

NAENAE TOWN CENTRE

spatial plan

NOVEMBER 2020

HUTT CITY
TE AWA KAIRANGI

Acknowledgements

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01 NAENAE SPATIAL PLAN

01.01 EXECUTIVE SUMMARY



Figure 1- Hillary Court and the former post office, Naenae town centre.
(Image Source: Bayleys Realty Group)

To link to Hutt City Council's Naenae Spatial Plan, please go to:

https://haveyoursay.huttcity.govt.nz/naenaespatialplan

The Spatial Plan for Naenae town centre has been prepared following comprehensive evidence-based analysis, community engagement and direct community input. It is a pragmatic response to the challenges facing this important centre. The rebuilding of the Naenae pool is a key opportunity to catalyse, revitalise and re-energise this centre. Economic analysis indicates a significant latent potential which if realised could generate improved social and economic performance in the town centre. This is heavily dependent on the creative and complementary assembling of the components of the town centre to create a multiplier effect.

A clear strategy for HCC to consider is the co-location of the new pool, parking resources, new retail, a potential new gym, and associated health facilities to generate rental income to offset the pool's maintenance costs. This report estimates the potential revenue derived from the recommended Spatial Plan. No other option tested through this spatial planning process would generate this level of sustainable income to offset costs.

In addition to providing a cost offset, the Spatial Plan addresses the issues identified and recorded by the community in the Voice of the Community publication. A wider range of uses, a stronger retail core, additional living choices, better access, public transport improvement, and a focus on improved walkability in and around the centre with associated health and social outcomes are all benefits the Spatial Plan is designed to deliver.

The Spatial Plan includes Design Guidelines intended to ensure that improved outcomes are delivered over time with each new development in the town centre. In the past, efforts to revitalise Naenae have involved mainly cosmetic changes and avoided some of the structural factors which have led to its poor performance as a centre. The Naenae Spatial Plan seeks to address those issues through an evidence-based analysis of the existing structure, and proposals to improve the urban structure.

The revitalisation of Naenae town centre requires committment from the private sector, from landowners, tenants and developers, as well as from the public sector. Without a joint committment to revitalisation, the inward investment needed to turn the town centre around won't be realised. This is an exciting opportunity for a collaborative approach to revitalisation. The community has had a strong say in what should happen. It is now up to Council and private sector partners to act consistently with the Spatial Plan and for the community to continue their advocacy role.

02 INTRODUCTION

02.01 BACKGROUND

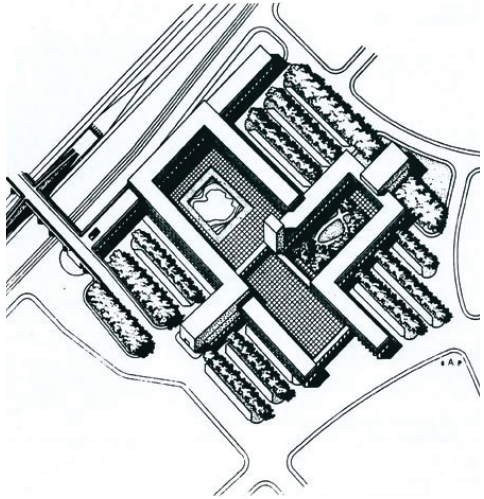
Naenae is a suburb of the city of Lower Hutt. Māori have lived in the Hutt Valley, and the Naenae area for hundreds of years, although little of this is documented. Naenae does however have a significant place in the history of planning, architecture, and urban design in New Zealand.

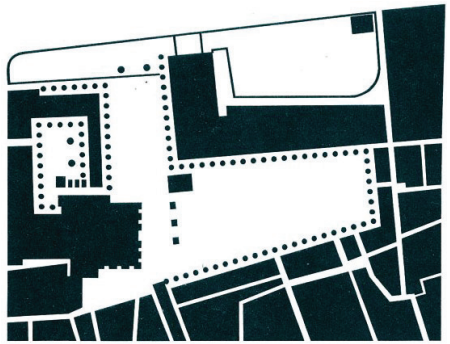
In 1945, at the end of World War II, it was identified as a potential model suburb and “designer community” and formed part of an international “garden city movement”. (Kiddle, R., 2020, and Schrader, B., 1996 & 2012) During the period 1942 to 1943, Ernst Plischke, an Austrian architect was commissioned to design the Naenae town centre, or community centre as it was called then. The design included a shopping centre with three landscaped pedestrian courts, car parks, a theatre, gymnasium, hall, library, reading rooms, committee rooms, office buildings, swimming pool, skating rink, and hotel. The design was inspired by St Mark’s Square in Venice with a large central square intended to be the focus of community life.

The Naenae community centre was never fully completed owing to the great demand for housing in the area. As a result, much of the land was developed as housing. A community hall was opened in 1954 and the post office was eventually completed and opened in 1966. The design was fundamentally altered by government architect Gordon Wilson to the urban form we see today. The community hall wasn’t entirely successful as the focal point of the suburb, that role taken by Hillary Court, New Zealand’s first pedestrianised mall. (Kiddle, R., 2020, and Schrader,B., 1996 & 2012).

The architecture of buildings in Naenae were unapologetically Modernist in character. They were simple, elegant, well-proportioned buildings of human scale with stripped down detailing typical of the International Style. Over time the introduction of poor colour and signage decisions have robbed these buildings of their simple elegance.

In recent times the swimming pool and community hall along with several retail buildings have had to be closed owing to earthquake vulnerability. The pool was closed in April 2019, and the community hall the year before. Prior to this the local supermarket





Figures 2,3 and 4 - Original design drawings by Ernst Plischke and the inspiration from St Mark’s Square, Venice.
(Image sources: E.A Plischke: 1947: *Design and Living*, Wellington)



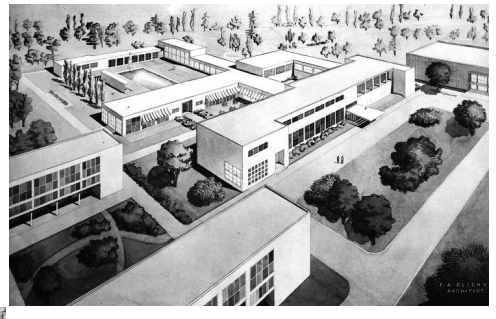




Figure 5 - Naenae town centre under construction. 1958.
(Image Source: Evening Post newspaper)

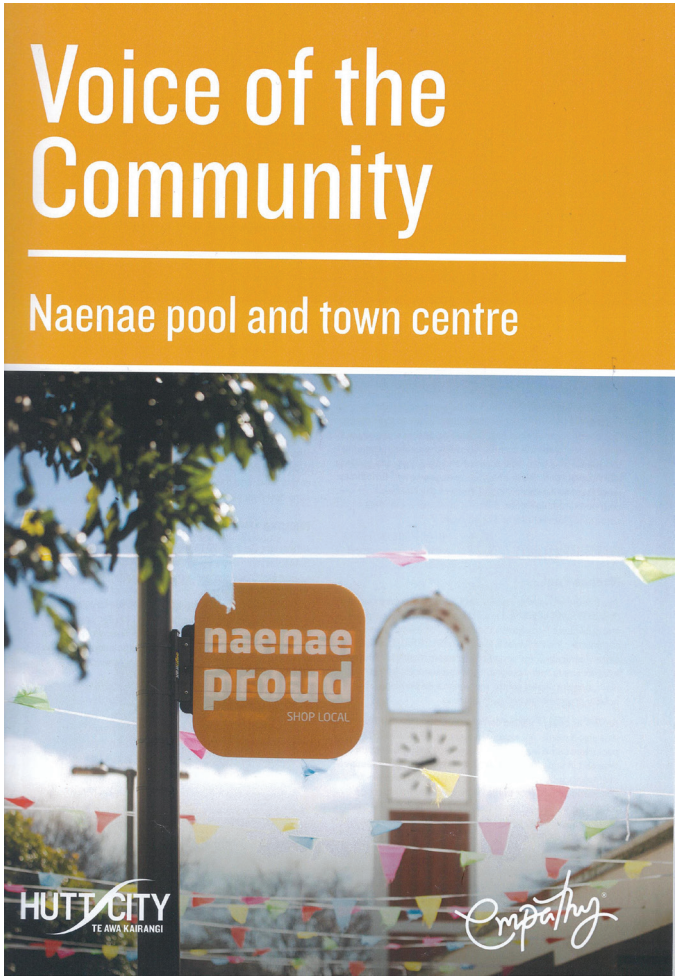


Figure 6 - Cover of *Voice of the Community*

To read the report, please go to:
http://iportal.huttcity.govt.nz/Record/ReadOnly?Tab=3&Uri=5470086

located on the western side of Vogel Street was closed, and the economic performance of the centre diminished.

Hutt City Council initiated a community consultation process as part of a strategy to revitalise the Naenae town centre. This Spatial Plan forms part of that effort along with other parallel projects such as the swimming pool reconstruction and the Naenae Activation Strategy. A key document was produced following intensive community engagement in 2019. This is Voice of the Community, a document prepared by Hutt City Council and consultants Empathy.

02.02 VOICE OF THE COMMUNITY

Many of the aspirations for Naenae are recorded and contained in the document "*Voice of the Community*" prepared by Hutt City Council and Empathy, a team of design researchers based in Wellington. The document contains a record of workshops, open days and interviews with community members following the closure of the Naenae public swimming pool. Community aspirations are clearly articulated and listed. The document outlines the local community desire for Naenae to be:

A town centre where people can *do the basics*.
A town centre where people can *stay active*.
A town centre where people can *support local people*.
A town centre where people can *connect regularly*.
A town centre where people can *gather* at meaningful times.
A town centre where people can *make memories*.
A town centre where people can *come together as a community*,
A town centre where people can *be safe and satisfied*.

What is clear from community aspirations is that *people* are at the centre of these aspirations. These aspirations are at the centre of this Spatial Plan and the background urban design, movement, and economic analysis. A key question that has focussed the evidence-based analysis has been to assess whether the town centre in its current form and current performance supports people and their aspirations? If not, then what needs to change?

The Spatial Plan process developed spatial and development options which were put to the community through a community engagement process. The result of this process is the Naenae Spatial Plan.

03 URBAN DESIGN EVALUATION

As part of the process to develop the Naenae Spatial Plan, an urban design analysis was undertaken. In March 2020, independent on-site and desktop urban design analysis of the town centre was conducted and reported back to community workshops and online via pre-recorded presentations. This was necessary as this period coincided with covid-19 lockdown periods. The following urban design evaluation is a record of that analysis, findings, and recommendations for the Spatial Plan.

To read the Urban Design Background Analysis please go to:

https://haveyoursay.huttcity.govt.nz/60543/widgets/314978/documents/187973/download

To watch and hear a video outlining the Urban Design Background Analysis please go to:

https://haveyoursay.huttcity.govt.nz/naenaespatialplan/widgets/314981/videos/23600

03.01 WHAT IS URBAN DESIGN?

Urban design is concerned with the quality of public spaces and places in urban areas. These are the streets, parks, plazas, and public facilities such as the public pool, railway station and bus stops. It is focused on the way buildings and landscapes relate to these public places, on the design and function of buildings.

Positive urban design is when buildings support the function and safety of public places and spaces. For example, buildings which have many windows and doors facing the street have a positive relationship to the street, while buildings with blank walls facing streets contribute very little to street life and in fact reduce the sense of safety in streets.

Many of these aspects of urban design were mapped and measured.

03.02 WHAT IS THE NAENAE TOWN CENTRE?

For the purposes of the urban design evaluation, the area of the town centre is shown in Figure 7. The area includes one section depth beyond Treadwell and Vogel Streets, the Naenae bowling club, and extends north-west to Oxford Terrace to incorporate the Naenae railway station. The line surrounding the area is intentionally dotted, indicating that there is a “zone of influence” around the town centre which is heavily residential. It contributes to its function and its network of streets provides access to the centre.

