to form one super council. The decision to do so will go to a public referendum on the 14th

POPULATION PROJECTIONS - CHANGING DEMOGRAPHICS



STATISTICS NZ PROJECTIONS ESTIMATE THAT IN 2043 31% OF PEOPLE IN NAPIER WILL BE 65 AND OLDER - DOUBLE THE PERCENTAGE OF 0-14 YEAR OLDS.

MIGRATION BY AGE GROUPS



YOUNGER PEOPLE TEND TO MIGRATE FROM NAPIER TO CITIES WITH GREATER EDUCATION AND EARLY CAREER OPPORTUNITIES; THE CITY GAINS POPULATION FROM THE MID-30 YEAR OLD AGE-GROUP ONWARDS.

September 2015. Regardless of the outcome, the City Vision will be relevant for the future development of Napier, and the philosophy of approach is grounded in current best practice and will likely be adopted by any future organisation of local government, should this occur.

AGING POPULATION

The worldwide demographic shift to an ageing population cannot be ignored. The graph right (bottom) shows the projected dramatic increase over the next 30 years of over 65 year olds. Napier City Council is currently developing a Positive Ageing Strategy with community groups. The Strategy will look to reduce isolation, provide greater access to medical and social needs and ensure urban environments are designed with access to all sectors of the community in mind. People-friendly streets are also one of the aims of the City Vision and as such, the two strategies are compatible.

EARTHQUAKE PRONE BUILDINGS

Sections 131 and 132 of the Building Act 2004 require Councils to develop and implement an Earthquake Prone and Insanitary Buildings Policy. In short, the city's commercial buildings built prior to 1976 are required to comply with at least 34% of the NZ Building Code for new buildings (NBS) at the time of any change in use, or within 15 years for those buildings assessed to be earthquake prone following an IEP (Initial Earthquake Prone assessment). This puts a

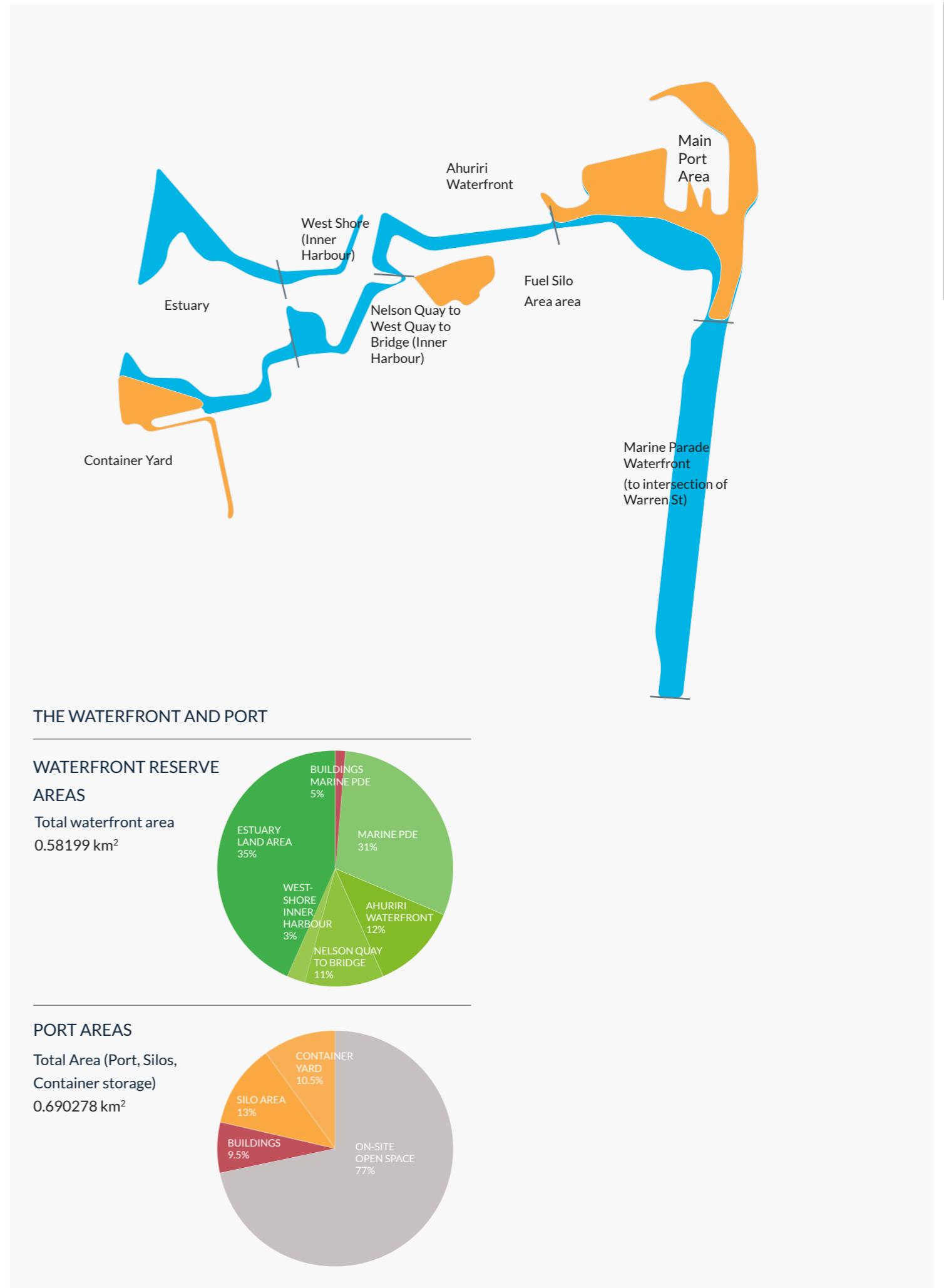
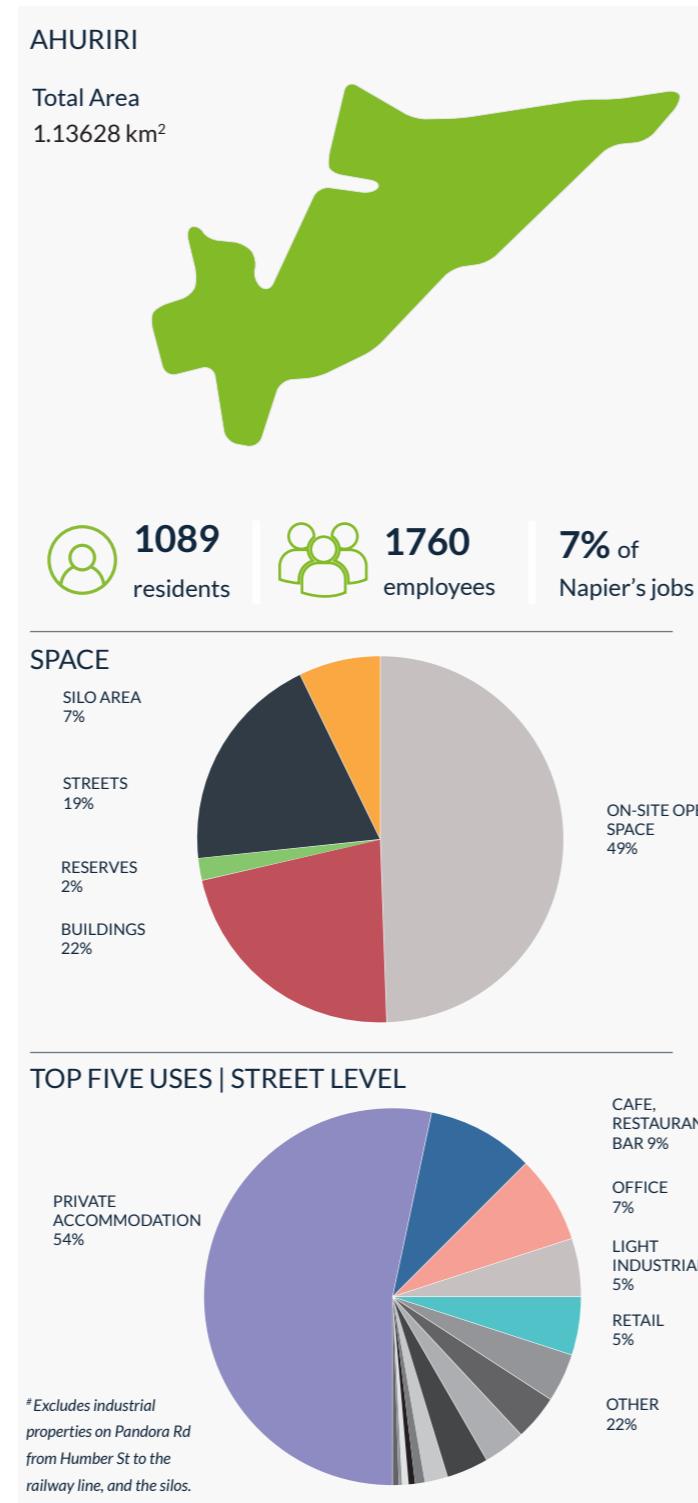
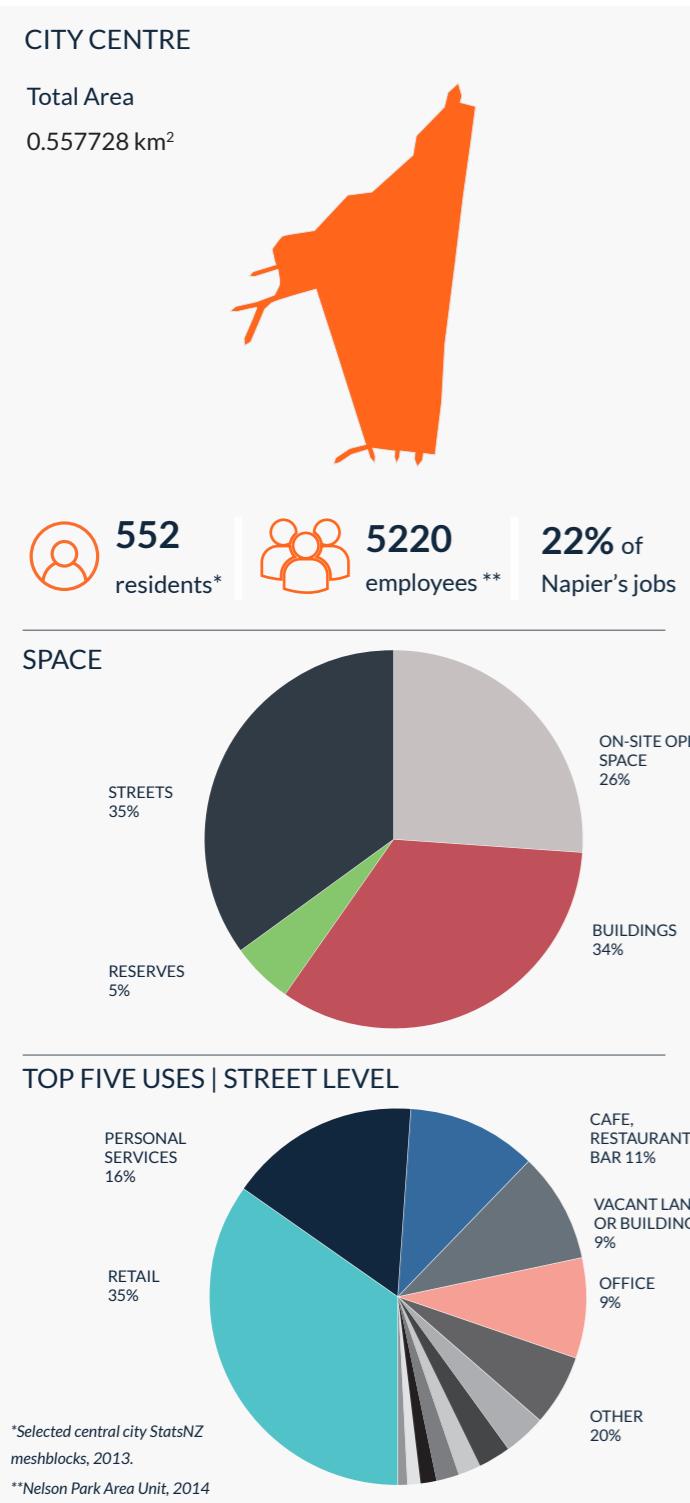
sometimes significant cost on the building owner, and has resulted in difficulty tenanted some buildings. Where rents are unable to cover the costs of earthquake strengthening, the building is at risk of being demolished or abandoned, a fear most keenly felt for the city's heritage buildings. On the upside, research shows that buildings (particularly heritage buildings) that have been earthquake strengthened are more likely to be tenanted, and more likely to contain successful businesses. Heritage precincts are more likely to have higher volumes of pedestrian traffic and are visited by more tourists. The City Vision recognises the importance of heritage in Napier and supports building owners through various means throughout the process of earthquake strengthening.

COASTAL HAZARDS, CLIMATE CHANGE AND SEA LEVEL RISE

A regional approach to the issues of coastal hazards, climate change, and sea level rise is being taken with physical works likely to be undertaken after 2017:

"The Clifton to Tangoio Coastal Hazards Strategy 2120 will be developed in cooperation with the Hastings District Council (HDC), the Hawke's Bay Regional Council (HBRC), the Napier City Council (NCC), and groups representing Mana Whenua and/or Tangata Whenua. This strategy will be developed to provide a framework for assessing coastal hazards risks and options for the management of those risks for the next 105 years from 2015 to 2120." www.hbhazards.co.nz/

7.6 THE FRAMEWORK AREAS



07 ANALYTICS



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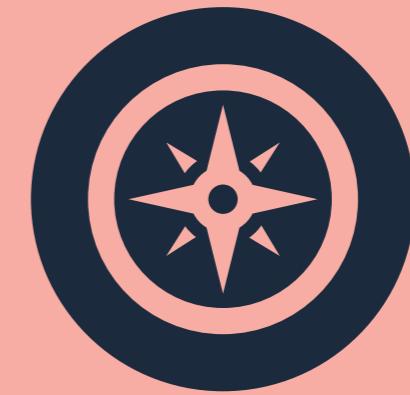
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WALKABLE CATCHMENTS			
BUILDINGS	124	DISCLAIMER	
SUMMARY & RECOMMENDATIONS		This report (Report) has been produced independently by Geoff Wilkinson Urban Design and Placemaking (The consultant) on the request of the Napier City Council (Client) to inform the City Vision project. The views expressed in this Report are not necessarily the views of the Client.	
FIGURE GROUND - CITY CENTRE			
FIGURE GROUND - AHURIRI			
THE CITY CENTRE AT EYE LEVEL			
AHURIRI AT EYE LEVEL			
LAND USE MIX - CITY CENTRE			
LAND USE MIX - AHURIRI			

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The information, statements, statistics and commentary (together the 'Information') contained in this Report have been prepared from publicly available material, research and analysis by the consultant and from discussions held with stakeholders. The consultant does not express an opinion as to the accuracy or completeness of the information provided, the assumptions made by the parties that provided the information or any conclusions reached by those parties.

The consultant has based this Report on information received or obtained, on the basis that such information is accurate and, where it is represented to the consultant as such, complete. The Information contained in this Report has not been subject to an audit.



INTRODUCTION

A LAUNCH PAD FOR CREATIVITY

A robust evidence base is a requirement for creative and coherent urban design strategies and initiatives. This document provides a broad frame of reference for decision makers, designers, engineers and council by combining a diverse array of existing data sources, new assessments, and highlighting where there are information gaps about the City, its centre, the Waterfront, and Ahuriri. If a project begins with a narrow focus, then opportunities will be missed and strategies and initiatives will reflect this narrow frame of reference. Conversely, if many associations can be made then the City will benefit from greater creativity and innovative responses to its issues and opportunities. An overview of the project, its objectives, and work completed to date complete the introduction.

The first section of this document aims to enable better conversations by adding context to strategic issues for a shared starting point for development of the City Vision strategies and initiatives. The following strategic issues have associated work programmes:

1. The Port
2. Heavy vehicle routes
3. Development and investment (retail and attracting investment, earthquake prone building redevelopment, and parking)
4. Coordination of public and private projects

The second section focuses on the City's design and examines the relationships between form and behaviour and in the City. There are seemingly endless relationships which can be investigated in a city and this complexity can become a barrier to action and decision-making. This document is structured to help people understand a place. It breaks the assessment of the city's design into four areas:

- Built environment
- Place network
- City life
- Cultural & creative expression

Each section contains a brief summary of Napier's performance and broad recommendations for improvement, and urban analysis diagrams which record the rationale for the recommendations. Due to the early stage of this project and the breadth of scope the recommendations are necessarily high level, and further development and validation is required.

Urban design is about making Cities and places work better, giving meaning, and adding value. A city is a human habitat and it is within our power to create great places to live if we focus first on creating a city for people, once we have made the mental shift, then everything else comes naturally. The next stage in the City Vision process is to create strategies and initiatives which leverage existing patterns and take the opportunities to create new urban structures, prototype new uses of public spaces, repair and rehabilitate degraded areas, and to reinforce and increase the quality of what is working well.

A CITY FOR PEOPLE: THE UNIVERSAL STARTING POINT FOR DESIGNING CITIES

- Creating a city for people - instead of one for cars and traffic - begins with designing for humans' physical constraints and social needs.
- People are made to walk, and so a city for people invites us to walk and to be engaged in a 360 degree experience built around a speed of 5kph.
- People's experience of a place is an emotional experience, and this is the starting point for what makes some places great and others mediocre. This means that understanding what delights people, and what builds love and attachment for a place are key considerations, as are understanding the psychological and emotional impacts of the pervasive blandness and ugliness inherent in utilitarian city design.
- Humans are also a social species, and providing opportunities for incidental contact and spontaneous meetings between acquaintances and friends allows deeper social exchanges to occur. Design is a powerful force to strengthen social networks and to create a convivial culture.
- A city for people further supports social exchanges of many types through design by catering to the dimensions at which intimate, social, public and major events take place. These are biological spatial thresholds which relate to our sensory capabilities.
- Meaningful experiences, which are layered over time, over lifetimes, and generations add a patina of life to a place. The best places are used and are not only ornamental, and wear and tear are a by product of a successful place.
- A sense of belonging is an indicator of a great place. Allowing people to take part in the creation of place as an active participant creates emotional bonds between people and where they choose to live. People also need to be able to adapt a space to suit their needs on a day to day basis.

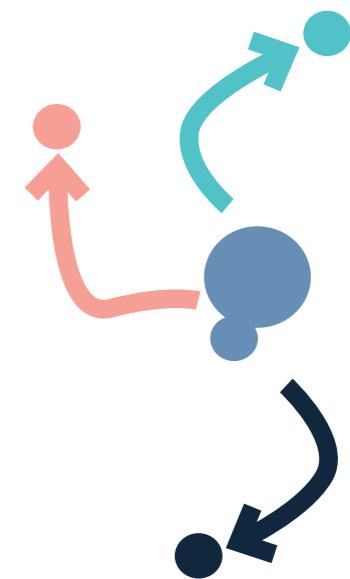
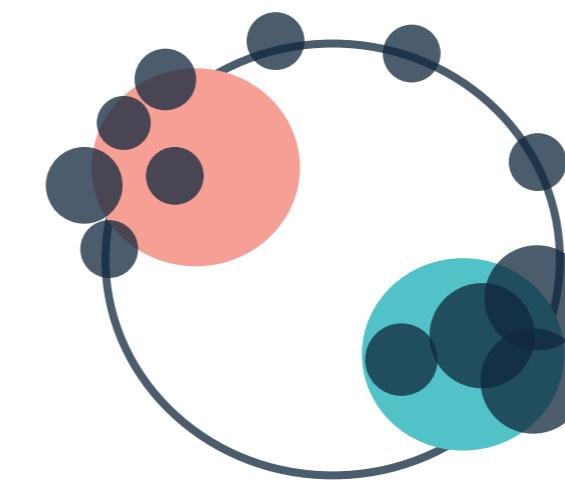
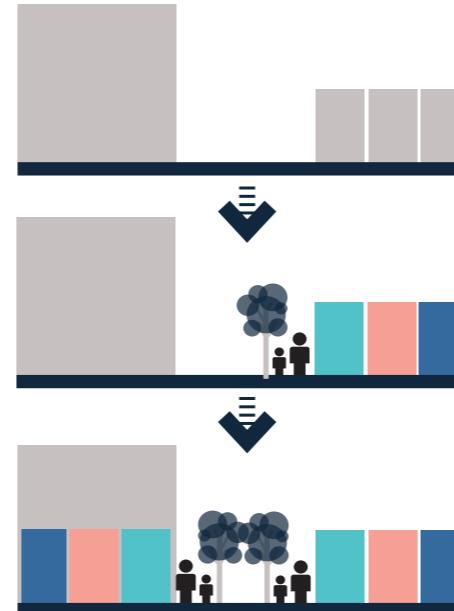
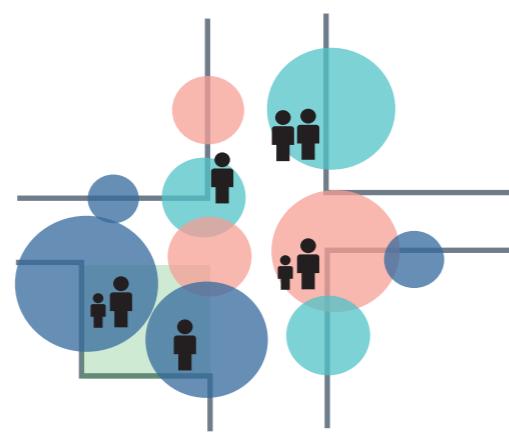
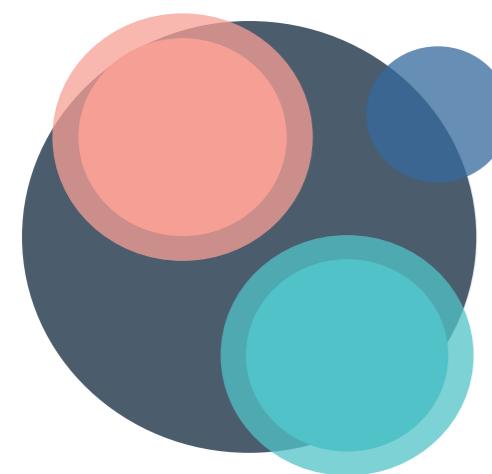
PROJECT OVERVIEW

PROJECT OBJECTIVES

Napier City Council in collaboration with an external reference group has created this set of objectives. The following pages illustrate the scope of the project which aims to create an overall city framework, with three more detailed areas focusing on:

1. the Waterfront as a complete linear open space system (including associated street networks and buildings which define the edge of the spatial experience).
2. the Central city
3. Ahuriri

The Port forms part of the spatial extent of the Waterfront framework, and issues relating to its connections and effects will be integrated at the city framework level, and into both the Ahuriri and City Centre Area frameworks. The Ahuriri and City Centre Area frameworks will overlap with the Waterfront in order to ensure integration.



Objective 1.

Evolve the city centre, Ahuriri and Waterfront in a way that enhances the development of Napier and cements its place as an iconic destination.

Objective 2.

Encourage public-private partnerships that result in the creative use of space and investment beyond property boundaries.

Objective 3.

Identify, value and enhance the character of the City Centre, Ahuriri and the Waterfront, and improve connections between these places.

Objective 4.

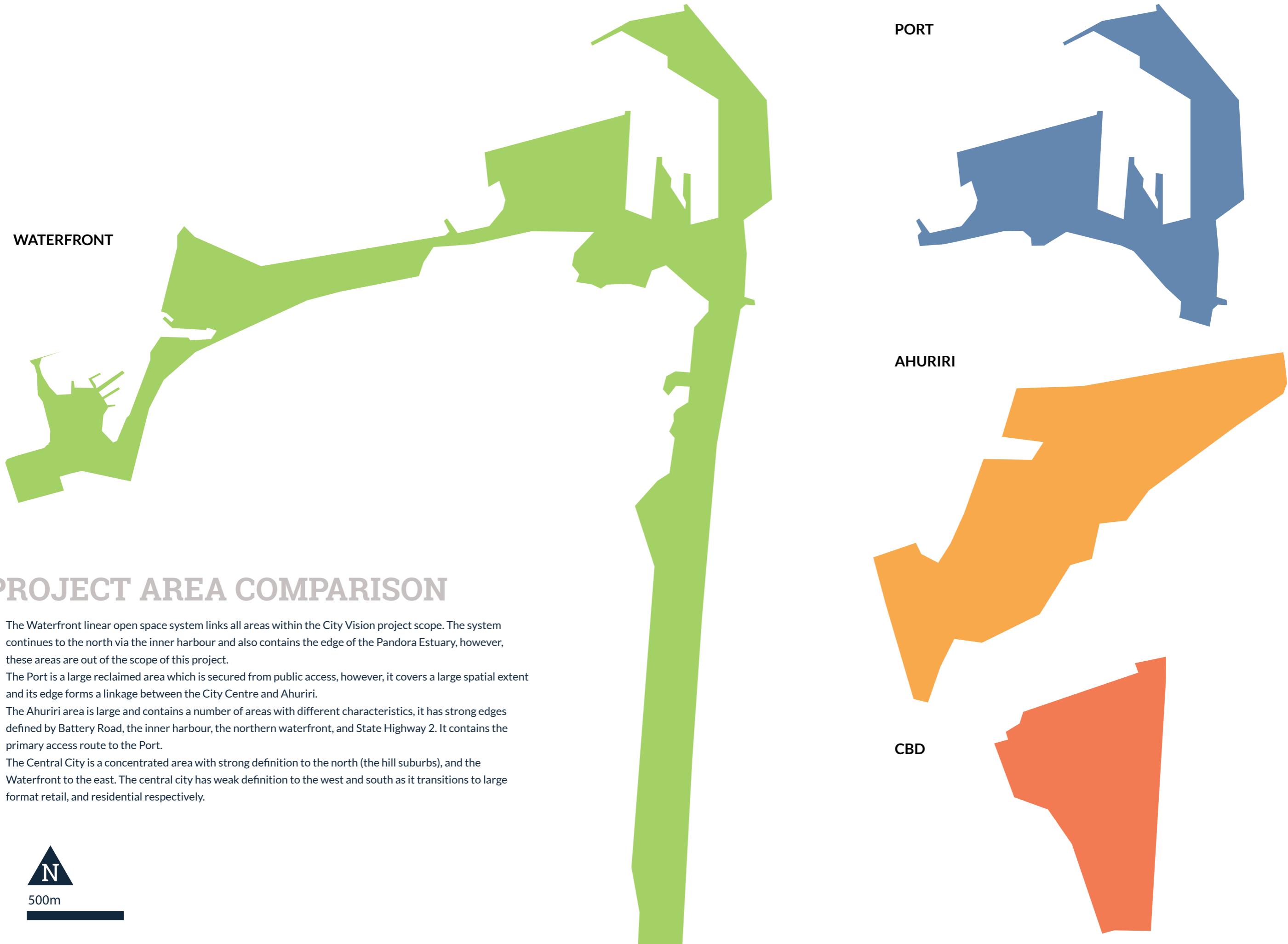
Celebrate and strengthen the unique offerings of the city centre, Ahuriri and the waterfront to create three complimentary destinations as part of a world-class experience.

Objective 5.

Recognise the importance of the Port and other integrated infrastructure to secure the future economic vibrancy of Napier.

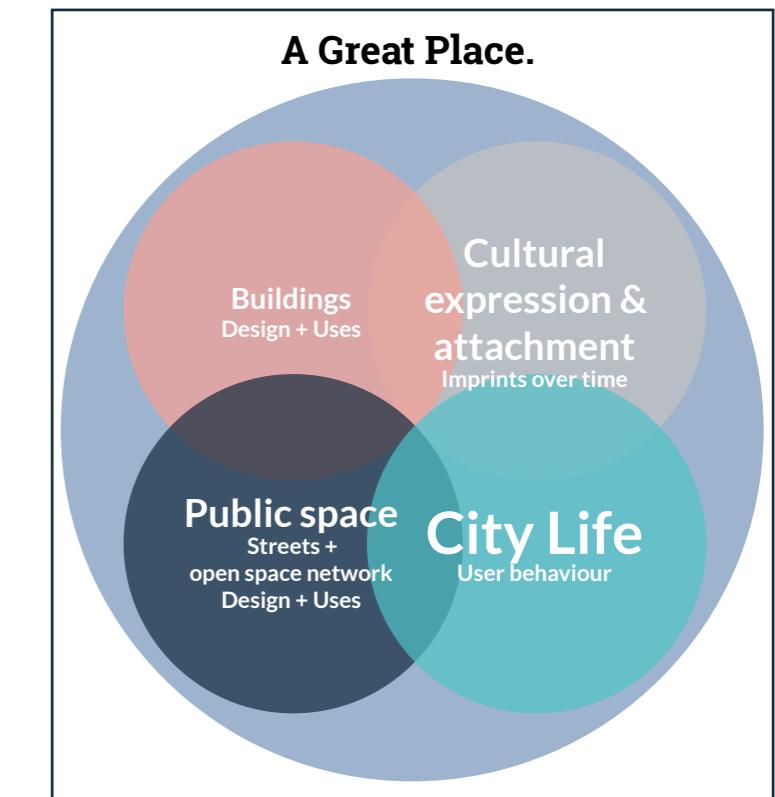
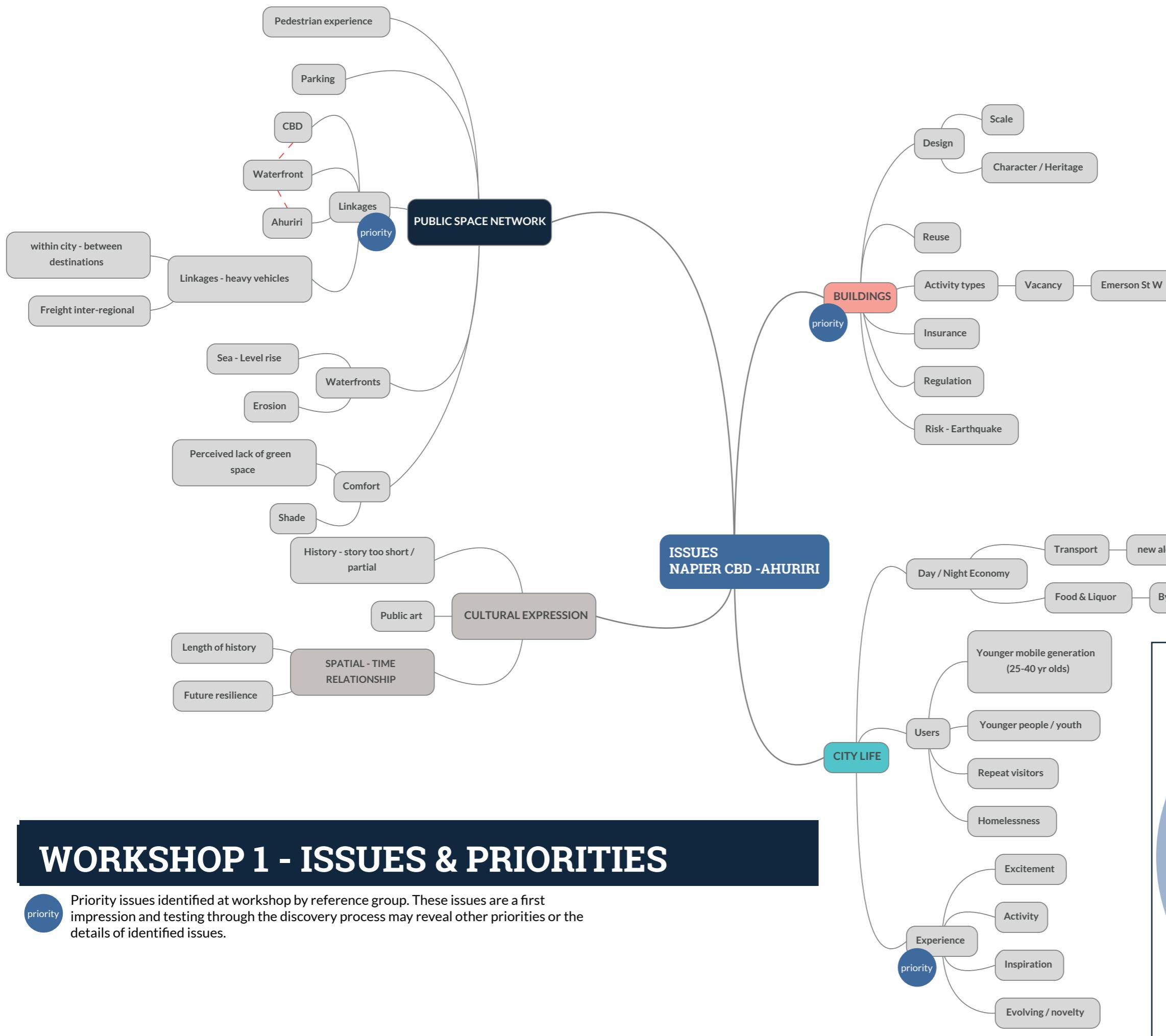
PROJECT SCOPE





PROJECT AREA COMPARISON

- The Waterfront linear open space system links all areas within the City Vision project scope. The system continues to the north via the inner harbour and also contains the edge of the Pandora Estuary, however, these areas are out of the scope of this project.
- The Port is a large reclaimed area which is secured from public access, however, it covers a large spatial extent and its edge forms a linkage between the City Centre and Ahuriri.
- The Ahuriri area is large and contains a number of areas with different characteristics, it has strong edges defined by Battery Road, the inner harbour, the northern waterfront, and State Highway 2. It contains the primary access route to the Port.
- The Central City is a concentrated area with strong definition to the north (the hill suburbs), and the Waterfront to the east. The central city has weak definition to the west and south as it transitions to large format retail, and residential respectively.



STRATEGIC ISSUE 1

THE PORT

- The Port is more than an industrial area of the City, it is a node in a sophisticated supply and logistics system which connects much of the lower North Island with international shipping. The road and rail networks form local parts of the linkages of this system.
- Spatially, the network has sub-nodes for container storage and support activities. There are currently three off-Port container areas two of these are located in close proximity to the express-way in industrial areas.
- The Port operation and container areas have very high profile due to the mass and height of the stacked containers, which are higher than most buildings in the city. Bulk storage silos create additional prominence as do the Port's cranes.
- The Port and breakwater is one of the City's oldest features since European settlement. The growth of the Port is visible in the images below. It is also a key feature in view from the lookout at Bluff Hill, which provides an interesting view of the Port in action.
- The Port's operations have grown significantly over the last 25 years with container movements being responsible for most growth. The Port is now NZ's 4th largest container terminal, and cruise ships have provided a new and growing revenue stream since the mid-2000s. A further 20% increase in TEUs is expected by the Port in 2015.
- The Port's operational areas are space intensive and wherever the Port locates its storage activities will drive heavy vehicle (HVT) routes. In addition, container shipping is forecast to increase further in 2015 and the Port has made strategic investment in a joint venture for an 'inland port' in Palmerston North with the Port of Auckland and Icepak.
- The cruise ship visitor experience is basic and operates on a pop-up system with adapted shipping containers providing storage for equipment. Transport operators are coordinated on the wharf with local Art Deco related features and people in costume welcoming the visitors. All transport in the Port's secured area must be in a vehicle and people are either taken on tours or dropped at the I-site in the central city. Some visitors choose to walk back to the Port gates at the end of their day visit.



Circus unloading at Port 1893



Port and Breakwater 1899



Port and breakwater 2015

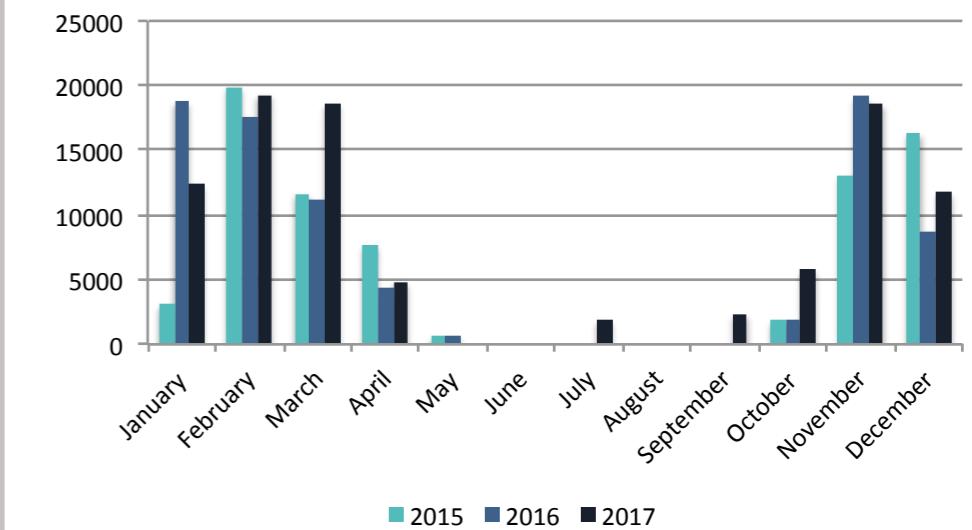
40-50 Cruise ships per season.

2015
74,000 passengers

2017
95,000 passengers

Total passenger numbers are expected to increase by 28% over the next two years.

PASSENGER NUMBERS BY MONTH

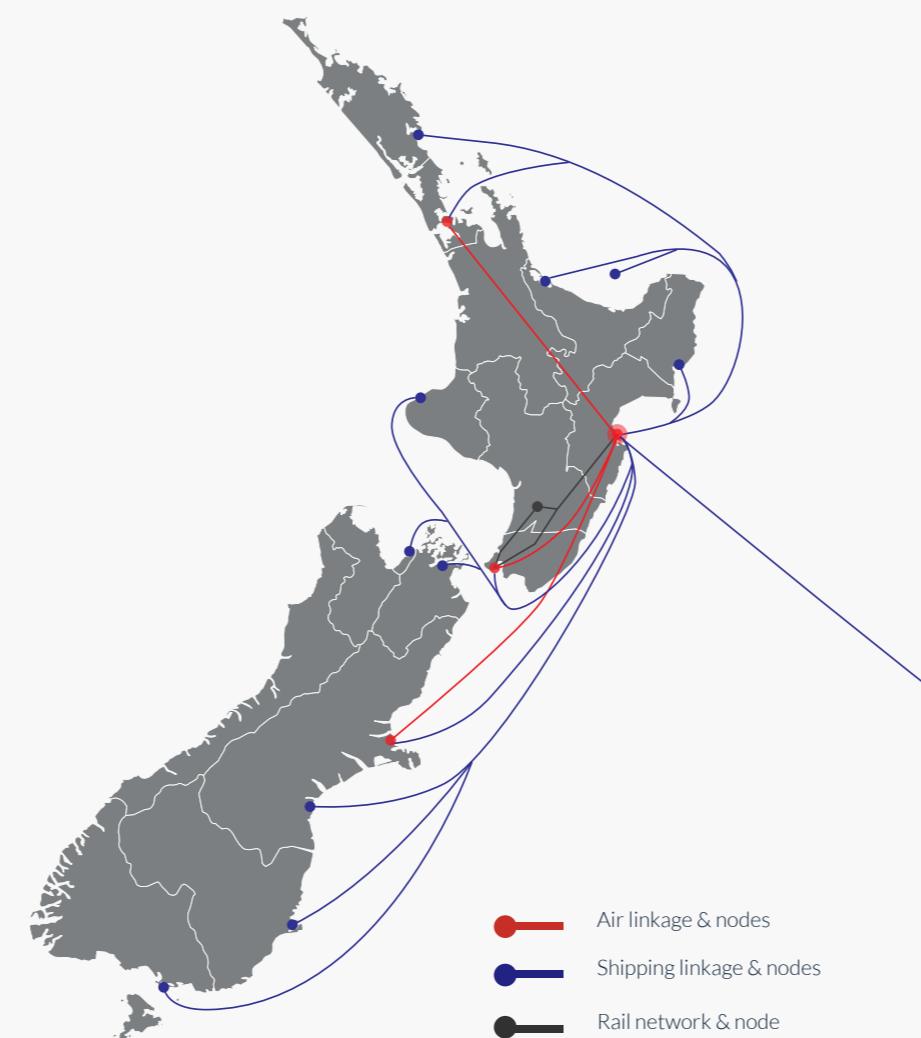


PORT CONNECTIONS

Global



National

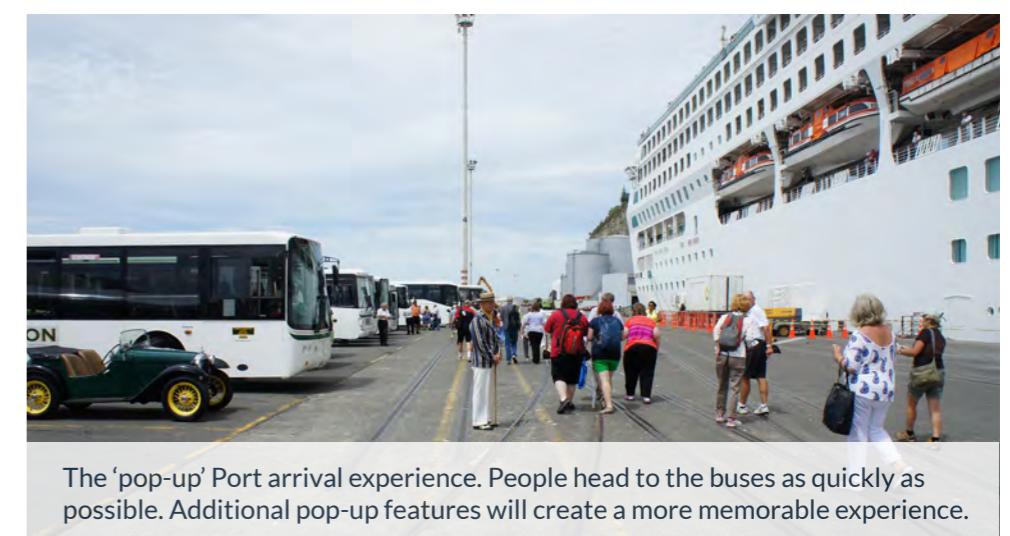
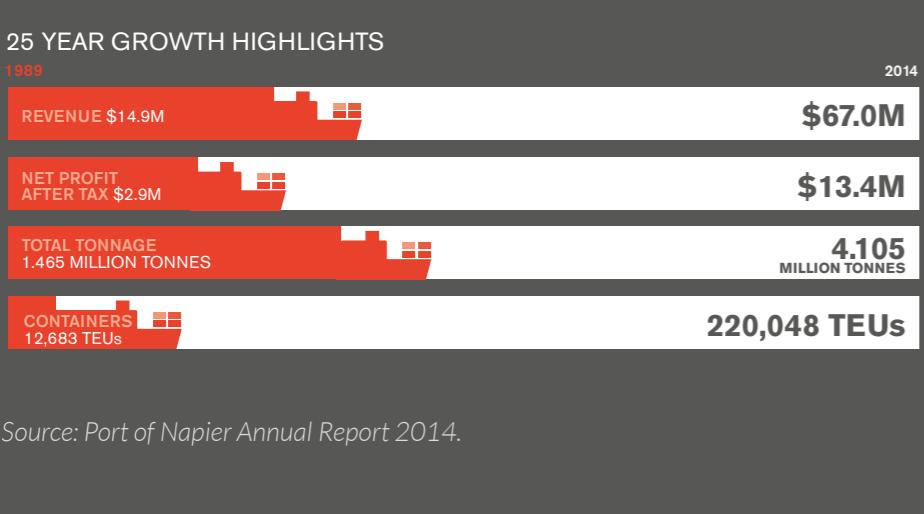


The container volume passing through Napier Port has increased by 1635% in 25 years. In 2015 a further increase to over 250,000 TEUs is expected.

Local



- Port and Container facilities (Red square)
- Road and rail network (Black line)
- Container facility access routes (Red line)
- Cruise ship visitor arrival and departure route and nodes (Blue line with circle)
- Fuel storage silos (Red rectangle)



STRATEGIC ISSUE 2

HEAVY VEHICLE ROUTES

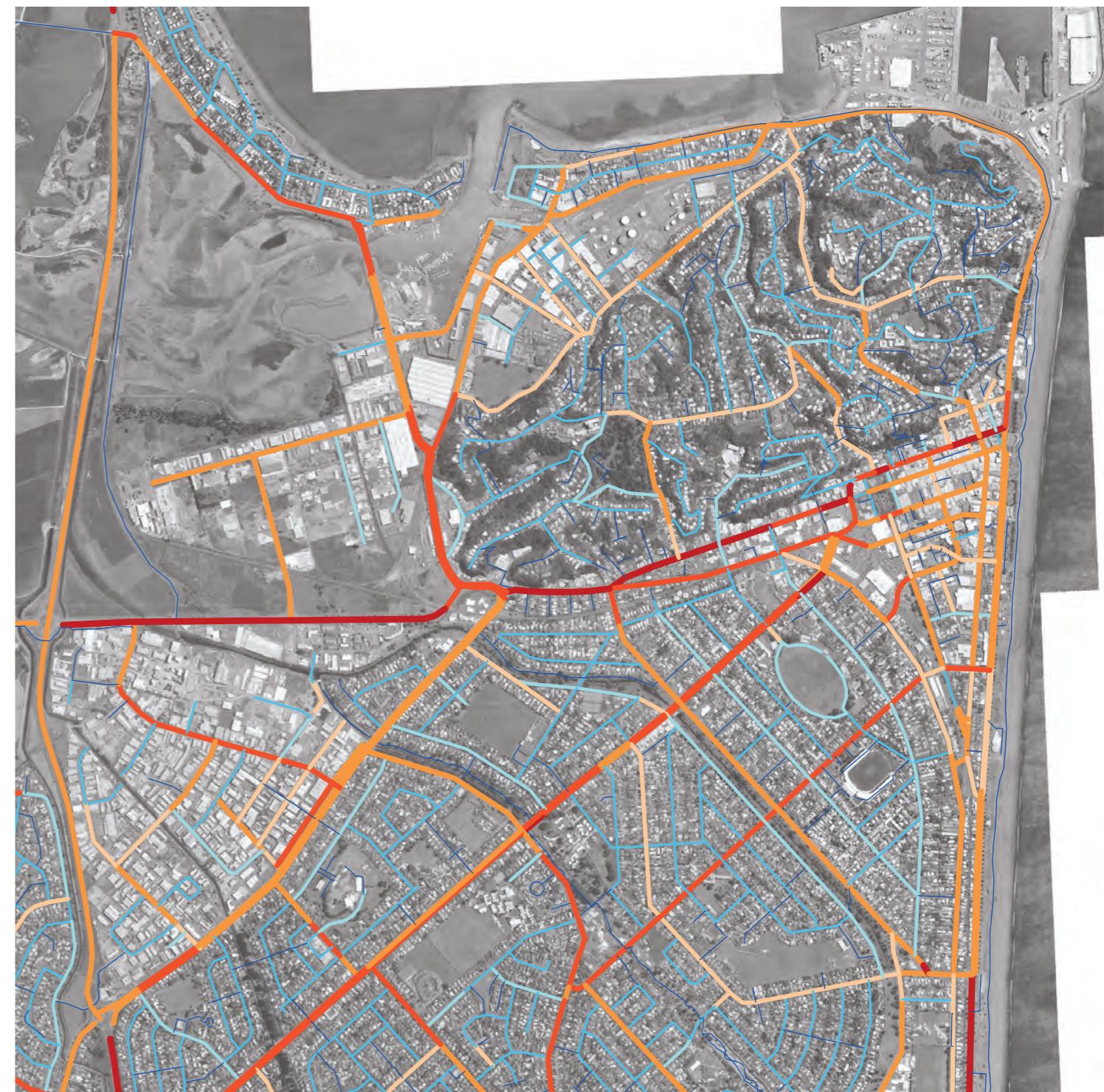
- Heavy vehicle traffic has become a major issue in the city as the containerisation of shipping has grown.
- The City has an integration issue with its waterfront along Marine Parade which has resulted from two incompatible functions - the area being a route to the Port, and as a premier 'place' in the City.
- Heavy vehicles routes become clear when addressed at a strategic scale, and the percentage of heavy traffic is visualised (see next page). Mapping allows identification of potential alternative routes for heavy traffic where appropriately designated roads with low capacity exist.
- Data for heavy vehicle traffic for areas in Ahuriri were not available at the time of this report's preparation. An area of interest around Ossian, Lever, and Coronation Streets currently experience low total traffic volumes, it is unknown how many heavy vehicle movements occur in this area where the land use characteristics have changed in line with the mixed use status of the area. Traffic speed data was also unavailable for the preparation of this report.
- The high to medium amounts of heavy vehicle use along the southern connector (Hyderabad - Pandora - SH2) raise issues for other road-users, in particular, how to connect active transport routes from residential areas and the central city to Ahuriri and the Pandora estuary where recreation opportunities are planned to increase.
- The State Highway route between Marine Parade and the Southern connector have low HVT volumes and provides an alternative route to Marine Parade. Sections of Marine Parade currently accommodate between 250-500 heavy vehicles per day which would be a marginal increase along a State Highway designated route.

Street of Interest	Section	HVT Volume	HVT Percentage
SH2	Ahuriri northwards	High	High
Ahuriri bypass	SH2 to Ahuriri Village	High	High
Ahuriri bypass	Peanut to Port	Medium	High
Kennedy	To Tennyson	High	High
Tennyson	To Marine Parade	High	High
Marine Parade	SH2 to Port	Low	Medium
SH2	Marine Parade to Southern Connector	Low	Low
SH2 (southern connector)	Thackery/Carlyle to Ahuriri junction	High	Medium
Express-way	Southern Connector to South	High	High



Heavy vehicles on Marine Parade are limiting its potential as a waterfront destination.

ALL TRAFFIC VOLUMES



Average Annual Daily Traffic

- 10,000 to 24,000
- 7,000 to 10,000
- 3,000 to 7,000
- 1,500 to 3,000
- 1,000 to 1,500
- 200 to 1,000
- 0 to 200

Approximately 10,700 vehicles use Tennyson Street per day, 20% of these are heavy vehicles.

HEAVY VEHICLE TRAFFIC VOLUME

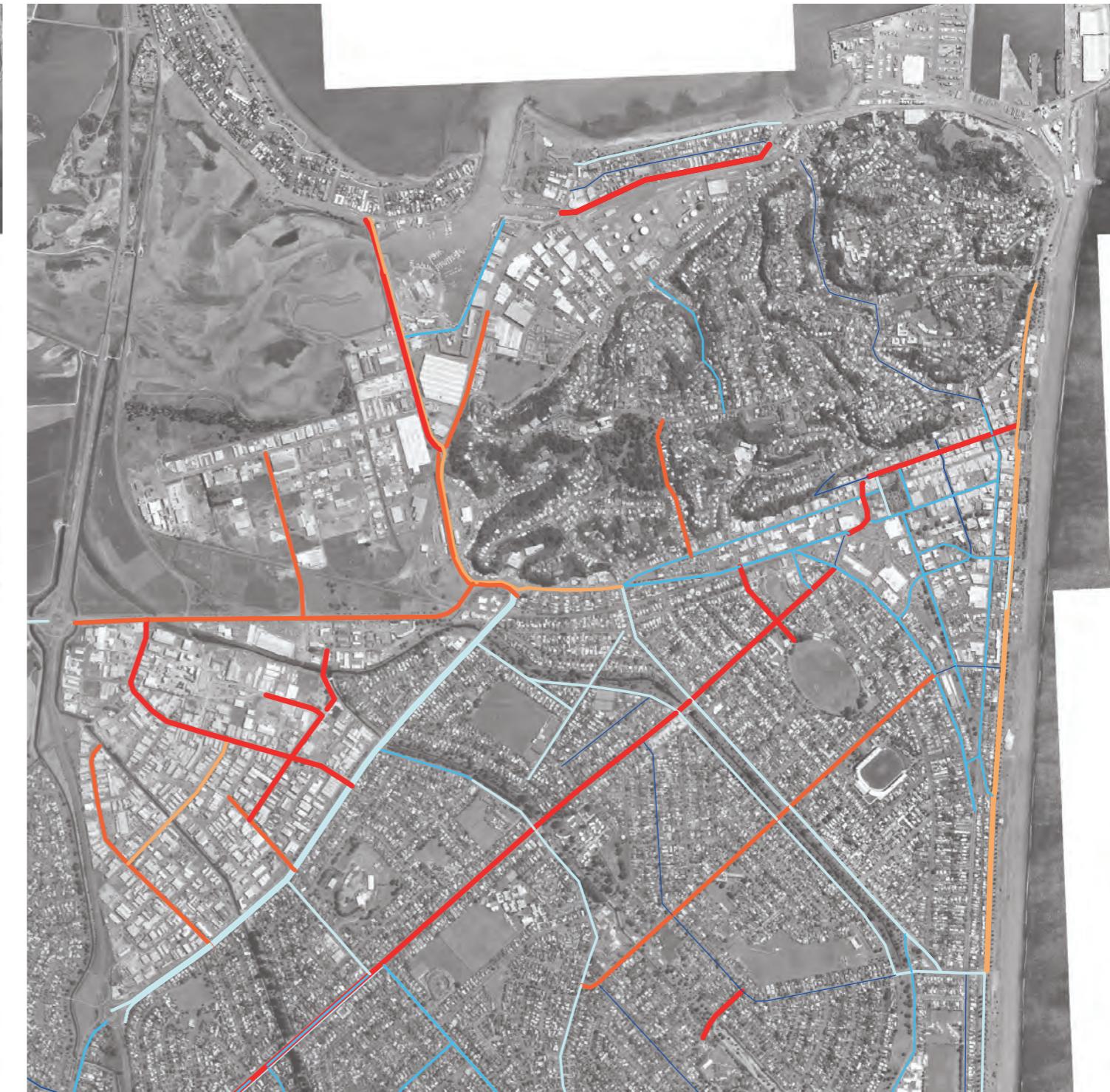


Heavy Traffic Volume

- 1,000 to 2,250
 - 750 to 1,000
 - 500 to 750
 - 250 to 500
 - 100 to 250
 - 0 to 100
- Potential alternative HVT route to Marine Parade State Highway.

Combined lane totals for sections of Marine Parade are estimated to vary between 275-500 heavy vehicles per day.

HEAVY VEHICLE TRAFFIC PERCENTAGE



Heavy Traffic Percentage

- 15 to 40%
- 10 to 15%
- 7.5 to 10%
- 5 to 7.5%
- 2.5 to 5%
- 0 to 2.5%

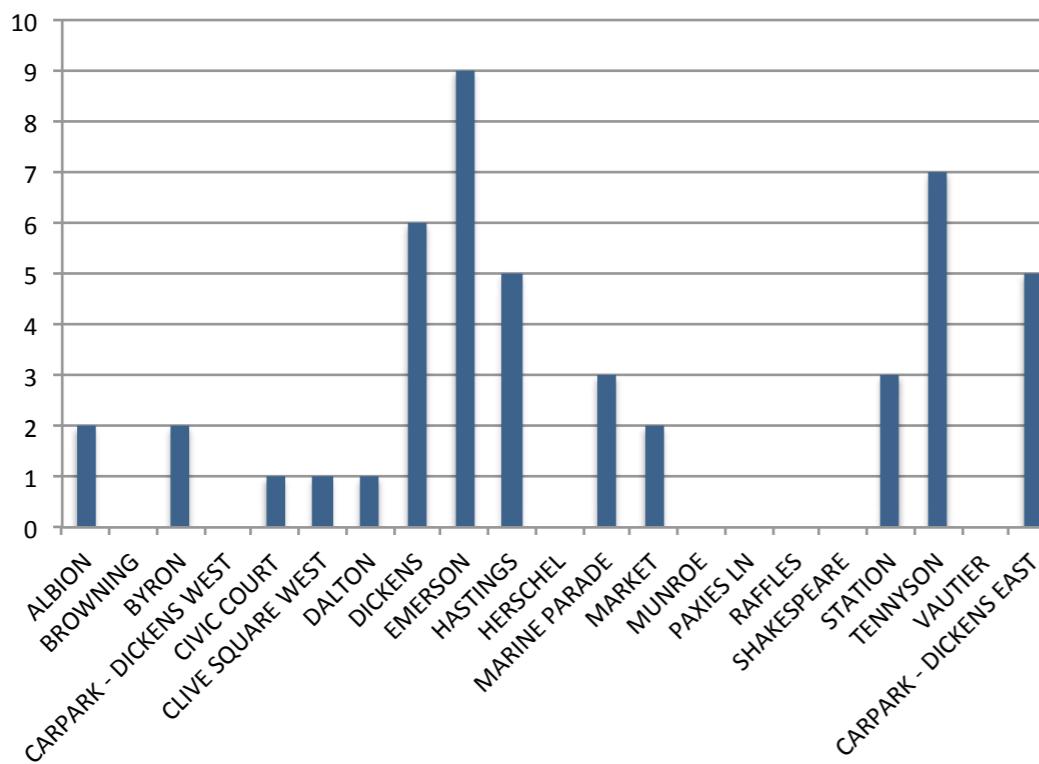
Heavy Vehicle traffic accounts for 27% of traffic on Ahuriri Bypass.

STRATEGIC ISSUE 3

RETAIL & ATTRACTING INVESTMENT

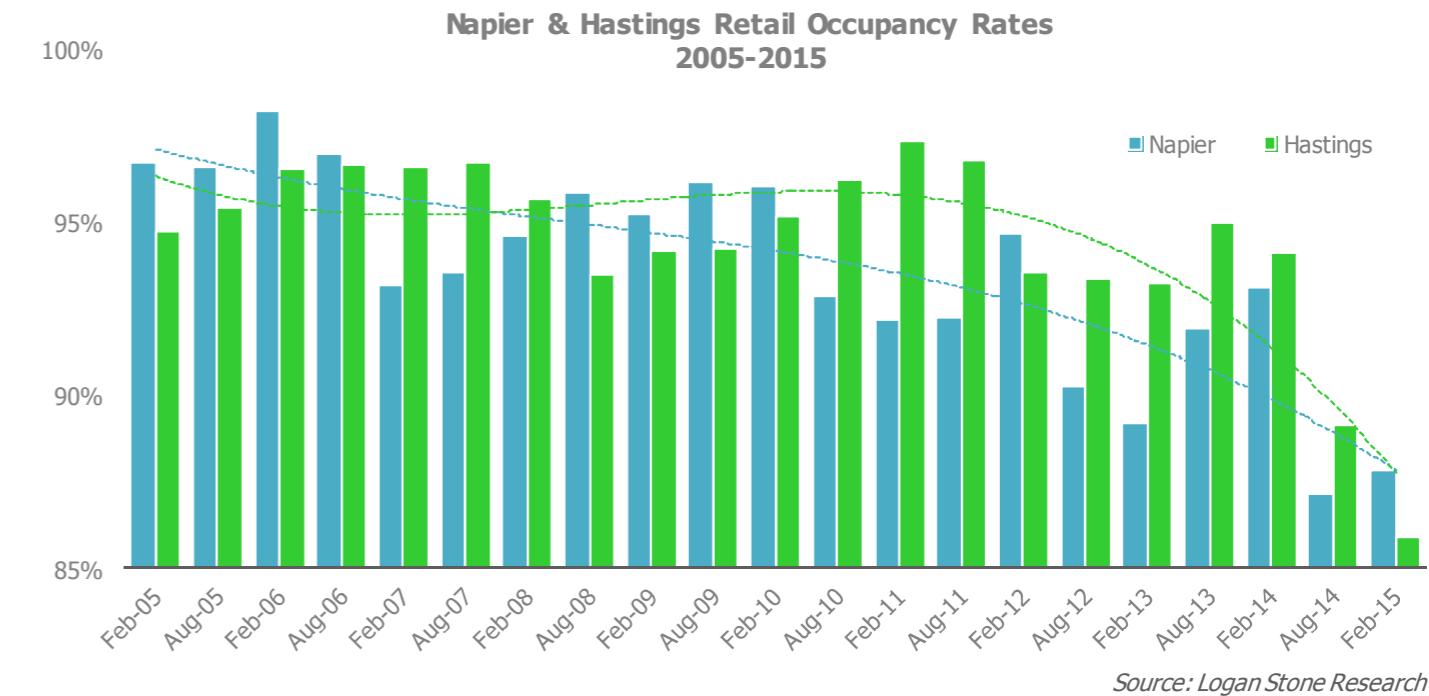
- According to Logan Stone (right) retail occupancy is at its lowest levels of the last-ten years, although there has been a slight improvement in the last 6 months (Increasing vacancy is an issue in Hastings as well). Logan Stone's commentary suggests that the structure of central business districts needs to change in relation to an ongoing reduced retail footprint size in central areas of provincial cities.
- The vacancies in Napier city centre are highly localised with most occurring in Emerson St West and the next block over on Tennyson St (See the graph below).
- In Ahuriri vacant frontages account for 9% of all frontages. However, the absolute numbers are low, and the properties are large in comparison to the central city where tenancies are generally small.
- Napier City staff are investigating the successful Renew Newcastle programme from Australia which is used to tenant vacant buildings in the short-medium term. Due to the concentration of vacant properties in the central city this programme can have a high impact and profile.
- The drivers behind vacancy and business closures needs to be more fully understood, along with the desires of potential start-ups and temporary users, and integrated with the proposed introduction of a 'Renew Napier' programme.

LOCATIONS OF VACANT FRONTAGES FEBRUARY 2015 IN STUDY CITY VISION STUDY AREA



LOGAN STONE RETAIL OCCUPANCY SURVEY FEB 2015

The following graphs show a summary of occupancy levels over the last ten years:



COMMENTARY FROM LOGAN STONE RETAIL OCCUPANCY SURVEY FEB 2015 P.1 (EMPHASIS ADDED).

"Over the longer term, occupancy is decreasing in the traditional retail precincts of the region. This is the result of changing retail habits and the increasing supply of competitive premises away from the retail cores. This together with the current low population growth and increased competition from online activity suggests *there is little reason for occupancy levels to increase in the near future*.