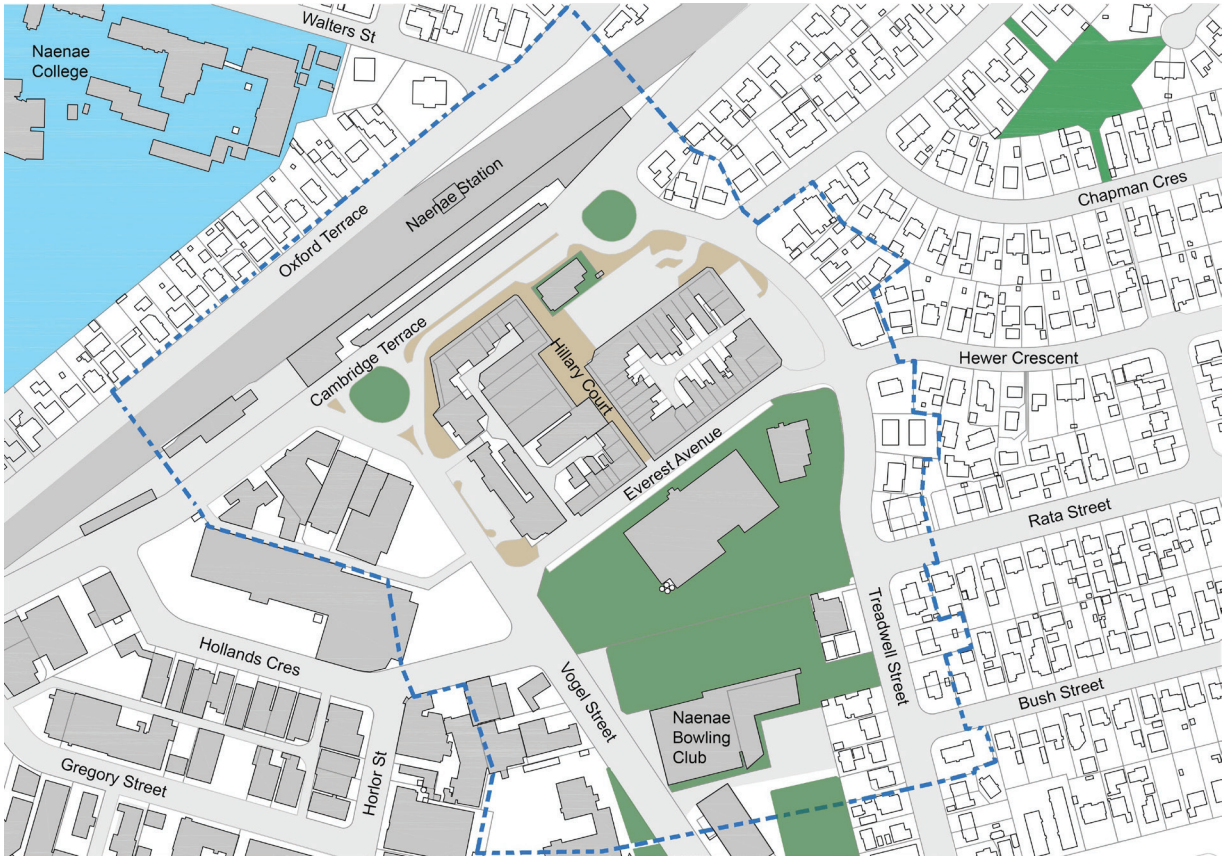


Figure 7 - The Naenae town centre representated by the dotted blue line



Images of Naenae today

03.03 URBAN DESIGN EVALUATION CRITERIA

The following urban design criteria were measured to assess the performance of the Naenae town centre.

Pedestrian Access

Questions asked were: Can I get to the town centre? How easy is it to access the shops and services for pedestrians, cyclists, public transport users and motorists? Is walking to the town centre an easy, safe, and convenient option for those who do have access to a car? These questions were answered by measuring the pedestrian catchments and the routes to the town centre. If the town centre is accessible for pedestrians along a well-defined network of streets it follows that other modes are likely to get to the town centre in a safe and convenient manner.

“Backs and Fronts”

Do buildings contribute to the quality of the public spaces by facing them or do they present their backs to streets, plazas, parks, and public facilities?

Active Building Fronts

How buildings relate to public spaces has a direct effect on personal safety and people’s perception of safety. Blank walls or rows of roller-shuttered facades reduces surveillance of public places and reduces a sense of safety in those places. Active building frontages are those where there are frequent doors and clear windows and where people can easily see from inside to the public spaces outside. How do the buildings in the Naenae town centre perform in terms of providing active frontages to public spaces?

Exposure to Streets and Parking

Shops perform better when there is good exposure to streets and passers-by, and where there is parking available nearby. How have buildings responded to exposure to passing pedestrian and

vehicular traffic and how easy is it to find parking nearby in the Naenae town centre?

Comfort and Amenity

When you get to the Naenae town centre, are there places for people to sit without having to spend money? Is there weather protection and are there trees to provide shade in summer?

Projected Character

What are the messages being projected by the Naenae town centre to the rest of the city? Can these be characterised, compared, and evaluated?

Historical Perspectives

Can we learn anything from the past in relation to the Naenae town centre? Was there better urban structure? Can people still do the basics? Were buildings presented better? Have we lost anything through incremental changes made over the past decades?

Meeting Places

Where are the places where the community can meet to celebrate special occasions, interact with each other, and socialise? Are they performing at their optimum level or are improvements possible or obvious?



Images of Naenae today

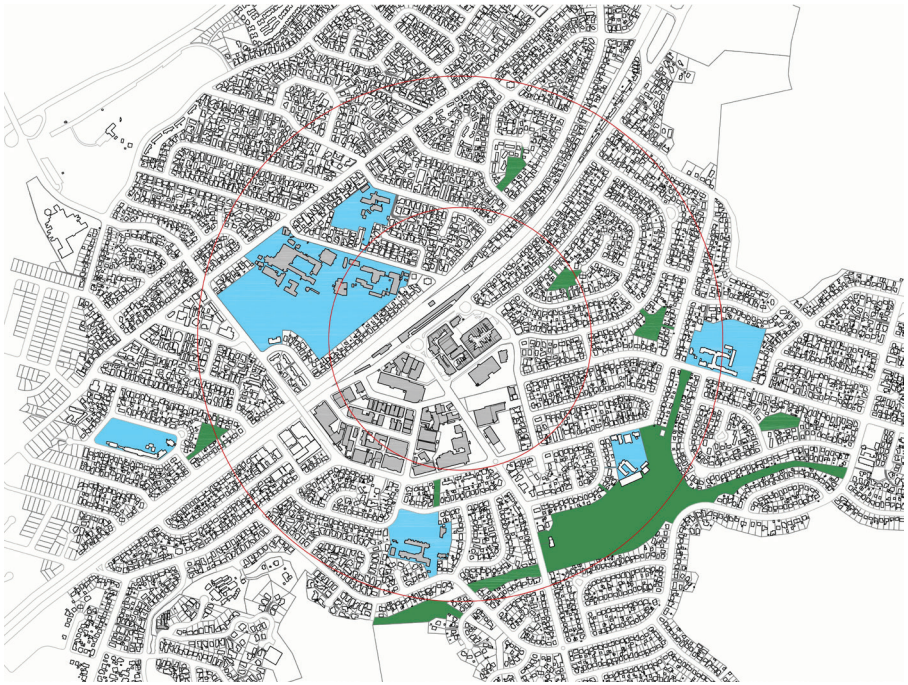


Figure 8. - Showing two circles of 400m and 800m radius. Represents five and ten-minutes walking distance from Hillary Court

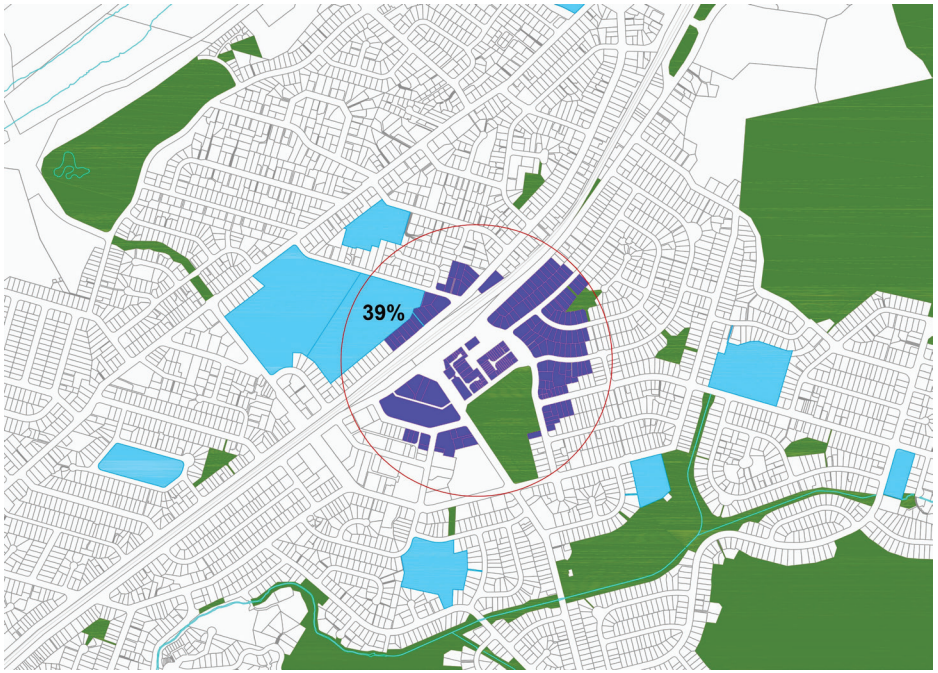


Figure 9. - "Ped-shed" diagram showing the area able to get to and from Hillary Court in five-minutes.

03.04 PEDESTRIAN ACCESS

Walkable catchment measurements, sometimes referred to as "ped-sheds", are maps showing the catchment or area within a five-minute walking distance from a centre, or a ten-minute walking distance from a station.

It is widely accepted that most people can walk approximately 400 metres in five minutes. It is also accepted that people are prepared to walk slightly further to get to public transport, and so a circle of 800m radius represents a theoretical ten-minute walking distance to the station and bus stop near the Naenae library. Figure 8 shows a map of Naenae with two circles drawn in red. These circles are centred on Hillary Court and represent a theoretical five and ten-minute walking distance, respectively. These give a sense of the *potential* catchment of people able to get to the town centre within five or ten minutes.

It should however be understood that these circles are theoretical because the public street network determines where we can *walk*.

If we follow the street network, then Figures 9. and 10. show the "ped-sheds" or areas which can get to and from the town centre in a convenient timeframe. To assess how well the catchment and street network performs, the actual walkable area is expressed as a percentage of the theoretical walkable area. The higher the percentage the better the walkability performance of the area. A good target for a walkable catchment is to have at least 60% of the theoretical area represented by the circles able to get to the centre or station within five or ten-minutes, respectively.

Figure 9. shows the measurement of the area able to walk to the Naenae town centre within five minutes. This is expressed as a percentage of the theoretical walkable catchment represented by the 400 metre radius circle.

The result shows that the street network is not operating at an optimal level as only 39% of the walkable catchment is able to get to the town centre within five-minutes. The network is particularly poor to the north-west of the centre and to some extent to the south and south-east of the centre. These are areas where improvements to the street network, and other means of access such as the tunnel under the railway line, can be examined for improvements and alternatives.