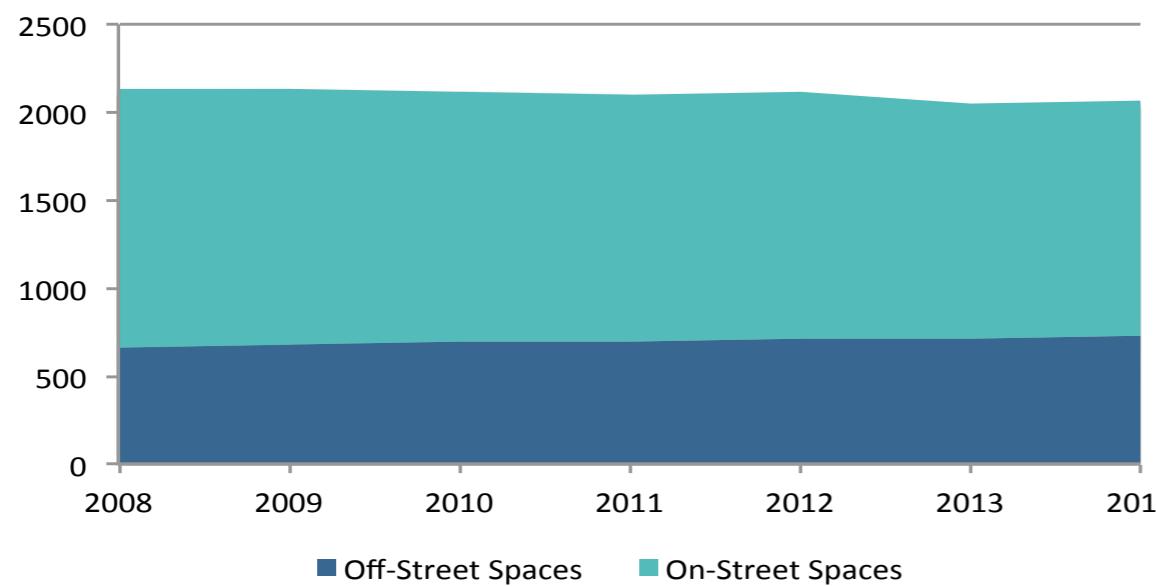
Regeneration and increased activity is required if the occupancy trend is to be reversed in the main centres. Retailers are attracted to places where people are present or can easily access.... global trends suggest that *for low growth provincial centres the structure of central business districts needs to change with a reduced space requirement for traditional retail business.*"

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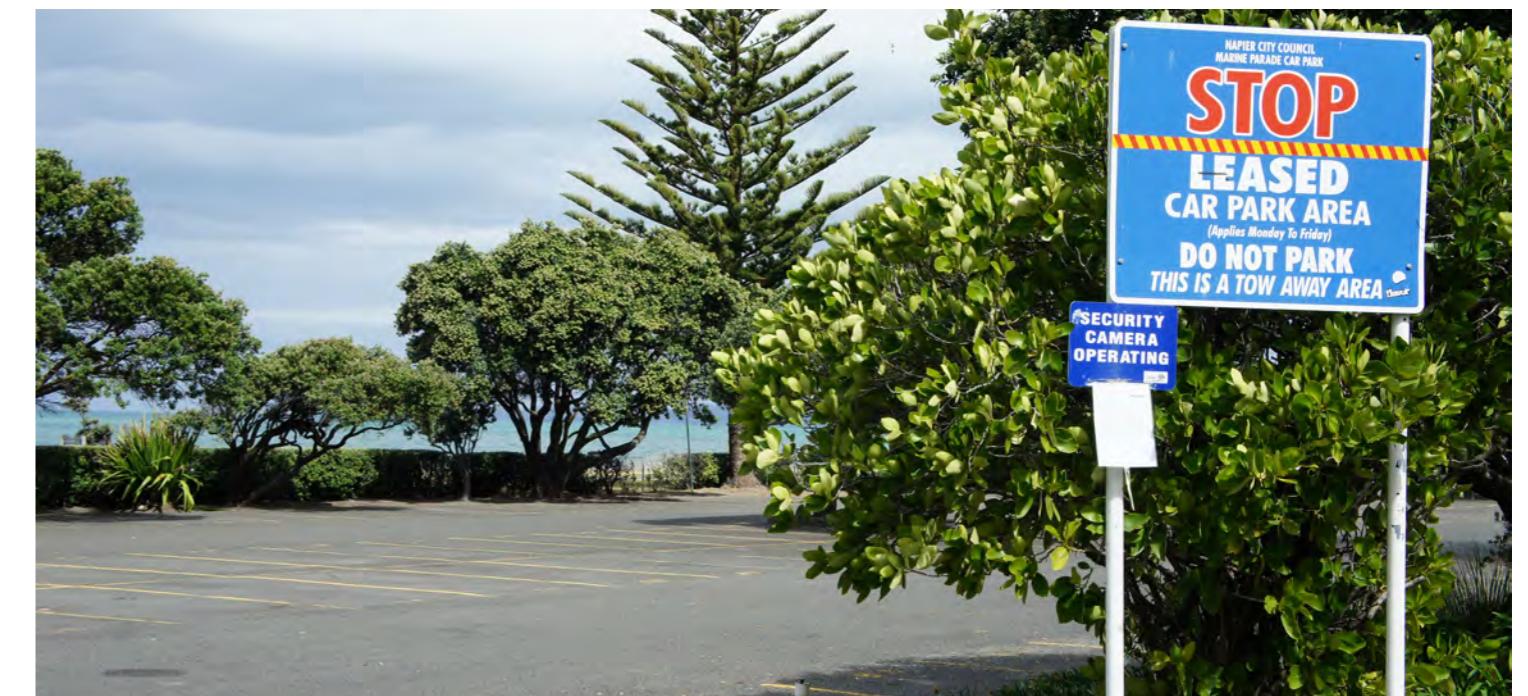
CAR PARKING & CONNECTIONS

- Parking provision is seen as an attractor for development in city centre. High value is being placed upon providing certainty to users and for commuter leased parking for workers. At the peak period of the year (December), parking occupancy is between 90-100% for most places in the city except the Marine Parade South car-park (see map on following page). At other times of the year parking occupancy is unknown.
- The development on Marine Parade and the ex-Marineland site will change a long established pattern of parking provision, by reducing leased parking by 100.
- Large format retail has produced large areas of car-parking throughout the central city's periphery which creates poorly-defined entrance experiences and inactive or blank frontages to the street.
- In 2009, a car-parking building and for the Vautier Street area and pedestrian connections to Emerson Street were proposed and concept designs completed with staging. Part of Stage 1 (pg 29 Urban Perspectives, 2009) of this plan have been progressed - these are:
 - 1. Construct/establish a café & walkway
 - based on the 'Soda Bar' model
 - 2. Remove the existing Senior Citizens' building, establish at grade carpark to be rented to the HBRC
 - 3. Future extension to the HBRC building
 - 4. Purchase the Rawcliffe Building
 - 5. Develop a site-specific design brief for the Parking Building; initiate a design competition to select architects.
- Total on-street public car-parking provision has decreased slightly since 2008, while off-street spaces have increased slightly (see graph below, from TDG, 2015).
- At-grade car parks provide convenient access to retail and business areas, but they have also created large inactive areas and reduced walkability and safety benefits from passive surveillance of the street. Few blocks are intact and retain a wholly urban character with buildings lining the street edge.
- In Ahuriri, at-grade parking provision which is built to the street edge breaks the unique and established character of the area. However, it also creates mid-block connections and shortcuts through the warehouse district.

PUBLIC CAR-PARKING PROVISION



This area connects to a large area of public car-parking on the waterfront. The landscaping is disconnected between the buildings and there is no coherent walkway, or way-finding. In future the landscaping on the waterfront must be used to create a cohesive experience.



The old waterfront car-park which will be replaced with water play areas and parking. A substantial amount of leased parking will be relocated. The quality of this area of waterfront should improve dramatically with the redevelopment.

ALL CAR-PARKING ON-SITE



COUNCIL OFF-STREET PARKING OCCUPANCY - PEAK USAGE



STRATEGIC ISSUE 4

COORDINATING PROJECTS

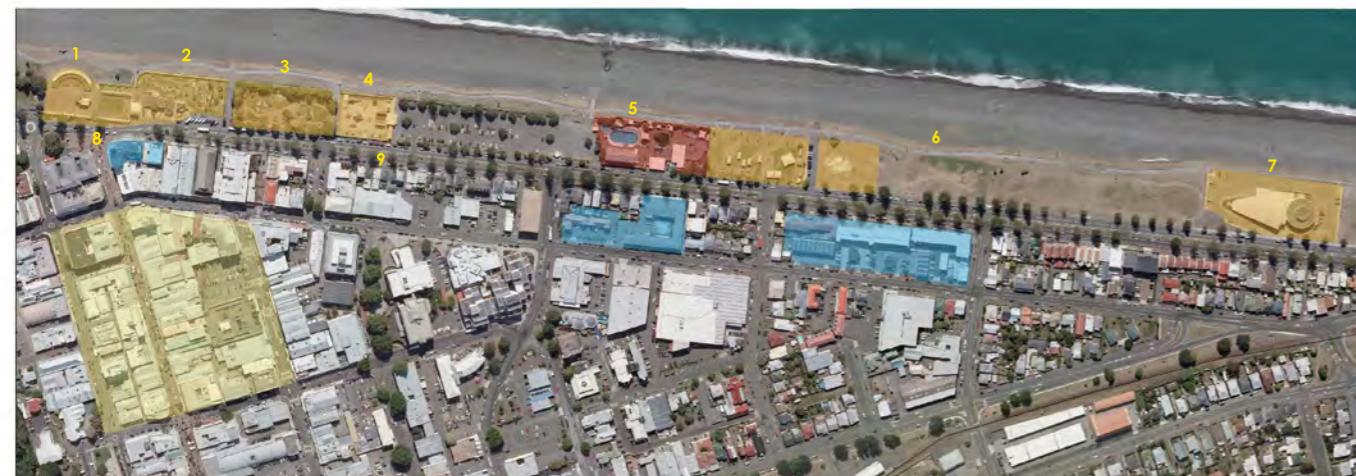
- A significant amount of public design work, proposals, and private development has been progressed to varying stages (see table and map on following page), the current status of the varying guides, plans and proposals has been difficult to pinpoint and it is unknown how much many of these projects and proposals would cost. These existing projects and the assumptions embedded within them form the backdrop to the City Vision project, some may be incorporated, others may be challenged and adapted to fit with new strategies. Plans and concept diagrams appear on pages 18-21.
- The number of projects and scale of proposals is an indication of the positive and proactive approach in Napier towards city development.
- The scope of some of the projects is too narrowly defined which means opportunities will be missed. It is of critical importance to link projects together to create a multiplier effect. Additional coordination, staging of projects and formal design review processes for prominent public spaces is desirable.
- There are some significant areas of private redevelopment on the Hospital Hill which will relate to Ahuriri in particular which will introduce an additional 34 houses and 62 apartments. This development is outside of the scope of the project, it will be visible from Ahuriri and other areas of the city.
- The Long Term Plan proposes a number of programmes with substantial funding relevant to the project area. Few of these have existing plans or concept plans.
- Council has signalled the need to invest in several key public buildings in the central city (see 14-16 right). These have associated public spaces which will be critical to integrate into the design process to maximise the benefit of these investments.
- Napier Streetscape Design Guide (2000) - a design guide was created for the central city which outlined principles, paving, and plant species for the central city. Some of the streetscape developments of the last 14 years have followed its guidance - in part. A new set of technical document should be created in due course to update design guidance and replace this document with a series of which relate to each framework area.
- Clive Square CPTED Assessment is being carried out by Harrison Grierson Consultants. The recommendations will inform the CBD area framework.

CURRENT PROJECTS & PROPOSALS STATUS

- The Long Term Plan is currently being consulted on and this project list may change as a result of the consultation.

#	PROJECT	STATUS	INITIATOR	VALUE
1	ex-Marineland (skate-park/play area)	Tendered - design only	NCC	\$5+ million
2	Vautier Car-parking & links	Stage 1 complete	NCC	unknown
3	Treaty settlement - Munroe Car-parking	Negotiation	OTS	unknown
4	Hastings St upgrades	Construction commenced	NCC	unknown
5	Paxies Lane public art	Pending/On hold	NCC	\$50,000
6	Lower Emerson St	Clive Square lighting planned	Napier Business Assoc.	unknown
7	'Pier' / Storm-water - exact location unknown	unknown	NCC	unknown
8	Napier Hill Development - Two apartment blocks, Town-houses, detached houses, cafe.	Resource consent issued	Todd property/PMA Architects	unknown
9	Arohaina apartments (part of Napier Hill development)	Sales	Todd property/PMA Architects	unknown
10	NZ Rail / Opus Landscape options - weighbridge area	Concept	NZ RAIL / Opus	unknown
11	The Business Hub	Under construction	NCC / others / The Icehouse	unknown
12	BAT traffic scheme	Concept/Engineering plans	NCC	unknown
13	Ahuriri Northern beach	Concept	NCC	unknown
14	Earthquake strengthening Memorial Square	LTP Consultation	NCC	Part of \$1.6 million fund for strengthening EQPB council buildings
15	Civic Centre and Library Redevelopment	LTP Consultation	NCC	Part of \$7.3 million fund for building upgrades
16	Convention Centre Development	LTP Consultation	NCC	\$4.5 million over 10 years
17	West Quay Ahuriri Traffic improvements	LTP Consultation	NCC	\$2.7 million
18	I-site upgrade	LTP Consultation	NCC	\$740,000 over 3 years
19	Pandora Pond Water sports project	LTP Consultation	NCC	\$5.1 Million over 3 years
20	Napier cycling strategy	LTP Consultation (Napier Cycling Strategy)	NCC	\$4.8 over 6 years
21	Clive Square CPTED Assessment	In progress	NCC	unknown
22	BAT Development framework (Urban Perspectives)	Unknown	NCC/BAT	unknown



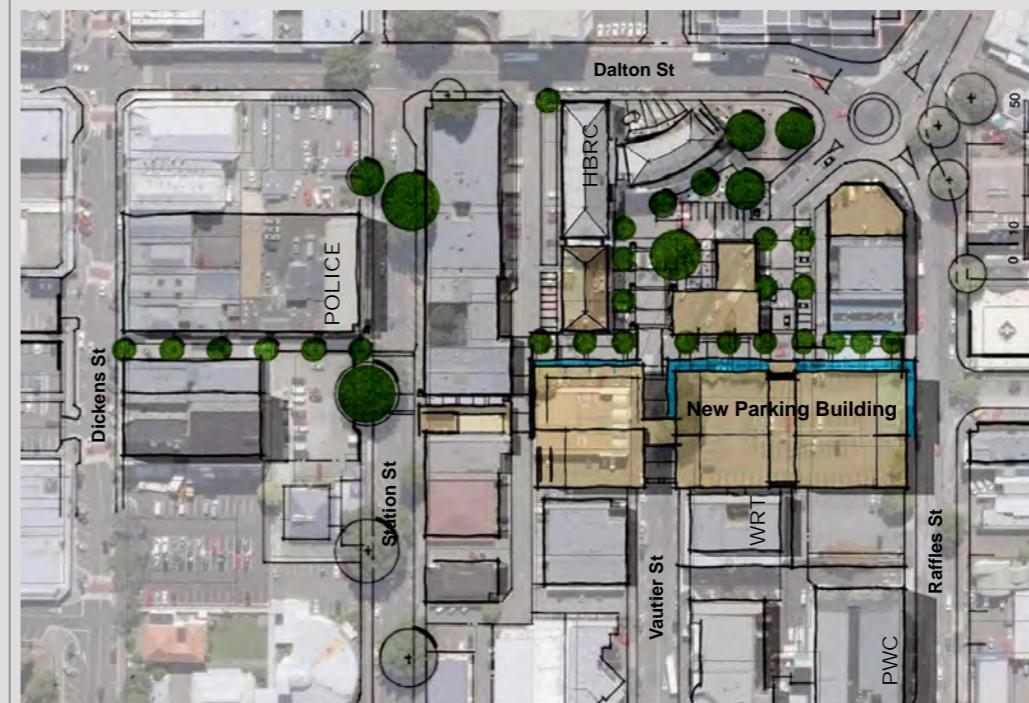


The Ex-Marineland site is being redeveloped within its context. Detailed concepts plans are currently underway. A successful playground area is adjacent to the South with a large stretch of relatively undeveloped land that separates it from the Aquarium.

1



Emerson St/Raffles St Area - Urban Design Concept



This car-parking building proposal includes a mid-block connection with an active edge, and mid-block public courtyard spaces that connect with HBRC. This concept may reduce connectivity by closing a Vautier St and creating a larger block. The internalised lane and courtyard approach is questionable given the inactive nature of this area and the low levels city life in a similar arrangement one block away around the Justice, Civic Centre, Civic Court area. The lane is oriented north-south and will be shaded in the afternoon by the parking building. The large amount of space dedicated to the roundabout to the east may be better used by creating better public spaces with active edges and less dominant traffic infrastructure.

2



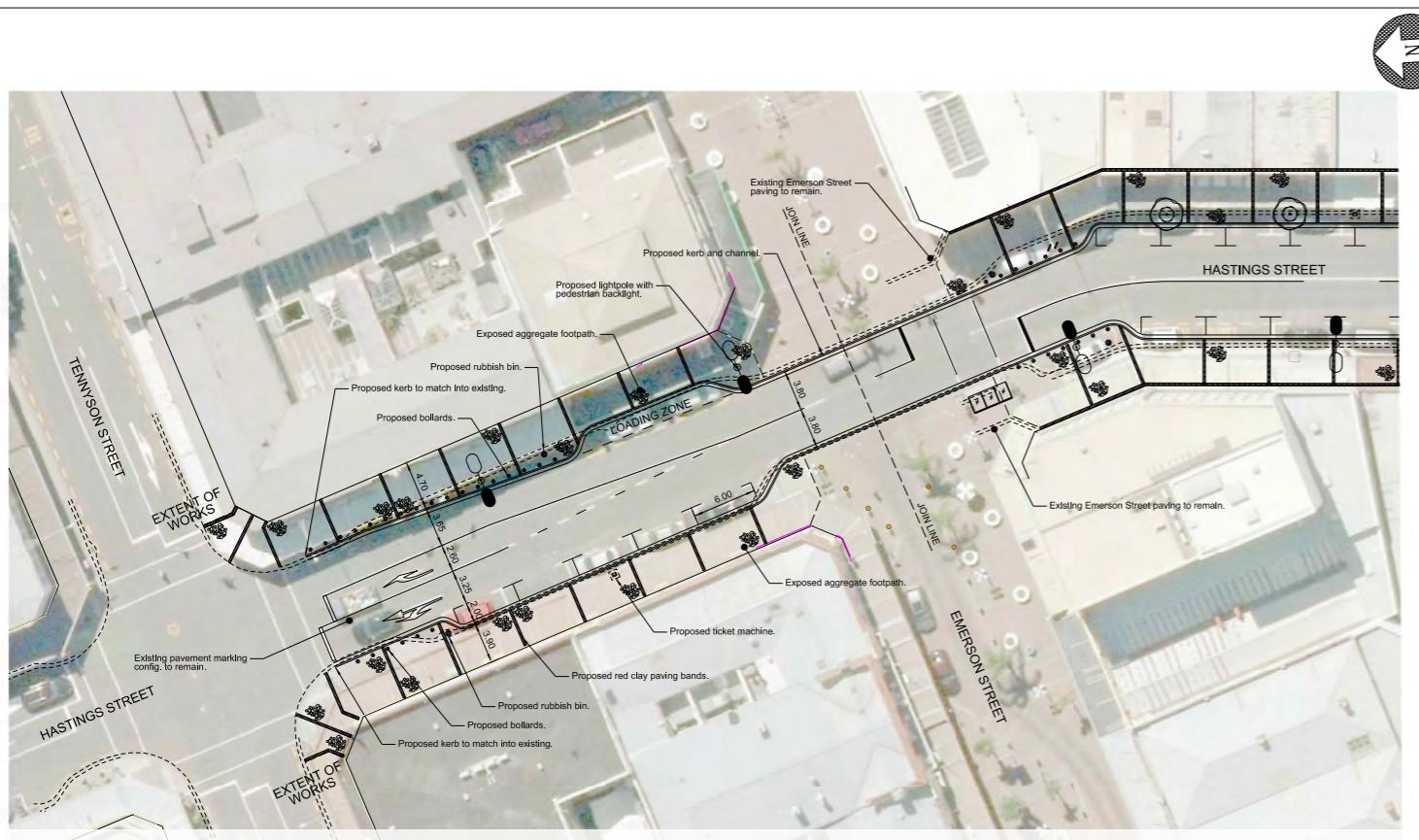
The leased carparking on the Marine Parade waterfront is within the scope of the redevelopment efforts. The area is currently low quality and creates a dead-spot on the waterfront.

1



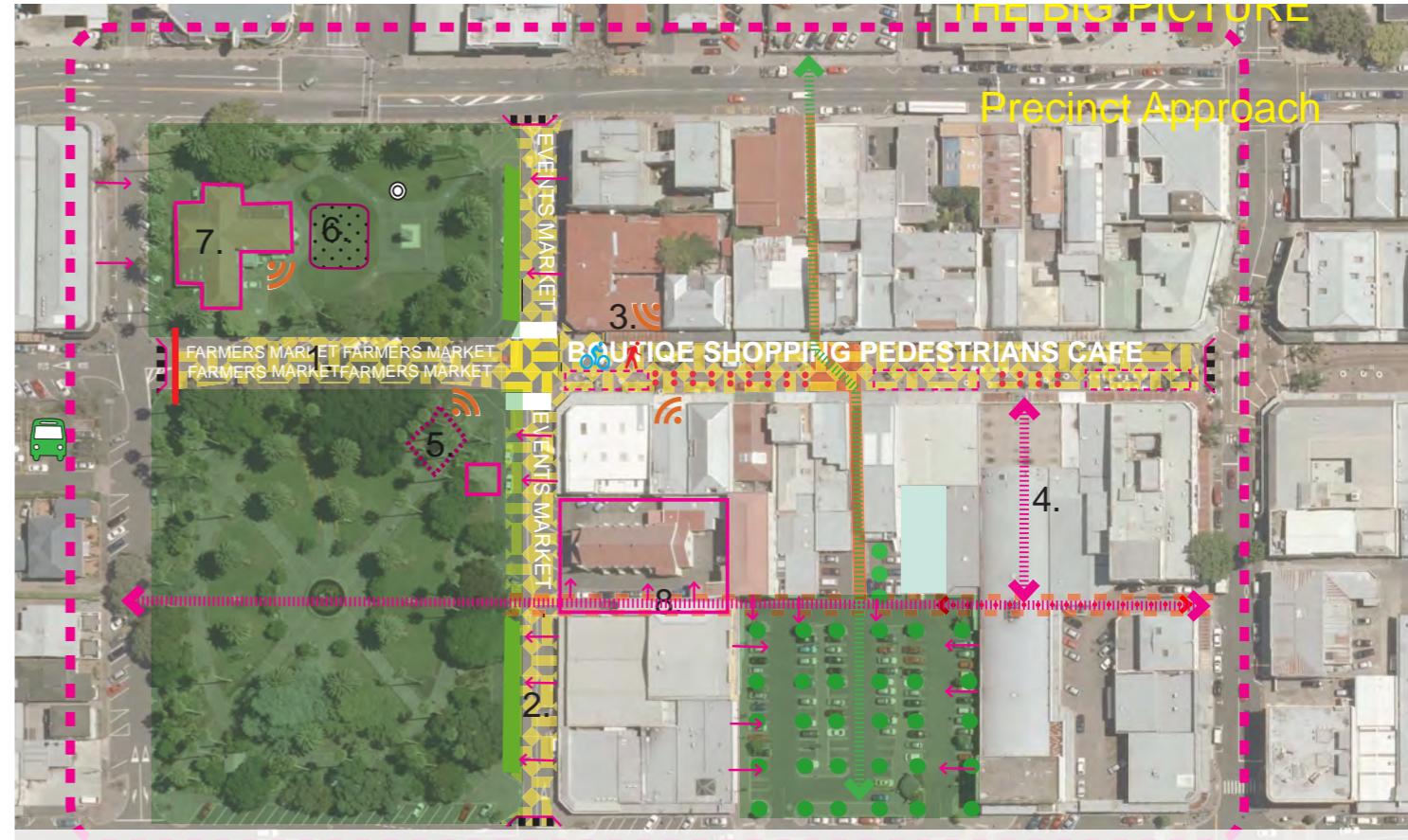
The unformed car-park on Munroe Street is located on two prominent access routes to the central city. What is its future?

3



Central city streetscape improvement for Hastings St - will it create a memorable, walkable street? The integration with Emerson Street may need to be rethought to give higher priority to the cities most lively street.

4



The Inner City business association commissioned this area framework (Vile, 2013) for Emerson Street West and Clive and Memorial Square. A new CPTED assessment is underway for this area by Harrison Grierson.

6



Paxies Lane - a public art installation has been proposed for the blank wall along this lane. Active frontages to the lane would be preferable.

5



General location of the 'pier' storm-water outfall (detail not supplied).

7



STAGE 3 - INFILL PLANTING / HARD LANDSCAPE ELEMENTS



Concept only - provided by OPUS Consultants and NZ Rail to create a better corridor experience to the Port - well thought out use of materials and attention to views. DESIGN

KiwiRail





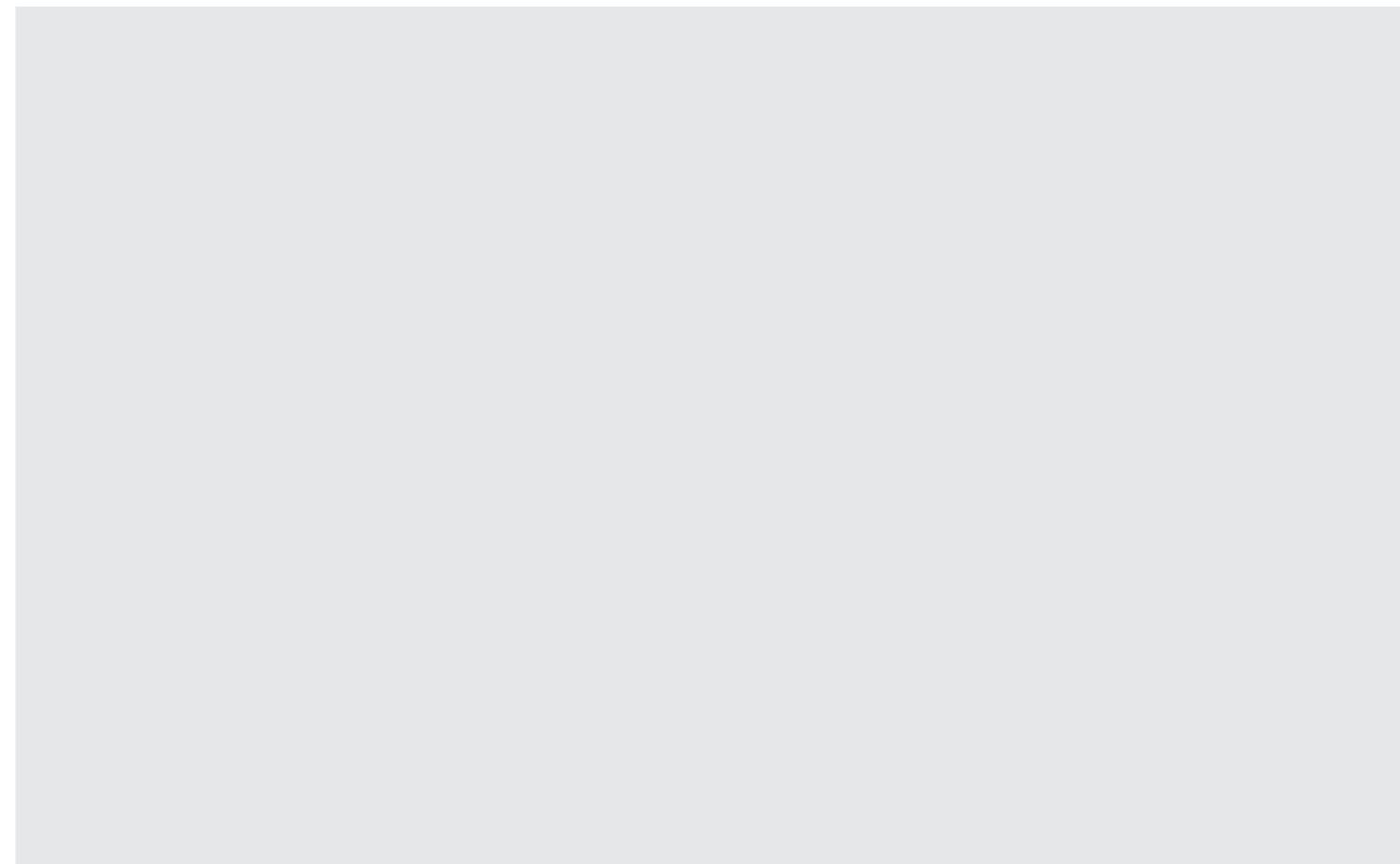
12 Road plans to give effect to the BAT report and traffic calming on West Quay. Formalised parking provision creating a unified access between Lever St and West Quay, and to resolve health and safety issues for the wharf.



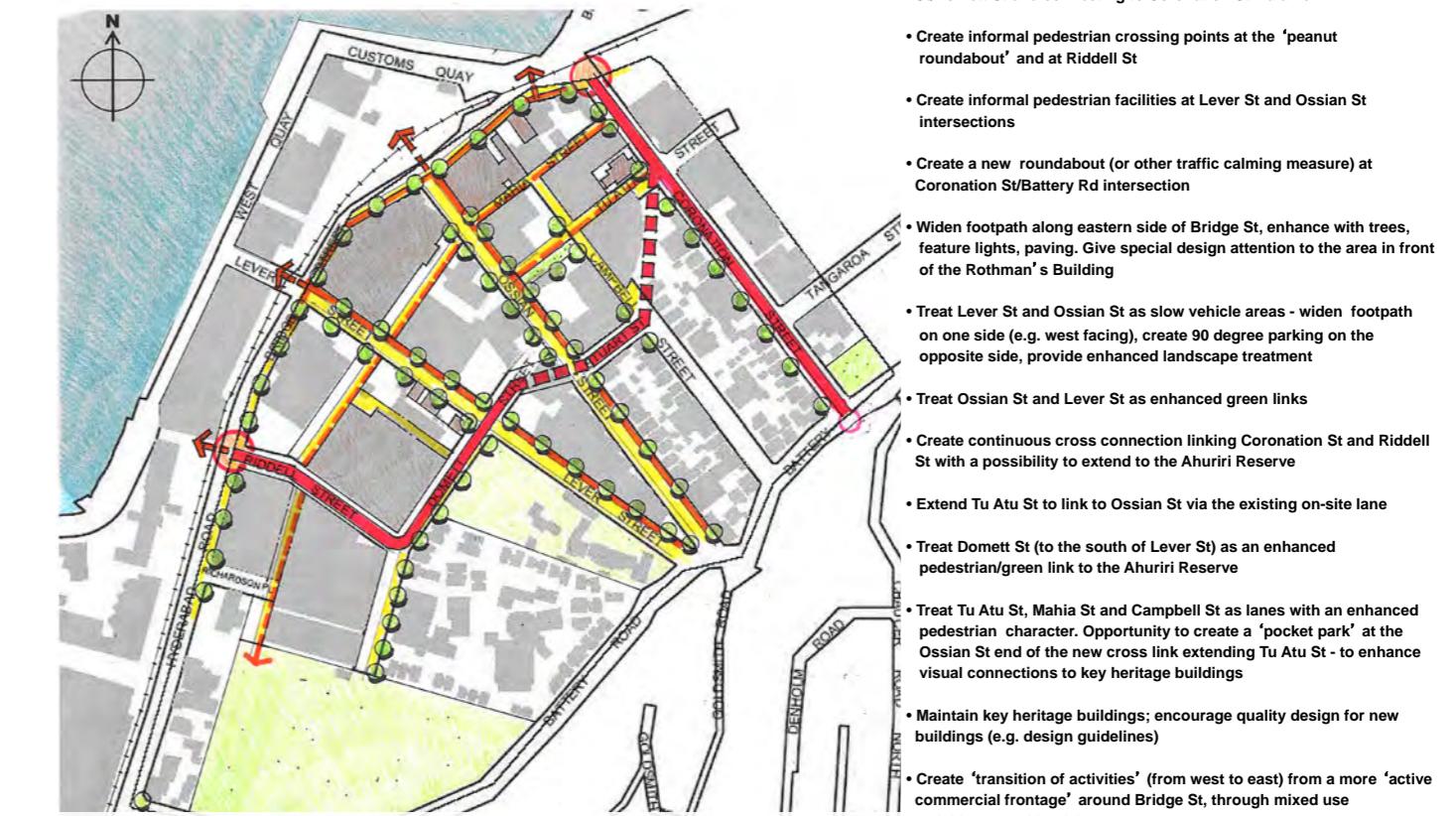
13 NCC commissioned this beach redesign. Is the scope big enough and could more be achieved by including the car-parking area?

Ahuriri Beach

Spriggs Park to Perfume Point | Preliminary Landscape Concept Plan

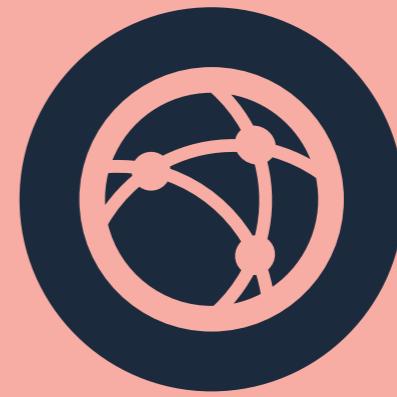


21 Clive Square CPTED Assessment diagram (when completed)



22 The BAT Development Framework (2007) seeks restructuring of circulation, connections and street design.

public/private initiatives



NETWORKS

NETWORKS SUMMARY

- The city has a strong and interesting landscape character which it can capitalise upon. Potential exists to sensitively restore ecological networks through the city and on the hills, which will create both ecological, cultural, and economic value.
- The city centre has strong pedestrian connections but lacks connection to the waterfront. Heavy vehicle traffic has limited the development of Marine Parade as a street for people and activity.
- Ahuriri has good connection along the waterfront but lacks connection between sub-areas Ahuriri village, Ossian/Lever St/Coronation St, and West Quay.
- The central city and Ahuriri lack street tree planting and landscaping on high use routes.
- The Southern Connector is the entrance to the City from multiple regional routes yet it is utilitarian, and lacks a sense of arrival and way-finding. This route is heavily used by both passenger and heavy vehicles.
- The City and Ahuriri have walkable city block structures with a variety of nodes and it is apparent much effort has gone into creating better uninterrupted walking experiences (especially in the central city).
- The shared route past the Port is utilitarian. Landscaping and other creative measures are required.
- The route to the Bluff Hill is circuitous and confusing, and there is no convenient route from Ahuriri to the lookout.

RECOMMENDATIONS

- Expression of the pre-european and pre-earthquake landscape will give depth to the experience in the city.
- Create clear pedestrian priority connections to the Waterfront from the central city across Marine Parade.
- Create safe connections across Ahuriri bypass to the mixed-use district.
- Create an integrated (open space and landscaping, buildings, transport) long-term solution between West Quay and Bridge St that resolves the 'peanut' intersection.
- Prioritise landscape and street tree planting on Tennyson (infrastructure issues), Hastings and Dalton Streets and as a companion to improving the public space network.
- Create a sequence of landmarks along the Southern Connector, a separated and safe cycling connection, and a coherent landscape approach from the Bridge to City.
- The quality of pedestrian experience between walkable catchment nodes should be a core driver of streetscape and reserve upgrades. Car-parking catchments provide additional focus areas for improved pedestrian connections.
- Placemaking and activation strategies need to be concentrated and focussed within walkable catchment areas to maximise the benefit for the city's vitality.
- Additional landscaping past the Port is required to improve and humanise the coastal shared path.
- Investigate connection between Ahuriri and the Bluff Hill lookout to add an additional node on the waterfront experience and shared pathway.

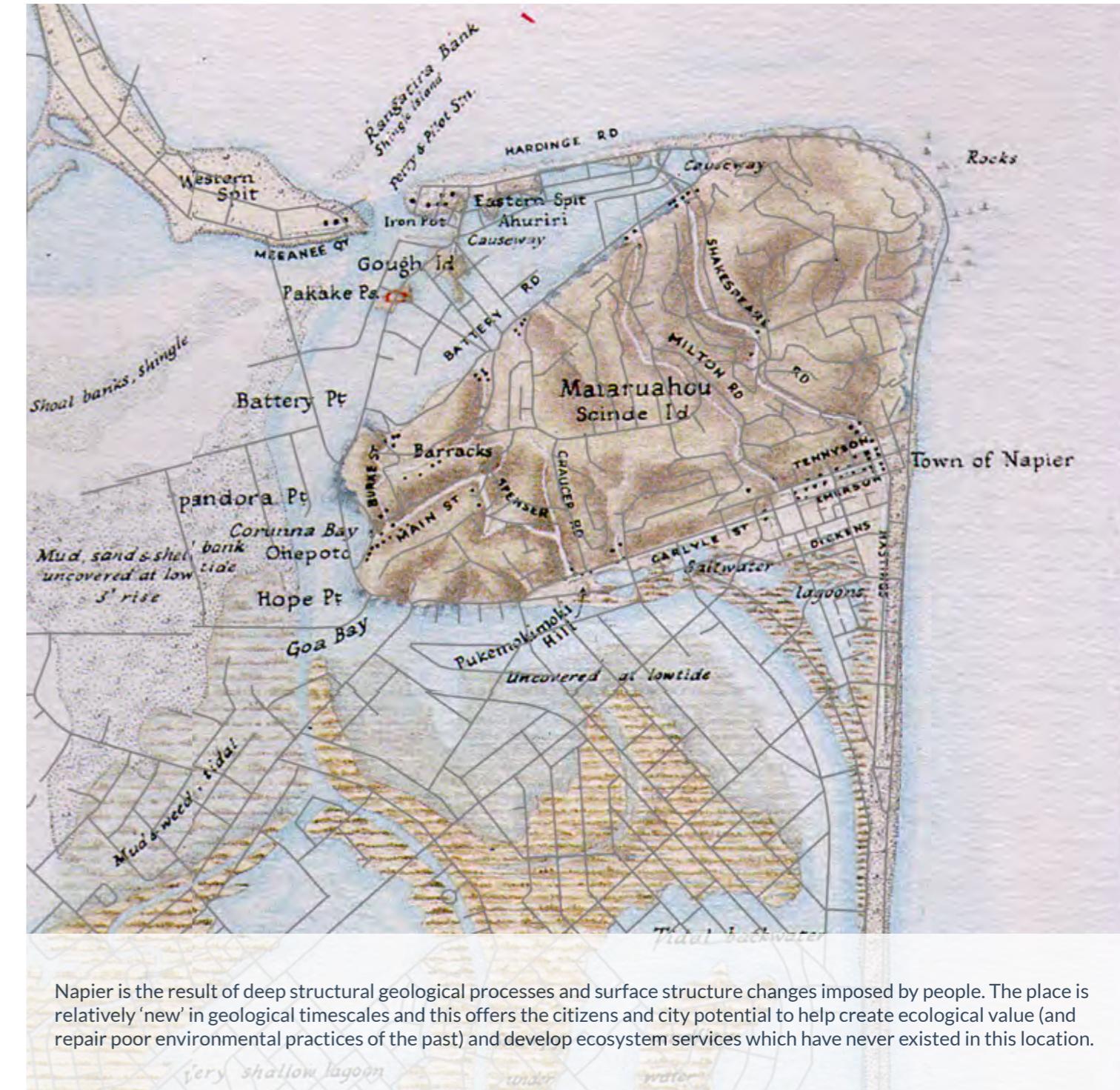
LOCAL LANDFORMS

WHAT'S GOOD

- Napier is dominated by the three main features: the gravel coastline, the harbour and estuary, and the hills. Across the plains the ranges create a clear and distant spatial datum for the district. These ranges are outside of the focus of this report, but the features are generally well known and identified as part of an LTP program the Backdrop of Napier.
- A notable feature of the area is its newness (85 years), due to the raised estuary sea bed from the 1931 earthquake and other land reclamation such as the port which has significantly altered the area. The city is left with a relatively 'new' landscape - and an opportunity to create value.
- The coastal hills are broken into a series of peaks and gullies which are disorienting for a newcomer to the area as the road network follows the organic forms.
- Ahuriri is sited in a very favourable location with northern and western exposure for a great quality of sunlight for most of the day, whereas the city centre is sited in a more exposed southern and shady side of the hills.
- The variation of the landforms is extremely interesting - views from different directions and from near to far provide for a constantly changing understanding and experience as one moves around the city via the waterfront or southern connector.
- Large areas of mixed vegetation cover the gullies and hillsides and are visually prominent. The ecological values of the hillside and gully vegetation is unknown.
- The long eastern gravel shoreline is a large and linear open space network which extends for the entirety of the city. It is uninterrupted on the seaward side of the road except for small pockets of development. The foreshore area appears relatively barren for its entire length apart from some patches of intensive planting and landscaping in the urban area.
- The rocky shoreline to the north of the hills has become obscured by the Port development and other land reclamation. The Port area is now as large as the city centre to the south, a substantial change to the pre-european situation which is shown in the diagram to the right.

WHAT NEEDS IMPROVEMENT

- Views and viewing areas from the hills are generally privatised and the public domain on the cliff overlooking the Port is difficult to locate.
- Local landmarks or other way-finding through the hills will increase local identity and connections. In addition, pre-european place names will aid with creating identity in areas which currently have generic names (e.g. Hospital Hill, Bluff Hill).
- Urban streams and water-bodies appear degraded or ornamental and may be candidates for ecological restoration.



LANDSCAPE AND CONTEXT

- Napier's landscape context requires us to look at larger scales. The project area is a tiny portion of a much larger coastal, plains and river system.
- The Napier hills system is an isolated landform and appears to be very unique. It creates a void and unique set of relationships for the project areas. It appears that the gully systems on the hillside could benefit from ecological restoration - more research in the area is required (current programmes are possum and rat control, and Council reports that reserve land and some private property are well managed).
- The area has undergone much disturbance and cultivation by humans.
- Urban sprawl has spread right across the plain system from the coast and Napier hills to the inland hills. Two fingers of sprawl also track the coast north and south.
- The Ngaruroro River to the south creates a natural boundary - Hastings is on the other side of this river.
- The urban tributaries to the estuary appear to be in poor condition (as shown below at the entrance to a tributary/drain between Humber and Thames St) - better practices are required.
- The coastal environment stretches far to the North and South.



This urban stream (or drain) near Humber St empties into the estuary near the walkway entrance and boardwalk closest to Ahuriri. The industrial waste and lack of ecological restoration do not make a good first impression. Ecological restoration should be prioritised due to its low cost and high impact and value-creation.



LINKAGES - CITY CENTRE

WHAT'S GOOD

- Pedestrian linkages within the central city are strong and there are high levels of pedestrian priority. Dickens and Station Streets in particular provide a generous amount of crossing points, additional internal connections are created by malls in this area.
- A fine grain network of lane-ways, and mall connections is also apparent, however these vary in quality, width and legibility. The Southern and Northern road entrances (Marine Parade) provide a clear entrance with consistent orientation. The northern entrance, especially, has a pleasant 'arrival' sequence into an urban setting.
- Within the city centre a regular block network creates a legible and understandable pedestrian environment.
- The passenger vehicle linkages are clear and provide many choices for access to the central city. The grid layout provides great choice and redundancy.
- Bus routes and terminals are focussed outside of the core retail area but are within an easy walking distance from most destinations.

WHAT NEEDS IMPROVEMENT

- Many barriers to a high quality pedestrian experience exist on the waterfront with poor linkages and breaks in connections. Marine Parade currently acts as an edge rather than stitching Waterfront and City together.
- The long blocks (200m) along Marine Parade create a tiring walking experience and poor integration with the central city. Linkages across Marine Parade are weak, and generally rudimentary and traffic oriented if they exist. Connections through to the coastal walkway are variable in alignment with the block structure and the majority are low quality. Use of gravel and steps excludes some users.
- The city centre has few clear entrance points due its containment by the rail network. The car-parking of the nondescript large format retail areas to the south and west of the city centre create weak spatial definition, which when combined with forked and curved roads create a disorienting entrance from the west (SH2 - Carlyle - Thackeray), and southwest (Kennedy). Clear arrival routes from the West and Southwest which also create high quality pedestrian and cycle routes are required.
- Heavy Vehicle transport passing through the central city is mostly confined to routes along Marine Parade and along Kennedy Road, via Tennyson Street to Marine Parade. Both of these routes are undesirable long term and alternative routes exist with State Highway classification. The intersection of Tennyson and Marine Parade hosts a major cultural facility - the MTG and public spaces - which makes this area incompatible with heavy vehicles from a use perspective. Currently, Tennyson St is designated as an arterial road.



A poor connection sequence from Marine Parade to the coastal walkway (opposite Scenic Hotel). The route is not clear, or legible and the use of steps and gravel as a paving material does not support all users.

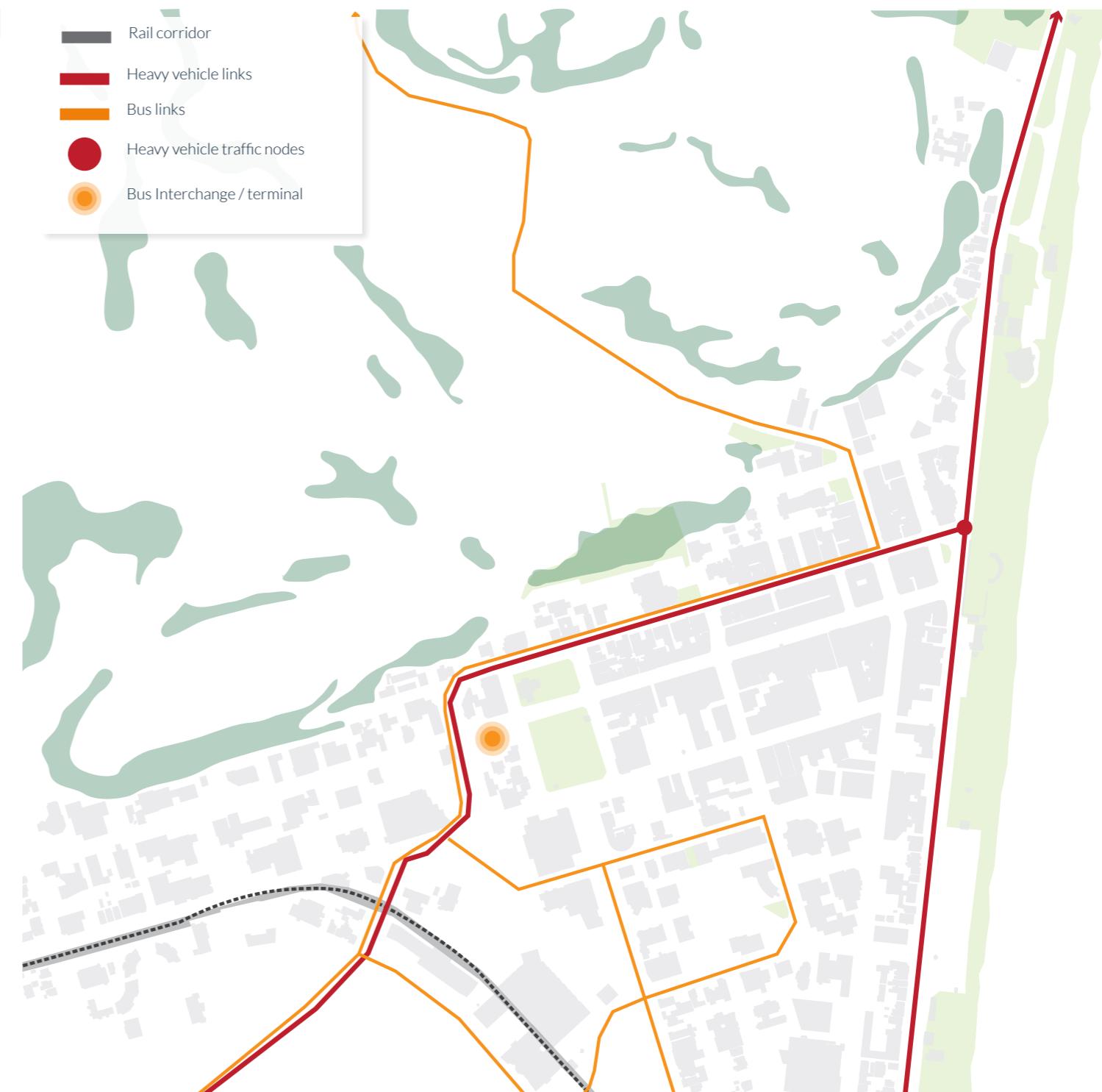
PEDESTRIAN LINKAGES



PASSENGER VEHICLE LINKAGES



HEAVY VEHICLE LINKAGES



LINKAGES - AHURIRI

WHAT'S GOOD

- Ahuriri has a mix of small and large blocks which are subdivided into a finer grain. The place is pleasant for pedestrians in small areas. The Lever St connection to the mixed use area from West Quay is critical for pedestrians.
- The long dedicated pedestrian and cycle way along the waterfront is a fantastic resource, with a smooth high quality surface. It has a few areas which need improvement such as Nelson Quay.
- Connection to the Ahuriri Business park from the South is fairly poor, although the park provides a convenient short-cut for pedestrians from Bridge St into the mixed use district.
- Passenger vehicles have limited options due to the rail corridor to access waterfront destinations. However, driving through the mixed use district is easy and destinations such as day cares and the school are easily reached.
- Heavy vehicles have a clear and generally uninterrupted route to the port and fairly good turning facilities to reach the mixed use area and container area.
- The 'peanut' intersection forces trucks into slowing down which may benefit other users of the area.
- The bus network covers most of the area with different routes depending on journey direction.

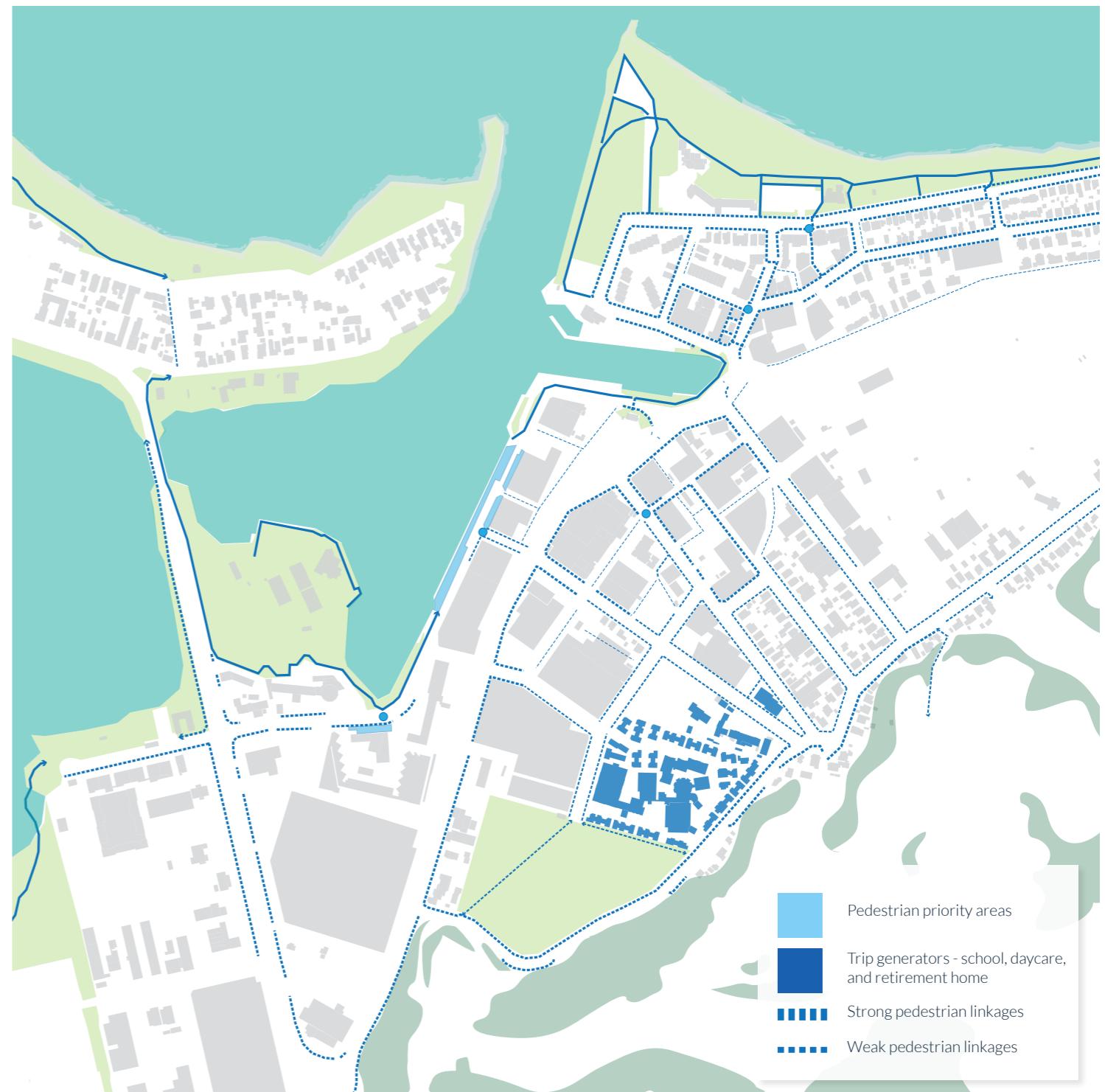
WHAT NEEDS IMPROVEMENT

- The broken pedestrian and cycling linkages and the 'Peanut' intersection need a long-term integrated solution between West Quay and the northern Ahuriri village. Currently this area is a disappointing contrast to the rest of the waterfront which is buffered from the effects of the Bypass and silos by buildings. The long-term integrated solution also needs to reduce the impact of passenger vehicles on the working waterfront, and also cater to the long-term growth trends of the Port.
- Between Coronation and Ossian St, those wishing to access West Quay or Ahuriri by foot have an unpleasant experience due to heavy vehicle traffic and low air quality in this area. Clear safe routes along and connections across the bypass are required.
- There are large barriers to walking and cycling in the district, with the large warehouse area at the SH2 entrance, the railway network and the fuel storage silos separating the hillside linkages and housing at the base of the hills from the rest of the area. The district contains several long walks due to the huge block sizes - clearer routes and invitations through design will make the area more legible to visitors.
- Linkages around the estuary (west of SH2) are weak or non-existent. The entrance to the estuary walkway is unclear visually, and obscured by overgrown vegetation which may reduce perceptions of safety (see below).
- Heavy vehicle movements were not supplied for the Ahuriri Business Park area around Ossian, Lever, and Coronation Streets.



The estuary walkway is obscured by vegetation and is not inviting.

PEDESTRIAN LINKAGES



PASSENGER VEHICLE LINKAGES



HEAVY VEHICLES, BUS, RAIL LINKAGES



LINKAGES - SOUTHERN CONNECTOR

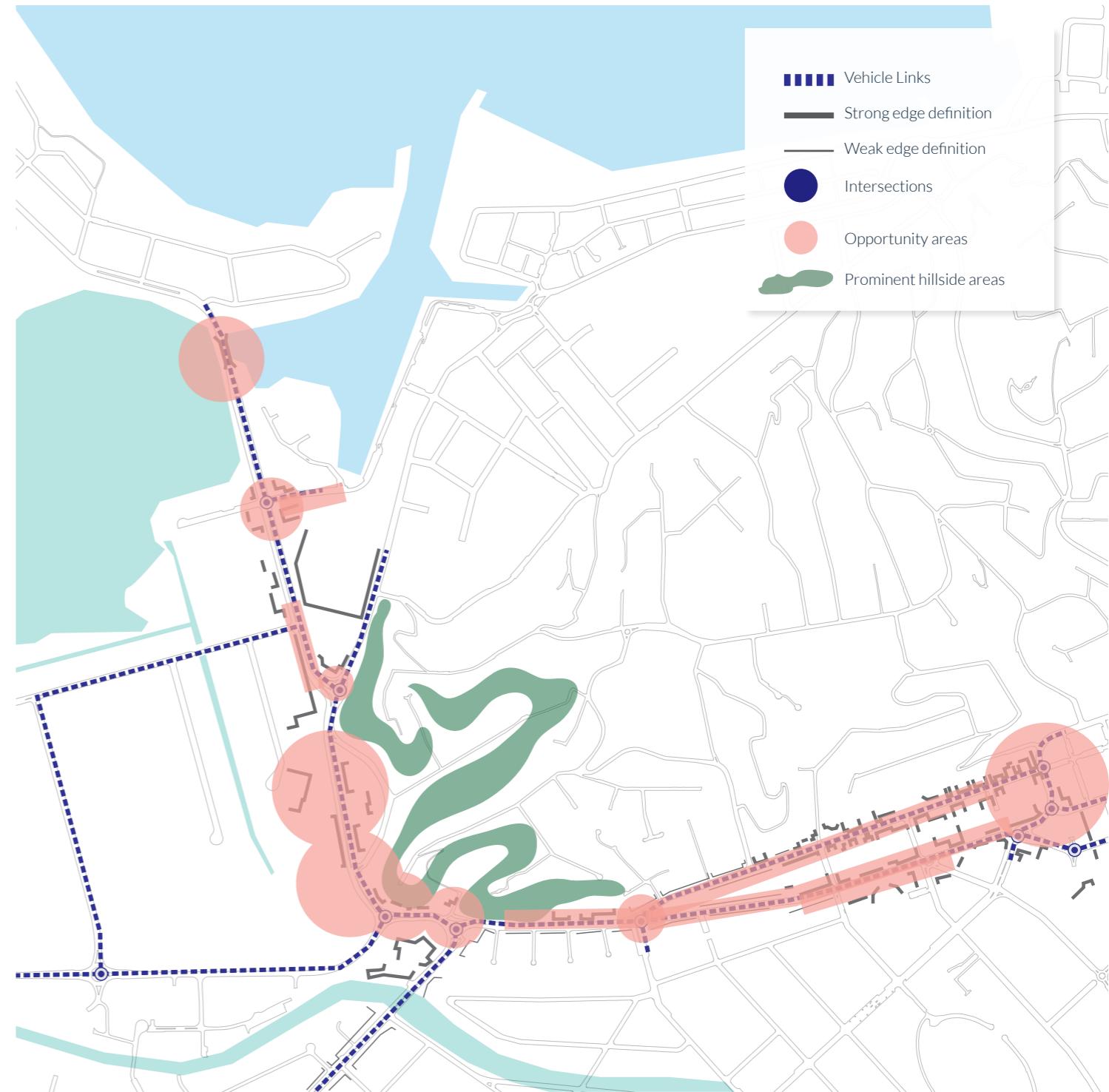
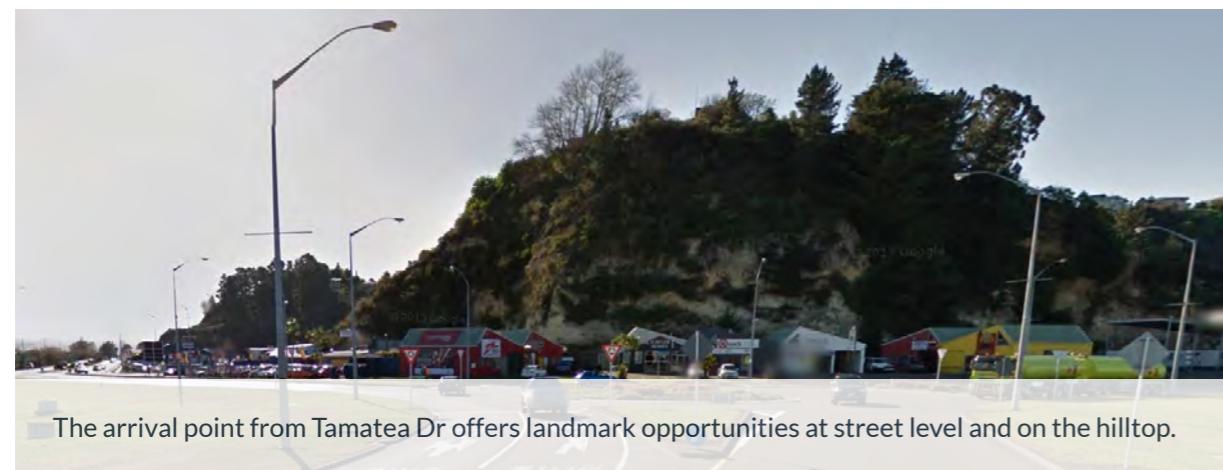
THE SOUTHERN CONNECTOR IS A WORKING TITLE FOR THE ASSEMBLAGE OF STREETS (RIGHT) WHICH CONNECT CENTRAL NAPIER TO AHURIRI AND REGIONAL ROUTES SUCH AS THE EXPRESSWAY, TARADALE RD, AND SH2 NORTH.

WHAT'S GOOD

- The Southern Connector which links the City centre with Ahuriri and the Express-way functionally works well, yet, it has clear opportunities for improvements. The route is generally well defined spatially by a mix of small and large buildings set back from the street. Residential buildings generally provide less definition than the commercial buildings. The hillside and vegetation provide additional spatial definition. Thackeray St is more tightly defined by buildings and runs alongside the railway, which is a poor edge and provides much scope for enhancement. The photo sequences on the following page illustrate the experience as views and orientation change.
- Travelling towards the city along Carlyle the view is terminated by tall palms in Clive Square. Carlyle Road also has new moveable landscape planters.
- There are few landmarks on the southern connector. The intersections and roundabouts, which are highly prominent, and functionally important are obvious opportunities for landmarks at eye-level. Prominent hilltops provide additional opportunities for longer views.
- The estuary bridge is a clear opportunity to create a prominent entrance feature and landmark photo opportunity.
- Large blank walled warehouses offer opportunities for large scale creative and cultural expression, for example, on SH2 between West Quay and Ahuriri Bypass.