Using the same methodology, but using an 800m or ten-minute walking distance Figure 10. shows the measurement of the area able to walk to the Naenae railway station and the bus stops on Cambridge Terrace. (Note that the diagram includes the 400m catchment from Figure 9.)

The measured walkable catchment or “ped-shed” is only 41% of the potential catchment which indicates that the street network is underperforming. In other words only 41% of the area that should be able to walk to the station in ten-minutes, can actually do so because of the poorly connected street layout. Once again, the area to the north-west is poorly connected to public transport, as are areas to the south and south-east. These are areas which need better connection to public transport and the town centre.

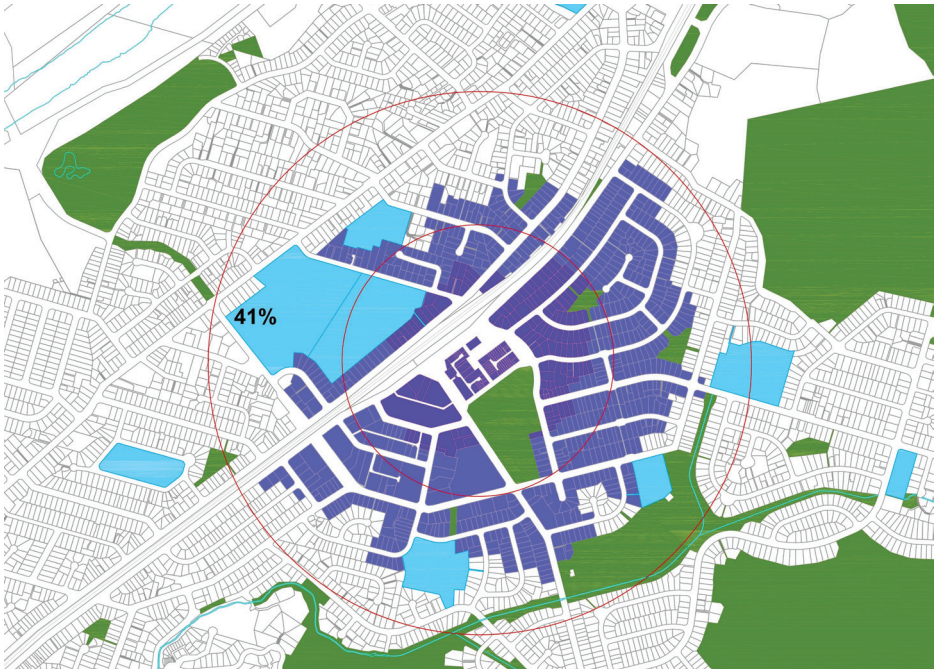
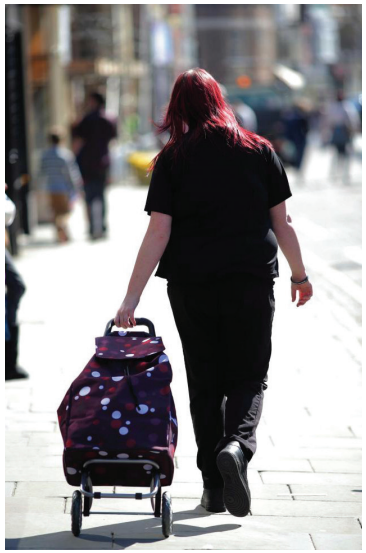


Figure 10. - “Ped-shed” diagram showing the area able to get to and from Hillary Court in ten-minutes.







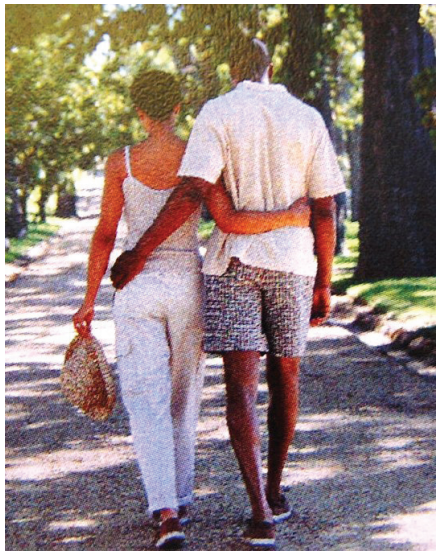






Figure 11. - Images showing the Back of buildings (left) and an obvious Front (right).with doors and windows.

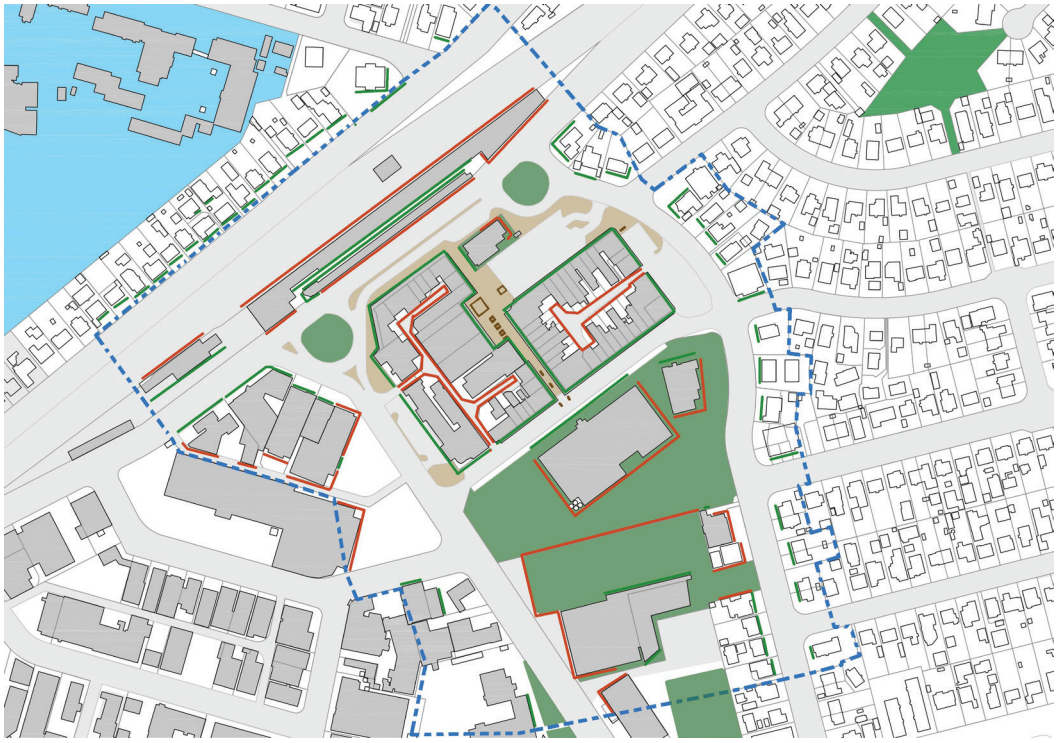


Figure 12. - Backs (red) and Fronts (green) in the Naenae town centre. Note how backs of buildings face the Naenae railway station, Cambridge Terrace, and the open spaces around the existing pool and community hall. The opaque fence along the bowling club is effectively a Back facing onto public open spaces.

03.05 "BACKS AND FRONTS"

Buildings all have a clear "front" and a clear "back". For the overall town centre to perform well and have safe and pleasant public spaces, it is essential that buildings face the public streets, parks, plazas and other public facilities such as the railway station.

Figure 12 shows the fronts of buildings in green and the backs in red. Generally, the retail area of the centre performs well with shops mainly facing out to Everest Avenue, Cambridge Terrace, Vogel Street, Treadwell Street and Hillary Court.

There are also locations where buildings are performing poorly. For example at the railway station where blank walls face both the station and Cambridge Terrace. The other area of concern is between the old swimming pool and the bowling club where there are poor relationships between buildings, public walkways, public places and parks.

Figure 11. shows two different relationships of buildings to the public realm. The first shows the interface of buildings with the Naenae railway station. This is clearly the "back" of the building as there are no doors nor windows, just a blank facade.

Figure 11. also shows a local building which faces the street and has many openings in the form of doors and windows.

These relationships to public space are critical to achieve CPTED (Crime Prevention Through Environmental Design) standards and requirements because safe public places occur when buildings provide a high level of surveillance and "eyes on the street" from buildings. This is either actual eyes, or implied by the way the building addresses the public space.

03.06 ACTIVE BUILDING FRONTS

A survey of the frontages of buildings in the Naenae town centre was undertaken. “Active frontages” are an important factor in the performance of urban centres such as Naenae. It is desirable to have a high proportion of frontages which are said to be “active” so that there is a high level of surveillance of streets, plazas, parks and other public places.

What does “active frontage” mean? Buildings which have an “active frontage” are buildings adjacent to public space that have activities which are easily seen or activities which play a role in the public space at the ground floor level. For example, a shop with large windows and a door facing onto the street, or a café with windows and doors facing the street.

The frontage survey assessed the frontages of buildings and assigned a value to each. The values used were either “good”, “average” or “poor”. Examples of each are shown in Figure 13. Each value is recorded with a colour and the overall mapping of the frontage conditions is shown in Figure 14.

This shows the result of the frontage survey in the town centre. As can be seen there are far too many areas where the buildings rate a “poor” active frontage result. When measured this is 61% of the frontages in the town centre which are rated as “poor”. It is recorded in Kiddle, R. (2020) that the tunnel from the town centre to the station is “*the worst public space in Naenae*” and would be rated well beyond poor. It is perceived as dangerous according to Kiddle, especially for young people and the elderly.

There is a big opportunity to improve the social and economic performance of the town centre simply by improving the frontage of buildings and their relationship to streets and public places.

Again if CPTED standards are to be met a significant number of buildings need to improve the quality of their frontage and relationship to the Public Realm.



Figure 13. - Active Frontage Measures. Good (green), Average (Orange) and Poor (Red)

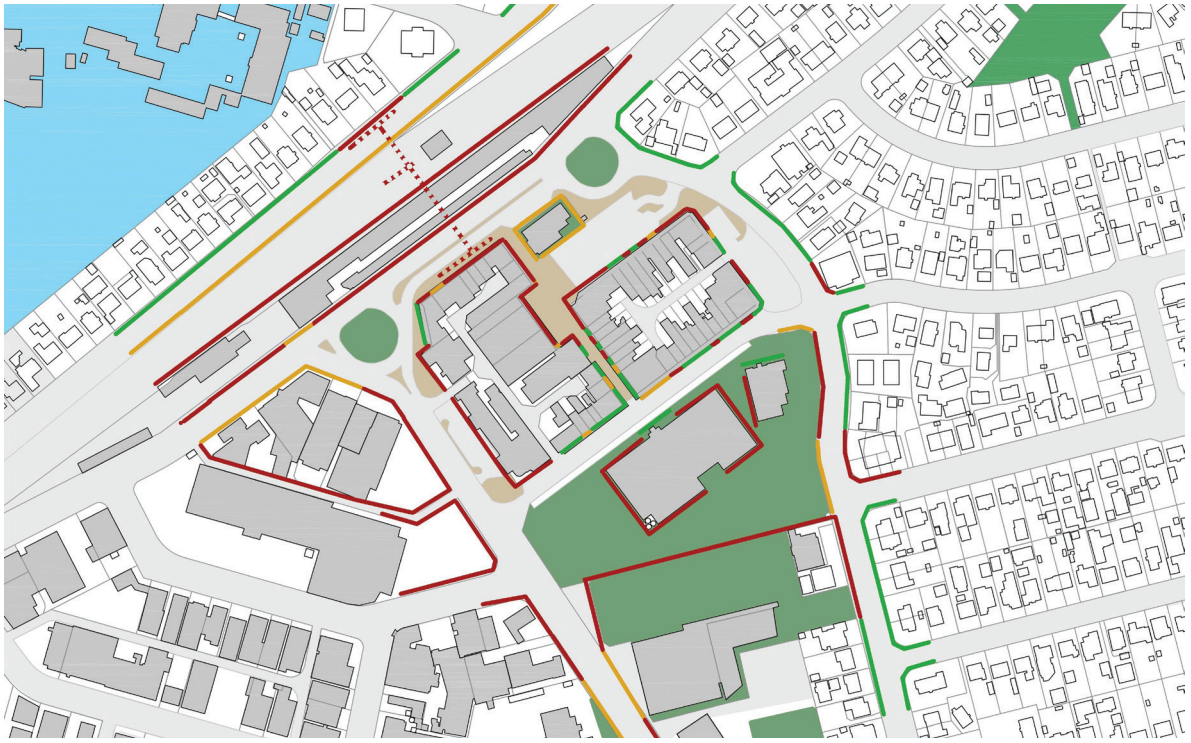


Figure 14. - Shows the results of the survey of frontage conditions in Naenae town centre. As can be seen there are many areas where the buildings rate a “poor” active frontage result. Unfortunately 61% of the frontages in the town centre are rated “poor”.