WHAT NEEDS IMPROVEMENT

- The route lacks memorability and legibility - it acts as an entrance to the City from four arrival points and should be better. It currently feels traffic dominated and bland when it could be a memorable sequence of experiences.
- Landscaping in the road reserve is present but lacks impact as it is of mixed species and quality, while landscaping of private frontages is generally non-existent or rudimentary. Areas between the road and setback buildings (especially on Carlyle St) are generally paved which has resulted bland asphalt dominated area. On-site landscaping provisions in the District Plan need to be reviewed.
- A fork in the road is well defined by a public park. However, legibility is poor at this point as to which route heads towards the city and waterfront - the two routes appear similar in character. The route further forks when Tennyson St is reached and the large car-parking areas obfuscate direction finding.
- The section of the connector between Taradale Rd and the Ahuriri Bypass has an interplay with the rail corridors and lacks spatial definition and character. In this section buildings are oriented away from the road and there are several large grassed areas of which have unclear functions. Long-term re-orientation of buildings is desirable.
- Despite a recent roundabout installation and basic landscaping the entrance area to West Quay from Pandora Road/ SH2 doesn't provide a strong invitation and currently feels low quality in comparison to the in quality of the rest of the waterfront.
- Thackeray St offers an opportunity to improve the edge created by the railway - visually and for active transport.



LINKAGES - CYCLING

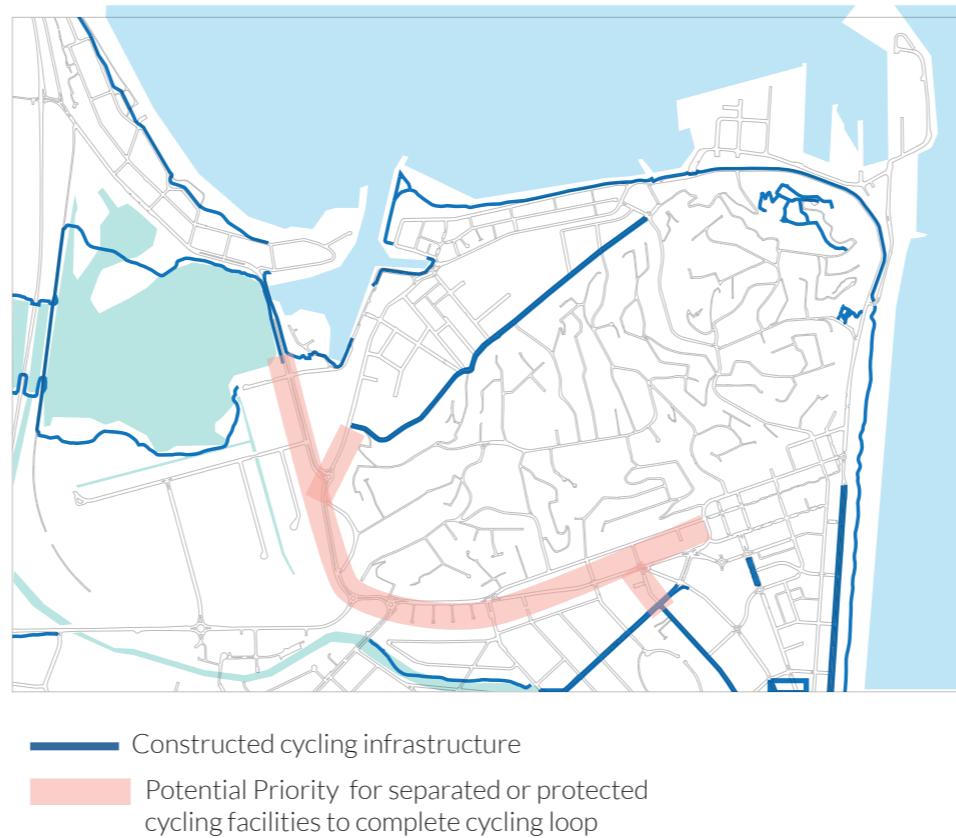
WHAT'S GOOD

- The off-street cycling network along the waterfront is a feature that needs to be celebrated. As a relatively new network new patterns of life have been enabled. Ongoing investment will maximise its benefit.
- The Cycling Strategy outlines a coherent cycle network. The strategy does not specify street design detail for areas of the City or Ahuriri but references the many existing and proven street design techniques to provide a safe network for cyclists.
- Cycling and shared routes promote activity - key for health at all life stages.

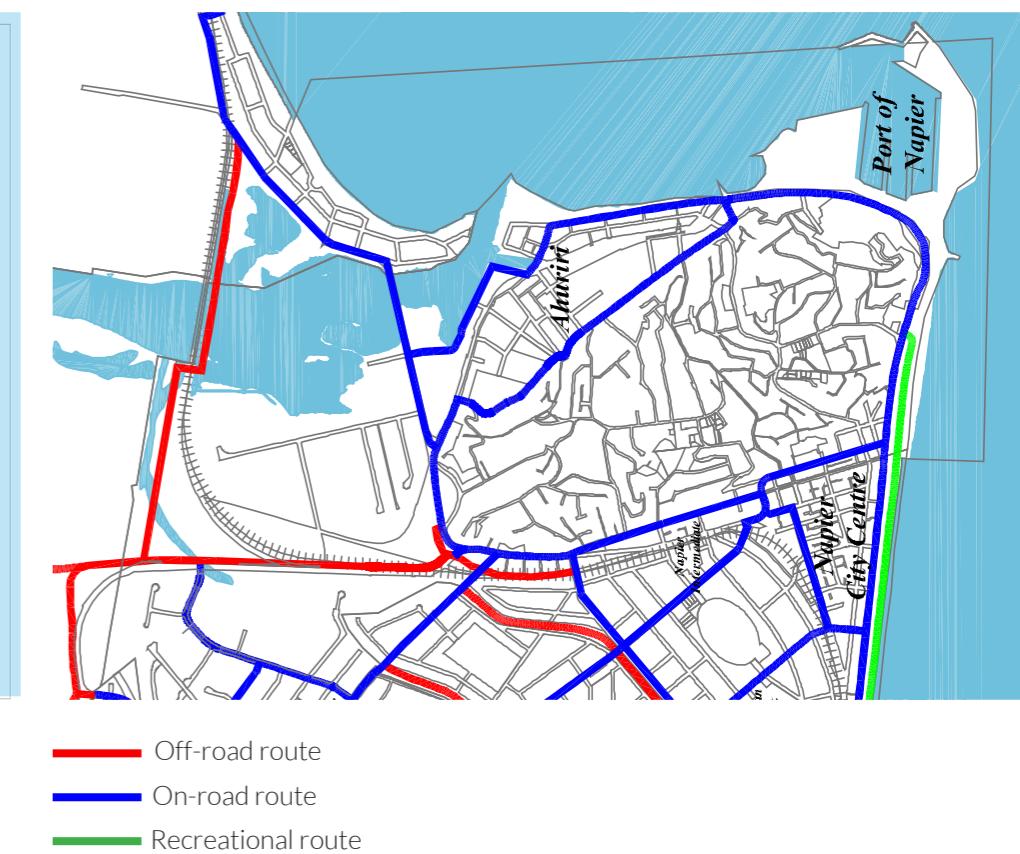
WHAT NEEDS IMPROVEMENT

- The Southern Connector area has no cycling infrastructure, and is used by heavy traffic. The lack of a cycling connection from West Shore and Ahuriri to the central city limits the utility of the network, and is likely to feel unsafe and intimidating. Separated or protected bicycle infrastructure design should be investigated.
- Completing the loop must be a high priority, with a high profile and dedicated route into the central city which will provide links to southern suburbs and allow easier access to the two centres.
- The secondary connection to the reserve /waterway through the suburbs is another route with which connections can be made once infrastructure is in place on the Southern connector.
- The estuary walkway and cycleway could add another high quality experience to the coastal recreation network.

EXISTING NETWORK AND PRIORITY AREAS



CYCLING STRATEGY - FULLY INTEGRATED NETWORK CONCEPT



Space for separated and protected cycling infrastructure on the Southern connector.



Multiple bike rental shops on Marine Parade and Ahuriri demonstrate how cycling has become integrated into the tourism economy.



Ahuriri waterfront - high quality shared pathway. What else can be done to increase its quality and to provide activity areas and landmarks along the path.

SOUTHERN CONNECTOR EXPERIENCE - AHURIRI TO CENTRAL CITY

State Highway 2 to Hyderabad to city centre →

Pandora



Carlyle



Thackeray



SOUTHERN CONNECTOR EXPERIENCE - CITY TO AHURIRI

City to Ahuriri (Station - Thackeray - Hyderabad - Pandora route) →



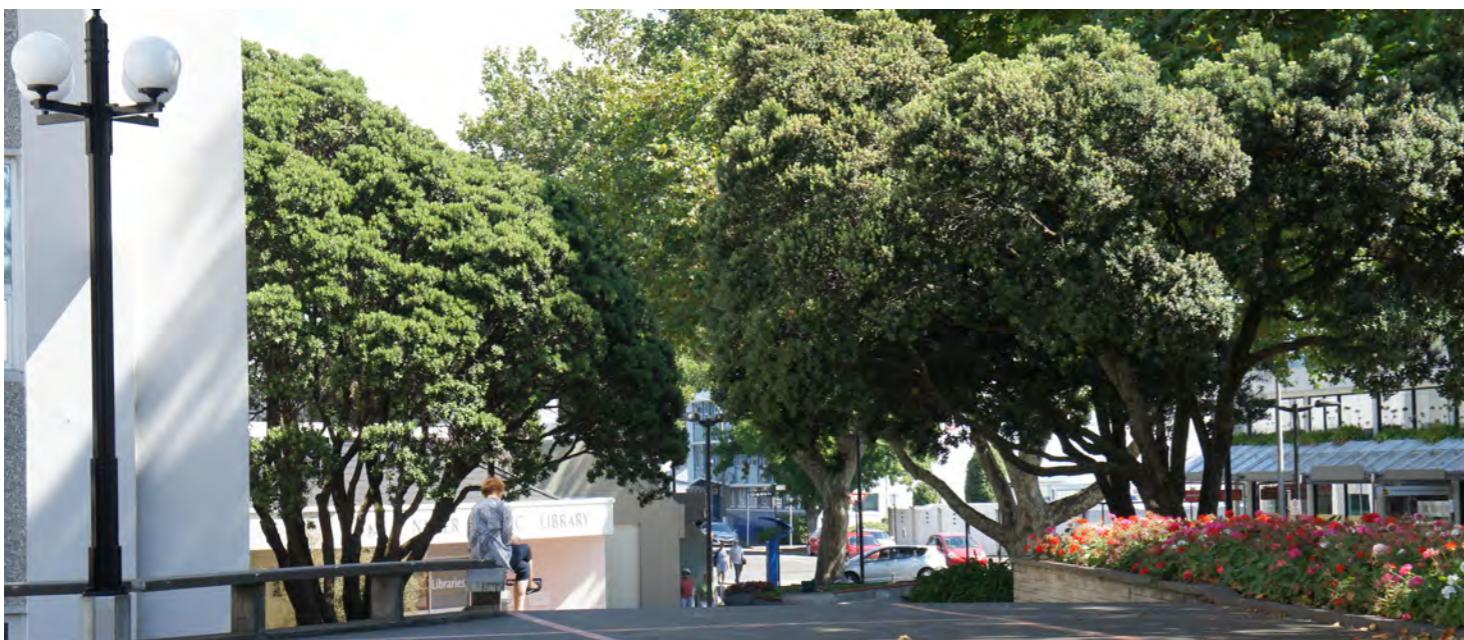
SPATIAL NETWORK - CITY

WHAT'S GOOD

- The city squares are distributed in an axial arrangement through the city on main streets. Clive and Memorial Square are the largest spaces by a large margin. A CPTED assessment is being completed for them.
- The coast provides a coherent and uninterrupted linear open space until the Port to the North. It links inland to the hillside gullies system at the intersection of Coote Road where there is a large park - Centennial Gardens.
- The block network is interlinked and subdivided with a coherent network of spaces (alleys and lanes) and two small malls. Some blind lanes lead to internal courtyard spaces which are used for parking or other uses.
- The city centre is extremely permeable to a pedestrian, and provides many choices of routes which are usually legible. Some lanes have dog-legs which reduce visual connections and do not invite walking.
- There is a collection of onsite spaces and the front of properties along Marine Parade (North of Tennyson St) which have potential for better integration and linkage across the street.

WHAT NEEDS IMPROVEMENT

- On-site spaces are not well integrated with each other across streets in areas such as Station Street (onsite hard spaces), and Browning Street (onsite soft space).
- Car-parking at grade dominates the off-street network. Some blocks are now appear almost entirely car-parking. This is usually associated with large format retail and supermarkets.
- There is a further agglomeration of car-parking space to the north near Shakespeare Road.
- The network of hard spaces through the civic and government precinct is dated and has multiple barriers to use (it also has boring and inactive frontages (see page 48).
- The Civic area on Station St is a large coherent area yet the spaces are not well connected, and do not relate well to the civic buildings. The design of the spaces doesn't work well for pedestrians or for users of the spaces (see City Life assessment) - in most of the space city life is absent.



Napier has many civic spaces which have many good intentions, however they have fundamental design flaws such as poor pedestrian routes, unnecessary elevation, disconnection, and boring inactive frontages. Some spaces have been adapted with features such as walls which are barriers for pedestrians.

SPATIAL CLASSIFICATION



CITY CENTRE VEGETATION

WHAT'S GOOD

- Vegetation in the city feels limited and can be clearly identified as old street plantings, recent street tree plantings, car parks, and parks and reserve planting.
- Old planting on streets such as Station Street demonstrate the tradition and effect of planting large trees in a formal arrangement that is visible on Napier's large entrance boulevards (e.g. Kennedy, Marine Parade)
- New street plantings are slowly increasing impact due to the smaller tree size when planted and relative lack of growth. These plantings extend into car-parks along Dickens St.
- There are other isolated pockets of trees and vegetation associated with public spaces and car-parking. An effective high density planting of Nikau has occurred on a back street car-park, while more prominent streets have received quite stark treatment in comparison.

WHAT NEEDS IMPROVEMENT

- Park plantings have a mix of formal and informal planting and large old trees, and shrubs. The formal plantings along the waterfront between the Sunken Garden and the Convention Centre divide the space in half and have created an awkward break between Marine Parade and the coastal pathway (These plantings predate the coastal pathway). The shrubs along the coastal path reinforce the break and while they create shelter they visually divide the space and create a potentially unsafe environment as the coastal pathway users cannot be seen from the street.
- It feels like there is a collection of unrelated landscape approaches, which do not reinforce use of public spaces. The shrub plantings throughout most of the city are dated and dysfunctional (e.g. Clive Square, Marine Parade) and require updating to support Crime Prevention Through Environmental Design - assessments are currently underway.
- Landscaping in the large format retail and vehicle oriented areas does not overcome the issue of scale of the car-parks and does not adequately define routes for vehicles.
- The most apparent lack of planting is along the two main routes - Tennyson and Hastings streets. These should be two of Napier's most memorable streets.
- Carlyle and Thackeray Streets have no on-street planting (except for a recent experiment with movable planters).



Recent car-park landscaping with a strong native feel and high density of planting. Could this work elsewhere (e.g. Tennyson St) and help create a streetscape as good as the buildings. The many bollards and chains in the garden are out of place - but are likely placed to protect the plants.

VEGETATION



SPATIAL NETWORK - AHURIRI

WHAT'S GOOD

- The waterfront linear open space network continues at the end of West Quay and splits into the contained estuary network and the coastal network which extends north. There is much variety and choice of routes in Ahuriri.
- The open space at Perfume Point is the largest open space along the entire Napier waterfront. This Northern waterfront narrows towards the Port and is punctuated with breakwaters which define space.
- Large buildings and a tight street network reveal few onsite spaces although some newer buildings have created forecourts or courtyards and on site open spaces in the mixed use area. There are opportunities for integration with forecourts when streetscape upgrades occur.
- The decked private open spaces along West Quay create coherent feel, and a friendly, welcoming atmosphere.
- Large private open spaces exist at the school and bowling club.
- Northern Ahuriri has developed a fine grain of lanes and inner-block spaces which are generally intimate in scale and character. Existing perimeter style development sets a good precedent for low-rise medium density development. This contrasts with the privatised housing development near Perfume Point which is out of character with Ahuriri in site planning.
- Similarly at the southern end of West Quay high quality courtyard open spaces surrounded by apartments with car-parking at the rear demonstrates another high quality urban form.

WHAT NEEDS IMPROVEMENT

- The waterfront linear open space network is interrupted in Ahuriri by the Port to the east and the inner harbour development. Connection through the Port area is utilitarian a better linkage is required.
- The area across from Perfume Point on West Shore feels closely related and more can be made of the relationship between both sides of the harbour entrance.
- Car-parking at-grade is scattered throughout the district and does not dominate as the size and scale of the buildings define the spatial experience. There is some loss of this character on Dommet Street where two at grade car-parks are opposite each other. Formalised mid-block connections which subdivide the large blocks would be beneficial.



An intriguing network of small mid-block spaces that subdivide larger blocks is developing in Ahuriri.



Cafés are beginning to transform on-site spaces into social spaces in pockets throughout the mixed-use district. A secure courtyard typology is often used.

SPATIAL CLASSIFICATION



AHURIRI VEGETATION

WHAT'S GOOD

- The northern Ahuriri Waterfront is strongly defined with Norfolk Island pines as is the rest of Napier's waterfront.
- Ahuriri village has recent pohutakawa plantings which carry on the West Quay theme. West Quay has a human scale and feel despite the working waterfront. The traffic calming and landscaping is generally successful in breaking the street area into a series of spaces.
- In general, Ahuriri has a greater coherency in its landscape than the central city. However, it would benefit greatly from additional planting.
- Ahuriri Park has a strong edge of mature trees - these define the space and may provide shade for spectators. Some additional planting in this area would strengthen its impact and ecological value.

WHAT NEEDS IMPROVEMENT

- Apart from the prominent norfolk pines Ahuriri's northern waterfront feels sparsely planted with a barren street environment.
- A mixture of landscaping occurs in the Ahuriri mixed use zone around Ossian street. Most landscaping and vegetation is on private property and the long straight streets have few trees. Their clear legibility makes them prime candidates to create memorable streets over the long term.
- The Ahuriri bypass experience is bland with few areas of landscape along it.
- Battery Road is generally asphalt in its entirety. It feels over paved and vehicle dominated when it could become a memorable route.
- The waterfront around the estuary has little vegetation, and requires ecological restoration and clearance and replanting to create safe and legible routes and entrances.
- Vegetation along the State Highway is present but feels ineffective and incoherent as it is overwhelmed by large paved areas and massive warehouses, and large undefined open spaces on industrial sites. A new planting strategy should be considered.



Ossian Street's land use mix has changed - an opportunity exists to create a streetscape which supports the way the area is now used. The streetscape would ideally integrate with building forecourts, encourage buildings to relate to the street more positively, and create clear and safe pedestrian connections.

VEGETATION



WALKABLE CATCHMENTS - CITY CENTRE

The 'glow' maps that follow show areas where a person can walk in 5 minutes (approximately 400m), and are centred on public spaces and key intersections. More intensely coloured areas have many overlapping catchments, whereas lighter colours have fewer catchments overlapping. A focus on the pedestrian experience and creating invitations to stay in public spaces in the most intensely coloured areas will deliver value to the greatest number of people.

WHAT'S GOOD

- The central area has many overlapping catchments with a high intensity of walkable area. This is thanks to its relatively small blocks and regularly placed network of public spaces.
- The less intensely coloured areas of the periphery show that many destinations are still a walkable distance from the large format retail areas. This is important for encouraging people to walk from the existing parking rather than demanding additional parking closer to the fragile centre.
- The waterfront currently has two centres for walkable catchments - these are centred around the Scenic Hotel/Convention Centre and the Soundshell/I-site. In future, there will be other another node to the south of the CBD near Vautier Street once the ex-Marineland development is completed. A focus on the walkability between the i-site/soundshell and connections to the city will be an important focus area.
- Positioning of attractions where there is existing high concentration of overlapping catchments or creating new connections will increase the vitality of the city as many more people will have opportunities to enjoy new features, especially on Marine Parade.

WHAT NEEDS IMPROVEMENT

- The walkability of the central area is very good at a structural level. The focus should be on connection between the waterfront and city nodes and the quality of experience for walking.
- On Marine Parade, recreation development has been occurring south of the walkable catchments stretching down to the Aquarium. The spread of opportunities for recreation outside of the central core area and will disperse the vitality of the city over a large area. Concentration and multi-functional areas are an important strategy in a city with a small population to create a feeling of vitality.



WALKABLE CATCHMENT - CITY CENTRE CARPARKING

WHAT'S GOOD

- The public off-street car parking areas, where there is the highest concentration of parking shows strong coverage over the city within a 5 minute walk. The centre of this area with the most intense coverage is towards the south between Dickens and Vautier streets.
- Parking coverage north of Tennyson is less intense but still has many overlapping catchments.
- The south west corner of the city is well covered by the provision of parking due to the informal Munroe St car-park.

WHAT NEEDS IMPROVEMENT

- The central part of the waterfront is accessible from up to three walkable catchments. The long north-south blocks along Marine Parade reduce the accessibility from large concentrations of parking which focus on connections to Emerson Street.
- The proposed car-parking building will reinforce the existing pattern of car parking provision. Parking provision may be used to strengthen other catchment areas to drive re-development and reinforce the centrality of the core area.
- It is unknown how far workers are willing to walk to long-term car parking in Napier and where the concentrations of jobs are located.



WALKABLE CATCHMENTS - AHURIRI

WHAT'S GOOD

- The schools, child care centres, and retirement village are all within a walkable distance of West Quay and the concentration of offices and business on Ossian and Mahia Streets.
- The northern waterfront and Ahuriri villages comprise two strong nodes and create a balanced network. There are no additional nodes between the Ahuriri village and the Port. Similarly, the Perfume Point area does not provide a strong node.

WHAT NEEDS IMPROVEMENT

- Ahuriri has fewer destinations and nodes than the central city. However, a major area of overlapping existing nodes occurs around the Nelson Quay area which is currently dominated by traffic and rail infrastructure. The area around the Customs House is clearly a critical area to develop walkability with multiple catchments overlapping and a lack of buildings defining space.
- The park to the south and the entrance area to Ahuriri near the State Highway lack a concentration of destinations. The large buildings and rail infrastructure currently allow little possibility for walking.



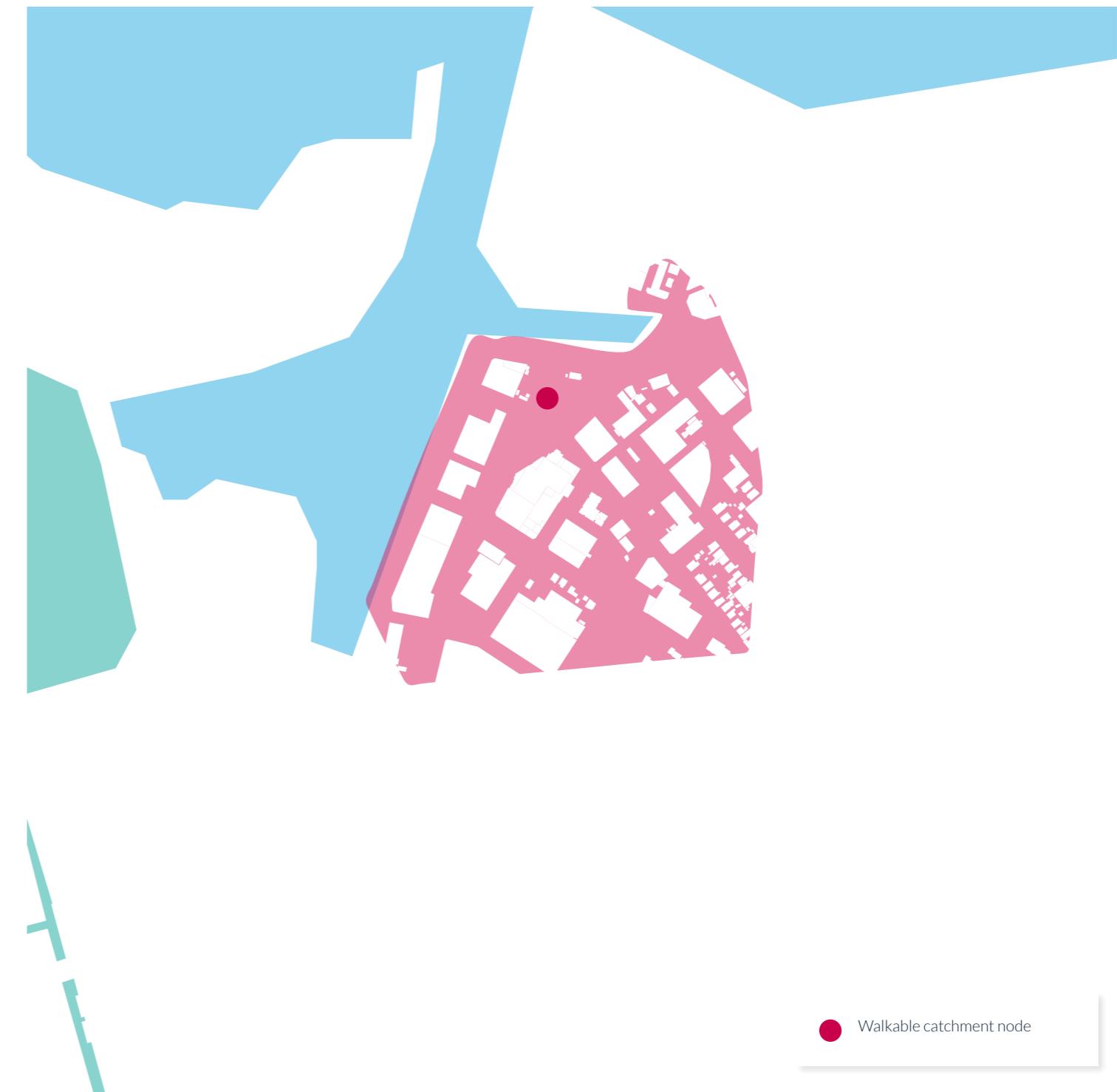
WALKABLE CATCHMENT -AHURIRI PROPOSED CARPARK

WHAT'S GOOD

- The proposed car-park is in an optimal location when referenced back to the walkable catchments. It is at the intersection of many other walkable destinations and nodes. The design of the car-park should be positioned within a wider development framework to achieve greater benefits for the waterfront.
- The location is also in reasonable proximity to Ahuriri's northern waterfront and play areas and should provide a secondary parking area when the waterfront car-park is full.

WHAT NEEDS IMPROVEMENT

- The quality of linkages and crossing points to the nodes identified on the previous page will be extremely important to maximise the benefit of providing a formal car-park.
- A unified linkage behind the sheds on West Quay will create a safer walking route for those taking a short-cut to Ahuriri from the southern end of West Quay. Provision should be made for pedestrians and cyclists.



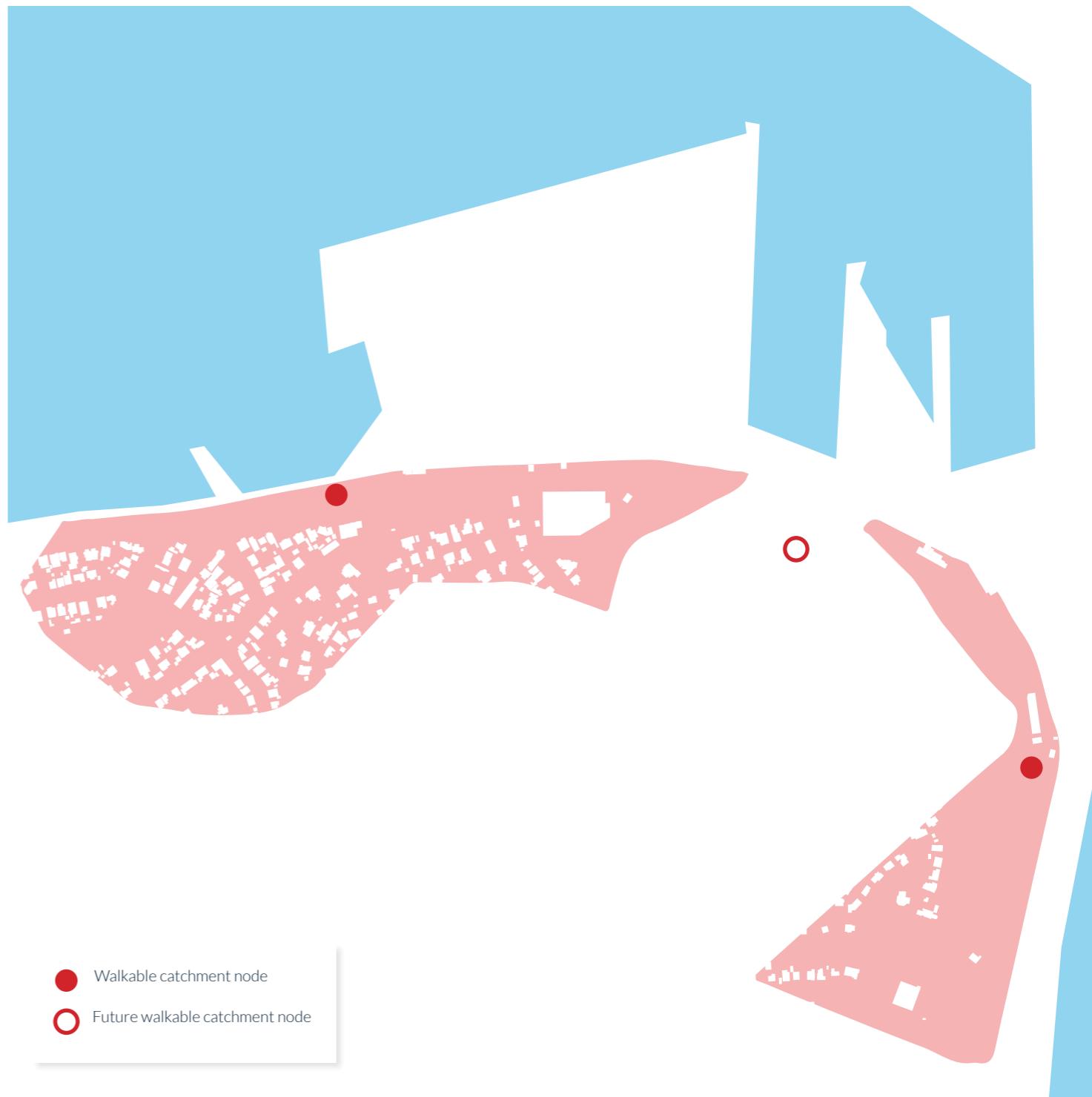
WALKABLE CATCHMENTS - PORT

WHAT'S GOOD

- The Port has two entrance points which serve as nodes. The Northwestern Entrance which is closer to Ahuriri has a small sheltered beach area.
- The Northwestern end of the Ahuriri Beach offers the most promise for concentration of activity as there is a fairly large catchment of housing in the area as well as routes up to the hilltop suburbs.
- The Eastern entrance has an extended entrance area, and is in walkable distance to the Centennial Gardens at the base of the hills.
- The Port areas nodes do not overlap and there is no central point to create something worth walking to as part of a route to the Marine Parade waterfront.