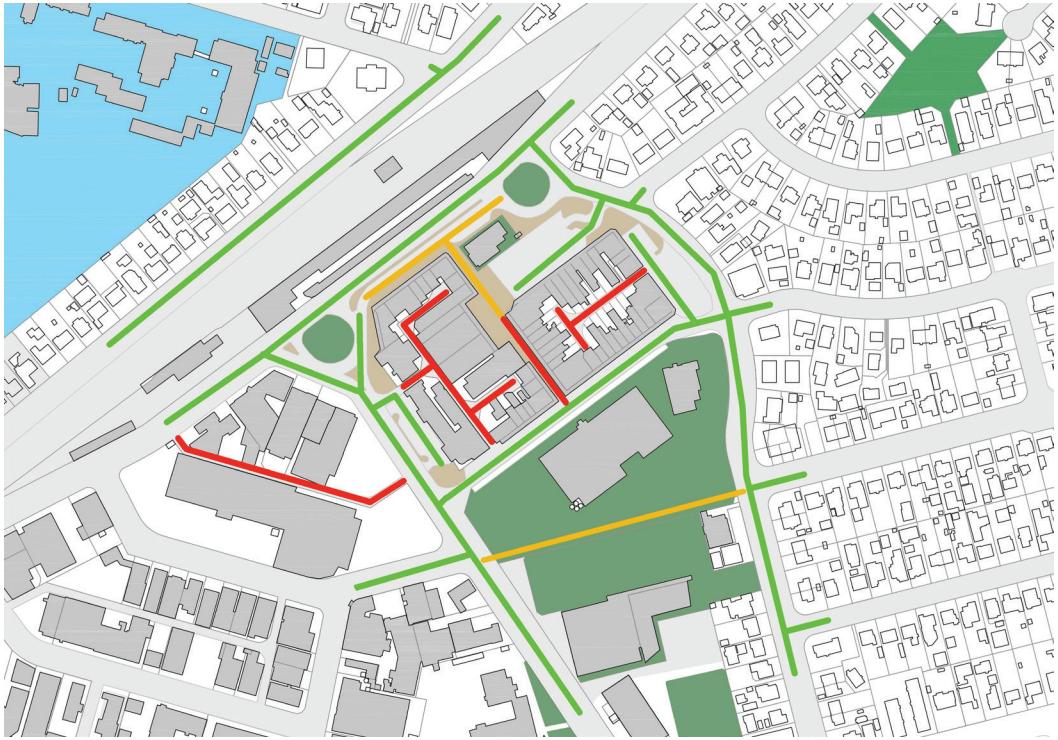


Figure 15. - The level of exposure to passers-by and access to parking offered by streets. Green indicates “good” exposure, orange, “average” exposure, and red indicates “poor” exposure to “passing trade”.

03.07 EXPOSURE TO STREETS AND PARKING

Streets, plazas and parks in Naenae town centre provide a variety of degrees of exposure to passers-by, or in retail terms, to “passing trade”, or “footfall”. A high level of exposure is desirable for shops to attract potential customers. This has a direct impact on their ongoing viability.

Figure 15 shows streets assigned values in terms of the level of exposure they provide as “good” (green), “average” (orange), and “poor” (red).

Many of the “streets” are back service lanes and not expected to provide a high level of exposure, and typically service the “backs” of buildings. These are shown in red, along with a disconnected section of Hillary Court.

Streets or pathways shown as “average” are places where local conditions reduce their exposure to passers-by. For example the ramps to the railway station tunnel reduce access and exposure of shops and businesses which face Cambridge Terrace. Similarly, places in Hillary Court have limited exposure owing to the fact that these are pedestrian-only spaces with limited connection to other places. The same issues apply to the pedestrian pathway between the swimming pool and the bowling club fence.

The evaluation includes exposure to parking lots and on-street parking, which provide ease of access for motorists arriving at the shops by car.

The Naenae Spatial Plan is intended to improve the exposure to streets and parking for retail, access and parking for community facilities such as the swimming pool, and increase exposure delivered through new infrastructure.

03.08 COMFORT AND AMENITY

If people are to linger in a town centre, then protection from the weather is important. Figure 16. shows the extent of weather protection shown in blue. Generally, the shopping areas are well catered for, with the exception of buildings facing Vogel Street, and newer additions to Hillary Court.

There is limited public seating in the town centre. This is seating where people are able to sit without spending money.

03.09 PROJECTED CHARACTER

The way the Naenae town centre is presented to the external world can have an impact on its social and economic performance.

In general terms the town centre presents the following:

- Poor and uncoordinated signs;
- Poor colour choice for buildings and signs;
- Pricing signs dominate buildings, and;
- Poor pedestrian environment owing to poor presentation and low activation of building frontages.

The centre presents an unappealing message which partly explains its poor performance.

Other places have a coordinated approach to colour, signs and present an open and optimistic message to the external world. See Figure 17.

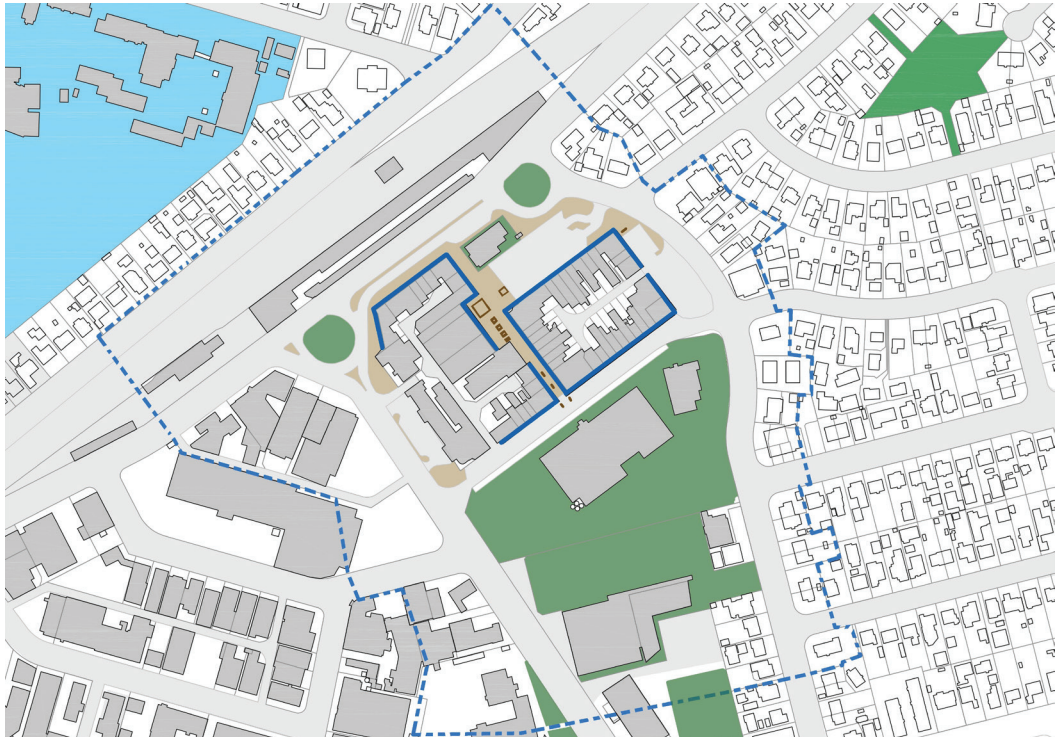


Figure 16. - Weather protection (blue) and public seating in the Naenae town centre.



Figure 17. - Poor presentation of buildings (left). New Regent Street in Christchurch (right) is a good example of how colour co-ordination and regulation of signs can assist.

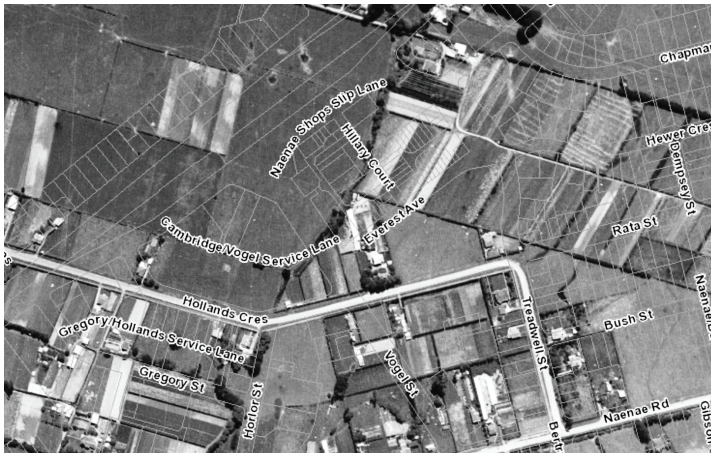


Figure 18. - 1941 Aerial photograph showing the Hollands Crescent link to Treadwell Street before the construction of the Naenae town centre. The later plan of Naenae is overlaid. (Image Source: NZ Aerial mapping limited)



Figure 19. - 1958 Aerial photograph taken during the construction of the Naenae pool and the town centre. The Rata Street to Hollands Crescent link has recently been removed.



Figure 20. - Photo taken in March 2020 showing the alignment of the link road from Vogel Street to Treadwell Street. The street trees are original.

03.10 HISTORICAL PERSPECTIVE

When the Naenae town centre was constructed several key links were removed. For example, Hollands Crescent was once linked to Treadwell Street, along the alignment of Rata Street.

Figure 18. shows an aerial photo from the 1940's currently on display at the Naenae library. In this photograph the street connection from Hollands Crescent to Treadwell Street is clearly visible. Figure 19. is an aerial photograph from 1958 which the swimming pool under construction and the street in the process of being removed. Figure 20. shows that the alignment of this street is still visible. The view is from Vogel Street looking east along the alignment of the former street. The street trees which are apparent in Figure 19. are still clearly visible in Figure 20. a photograph taken in March 2020.

03.11 MEETING PLACES

The *Voice of the Community* publication records a strong community desire to have places where the public can gather for special occasions. Figure 21. shows the places where the community could gather, paved areas shown brown and grassed areas shown green. Figure 22. shows an image of Hillary Court, a prime meeting space.

The urban design analysis defined the area of the Naenae town centre and indicated it by the blue dotted line on Figure 21. This is an area of approximately 14.7 Hectares, or 147,000 square metres.

Of this, 8% or 1.2 Hectares is useable public space available for special gatherings, namely the paved areas in brown, and grassed areas in green. This is an appropriate area set aside in a town centre for public gathering, but what is the quality of the spaces?

The quality of public spaces is heavily dependent on the quality of development and buildings at their "edges", in other words the relationship between buildings and those public spaces. Unfortunately, 77% of the buildings which face onto the spaces in Naenae have blank facades and inactive frontages. There is an

urgent need to enhance the quality of these spaces beyond just brick paving by improving the relationship between the buildings which frame the spaces, and the gathering spaces themselves. Active frontages to these spaces are the key to this enhancement.

03.12 CONCLUSION

The urban design evaluation showed that the Naenae town centre was underperforming and failing to meet urban design criteria and the aspirations of the community.

From the analysis it is clear that a number of improvements could be made to meet community expectations. This forms the basis of the Naenae Spatial Plan. Key issues to be addressed are:

- improved access
- a wider range of retail services
- improved safety
- better parking
- activated frontages to buildings
- better gathering places and open spaces with active frontages to these
- A new pool which catalyses growth and vitality in the town centre

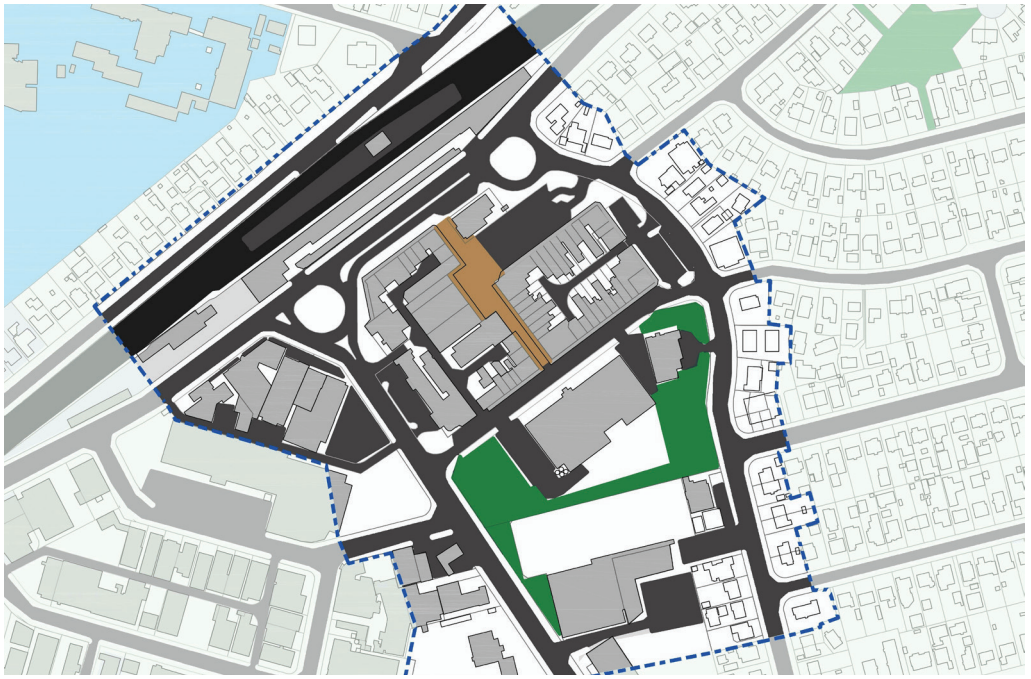


Figure 21. - Open space in Naenae town centre is dominated by roads and parking lots (black), however there are public gathering space. These are paved pedestrian spaces such as Hillary Court (brown) and grassed areas around the existing pool (green).



Figure 22. - Hillary Court is a key gathering place in Naenae town centre.

04 ECONOMIC ANALYSIS

04.01 INTRODUCTION

It is widely acknowledged that Naenae town centre is not performing well, economically, or socially. Over decades, several factors have contributed to reduced retail performance. Not all these factors are unique to Naenae, but they include:

- Increased personal mobility, leading to increased capacity to choose to go elsewhere. This is aligned with,
- Lower travel costs.
- Increased household mobility, leading to lower levels of social connectivity and loyalty,
- Shifting trends from a focus on “local” business to “global” business especially major food retailers and therefore much larger retail catchments than those that existed when the Naenae centre was built.
- Social factors in Naenae such as anti-social behaviour that turn off prospective shoppers or visitors to the centre.
- Poor network connections or visibility to the centre.
- Blockages to potential catchment capture to the north west by the rail line.
- Poor quality pedestrian underpass; The underpass does not align with Hillary Court and is a place considered unsafe by local people.
- Weak movement network and local connectivity within the centre.
- Poor arrangement of buildings and rail tunnel that cut off relationships between shops and movement on Cambridge Terrace.
- Too many “fronts” for active retail to survive in a small catchment.
- Pedestrian mall with little origin-destination justification for movement through it.
- The low level of maintenance of ageing buildings.
- Poor built form/architecture - weak visual detail.
- Lack of any sense of cultural representation in the fabric of the built environment (not a place to walk to for its architecture and design quality as this has been diluted over time).
- Weak functional relationship with the Naenae Pool, with little flow-on benefit to retail.
- Hillary Court now too long as a mall space to be activated by retail.

Many of these are a function of a different social and economic environment than that which existed in the 1950’s and 60’s in New Zealand. Grocery stores have been replaced by supermarkets, and many of the specialty food stores, butchers, fruit and vegetable, wet fish etc., have left the market due to the dominance of supermarkets across all food categories. Likewise, many traditional stores that used to locate in these centres are now obsolete, and so the Naenae business model sits as a historic reminder of how things used to be. Hardware stores have gone mega, as have haberdashery and millinery stores. At the same time, bricks and mortar retail stores are disappearing from the market and online retailing is taking its place.

One of the issues with retail is that the closure and boarding up of shops has a depressing effect on other activities in a centre and tends to tarnish the surrounding community. In strategic terms, retail is the most public of all uses and it is better for the centre to understate the retail offer to ensure that all future shops are viable. The benefits of a successful but smaller selection of shops will have flow on beneficial effects to surrounding residential areas and this has the potential to positively change perceptions of the suburb of Naenae.

Retail utility or the ability to get what you want from the shops (which was everything in the 1950s and 1960s) is now diminished in value. Food and beverage services have become a major part of the total experience in successful centres. Successful centres today are places to “do stuff”, where an experience and the expectation of meeting others is a part of the reason for the trip - not just to “get stuff”. The importance of the movement network and its influence on retail viability and vitality is important for centre health, as shown by the Space Syntax modelling undertaken for this work. See Figures 42. to 45.

The purpose of this scene setting introduction is to highlight the challenges that Naenae faces as it endeavours to achieve relevance. The centre has many issues to resolve to restore at least some of its retail role and former vibrancy to better serve its community.

04.02 NETWORK & CATCHMENT NEXUS

Centres at the crossroads of regional movement is a fundamental tradition that architects and planners in the 1950’s and 60’s consciously ignored. In the 50’s and 60’s it was assumed that the motor car allowed us to move away from efficient movement systems, that activated traditional centres, and provided the opportunity to go anywhere. Planners assumed that all that was required was an attractive retail-only offer and plentiful car

parking. We know now, that when the movement network that irrigates and feeds people movement through a centre's shopping street are compromised, that street begins to fail (see High Street, Lower Hutt CBD).

The movement network (Figure 23.) and the location of competitive centres (Figure 24.) usually work in concert to define a centre's catchment. In the case of Naenae, the competition is many kilometres away in Hutt CBD. The framework for Hutt supermarkets (shown as red dots in Figure 24.) in the analysis map below is focused on the CBD and Petone.

The colour codes indicate the relative strength of the movement network. Green reflects the local street network in its connectivity and role. The major movement corridors in this area are High Street (the important red line north-west of the centre), Fairway Drive/Daysh Street (the main link across the valley also shown in red), the Wingate Overbridge (linking the west side with the east, shown top right-centre crossing the rail line) and Naenae Road/Waiwhetu Rd, which just appears bottom centre-left and then becomes a more circuitous secondary road.

The secondary network of comprising Cambridge Terrace and Naenae Road north also suffer from disconnection. In the case of Cambridge Terrace the street provides only partial access to the centre as the pedestrian tunnel to the railway station prevents parking and direct access to the shops from the street. This means that the "convenience" motivation to stop is largely removed from Cambridge Terrace. Naenae Road misses the centre completely, which means the centre's main access points are from the tertiary network. In network or accessibility terms, this reduces the size of the catchment for the centre as well as making it somewhat of an out-of-the-way destination.

When we look at the catchment, the influences of the movement network on centre catchment definition become clearer.

To read the Economic Background Report please go to:

https://haveyoursay.huttcity.govt.nz/60543/widgets/314978/documents/187972/download

To watch and hear a video of the Economic Background please go to:

https://haveyoursay.huttcity.govt.nz/naenaespatialplan/widgets/314981/videos/23601



Figure 23. - Movement networks and Naenae. (Aerial Image Source: Google Earth)

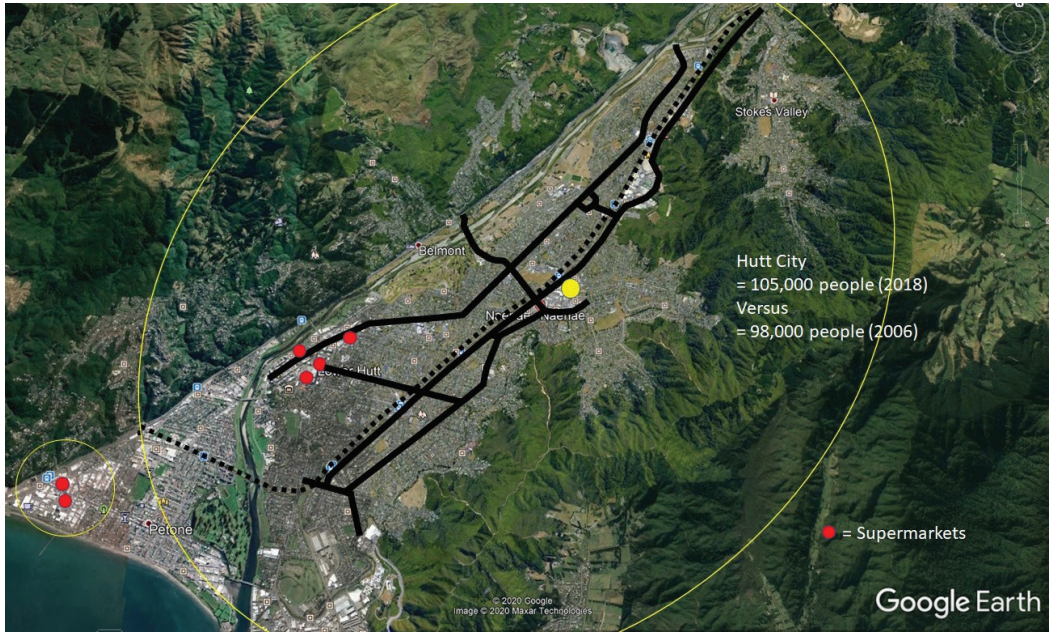


Figure 24. - Movement networks and Supermarkets (Aerial Image Source: Google Earth)