WHAT NEEDS IMPROVEMENT

- The Bluff lookout is up a very steep hill and does not connect to Marine Parade waterfront. The area is isolated and only walkable from the Northwestern node. Examination of opportunities to connect the lookout into the waterfront network should be a priority.



WALKABLE CATCHMENTS - CITY

WHAT'S GOOD

- The walkable network of the city provides a clear indication of the differences in spatial scales local networks and concentration of nodes. The City offers a far more intense walkable experience than Ahuriri.
- Priority areas to add additional nodes or activity points become apparent to link the port to the City and to complete the linkage around to Ahuriri.
- An important area to provide a landscaped linkage through the port to support walking and cycling is also apparent.

WHAT NEEDS IMPROVEMENT

- The Southern connector and walkability to southern suburbs was not analysed for this project. A wider scope may reveal other opportunities to increase walkability from the suburbs to the waterfronts.





BUILDINGS

BUILT FORM

- The city's grid network and associated public spaces which are defined by buildings give the city centre traditional character which can be emphasized. Some parts of the central city's built form need repair.
- Ahuriri's structure which is related to the strongly defined waterfront gives it a clear point of difference from the central city. The mixed-use area around Ossian St will allow introduction of a new network of public spaces.
- Active frontages are limited to relatively small areas in the central city and Ahuriri. Some of the worst examples of poor building edges associated with public spaces are the civic buildings and buildings on the waterfront. In contrast, the recent developments in Ahuriri set a high standard for frontages which should be celebrated and encouraged.
- The night-time economy is concentrated in Ahuriri along West Quay and Waghorne St in the Ahuriri Village area. In the city there is more dispersal with a cluster occurring towards the coast around Tennyson, Hastings, Marine Parade.
- Retail is the dominant use in the central city and Emerson St provides the most intense retail experience by large margin. Encouraging intensification along the waterfront for mixed-use including living may help to help grow a concentrated night-time economy, and provide passive surveillance of the Marine Parade waterfront. In Ahuriri retail is centred around Ahuriri Village which is limited in size, with a fine grain of frontages and local specialty stores.
- Vacancy in the central city is mostly limited to the area near Emerson St West and on the intersection of Albion St and Marine Parade.
- Ahuriri Park has a poor edge to the West and North, and opportunity exists to leverage the area for residential to provide multiple benefits for safety, proximity to recreation, and for new connections to the mixed use area. There is opportunity to create a new street network where service lanes currently exist.
- Warehouse developments on the entrance to Ahuriri and along SH2 offer the opportunity for infill buildings oriented to the street with parking to the side or rear.

RECOMMENDATIONS

1. Reinforce the traditional character of the central city with a program that improves the quality of experience for streets and public spaces and links them to the waterfront open space network.
2. Introduce a coherent open space network to the mixed use area around Ossian Street.
3. An active frontage program should be created for the central city which works with heritage architects to create sensitive adaptation to prominent buildings with inactive frontages.
4. A demonstration programme to create activated public space and buildings should occur with the City Council buildings and public spaces. Repair of the Rebel Sports building's frontage and connection to the waterfront need to be included. Existing buildings on the waterfront need improved frontages and high standards need to be set for any further waterfront buildings.
5. Encourage a strengthening of the concentration of night-time activities in the central city near the waterfront around Tennyson, Emerson, Browning St.
6. Continue to support and encourage the high-quality retrofitting of Ahuriri buildings through the West Quay design group and extend its influence throughout Ahuriri and the City centre.
7. Retain the existing approach to retail to avoid leakage of retail from the central city.
8. Progress the Renew Napier programme to fill vacant store-fronts with activity.
9. Investigate combining housing development and new access streets near Ahuriri Park, through to the Ahuriri Business Park mixed use area.

FIGURE GROUND - CITY CENTRE

WHAT'S GOOD

- The city is a tightly defined grid centred around Emerson and Tennyson Streets.
- The city follows a traditional approach to city design with streets and squares. There are three major structures: 1. The axis from Clive & Memorial Psrks to the Waterfront, which is strong. 2. from Tennyson St along Dalton to Vautier and Raffles; 3. from Browning along Hastings to Station St Browning also has a relationship to the Tom Parker fountain on the waterfront. See below.
- Newer large format buildings, public buildings, churches, and buildings on the waterfront have been arranged in a compositional form, surrounded by space such as car-parks, plazas and parks. There is a clear precinct of public buildings in compositional form with the HBRC, NCC, and Court buildings. The variation in forms is appropriate, but means that the treatment of the edges of these buildings must support public life and the landscape must integrate with the buildingsto form a cohesive whole.
- Long North-South blocks categorise the waterfront. Clearly, these a result of the narrow landform that the city was founded upon (see pg 24). The railway and hillside create clear curved edges to the city with buildings tight against the railway. There is opportunity to continue this pattern and fully contain the rail corridor. Vegetation is associated with the hillside and provides clear definition.
- There is a fine grain of lanes and courtyard spaces. These offer opportunities to create a layer of intimate spaces which encourage discovery within the city - a positive trend which is also apparent in Ahuriri.

WHAT NEEDS IMPROVEMENT

- At grade carpaking has broken the pattern in the central city block structure. While this has occurred on a secondary retail street - Dickens in a relatively orderly pattern, a trend is emerging on Hastings Street and recently demolitions in close proximity have created a gaps in the built edge. At grade parking on prominent corners on primary streets should be repaired - priority sites are Browning and Herschelle, and Hastings and Albion, and Dalton and Station.
- Some awkward alignments of mid-block linkages have been created, either due to compromises or simply incremental development which have been limited to site-specific design. Some of these should be remedied, in particular the service lane that runs between Hastings St and Marine Parade near the Civic buildings.
- The area around Browning and Herschelle could be intensified with a reorganisation of car-parking opportunities.

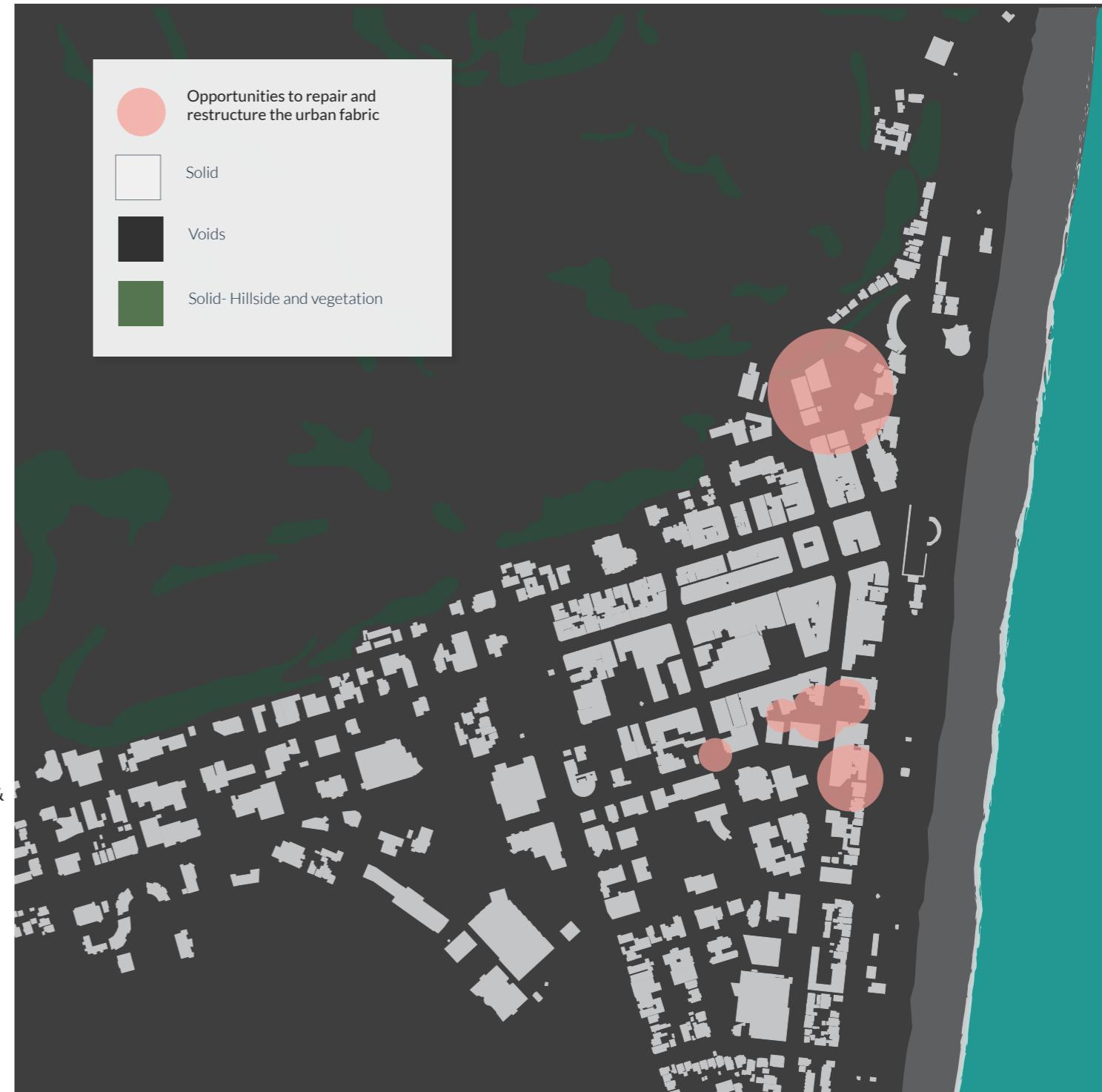
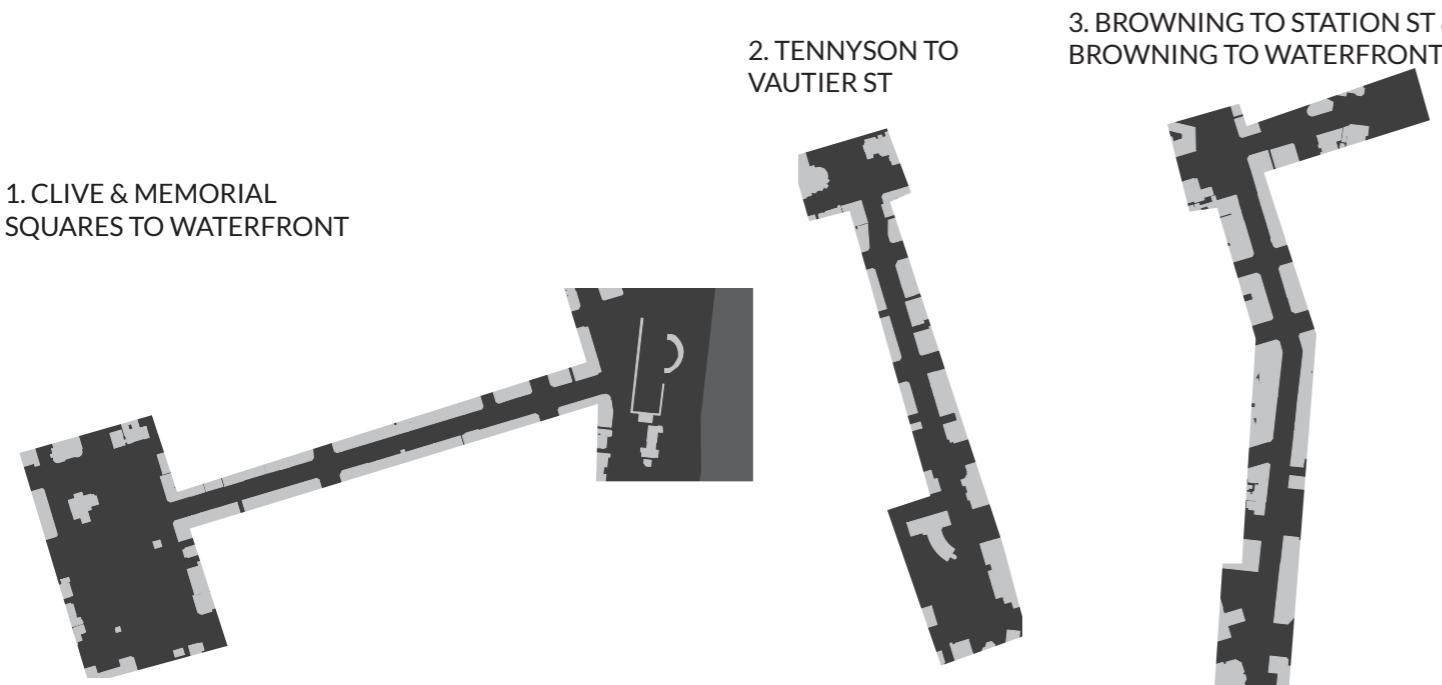


FIGURE GROUND - AHURIRI

WHAT'S GOOD

- Northern Ahuriri has developed with a similar character to Marine Parade with narrow long blocks due to the original landform of the area. There is no public space network associated with the buildings. The waterfront linear network is the primary public space. The building orientations in this district are far more irregular than in the central city which provides an interesting contrast.
- The reclaimed areas and post 1931 earthquake areas have a large block format that is generally well connected with few cul de sacs. The railway and the Ahuriri bypass to the Port have created a long pair of edges that carve through the district.
- West Quay's large buildings neatly edge the harbour with a regular pattern which breaks down near Nelson Quay.
- The mixed use area centred on Ossian Street has a large scale block size with a fine grain pattern emerging. Car-parks, setbacks on newer buildings, and the school grounds are creating an informal open space network which is generally oriented North to South. More can be made of this emerging structure.
- The hillside edge creates a strong definition to the district and buildings are grouped along the cliff base following the road. The large park to the south has little relationship to the built form of the area.
- The silo fuel storage area has created a large dead zone that takes up approx. 1/4 of the area.

WHAT NEEDS IMPROVEMENT

- A public space network should be created in the Ahuriri mixed-use area to create destinations for workers and future housing development. The BAT report begins this process but a larger scope through to Battery Rd will be required. Additional residential buildings to maximise the presence of the park and create passive surveillance to the could be desirable.
- The favourable orientation of streets and buildings are very pleasant to enjoy the afternoon and evening, which has been capitalised upon on West Quay and Hardinge Street. Nelson Quay appears under developed in this regard and a built edge could be constructed to take advantage of the orientation and outlook over the inner harbour.
- The interface with the State Highway (on the east side) is variable and spatial definition in this area is poor. Coordinated site development and shared parking areas could free up land for infill development which creates better street definition.
- Along the waterfront buildings have been arranged in compositional form. North Ahuriri has a more regular format while the area to the south near the yacht club shows a more irregular incremental pattern. As this is a city entrance and on prime waterfront land, on-site reconfiguration is desireable.

AHURIRI PARK TO CORONATION STREET



THE CITY CENTRE AT EYE LEVEL

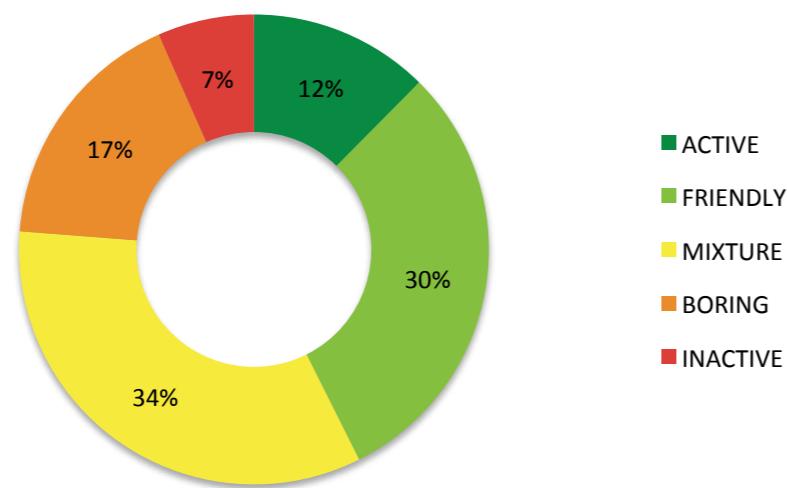
WHAT'S GOOD

- Emerson Street and two blocks of Hastings Street provide a high quality fine grained pedestrian experience.
- The waterfront appears to attract some public use at night with its pleasant environment and well-lit features.
- Vacancy in the central city is fairly low, but in general the vacancy is centred on Emerson St West and Tennyson Streets. Another pocket exists around the newly developed cosmopolitan building.
- The majority of frontages overall fall into the Active, Friendly, and mixed categories - the mixed categories offer opportunities for adaptation to friendly and active frontages. There is vast potential here.

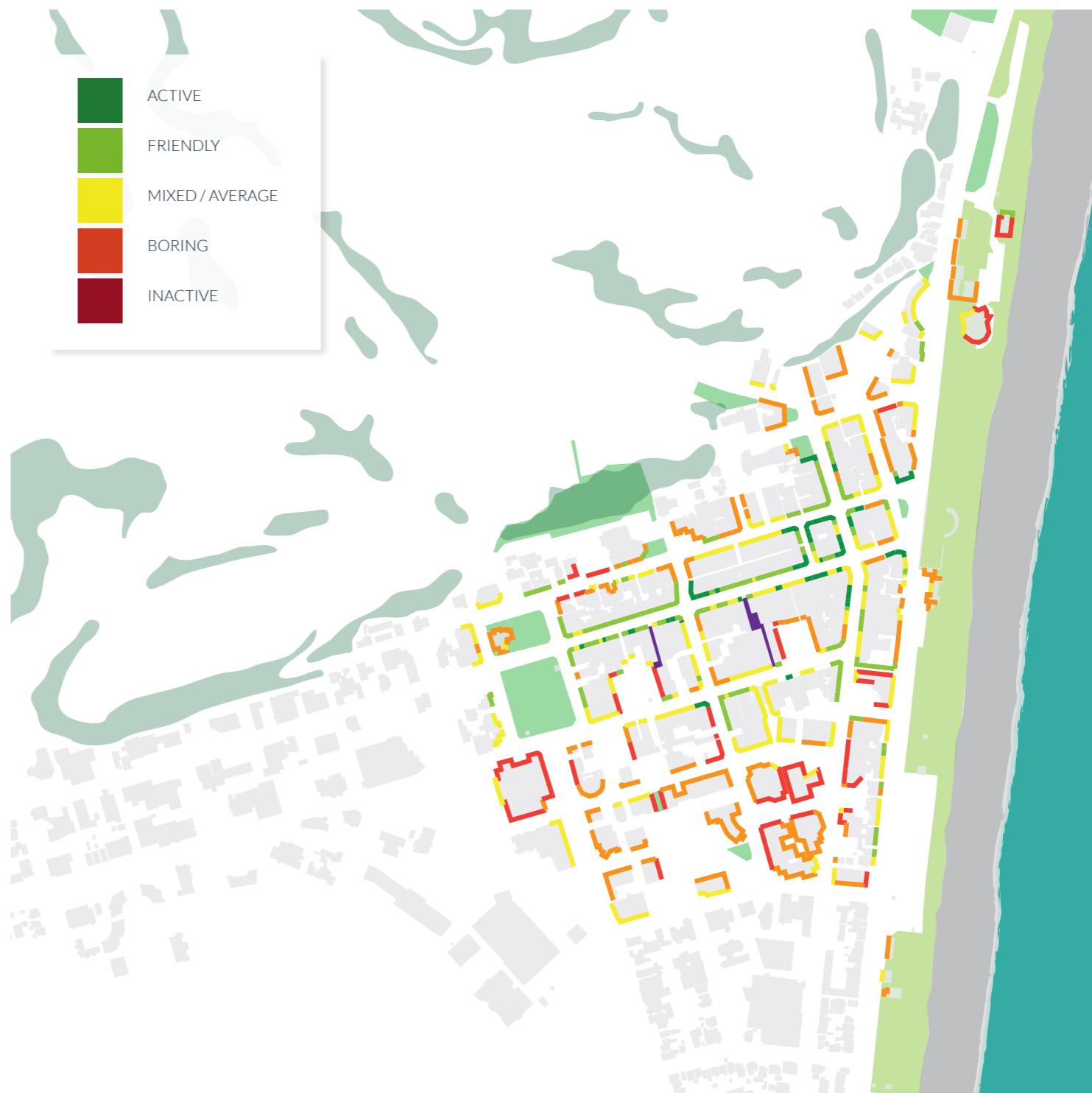
WHAT NEEDS IMPROVEMENT

- From a pedestrian perspective Napier has a complex issue to resolve - the buildings which give the City centre its character hamstring its attractiveness as a walkable city centre. Many of the buildings' designs do not support public life which contributes to a lack of perceived vitality.
- The Art Deco heritage buildings present mixed, or boring frontages for much of the streetscape on several prominent streets. As a visitor, once the presence of the Art Deco heritage buildings loses its novelty, their other qualities create a feeling of a high quality environment that is somewhat boring. Two blocks of Tennyson Street are affected by this although there are some good examples of adaptations underway that demonstrate good practice (e.g. Madison Building).
- Compounding this issue is several blocks of average frontages mixed in quality, transparency, scale, numbers of entrances, and general lack of interest to a pedestrian.
- Marine Parade is a disappointing pedestrian experience when it feels like it should be a premier walking environment.
- The City Council Building, Library, Court precinct, HBRC, Municipal Theatre and other prominent public buildings are the worst offenders in the city as they importantly front onto public spaces and streets and provide boring or inactive frontages. There is very little activation offered and these spaces have been handicapped by poor design for far too long. Sensitive repair is required to bring the quality of the spaces and buildings design to a level that meets their function.
- The city centre has very little night time economy, and what is present is dispersed. There is a core night time area near Browning, Emerson, Hastings and Marine Parade. Encouraging concentration of night-time activity around this existing area will be important.

BUILDING FRONTAGE RATINGS



BUILDING FRONTAGE RATINGS*



*This rating is only for the quality of the frontage in relation to the pedestrian experience. It does not rate other qualities such as heritage values.

NIGHT-TIME ECONOMY



VACANT STREET FRONTAGES



AHURIRI AT EYE LEVEL

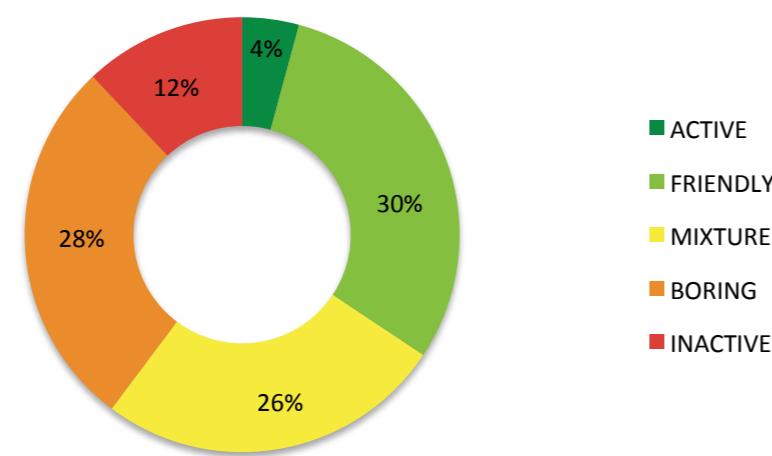
WHAT'S GOOD

- Ahuriri has a mixed walking environment and can be divided into West Quay, Northern Ahuriri and village, the mixed use environment and the Ahuriri bypass. The residential area to the east was not assessed as part of this exercise.
- West Quay has been transformed into a high quality pedestrian environment, with active frontages and public life. Most of Ahuriri village and Northern Ahuriri has similarly been transformed.
- Redevelopment efforts are underway on three sites in Ahuriri, two in the northern section, one on the corner of Ossian St. It will be intriguing to see what new precedents are set by these developments.
- While there is much potential improvement to the human experience in the warehouse areas of Ahuriri, the design practice to date, should be congratulated again and strengthened, accelerated, and evolved throughout the district.
- The night time economy is concentrated at West Quay and the waterfront to the North, and along a back lane of Ahuriri village. All three areas are within walking distance of each other which allows an evening to progress through a variety of experiences.
- The sailing and fishing clubs and marinas provide an additional layer of night-time activity.
- Some large vacant sites exist in the mixed use area. However, there appears to be little property related crime and vandalism.

WHAT NEEDS IMPROVEMENT

- Where large buildings face the street the outcome has been less positive, and the frontages are more mixed and boring.
- The Ahuriri bypass is completely inactive except for a few tenancies near the 'peanut' roundabout.
- The mixed use area is almost entirely boring and inactive frontages. However, some new cafés and stores are creating a more friendly street environment.

BUILDING FRONTAGE RATINGS



BUILDING FRONTAGE RATINGS*

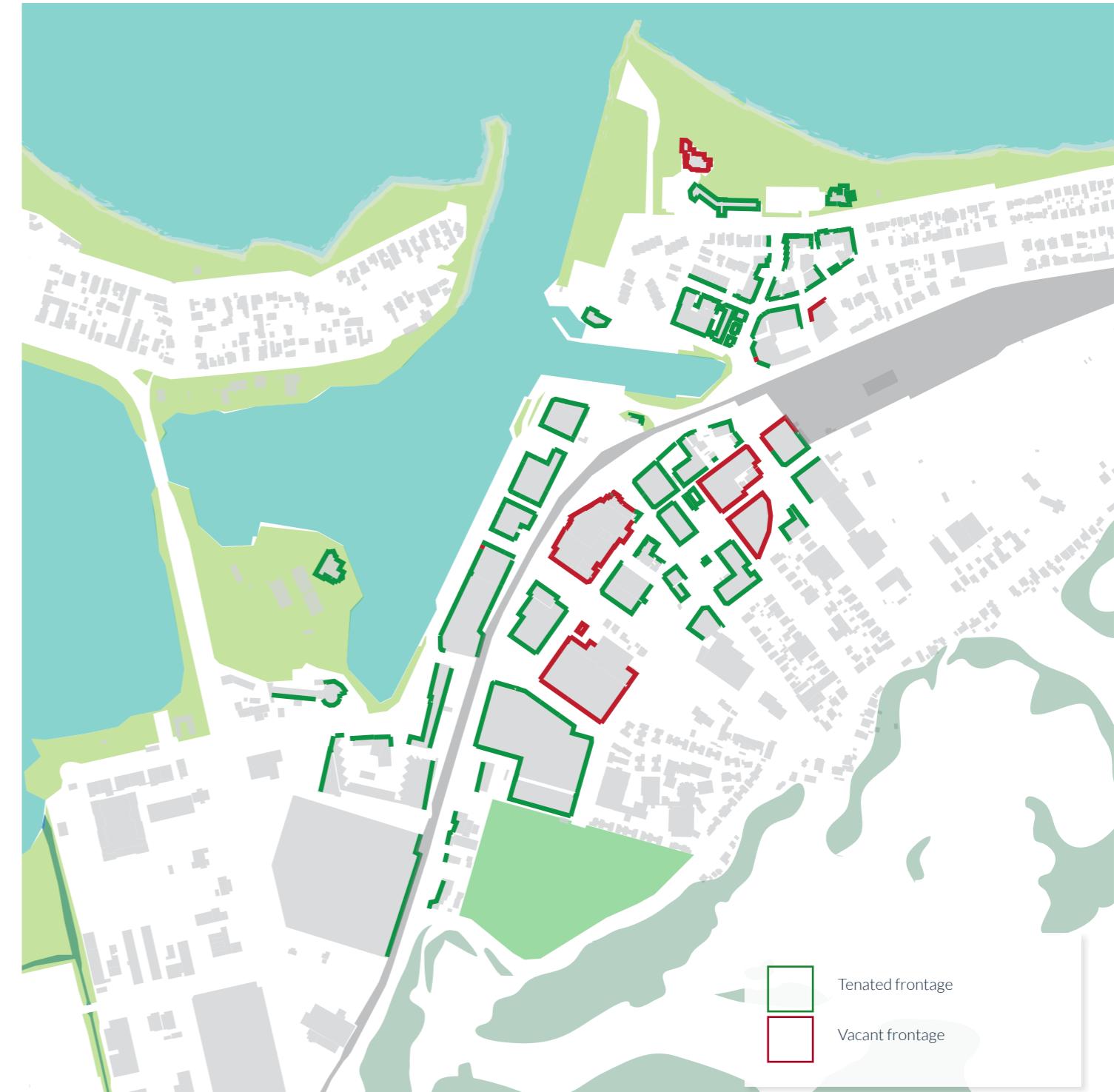


*This rating is only for the quality of the frontage in relation to the pedestrian experience. it does not rate other qualities such as heritage values.