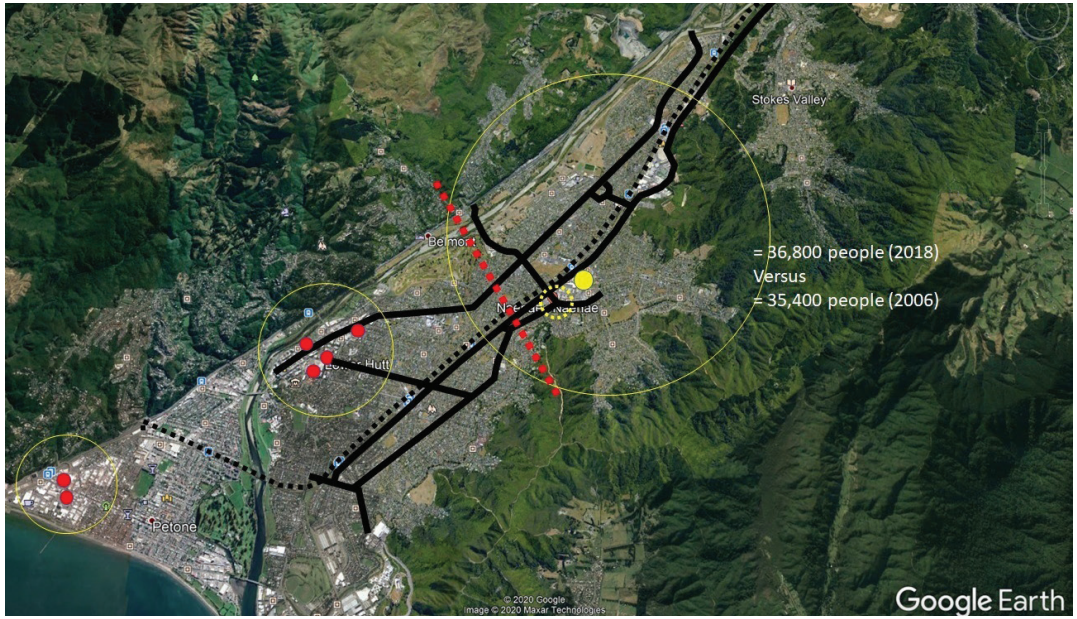


Figure 25. - Supermarket shortage North Hutt (Aerial Image Source: Google Earth)

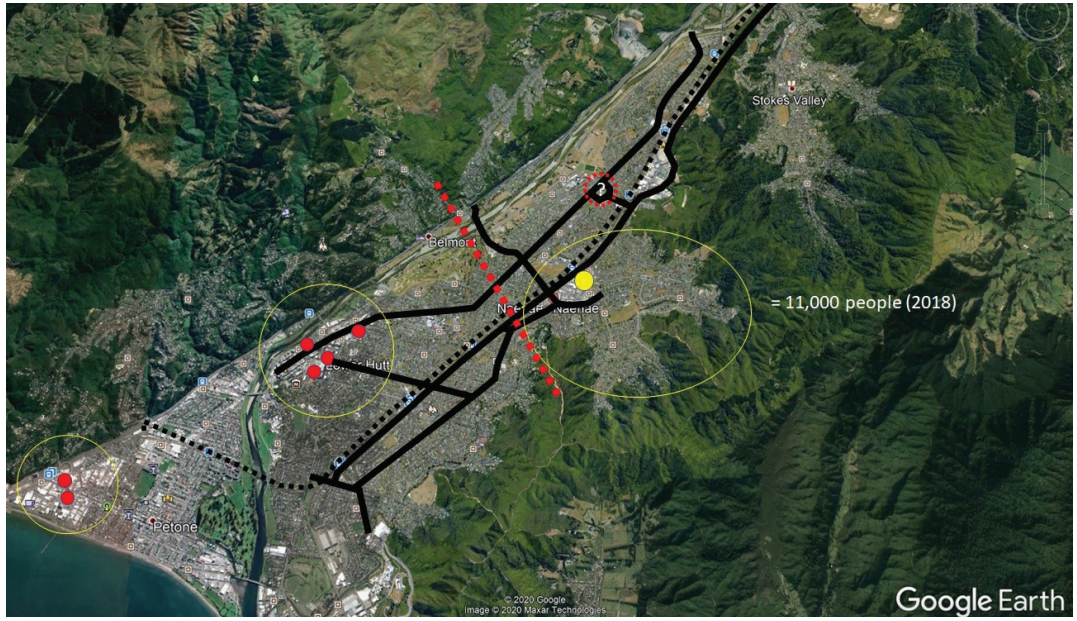


Figure 26. - Naenae local catchment (Aerial Image Source: Google Earth)

Figure 25. shows a lack of full service supermarkets in the Hutt Valley, north of the CBD. There are smaller supermarkets in this northern area, but no majors. This area (north of the red dotted line) contains around 35,000 people. The population threshold for a supermarket is less than 12,000 people. This indicates a potential opportunity for Naenae if it can improve access, urban structure and appearance and presentation.

By way of note, the previous supermarket (currently the Sikh temple), was outside of the centre, on the western side of Vogel Street. A supermarket in the appropriate location and *within* the centre would drive the viability of an additional number of retailers based on foot traffic and exposure generated by the supermarket. Typically, a supermarket-anchored centre would contain between 5,000sqm and 7,000sqm of retail and services tenancies. This report and the resultant Spatial Plan deal with the land requirement.

At a local level catchment, the population is around 11,000 - which is on the cusp of feasibility for a supermarket, especially given the relatively low income profile of the catchment population. See Figure 26.

The basis of expanding the catchment for a centre that is off the major movement networks is related to two main factors:

- The strength and range of the retail offer within the centre.
- The quality or differentiated experience of the centre.

Naenae at present fails both criteria, as it presents a minor retail offer, poor urban environment and architecture, and the lack of differentiating cultural or other features that would encourage people to visit from a wider catchment.

The centre is not a major part of the everyday or weekly community shop. Putting aside local loyalty to individual small retailers such as chemist, butcher etc, it may not even be first choice as a retail destination for residents. The centre generally does not have enough critical mass of quality retailers to be a feature of daily community life.

Space Syntax has modelled the comparative drive distances for supermarkets in the Hutt as well as drive distances from Naenae.

The Space Syntax analysis in Figure 27., shows drive distances from CBD supermarkets. The black oval line largely covers the extent of catchment that is less than 2 kms from the CBD stores. This extended catchment is a function of the interconnected network in and around the CBD. When the same modelling is undertaken for Naenae (Figure 28), the result is a series of catchment pockets, which are a function of:

- the Daysh Street overpass
- the wider Naenae settlement
- the Wingate overbridge

Figure 28. shows that the Naenae catchment is dispersed, with a relatively small defined area within a 1 km drive (compared with the CBD). This is a function of landform, the railway line barrier and the layout of the wider street network.

To illustrate this, the area of Avalon located immediately across the railway line to the north of the Naenae town centre is less than 200 metres walking distance yet is between 2 and 3 kilometres driving distance. That area is defined in Figure 29. overleaf.

One way forward is to test means by which accessibility to and around the centre is improved. For instance, some of the Taita catchment is walkable to the centre but diverted to the tunnel under the rail line. This perceptive blockage could be overcome through a change in the visibility and nature of the link across the rail line. This would require an agreement with the rail authority and activation of an easement (but would require the cooperation of the rail authority).

The visual link from the rail platform shown in Figure 30. would add visual context and interest to the centre and assist in making both the station and the centre safer. It would also improve the performance of the centre and make the station an integral part of the centre. The tunnel offset from Hillary Court also causes a disconnect between retail facing Cambridge Terrace and traffic on Cambridge Terrace who are unable to park anywhere near the retail that faces the street. This physical barrier is largely fatal to

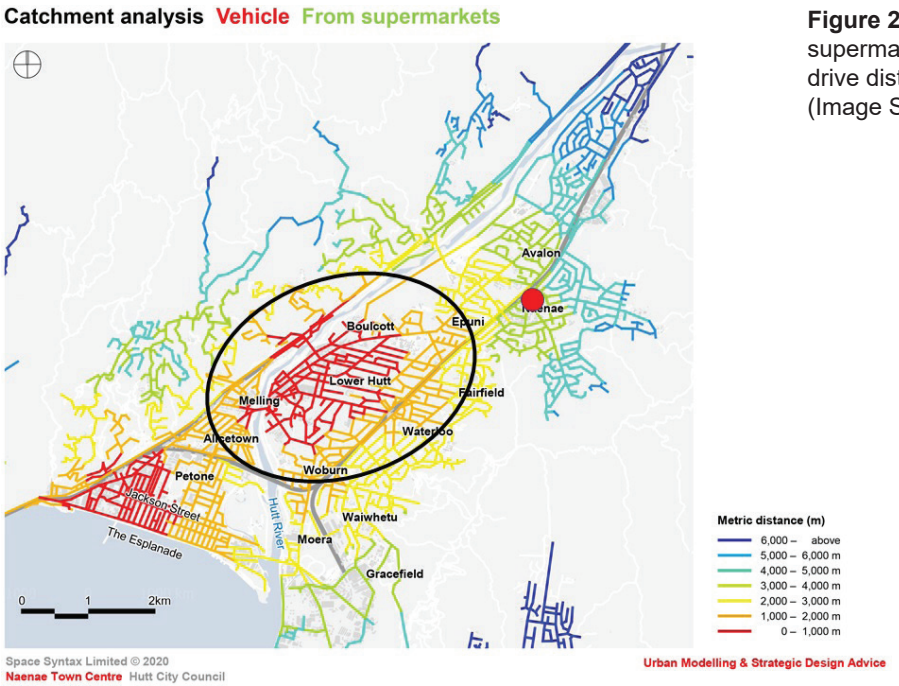


Figure 27. - CBD supermarkets catchment - drive distances (Image Source: Space Syntax)

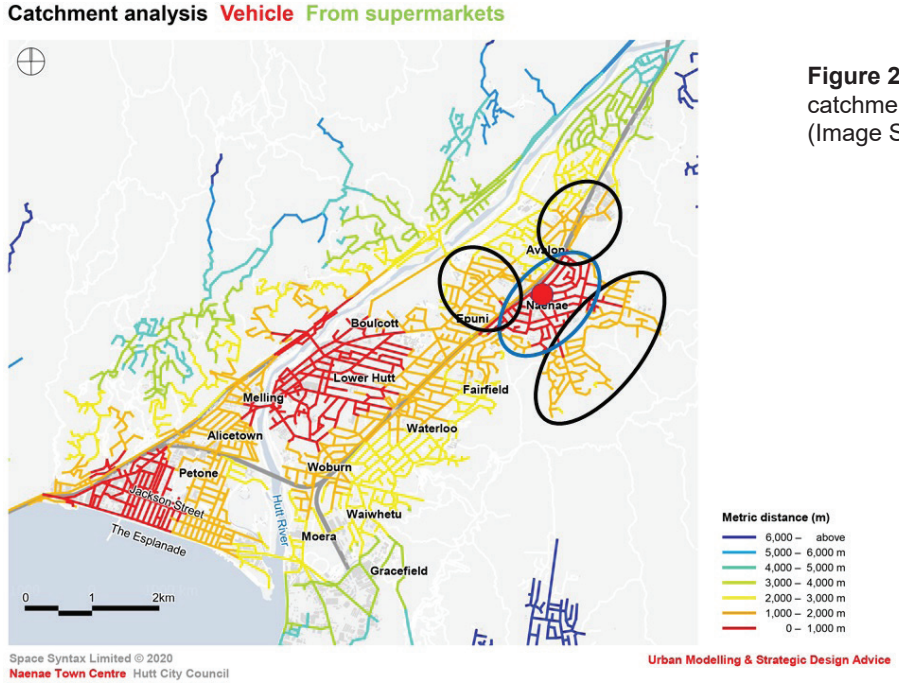


Figure 28. - Naenae catchment - access clusters (Image Source: Space Syntax)

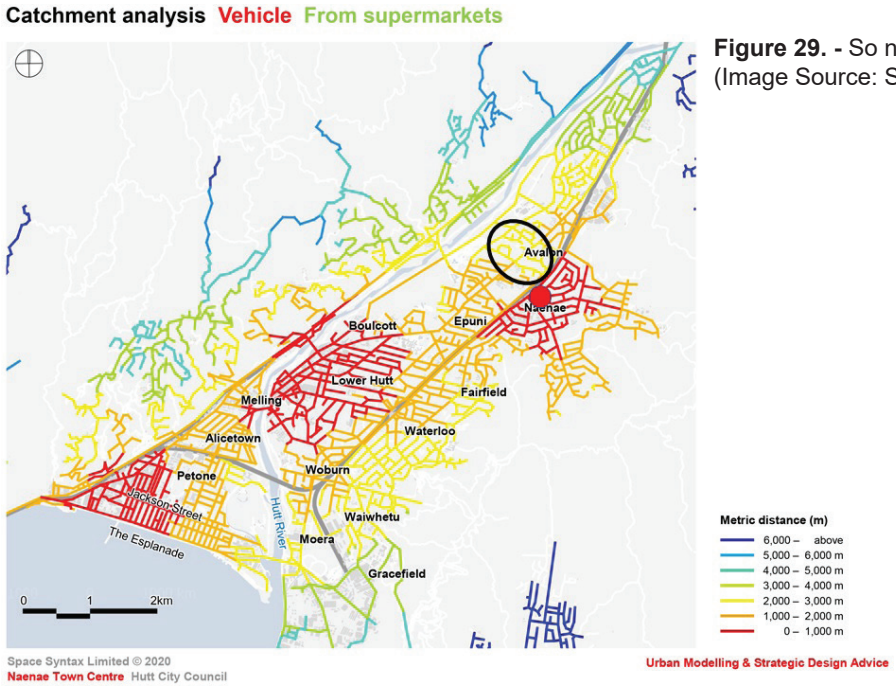


Figure 29. - So near, yet so far. (Image Source: Space Syntax)

any retail facing Cambridge Terrace.

Other changes to the network are available to test that would increase the capacity of the centre.



Figure 30. - The photo on the left shows the view from the railway station today, and the Photoshopped image on the right shows the potential visual connection between the station and Hillary Court.

04.03 POPULATION GROWTH

As we have seen, the centre suffers from poor accessibility, which largely limits its catchment. However, even with this disadvantage, the centre sits on the cusp of attracting a supermarket. The following table shows growth within the wider catchment since 2006.

Age group	Total people - age group		
Sex	Total people - sex		
Ethnic group	Total people		
Year	2006	2013	2018
Area			
Taita North	3018	2592	3075
Taita South	3039	2946	3078
Avalon East	2295	2334	2466
Naenae Central	3291	3192	3420
Epuni East	2976	2871	2949
Naenae North	2463	2439	2535
Naenae South	2532	2553	2745
Totals	**19614**	**18927**	**20268**
Just Naenae	8286	8184	8700

Figure 31. Catchment areas and growth

The immediate Naenae area south of the rail line contains around 8,700 people, which is approximately 3,300 short of the ideal threshold for a full service supermarket. The catchment population is growing and with Housing New Zealand redevelopment currently under way in the area, will likely continue to grow at a modest rate.

04.04 CONTRIBUTION OF NAENAE POOL

Creating a destination with a range of attractions has implications for retail opportunity. One of the major Naenae assets has been its swimming pool, which attracts swimmers from across the Wellington region. The pool defines the southern end of Hillary Court, but is largely an encased, inward-facing building with a poor building edge relationship with the centre. The main functional relationship is with swimmers, staff and parents arriving or leaving

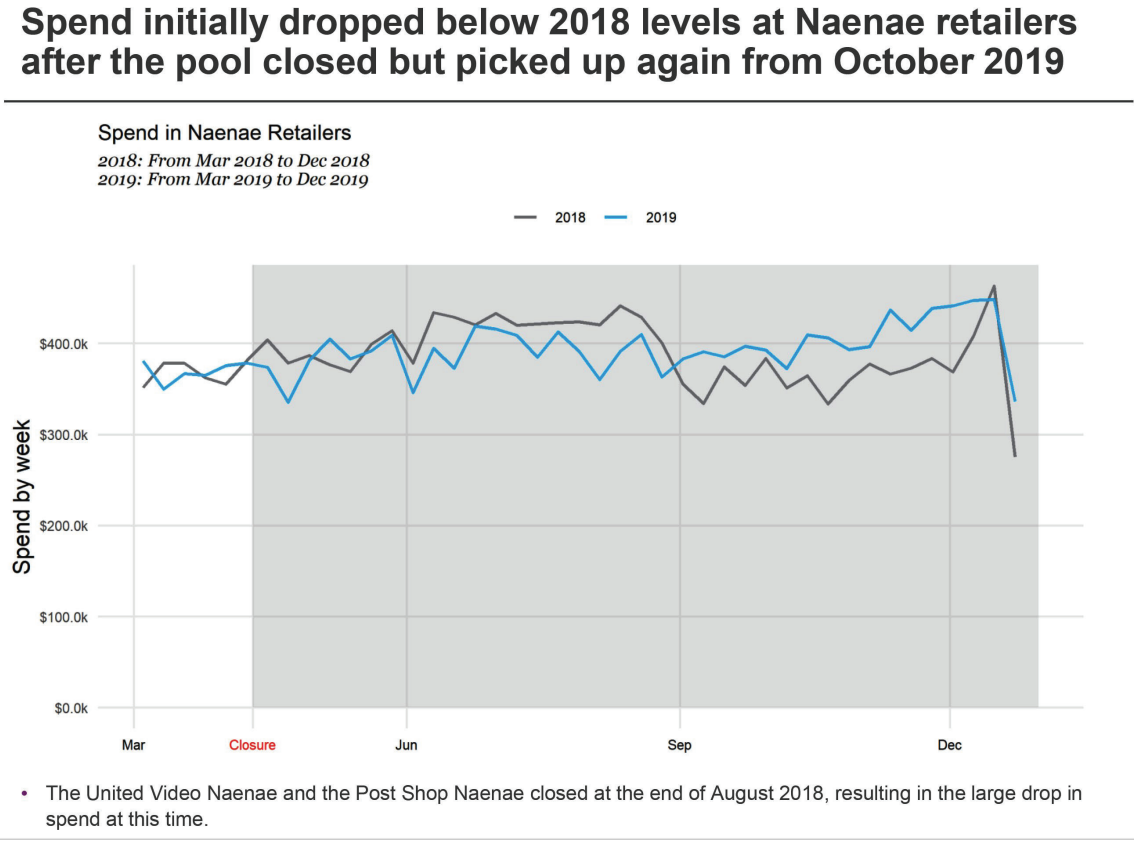


Figure 32. - Sales Trends Pre and Post Naenae Pool Closure.
(Source: MarketView)

the pool and momentarily exposed to Naenae shops. However, MarketView data shows that less than 20% of pool visitors spend in Naenae shops and the majority of those that do, spend on food, beverages, and liquor. The survey showed that all other retail activity was stable after the closure of the pool indicating the lack of effect the pool had on those activities.

The survey also showed that Naenae customers remained loyal to the centre after the pool closure, but centre spend was reduced by customers drawn from the rest of Lower Hutt. These were mainly pool visitors. This tells us that the pool has not been a major factor or supporter of retail in the centre. However, the pool is about to be replaced with a new pool. Design changes to the new pool with a meaningful interface between the pool and the centre could make a difference in improving the performance of the centre. For instance, a two-way cafe that faced into the pool and out to Everest Avenue would assist at the proposed extension of Hillary Court. Similarly, an extension of Hillary Court to the Bowling Club fence with retail on the western side facing a new pool entrance would secure an improved relationship between the pool and the centre. The Naenae Spatial Plan captures this potential relationship.

The conclusion to be drawn from the sales graph is that the pool closure has made little difference to the performance of the centre.

MarketView also provides an estimate of turnover for Naenae retail at $19.2 million per annum from around 12,060 square metres Gross Lettable Area (GLA). The amount of “local centre” retail spend available from just the Naenae population (Naenae Central, Naenae North and Naenae South) is $62 million per annum. Of concern is that the MarketView data suggests that only 11% (or $7 million) of retail spend is captured locally in Naenae.

This means that 89% of Naenae residents’ expenditure in the categories served by local centre retail is spent outside of Naenae. This is a significant leakage of expenditure to elsewhere.

A conclusion to be drawn is that the centre is not the social and economic hub for Naenae residents and the previous relationship between the pool and the centre had little influence on centre performance. Going forward, the centre and the pool should be designed for each to recognise and interact with the other, and the centre needs a basic needs retail anchor around which to concentrate its retail offer. These actions or outcomes should enable the centre to fulfil its role as the daily and weekly social hub for Naenae and restore its role as the primary destination for everyday goods and services for the people of Naenae.

The low local market penetration level of the centre highlights two issues for the centre going forward:

- The importance of expanding and improving the quality of the walkable catchment to the centre; (See the Pedestrian catchment diagrams in the urban design analysis)
- Most residents seek product choice so when they get into the car, they will bypass Naenae centre for more choice and competitive prices from supermarkets in Hutt CBD.

As the Naenae centre offers only a limited range of goods and services, once people are in the car the appeal of the centre diminishes in favour of a few minutes additional time (driving) to get to the CBD.

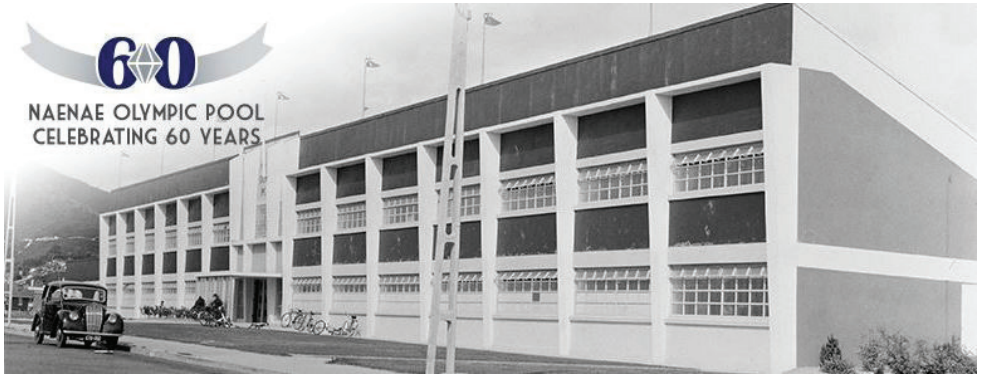


Figure 33. - Naenae Pool - Relationship to Everest Avenue.
(Image Source: Eventfinda)

04.05 RETAIL DYNAMICS - CURRENT CENTRE

An indicator of retail viability is the level to which retailers concentrate together. Retail stores that are spatially isolated require individual destination appeal to be successful. These types of retailers do not rely on the movement network, but rather offer a unique product or service that people seek out. Hairdressers, TABs etc., fit into this category. The heat map in Figure 34. looks at the state of retail around the centre using a simple colour code to reflect retail performance. These maps offer clues as to where interventions are likely to be effective. As urban centres should have a range of business and retail settings at a range of price and lease points, it is important that not all edges are assessed as red.

In most urban centres the heat map transitions from “hot” retail in a core location and then as distance from the core increases, transitions to “warm” with an occasional “hot” spot. Most of Naenae’s retail is either vacant, commercial, or isolated and a one-off destination (shown in blue).

In terms of a revitalisation strategy, there are only two notional retail nodes, one along Everest Avenue and a smaller one facing the car park and library. Neither node is strong enough to activate the potential retail outlets between them in Hillary Court. The heat map shows the only “urban” retail is in Everest Avenue, as the other node survives due to the immediacy of the car park and number of parking spaces. Everest Avenue provides the most logical and obvious start point around to focus a retail revitalisation strategy. The obvious start point for such a strategy, given accessibility constraints and catchment size, is to explore whether the centre can accommodate a supermarket.