NIGHT-TIME ECONOMY



VACANT STREET FRONTAGES



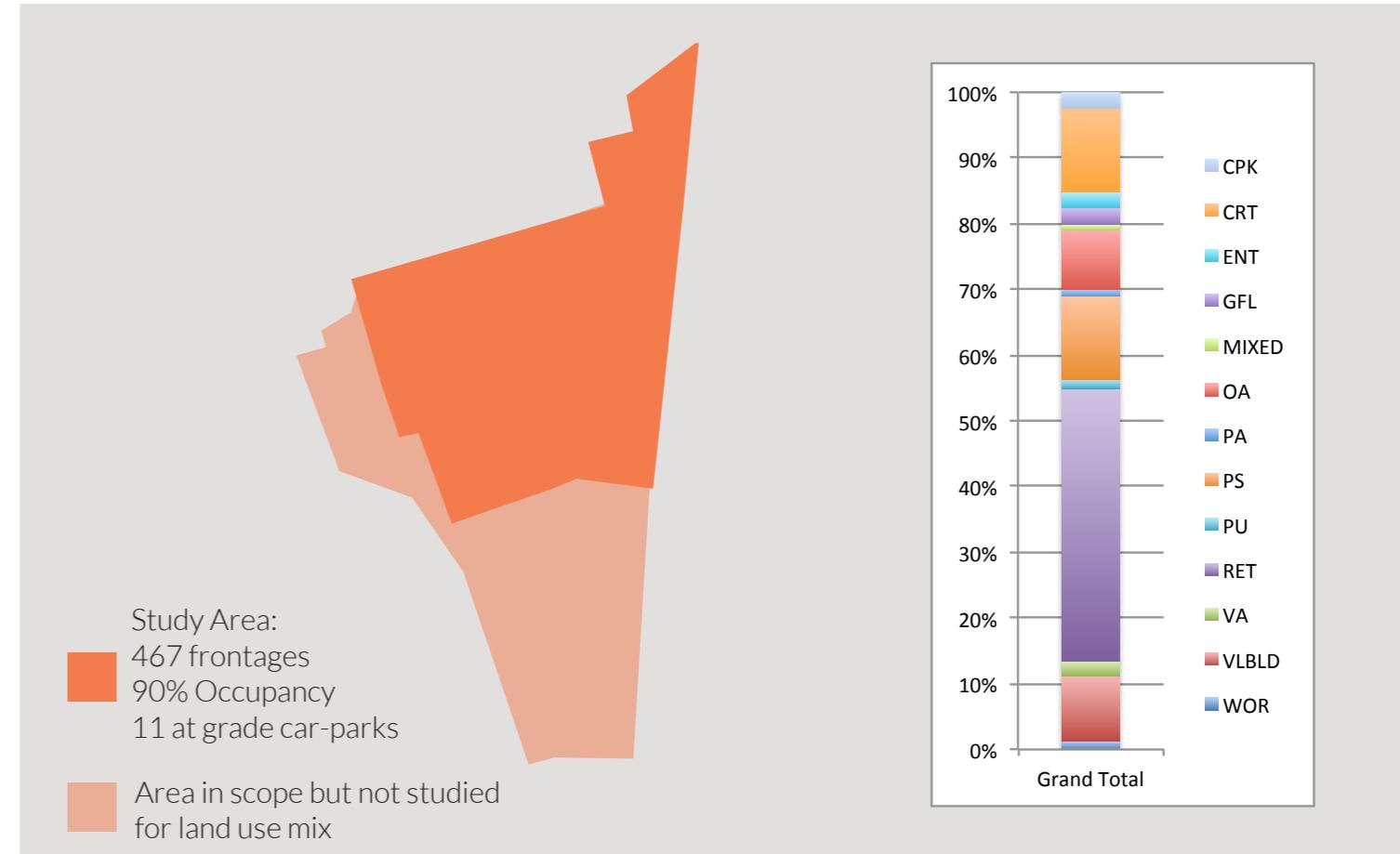
CITY CENTRE - LAND USE MIX

WHAT'S GOOD

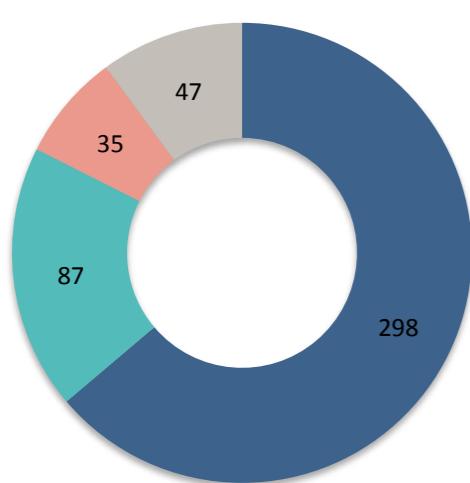
- Retail is the dominant land use within the study area and is the dominant land use on all but two of the major streets.
- Marine Parade and Station Street have very different profiles to the other streets. Marine Parade is very mixed and Station Street is dominated by office activity and personal services.
- Emerson is the most intense street experience by a large margin which is combined with a narrow street width.
- The area is mostly local businesses but national and international businesses have a strong presence. This adds some generic qualities especially on Emerson Street which hosts retail chain stores usually found in malls.

WHAT NEEDS IMPROVEMENT

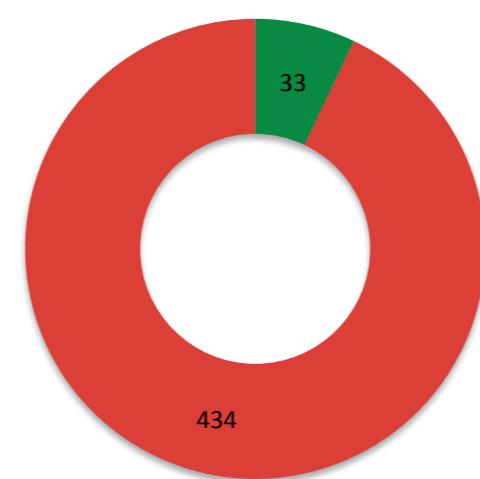
- Tennyson and Hastings Streets need to intensify their experience.
- Tennyson St needs to fill its vacant tenancies. And understanding of the drivers of vacancy on this street (and Emerson St West are required).
- Night-time uses need to concentrate to achieve a critical mass.
- Street engagement needs to increase across the board to improve the perceived vitality of the public realm.



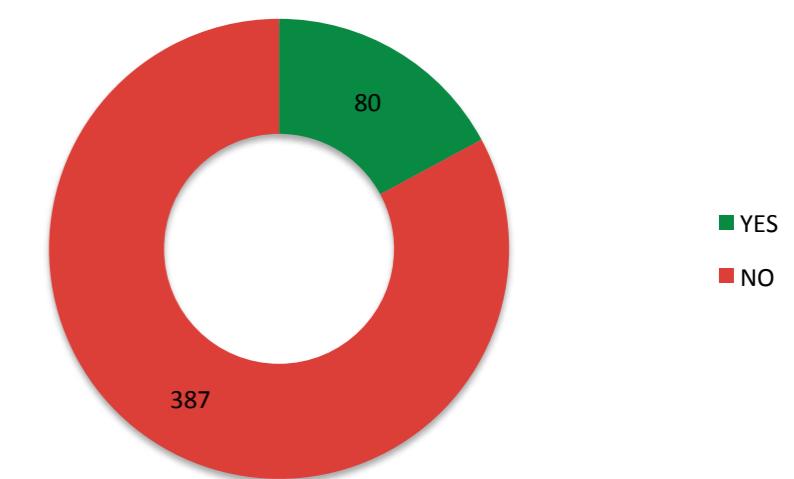
BUSINESS OWNERSHIP



NIGHT TIME ECONOMY



STREET ENGAGEMENT



CITY CENTRE STREET 'DNA'

EMERSON ST
102 frontages
22% of CBD study area
24.4 frontages /100m
Length in study 418m
Width 16m

HASTINGS ST
80 frontages
17% of CBD study area
14.3 frontages /100m
Length in study 561m
Width 20m

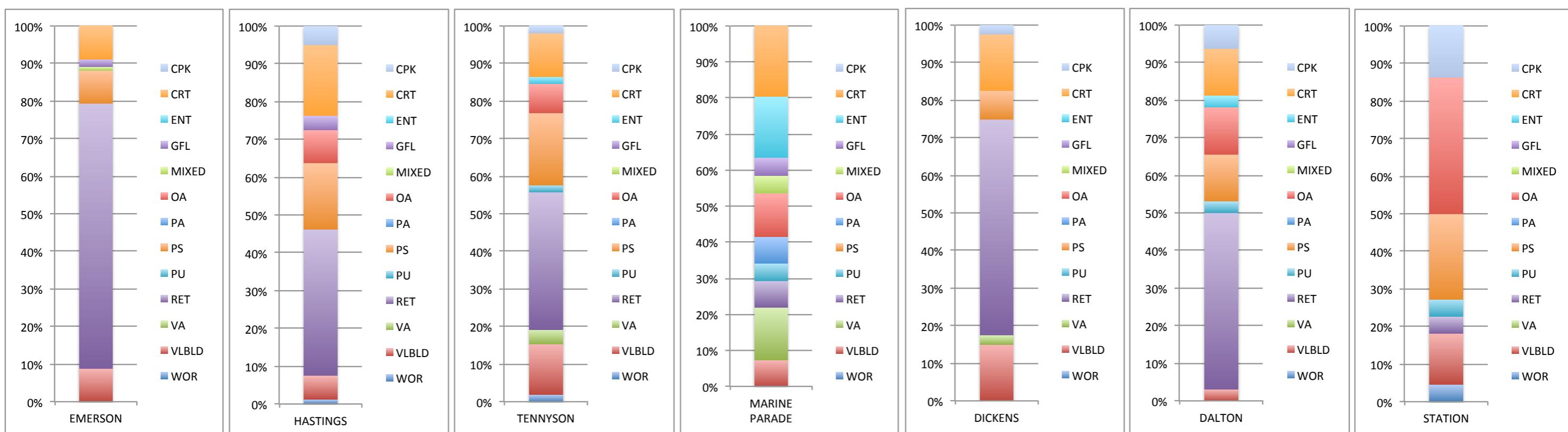
TENNYSON ST
52 frontages
11% of CBD study area
10.5 frontages /100m
Length in study 496m
Width 18m

MARINE PDE
41 frontages
9% of CBD study area
4.6 frontages /100m
[generally single sided]
Length in study 883m
Width 26m

DICKENS ST
40 frontages
9% of CBD study area
9.6 frontages /100m
Length in study 418m
Width 18m

DALTON ST
32 frontages
7% of CBD study area
8.8 frontages /100m
Length in study 363m
Width 18m

STATION ST
22 frontages
5% of CBD study area
7.3 frontages /100m
Length in study 303m
Width 22m



OTHER STREETS IN STUDY AREA

Albion, Browning, Dickens car-parks, Civic Court,
Clive Square East, Clive Square West, Herschel,
Market, Munroe, Paxies, Raffles, Shakespeare, Vautier.
98 frontages combined
21% of CBD

CODES

PA	PRIVATE ACCOMODATION
PS	PERSONAL SERVICES
RET	RETAIL
GFL	GROCERY, FOOD, LIQUOR, SUPERMARKET
CRT	CAFÉ, RESTAURANT, TAVERN
VA	VISITOR ACCOMODATION
VLBLD	VACANT LAND OR BUILDING
OA	OFFICE, ADMINISTRATION
PU	PUBLIC USE
MIXED	MIXED
ENT	ENTERTAINMENT
WOR	PLACE OF WORSHIP
LI	LIGHT INDUSTRY COMMERCE
CPK	CARPARK

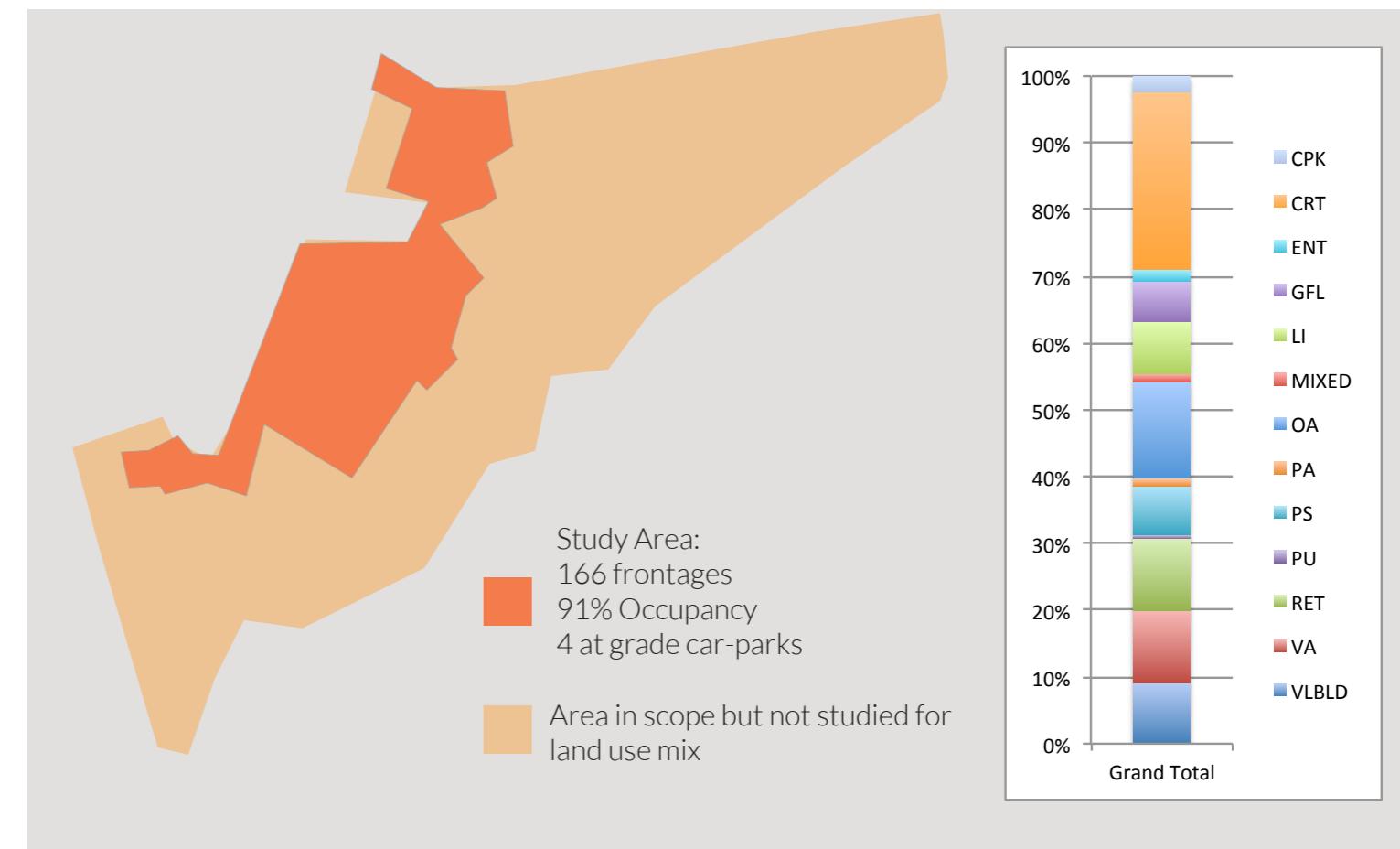
AHURIRI - LAND USE MIX

WHAT'S GOOD

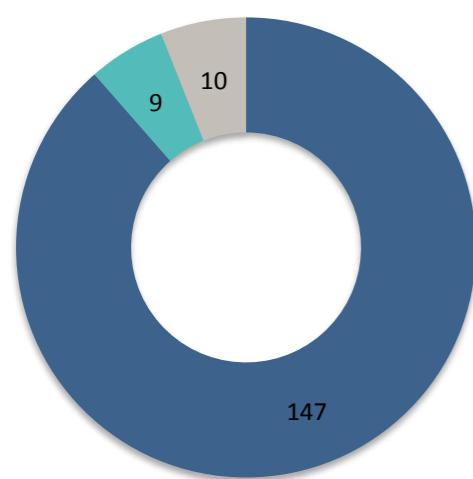
- Cafés, restaurants and bars are the dominant land use in Ahuriri, but in general the area is more mixed than the central city.
- The individual streets in the district have very clear use characteristics. West Quay has almost 50% cafés, restaurants and bars, while Ossian St has a strong office character.
- Night-time economy and street engagement is much higher than in the city centre, and is also very concentrated which contributes to the greater sense of vitality and street occupancy.
- The area is local and national businesses which means there is less generic development and messaging than in the central city.
- Hardinge Road has a high proportion of visitor accomodation. A resource which must be tapped into to activate the waterfront by increasing opportunities for use.

WHAT NEEDS IMPROVEMENT

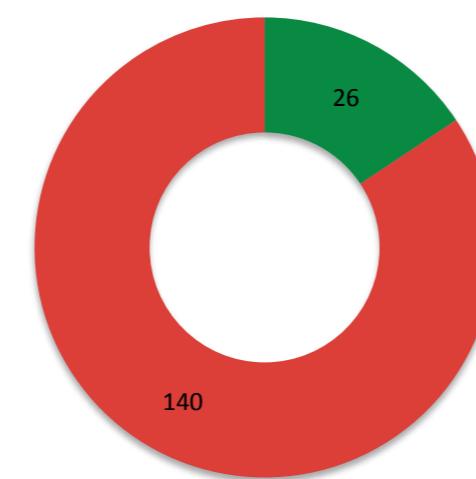
- Even higher levels of street engagement can be achieved in southern West Quay, Nelson Quay, and Bridge Street which will continue to build on the current positive practices as part of the aim to create world class experiences.
- Additonal active frontages which continue the mixed use character from West Quay to Nelson Quay are desireable.



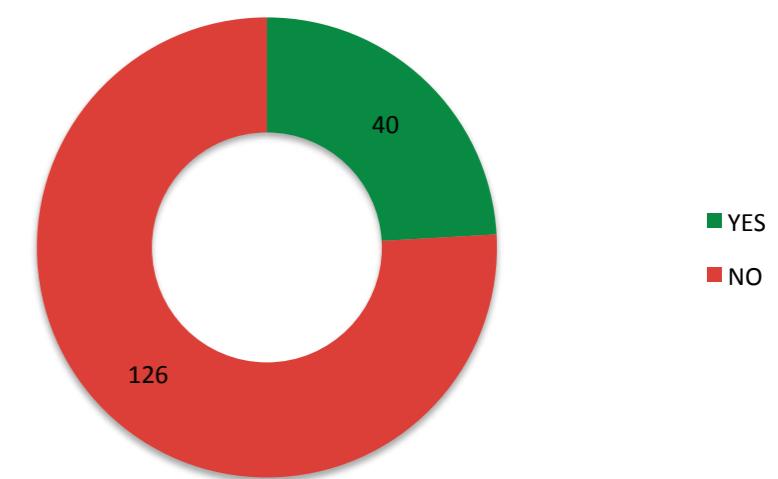
BUSINESS OWNERSHIP



NIGHT TIME ECONOMY



STREET ENGAGEMENT



AHURIRI STREET 'DNA'

WEST QUAY
38 frontages
23% of Ahuriri
5.3 frontages /100m
(generally single sided)
Length in study 715m
Width 22m

BRIDGE ST
23 frontages
14% of Ahuriri
15 frontages /100m
Length in study 153m
Width 18m

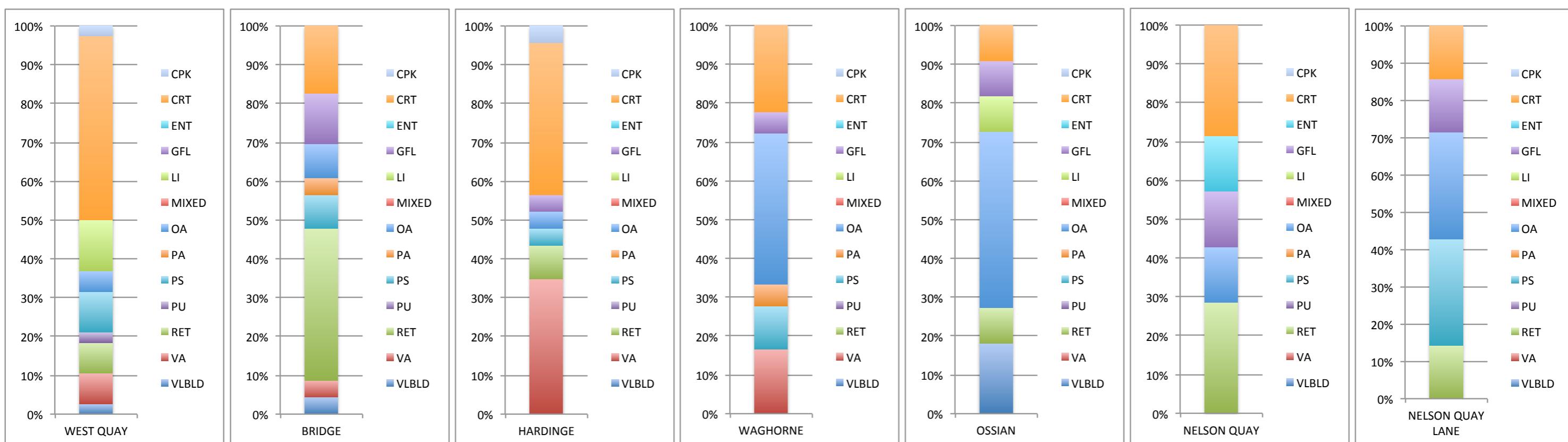
HARDINGE ST
23 frontages
14% of Ahuriri
13.5 frontages /100m
Length in study 170m
Width 20m

WAGHORNE ST
18 frontages
11% of Ahuriri
8.3 frontages /100m
Length in study 216m
Width 16m

OSSIAN ST
11 frontages
7% of Ahuriri
5.5 frontages /100m
Length in study 201m
Width 20m

NELSON QUAY
7 frontages
4% of Ahuriri
9.6 frontages /100m
Length in study 73m
Width 18m

NELSON QUAY LANE
7 frontages
4% of Ahuriri
14.6 frontages /100m
Length in study 48m
Width 6m



OTHER STREETS IN STUDY AREA

Ahuriri Bypass, Barry, Campbell, Coronation, Dommet, Lever, Mahia, Routledge, Stafford, Stuart, Theatre Lane, and un-named lane.
39 frontages combined
23% of Ahuriri study area

CODES

PA	PRIVATE ACCOMODATION
PS	PERSONAL SERVICES
RET	RETAIL
GFL	GROCERY, FOOD, LIQOUR, SUPERMARKET
CRT	CAFÉ, RESTAURANT, TAVERN
VA	VISITOR ACCOMODATION
VLBLD	VACANT LAND OR BUILDING
OA	OFFICE, ADMINISTRATION
PU	PUBLIC USE
MIXED	MIXED
ENT	ENTERTAINMENT
WOR	PLACE OF WORSHIP
LI	LIGHT INDUSTRY COMMERCE
CPK	CARPARK



CULTURAL & CREATIVE EXPRESSION

SUMMARY

- The concentration of heritage buildings in the city centre and Ahuriri has been a clever urban design strategy which has resulted in the evolution of two clearly distinct character areas. The development of public space associated with the concentration of built heritage has not been as good.
- Linkages between public facilities and recreation opportunities can be improved along with the public spaces associated with special buildings such as the MTG.
- Opportunities to take a joined-up approach to creativity have not always been taken. In future, project briefs should be expanded to take advantage of opportunities to join up creativity, heritage, public space (streets and reserves), and special buildings.
- The area around the Customs House has had a number of proposals for car-parking and landscaping. An integrated approach is required.
- The heritage building at Memorial Square is closed, poorly sited and presents a poor quality edge to the Park. Consideration of its removal or renovation should be made as part of the CPTED project and future development for Clive and Memorial Square.
- The city has a high concentration of landmarks along the Marine Parade Waterfront, and within the city centre. Some of these have variable quality and they could be sited more effectively. Ahuriri's landmarks have a different character and a collection of carvings is creating a critical mass. The northern Ahuriri landmarks are the weakest in the city.
- A contemporary sculpture collection is growing and adds a welcome diversification from Art Deco, maritime, and memorials.
- Water features play a large role in the central city and Marine Parade Waterfront, often these features are ornamental but some allow play and are well lit for night time ambience. The attraction of water for play is being explored through the ex-Marineland redevelopment which continues this tradition. Care should be taken to avoid overly urban water features in the open space network such as the new water feature to the rear of the Aquarium.
- Prominent structures in public spaces need to be capitalised upon to create landmarks and worthy of their positions.
- On the Bluff Hill a special case exists where historical gun emplacements have been built upon with an out of character memorial garden and pergola. Reconsideration of this approach will be necessary to bring historical narratives to life.

RECOMMENDATIONS

1. Upgrade streets in the areas with high concentration of character buildings to a higher quality which matches the quality of the buildings.
2. Identification of opportunities for high profile interdisciplinary projects which include public or high profile sites will be required for each area framework. These projects need to cross boundaries and include both public and private space. These include, but are not limited to:
 - The MTG to Soundshell/i-site to Emerson St
 - The Library, Civic centre and public spaces
 - The area around the Customs house.
 - Ahuriri northern waterfront
 - Scenic hotel, pools, and Convention centre
3. Removal or relocation/renovation of the Memorial Square building should be considered as part of an upgrade project for Clive and Memorial Square.
4. The carvings for landmark features in Ahuriri along the waterfront are unique and effective, acceleration of this programme along the northern waterfront (if agreed by iwi) will add rhythm and coherence and way-finding to the coastal walkway experience.
5. A new approach to memorials and methods for communicating historical narratives is required to repair some poor practices of the past, and new public sculptures must be more effectively sited to maximise their public benefit.
6. Introduce landmarks along the Ahuriri Bypass at prominent views and intersections, and into the mixed-use area around Ossian St with the creation of a public space network and street redesigns.
7. Port and Silos operators, and large warehouse operators should be approached to examine the potential for creative approaches (e.g. large scale art installations) to landmark structures on their sites.

HERITAGE & SPECIAL BUILDINGS

WHAT'S GOOD

- Heritage buildings are concentrated in the city centre and on West Quay in Ahuriri. The heritage resource is well established and many years of careful management has retained Napier's character in these areas. The benefits and constraints that come with such a concentration are well understood.
- Public buildings are found on the periphery of the central city and along Marine Parade. The Municipal Theatre and part of the MTG, and Women's Rest are the only public buildings which are heritage listed. A listed structure on the waterfront is the Soundshell.
- The health centre is located near the large format retail area and housing, it is isolated from other public buildings. It is accessible by public transport routes.
- There are three Churches/places of worship in the Central city. Two of these are associated with open spaces. In Ahuriri, a small church is located by the waterfront while another vacant church building is on Coronation Street along with a Theatre.
- In Ahuriri the single public buildings is Port Ahuriri School, located at the base of the hills along Battery Road its proximal to housing rather than the high intensity areas of Ahuriri Village and West Quay. The routes from the school to West Quay waterfront pathway could be improved. The Customs House is now a museum.

WHAT NEEDS IMPROVEMENT

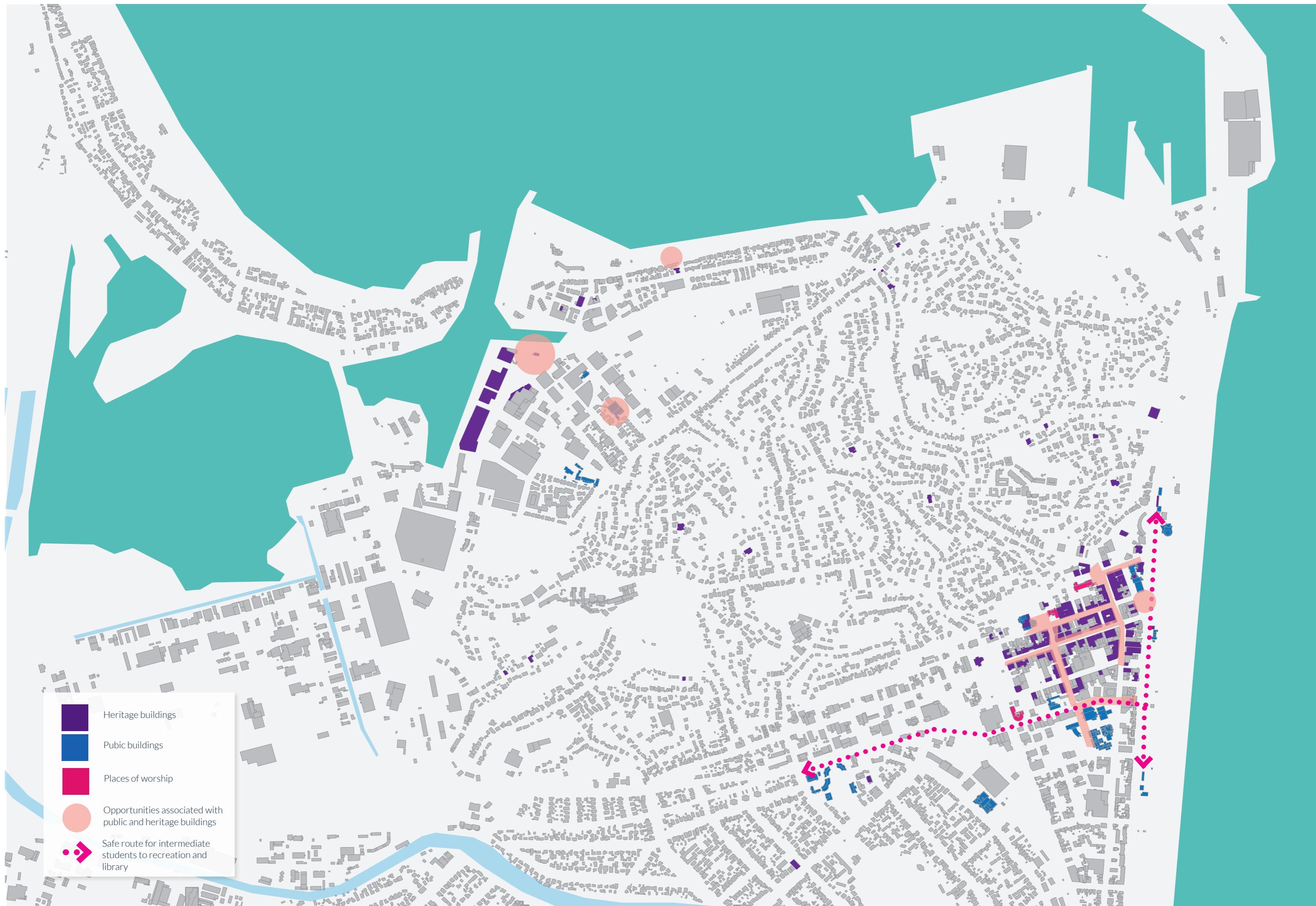
- The skilled and sensitive adaptation of heritage buildings should be investigated on Tennyson Street in order to create opportunities for a more active street edge. International best practice of redevelopment of heritage should be explored which retains heritage values but increases utility.
- The quality of the street environment of Dalton, Hastings, and Tennyson must be raised to meet the quality of the buildings. Emerson St is acceptable but requires a contemporary retrofit
- The portion of Marine Parade highlighted on the diagram should be raised in quality and design to match the quality of buildings and to support the public buildings.
- The civic precinct requires connection across Dalton Street. Station Street, Hastings Street (upgraded) and associated public spaces need to support the public facilities. Public spaces upgrades require integration with building adaptations - in particular the Library and Civic Building.
- The MTG and the Municipal Theatre require consideration of how they and associated public spaces can be activated with complimentary uses.
- Other narratives outside of the Art Deco and Earthquake stories need to be expressed in public spaces. Obvious examples are how the area was used in pre-european times and significant events that have occurred since the earthquake.
- The MTG is constrained by the design of the street and public spaces adjacent to it. The street function is overly dominant and a re-prioritisation of space is required around Napier's most prominent cultural building.
- Napier Intermediate is located adjacent to the Rail corridor and to the busy arterial Thackeray St. A safe route for active transport to the recreation opportunities via the library should be created.
- The Theatre on Coronation Street could be relocated to a central or more prominent location in Ahuriri.
- There are a number of significant sites to Maori and archaeological sites which are not shown on the diagram. Iwi may or may not wish to express the significance and cultural values associated with these places.
- The Customs House is isolated in West Quay with busy roads and unformed car-parks surrounding it. Associated public spaces give the site some setting but are generally unused and poorly located. The collection of maritime artefacts outside could have greater prominence.
- The heritage building on Ahuriri waterfront (Hardinge Rd) creates an entrance point, but the street environment and colour scheme of the building do not support the building style to creating a memorable route.



The MTG is divorced from the waterfront and associated public spaces by roads and roundabout. For Napier's most prominent public building - a large recent investment - a better outcome is required which reprioritises space from traffic movements to other uses. Street design needs to support the use of the central city as a walkable destination.



An opportunity exists here to create a memorable point along the waterfront with landscape, streetscape, and a creative approach to the character building. There are many points such as this in Ahuriri which will create more memorable experience if designers are allowed greater scope.



CITY CENTRE LANDMARKS, PUBLIC AND STREET ART, EVENTS.

WHAT'S GOOD

- The city centre's landmarks in the public realm are varied and spaced throughout the central city and waterfront. In some areas there is a concentration such as at the intersection of Marine Parade and Emerson Street.
- Recent public sculptures are high quality additions to the streetscape, but are not always in prominent locations (e.g. Paul Dibble kowhai opposite the MTG).
- Street art is successful in a wide variety of locations, and is a welcome addition to blank walls, alleyways, and utility cabinets.
- Two markets are in operation which bring activation and life to two public spaces. These play an important role in the city centre's weekend vibe.
- The central city has a number of landmark water features. Touchable water is a major draw-card for many people, especially children. These should be leveraged to activate public spaces.

WHAT NEEDS IMPROVEMENT

- Location of public sculptures needs to be more deliberate to maximise their value and to provide multiple benefits such as providing a nucleus to a public space, terminating a view, or providing rhythm and structure to the coastal pathway.
- The scale of landmarks is out of place for their location and many are only ornamental or repetitious (such as an anchor on the coastal pathway). More diversity, suitable scale, and interactive or playable installations would provide multiple benefits to the central city.
- Street art feels manicured or curated to reflect the dominant narratives of the city (for example, Art Deco themed piece at the bus terminal) A diversification of narratives and freedom of expression may be necessary to bring a feeling of vitality and contemporary expression to the central city, so that the city is not locked into expressing the past.
- The bunkers on the Bluff Hill have been built on with unrelated memorials and there is little interpretation of pre-european history. The stories which are being expressed are about prominent people but there is no interpretation as to what they contributed to Napier.
- Many memorials throughout the city centre and waterfront appear in somewhat random locations and design is often unrelated to the context. An example is the new fountain (shown below) near the Aquarium which is urban in character and does not support public life as it is disconnected from other recent additions such as shade sails and BBQs.



The materials used in this waterfront water feature are used throughout the central city and feel out of place on the waterfront. More could have been made of this place by integrating it with the shade sails and BBQs.



CITY CENTRE LANDMARKS



WATERFRONT

CENTRAL CITY



AHURIRI LANDMARKS, PUBLIC AND STREET ART, EVENTS

WHAT'S GOOD

- There are a number of carved po which are the beginnings of a coherent narrative which should be expanded.
- Historical landmarks such as the artefacts outside the Customs house provide a concentration.

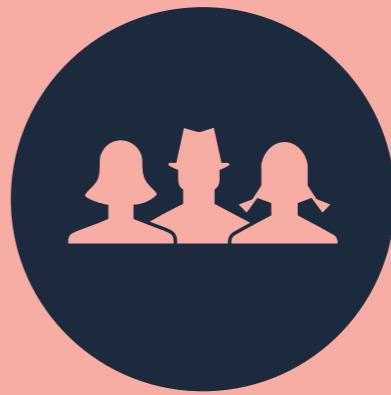
WHAT NEEDS IMPROVEMENT

- Opportunities for cultural expression are being missed for example key entry points are understated or have ineffective landmarks (e.g. the clock at the bridge approach on West Shore). Quality of some of the landmarks is clearly lower than those found in the centre centre and Marine Parade Waterfront.
- The warehouses provide large canvases which could be used for large scale artwork rather than advertising.
- The bridge is a major opportunity to create a memorable feature which is currently utilitarian.
- The entrance to the estuary walkway has become overgrown and carved features do not appear well-maintained.
- The silos in the fuel storage may present an opportunity for creativity.
- Prominent views and thresholds throughout the district can be improved with attention to the sequence of experiences and to terminating views with suitably scaled landmarks.
- Ahuriri has no regular events or markets which activate the public spaces.
- Street art is rare in Ahuriri apart from a toilet block and the mexican restaurant.
- Some memorials throughout the city centre and waterfront appear somewhat random in their siting and design is unrelated to the context. An example is the brick memorial arch and wall at the Ahuriri northern waterfront playground.
- Landmarks in public spaces should reinforce the interplay of the night-time economy and the harbour through feature lighting.



AHURIRI LANDMARKS





CITY LIFE

CITY LIFE

- There is little diversity of public life in the City and in general while many places are busy with people passing through there is little use of public spaces for staying behaviours. In a city with Napier's climate, there is a potentially huge latent demand to make the city feel more lively and convivial by cultivating public life.
- Many public spaces lack things to do or give people reasons to be in a public space. Where low cost prototype initiatives have been installed on Market and Emerson Streets the new features have been used. Successful features are platform seating with market umbrellas, interactive blackboards, free wifi, bean bags, and artificial turf. Some predictions such as providing a stage for buskers has been unsuccessful which leads to the next iteration of rapid start-up projects where new ideas are tested for validation, pivots are made in strategy and which potential users are targeted.
- Places where there is an existing base of users provide testing grounds for introducing new things to do. The aim should be to create a critical mass of people in places which already work to some degree before starting on unused places.
- Some places, as identified earlier through urban design analysis, have fundamental flaws in their design. These places which have inactive frontages, the civic square, Memorial Square, the Municipal Theatre and Church, and I-site require structural changes which cannot be fixed through tactical measures alone. Long-term repair of some of these places is appropriate while others will remain low priority due to the buildings having special character, and other strategies of activation are required.
- The Urban Food Market which takes place on Saturdays at Clive and Memorial Squares is an asset for the life of the city that should be cultivated. The market requires some basic changes to its layout and set-up, and increased shared collateral to build on what has already been achieved.
- The impact of cruise ships on public life in the city was measured in two locations on Emerson St. The visitors bring a significant increase in levels of activity, however, cruise ships visitors move fairly quickly through public spaces, stopping for short periods with many spending less than 5 minutes in a place. As cruise ship visitors move through a space they are curating their memory of Napier by taking photos. Cruise ship visitor impact on Ahuriri was not measured. A focus on creating a cohesive cruise ship visitor experience will benefit all tourists who visit Napier and Ahuriri.

RECOMMENDATIONS

1. Detailed placemaking plans should be created for public spaces (and aligned with the public life strategy) with a coherent management structure and clear responsibility for implementation. A learning approach is required with clear targeting of user-groups and flexible implementation that allows a pivot in strategy over a number of iterations to test out what works and doesn't. Risk-taking and a tolerance for failure and the unpredictable needs to be embedded in this approach to nurture innovation.
2. Variation in public seating needs to be trialled in the central city and waterfront areas both in the City centre and Ahuriri to encourage use of public spaces.
3. Placemaking programmes should be limited to places which have the preconditions to support greater increases in activity. Other places require structural changes which will require substantial investments. Some of these places (such as the Civic centre) already have redevelopment programmes highlighted in the LTP.
4. Professionalise the Urban Food Market including improved layout, stall set-up, increased shared collateral, and merchandising.
5. A Cruise ship visitor experience should be designed and supported with additional landmarks and photo opportunities, interactive experiences, way-finding and walking times in the central city. The impact of cruise ship visitors on Ahuriri should be measured to inform design an additional Ahuriri experience.
6. Upgrade the central section of Marine Parade and Emerson Street (and potentially other central streets) to contemporary standards of shared space as part of an integrated public space network.

CITY LIFE STUDY

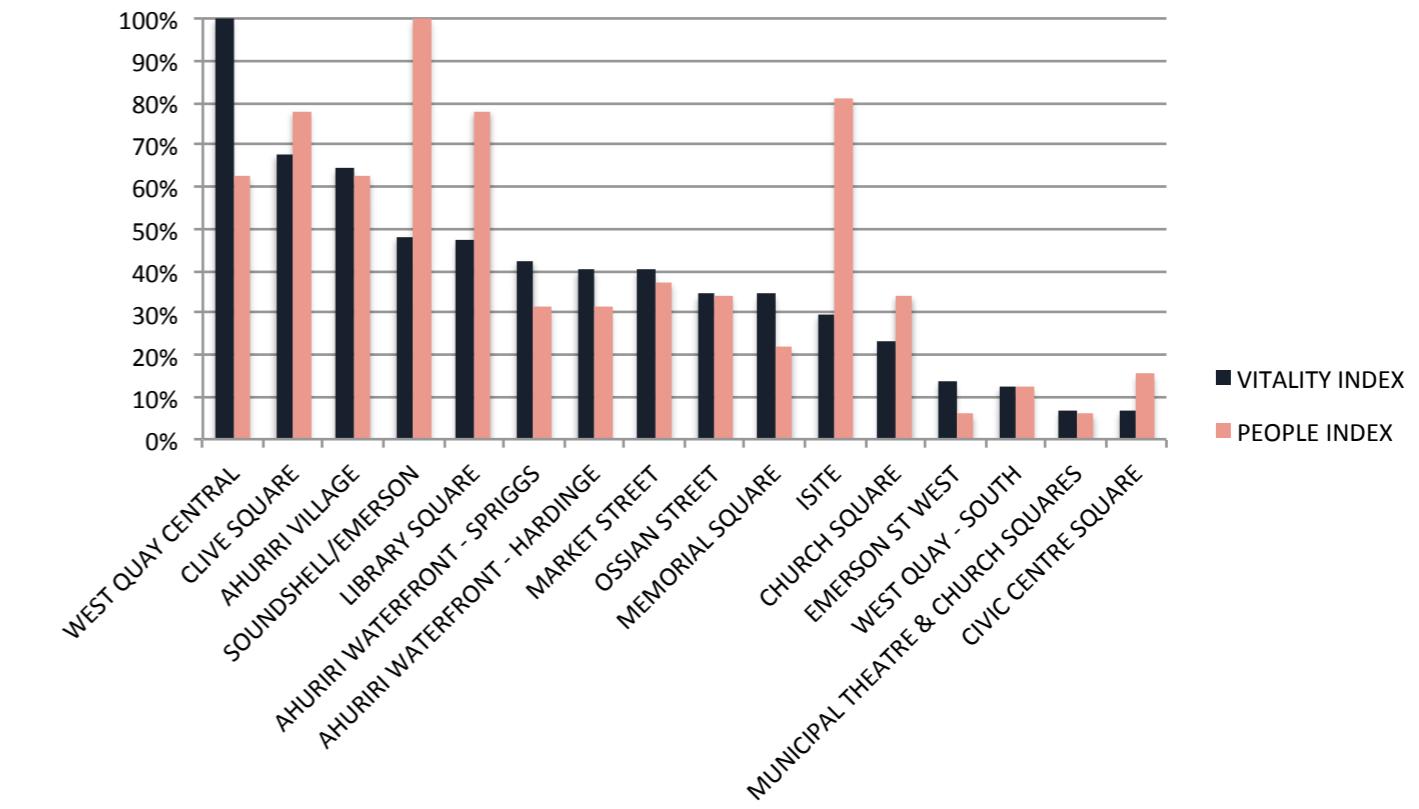
OVERVIEW

- The city's public spaces and waterfront areas were observed during weekdays and weekends and general observations recorded. A behaviour study of public spaces and key streets was undertaken during peak use times between 12-2pm at a number of sites. The 30-minute observations were undertaken when weather was fine so that there was no barrier to use of the spaces.
- The generalised results of the observations and study is diagrammed on the following page. Detailed mapping and statistics for each location studied are on the subsequent pages.
- An index of weekday and weekend behaviour was created to quantify the effect of both numbers and duration of people staying in a space (right). The 'people index' ranks the number of people at each location against the busiest location in terms of numbers observed using a space during the observation period. The 'vitality index' ranks the locations against a score derived from numbers of people and duration.
- The Market Street and Emerson West locations were not measured on the weekend, but were instead measured before and after the Urban Oasis projects to quantify impact and on cruise ship days, and in mid-afternoon.
- Some spaces in the study had such low use during peak hours than no valid conclusions can be made about how, who, what parts of the space people use (e.g. Emerson St West, and West Quay South).
- No pedestrian data was available for this study. Automation of sensing of pedestrian and public space behaviour should be considered, update in technology now allow 24/7 sampling via wifi or bluetooth connected devices. This type of data brings clarity to daily, weekly, and seasonal patterns of use of central cities. Additional benefits are possible by supplying open data to retail and business groups who can leverage this information to improve business performance and make strategic decisions.
- City life data will allow a comparison of use before and after any public space experiments or projects. The Council GIS department has the data in their system. Specific data with regard to individual spaces can be extracted as necessary.

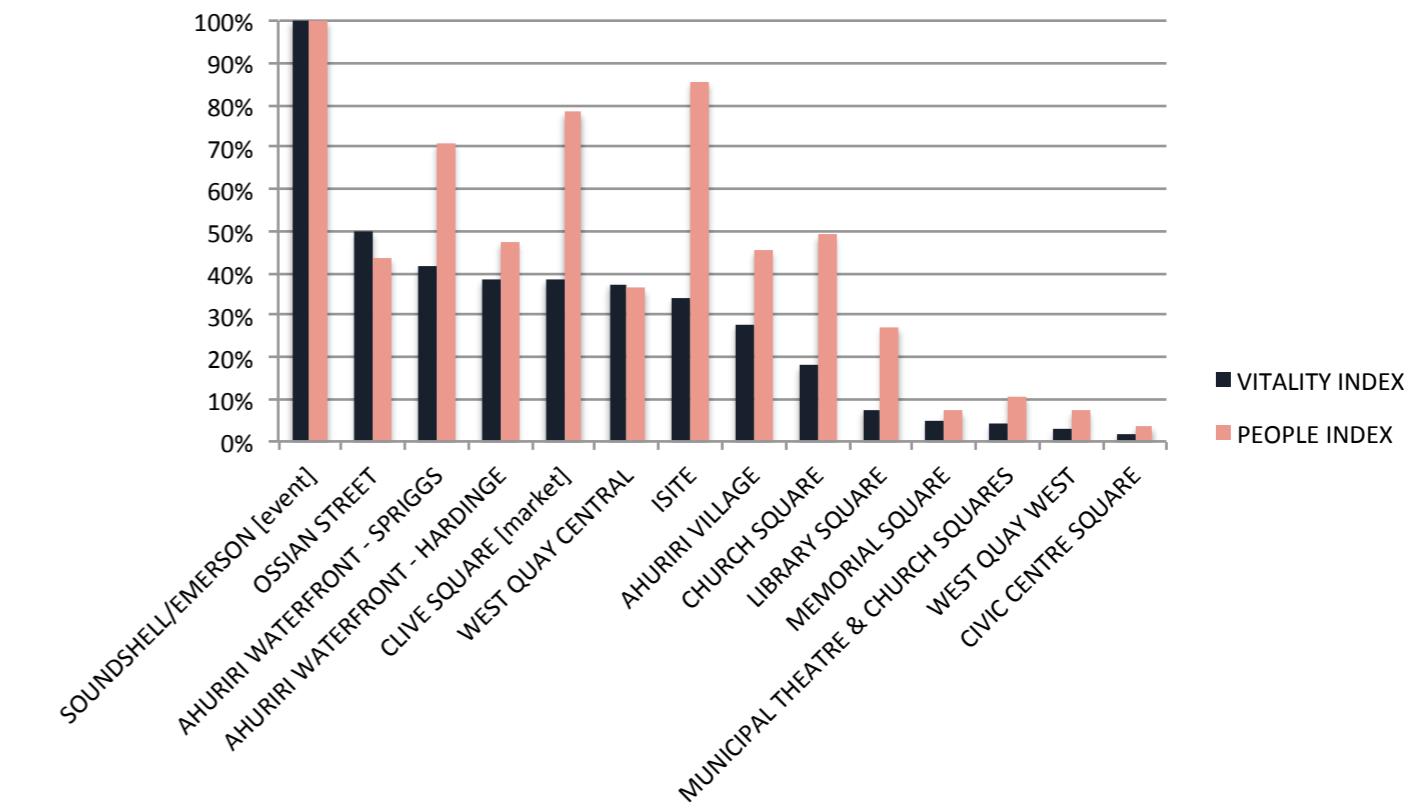


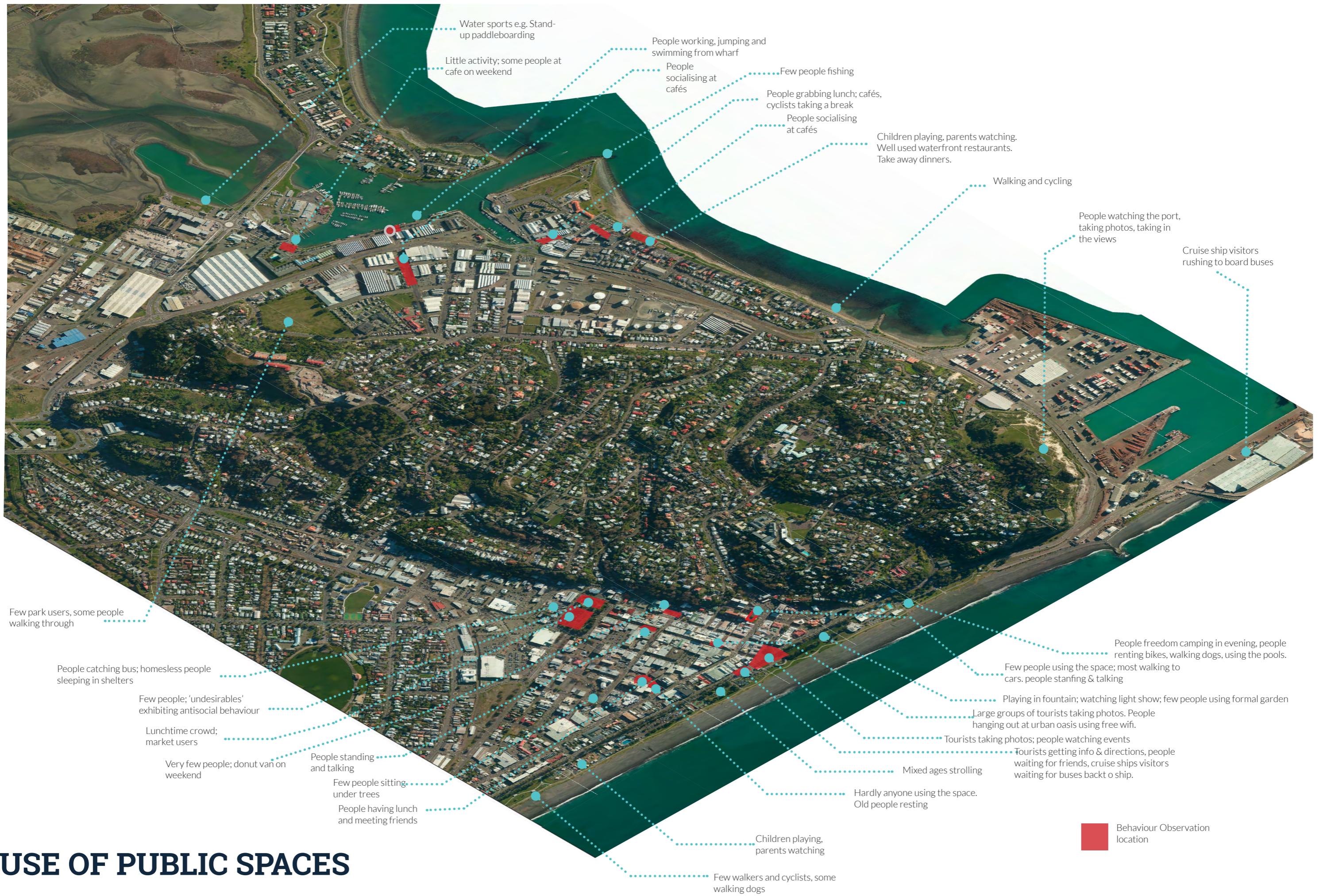
City Hall and the associated civic space are under performing with regard to city life. A complete redesign of this area and the relationship between Council and the community should be a priority. This public space had the least vitality of all 16 spaces that were observed.

BEHAVIOUR OBSERVATION SUMMARY - WEEKDAY



BEHAVIOUR OBSERVATION SUMMARY - WEEKEND





CITY LIFE - OBSERVATIONS

WHAT'S GOOD

- Recent additions to the streetscape are generous in quantity.
- Cafes provide a huge benefit to the city in activation of public spaces, and surveillance of the street. Cafes also set the tone for the street in their choice of furniture and amenities such as market umbrellas.
- The busiest locations change depending on weekday or weekend. This can lead to different public life strategies and a richness to the ebb and flow of city life.
- There are a number of locations where usage numbers (people index) are high but the vitality index is low. The I-site, Library Square, Soundshell should be prioritised for low cost interventions to extend the amount of time people spend in the place to increase the feeling of vitality in the city on weekdays.
- Clive Square and Spriggs Park should be prioritised for interventions which extend weekend use.
- In the Central city and waterfront people spend time in public space standing or sitting on public furniture. A greater diversity of activity is present in the city centre, with many people socialising, but also people watching, eating/drinking, and smoking occurring.
- At the Market St Urban Oasis a major activity is using a cellphone or tablet with the newly provided free wifi. An activity that was dominated by women.
- People taking photos commonly occurs at Market St, as it does on the waterfront. On the waterfront activities such as reading the sign board and waiting for other people (to use toilets), and eating ice creams around the site space were common.
- People spent longer in public spaces in Ahuriri with many staying over 15 mins, whereas in the City most people spent less than 15 minutes in public spaces. On the waterfront very short stays of less than 5 minutes are common, as are people spending less than 10 minutes.

WHAT NEEDS IMPROVEMENT

- From the observations data it is clear that attracting public life and occupation of public spaces has not been a priority. Many of the public spaces lack basic features that invite people to stay. Seating is limited to street furniture and walls and there is a lack of diversity of seating in all public spaces. The features of public spaces in napier are generally utilitarian and dated.
- In fact the condition of many public space elements is fairly poor and some investment is required. Among many of the places which were observed the seating is functional and traditional. There are few variations in seating types which encourage different types of use or provide amenity.
- Some public spaces are extremely underused for 'stationary' activities despite steady pedestrian traffic passing by or through the spaces.
- There is a lack of diversity of things to do or reasons to be in nearly every place studied.
- The Civic centre is in a dire state - it should be a premier public space in the city - but it is the worst performing space out of all observed. The behaviour observations confirmed the frontage rating for an inactive area. Major structural changes are required to the surrounding buildings and the public space. Council can set a new standard for urban design with this project.
- In Ahuriri nearly all people occupying public space were seated at a cafe. The exception to the places studied was Spriggs Park where most people were standing. Unsurprisingly the most common activities in Ahuriri are socialising and eating and drinking at the cafes. At Spriggs park the dominant activity is playing and other activities such as taking photos, or reading the info board are apparent.



The city and Ahuriri have a number of spaces where the street geometry has been changed to provide additional space for pedestrians but no further landscaping, creative uses or installations, seating, landmarks or other streetscape items have been provided. Further investment in these spaces is required to take the city from good to great.



Cafes line Emerson Street and provide areas of visible public life at many points. Some spaces which provide space for staying currently do not have any uses and create dead spots along the street. A variety of moveable items need to be introduced to invite people to stay in public spaces without having to go to a cafe, and which can be relocated in response to change in tenancies.



When events are on at the soundshell the place acts as a hub of city life and activity. However, for most days and therefore most of the year it is a fairly dead space.



During the observation period when an event was on at the Soundshell, mobile foodcarts were located in the paved space. And there was little other collateral supplied which improved the event.



When events are on people stay within a small radius of the stage in order to experience the performance. The crowd spreads onto the footpath laterally rather than extending back. Consideration of how this space is integrated with the street should be a factor in future development of this area.



The crowd stays close to the action and the large paved space which forms half of the soundshell / arches area remains unused. Contemporary strategies and a redesign should be pursued to make the most of this central waterfront space and significant structure. The inset photo shows the same behaviour approximately 50 years ago.



This experiment with different types of seating, shade, free wifi, and the use of artificial turf to define and soften the space has validated predictions about how people might use Emerson St in different ways. The small stage area shown below has been unused by performers unless programmed by Council. Further iterations are planned.



Standing conversations are a large part of the city life on Emerson Street. The large octagonal planters and platforms do not promote relaxation, with people observed perched on the edges. However, they do create edge conditions where people gravitate to while standing and talking. A diversity of seating is required if different type of city life are to be cultivated.



Males and females were found throughout the central city spaces in fairly equal proportions apart from two places. The library square and the Market St pop-up space. The qualities of these spaces that attract women should be investigated in further detail as the presence of women can be used as a proxy for place quality.



Two locations have clear patterns where sitting is common - Clive Square, and the Soundshell area. Other places have high numbers of standing conversations, waiting, and activities such as standing and taking photos of art deco buildings and other features. Groups of people are common throughout the central city, however, in Emerson St West singles are common. In the Civic Square, few people were present and those who used it were by themselves.



Public activity along the water edge creates the most vitality in the city, where many people are engaged in stationary activities, and they stay for a long time. There is little diversity in activity on West Quay, and the southern section is very quiet in comparison to the central area. Ossian St activity is also limited to the cafe. There is much opportunity to facilitate greater amounts of public life.



In the area marked no swimming along the West Quay waterfront many teenagers were observed swimming. Precedents exist in other waterfronts, such as Wellington, where dangerous swimming practices are managed by providing suitable areas for the activity to take place. A win-win solution should be sought which manages risk to the swimmers yet take into account the needs of the working waterfront.

Males vs. females use of Ahuriri's spaces



Males and females were distributed fairly evenly in most spaces observed in Ahuriri except for Spriggs Park where mothers with children create a special use group. In Ahuriri village groups of middle-aged male enthusiast cyclists were observed using it as a break point.

Sitting vs. standing in Ahuriri's spaces



People spending time in the spaces observed were almost entirely seated at cafes. On the Ahuriri Beach waterfront standing and playing and watching children dominate. The people supervising the kids gravitate to the edge of the park where there is a wall and some shade provided by the trees. West Quay had very few stationary users alone the wharf edge.

CLIVE SQUARE URBAN FOOD MARKET

WHAT'S GOOD

- The market is set in a pleasant location between the Clive and Memorial Squares, and within close proximity to Emerson Street which allows people to have a multi-faceted experience.
- A good mix of vendors creates a stimulating experience. A greater number of stall holders of equivalent quality to add diversity would be a positive addition.
- The market has some shared features in the central area and in some places the market feels dense and enclosed enough to create a good vibe. The shared features encourage people to stay longer and also reduce the amount of space for movement through the market - people must walk close to the stalls. It is not clear sometimes whether the shared features belong to the market or to a stall.
- Entertainers at the market add to the ambience, and a wide variety of ages were observed at the market.

WHAT NEEDS IMPROVEMENT

- The entrances to the market are weak (particularly on Clive Square West) and connections to Emerson street can be strengthened. The market needs to extend its presence towards Emerson St.
- Layout of the market is variable and connections to the park were not well-addressed. An improved layout is required.
- The market stalls are variable in quality and merchandising. Consistency of approach is required to create a strongly enclosed market experience. Some key features include backs to all stalls, a consistent layout and tight spacing, and clearly branding the shared features.
- Use of traffic control devices such as traffic cones and street closure signs must be complemented by other market entrance features which add to the experience.
- Additional shared features (e.g. branded market umbrellas) are required for the market to become a better experience.



The entrance to the market is fairly weak and further from Emerson Street than necessary.



The parked vehicles at the Clive Square West and irregular layout of stalls create an ambiguous entrance experience. It is not easy to read what is happening in the place.



Layout of the market needs to be adjusted to relate to circulation and market stalls require greater definition and quality of merchandising. Stalls require a back to contain the experience and the presence of vehicles in the market space should be better managed.



Performers add to the ambience of the market but placement is key. This performer is set up in an access route to Memorial Park.



Irregular placement of market stalls creates a variable market experience. Some places the market hums while other parts lose energy. Clutter created by irregularly placed signage interferes with pedestrian flows.



Shared seating, tables, and activities encourage people to spend more time in the market, adding to its vitality. Additional branded market collateral such as market umbrellas will improve the image and create a stronger invitation to stay in the market.

CITY LIFE - CRUISE SHIP VISITOR EXPERIENCE

WHAT'S GOOD

- Cruise ship visits generally introduce an additional 2000 to 3000 people into the City. The effect of cruise ships on central city spaces was measured at Market and Emerson Streets over a half an hour period at midday.
- Approximately 6 times as many people used Market Street on a cruise ship day as compared to a normal weekday (69 vs. 12). Many of the cruise ship visitors are in large groups, and taking photos is the dominant activity. These groups are very social with high amounts of conversations among group members recorded. Few visitors sat in the spaces, and about half of the people spent less than 5 minutes in the space.
- At Emerson Street West 20 times the amount of people spent time in the space compared to a normal day (40 vs. 2). In Emerson Street West most people spent less than 5 minutes, and far fewer people were taking photos and most were standing around chatting in this space. It appears that many were deciding on what to do and where to go next. In contrast to Market St, most visitors in this area were alone or in groups of 2-3 people.
- On arrival cruise ship visitors are rushed from the ship to waiting buses. At the end of the day, large queues form as people wait for the buses in the i-site area. It is generally apparent that the city makes an effort to welcome the cruise ships with people dressed in historical costumes and vintage cars on display.

WHAT NEEDS IMPROVEMENT

- The design of the visitor experience in the central city and the waterfront needs support with additional and renewed features in the public realm. The narratives of the city such as the earthquake, and Art Deco need a contemporary update and supporting infrastructure such as way-finding and other informational signage is non-existent.
- Photo opportunities in the city centre need to be increased especially in strategic locations to provide an invitation to people to move through the city centre in a sequence. This means visual thresholds related to people vision must be respected and unnecessary street clutter which degrades the sensory experience must be kept to a minimum.
- Given Emerson Street and the central areas of Marine Parade's (from the Scenic Hotel to I-site) role as part of the public life for residents and for cruise ship and other visitors an upgrade to contemporary standards of shared space should be considered to create a safer experience. Visitors were observed tripping and falling over into the road space (as informed by Council staff) due to their lack of vigilance as they took in the Art Deco buildings and other features.



The initial cruise ship visitor experience is rushed and the Port is experienced from buses.



At the end of the day long lines form near the I-site as most visitors are ferried back to the cruise ship.



Photos are a way that people create their memory of a place. Napier has some good photo opportunities but needs to build upon this base to create a more diverse experience.



The pop-up cruise ship visitor arrival area is a pragmatic approach to the Port's constraints. More features which can pop-up or out of containers will create a stronger more memorable arrival experience (Note: pirates in the pictures are cruise ship staff who were avoided by the majority of cruise ship passengers).



First impressions count - this area of Emerson is part of an initial sequence that people move through, more needs to be done here to link the central section of Emerson St to the Waterfront.



The route to the City from the Port is an opportunity to create a lasting experience for cruise ship visitors and other tourists. Currently, this section of the waterfront is a blank slate. Recent pohutukawa plantings are a start.