Figure 34. - Naenae Retail Heat map - Now.
(Aerial Image Source: Nearmap)

04.06 DOES THE CENTRE NEED A SUPERMARKET?

Through an engagement process, the community has expressed positive and negative feelings about a new supermarket in the centre. Most respondents view a supermarket in the centre as a desirable outcome, but some question whether the broader community should rely on a major corporate entity for everyday food supplies. There is sympathy with that view but the difficulty for

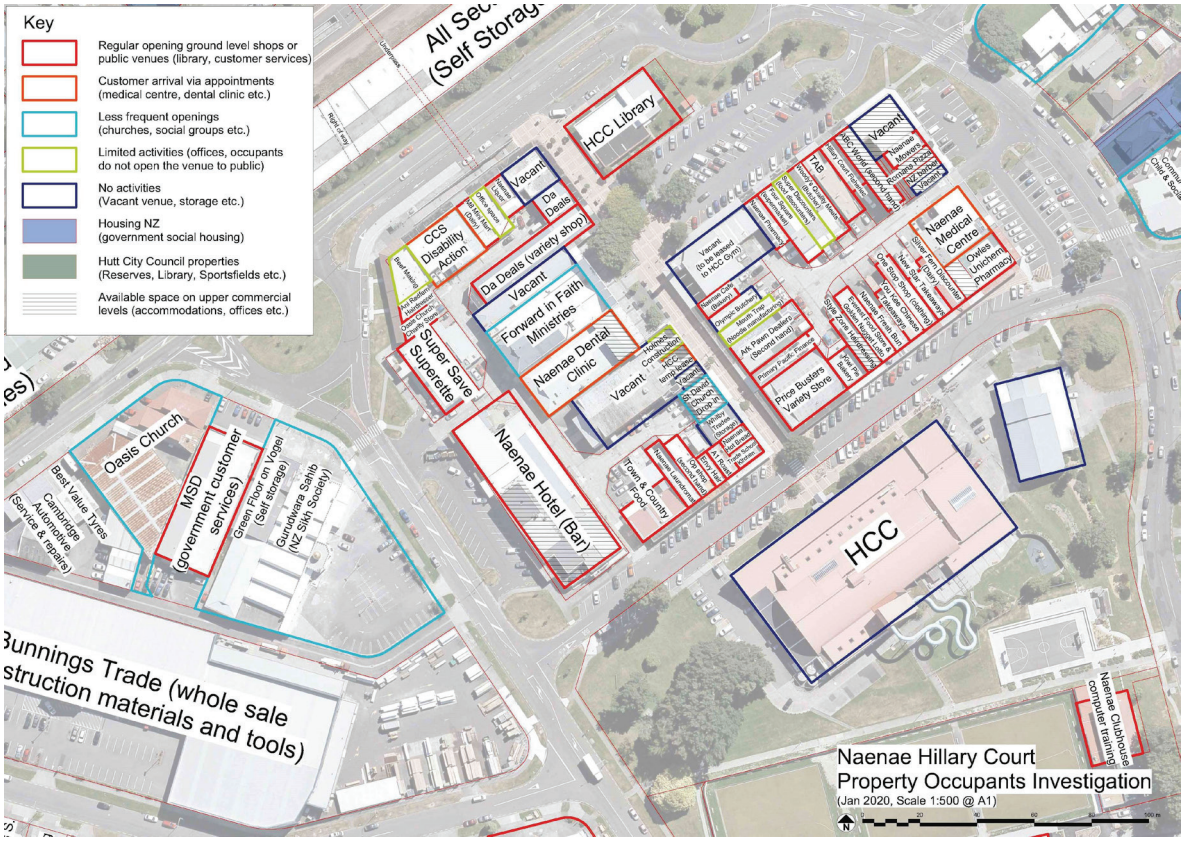


Figure 35. - Naenae Property Occupants.
(Image Source: Hutt City Council)

the centre is that there are no clear alternatives to such an anchor. Ideally, for good health and to support local business, there should be several specialty retailers selling fresh and local food, or a full-time food market. However, that opportunity has been available to the centre for many years, with low rent spaces available, and yet it has never been fully established. The centre enjoys a Village Market for 3 hours each Saturday, where some fresh, local food is sold. Presently, there is a small Four Square store in the centre. Considering the size of the immediate Naenae population (8,000+) this store is too small to properly service the Naenae catchment and it should be encouraged to expand.

The former Naenae supermarket was relatively small (a little over 2,000 square metres) and located outside of the centre within the industrial estate site located to the west of Vogel Street. (The property has now been converted to a Sikh temple).

The basis of a conventional retail strategy requires one or more signature retailers to assist to fulfil the daily and weekly requirements of 8,700 people at a minimum. This means that there is a need for a decent sized supermarket. The ideal size of such a store is complicated by a history that saw a relatively large supermarket close due to lack of performance. There is some doubt about catchment size and whether problems with accessibility will reduce the size of a “dedicated” catchment to below the population threshold for a supermarket of 3,000+ square metres (around 12,000 people). Also, when the available sites for such a large supermarket and its attached parking are analysed, there would be a need to consolidate numerous sites. Figure 35. shows the complexity of ownership in the centre.

The site area for a full-service supermarket, assuming an at-grade carpark would be in the order of 7,000 - 8,000 square metres. The entire Naenae centre site including the surrounding carparking is around 30,000 square metres. Therefore. a full service supermarket would require around 25% of the entire centre’s site area. That requirement is likely too onerous as it would require the acquisition of numerous properties, as shown in Figure 36.

The 8,000 square metre footprints are overlaid on two blocks of the site to demonstrate the difficulties in the centre accommodating a full-service supermarket.

One criticism of these options is that they are too submissive in terms of the “ideal” parking requirements of the supermarket operator. Generally, operators require an area of two and a half times the area of the supermarket to get the requisite servicing and parking areas. Whilst it is appropriate to argue for a more efficient or a less onerous parking requirement, the difficulty is that an operator is unlikely to accept such a constraint on a site that is marginal in terms of viability for a supermarket of this size. In other words, the bargaining position to convince an operator to purchase multiple sites and have reduced parking is weak. Even a reduced supermarket of 6,000 square metres would require the purchase and consolidation of several sites. The only realistic conclusion is that Naenae is unlikely to attract a full-service supermarket as the hurdles faced are too high. Furthermore, initial discussions with Progressive Enterprises (operator of Countdown supermarkets) to test interest in Naenae resulted in only lukewarm interest and even then, for a smaller store.

For Naenae it is left to seek a retail anchor at a scale that would not be onerous yet still deliver wider catchment appeal as the basis for a retail revitalisation strategy around Everest Avenue. If the catchment is limited to Naenae residents (8,700 people, a slightly reduced catchment from that shown in Figure 28), then we would be looking for a supermarket between 1,000 square metres and 2,000 square metres. The 1,200 +/- square metres Stokes Valley New World supermarket would fit into this category. The size and placement of the supermarket at Naenae would be determined by two things:

- Where it would have best effect to act as an anchor to wider retail.
- Where Council would have the best chance of managing the desired outcomes, and where property purchases are either at a minimum or not required (such as on Council land).
- Where improved urban design outcomes were able to be achieved.

For the first issue (best effect as an anchor), it is relatively obvious to map where a small supermarket in the centre has the greatest chance of success and where it can act to support improved performance of the retail outlets in the centre. However, as part of



Figure 36. - Full Service Supermarket & At-Grade Parking Footprint Options.
(Aerial Image Source: Google Earth)



Figure 37. - Naenae Potential Supermarket locations.
(Aerial Image Source: Nearmap)

developing options for the Naenae Spatial Plan, the two most likely sites will be tested and compared in terms of their characteristics and contributions to the overall town centre. It is important to note that the siting and timing of a supermarket will depend on a response from supermarket operators.

As shown in Figure 37., there are two sites where the supermarket can assist to anchor the centre. Apart from a physical “fit’ there are other elements which affect the choice of location.

- Parking
- Site ownership
- Ease of development
- Urban design consequences

At the Library site there is parking immediately adjacent, which could flow or extend to the additional 40 car parks off Treadwell Street. This would bring nearby parking numbers to a total of 110, (assuming the supermarket did not take any space from the existing car park).

Currently, for the swimming pool site, there are 94 angled parking bays in Everest Avenue. With the parking spaces along Treadwell Street, this totals 134 parking bays.

In terms of site ownership, a smaller supermarket provides the opportunity to locate on Council land and not require the operator to purchase multiple sites. The other benefit of locating the supermarket on Council land (apart from revenue) is greater level of control over the design and placement of the supermarket to best suit the centre.

In testing supermarket size options, the easiest fit on Council land would be a 1,700 square metre supermarket. At this size, the critical relationship with dedicated car parking is reduced. The two Council-owned sites in shown in Figure 37. could accommodate a supermarket of this size.

To accommodate a supermarket along Cambridge Terrace would require demolition and replacement of the library. This would obviously add to the cost of this option as well as remove a key community resource from the town centre. There would also be

a range of poor urban interface outcomes under this option, as the building would only address the car park and would have two totally blank walls - one facing Cambridge Terrace and one facing Treadwell Street. This would be an extremely poor outcome.

In proposing the Everest Avenue site, the supermarket is contained within the footprint of the existing pool buildings and associated parking areas to avoid reducing parkland. The existing pool and community hall sites are proposed to accommodate a new expanded pool, new retail, a small supermarket, a youth centre, and an extension of Hillary Court. This has been modelled in the Space Syntax analysis and measured to quantify the impact on the ped-shed or walkable catchment.

The extension of Rata Street across Treadwell Street to link to Vogel Street has also been tested by Space Syntax analysis. The two supermarket location Options are shown in Figure 38.

The Everest Avenue supermarket option is located within the current pool footprint and does not encroach on the park. The swimming pool site in this scheme is 1,500 square metres larger than the current pool. The other major benefit is that the pool and the supermarket, specialty shops and cafe are designed to work together to benefit the Naenae centre. If they are not packaged and the supermarket is located elsewhere, then the “obligation” for the pool design to engage with and address the centre is reduced.

If the supermarket is located on Cambridge Terrace, then the retail in Everest Avenue becomes secondary. The Cambridge Terrace supermarket will trade to a car park, not to a street, which again would reinforce the priority in favour of cars, not pedestrians. This focus would mean that the flow on effects to the rest of the centre would be muted.

The flow-on effects of the Cambridge Terrace and Everest Avenue options in relation to heat map analysis are shown in Figure 39. The figure show that a supermarket on Cambridge Terrace (but trading to the car park) would strengthen retail on the opposite side of the car park and adjacent spilling into the northern end of Hillary Court. The Everest Avenue option shows stronger support for retail in and around Everest Avenue and consolidates the retail to one place, with sites around the car park likely to trade as they



Figure 38. - Supermarket Options on Cambridge Terrace (left) and Everest Avenue (right). (Aerial Image Source: Mapinfo)



Figure 39. - Retail Heat Map Projections. (Aerial Image Source: Mapinfo)



Figure 40. - A Way Forward - Towards a Spatial Plan for Naenae.
(Aerial Image Source: Mapinfo)

do currently or move to new tenancies in and around the supermarket and swimming pool. By consolidating the retail around Everest Avenue, Council then has the ability to concentrate community facilities in the centre of Hillary Court to form a community heart (the most obvious place), with housing clustered around the northern, western and eastern perimeter of the town centre. Organisationally the development pattern for the centre may look something like Figure 40.

There are a couple of structural interventions that would reinforce this pattern and improve the viability of the community space, whilst also offering improved accessibility and servicing for the community space and future multi-level residential development. The first is the extension of Hillary Court in a southern direction, and the second intervention would be the creation of a shared space as an extension of Sladden Street. This allows for a better definition of development footprints whilst offering the security of cars “walking” through and assisting to activate the space. This shared space could be closed to vehicles at times, for instance to accommodate a street market or community events.

The supermarket is needed for the daily and weekly retail role of the centre as well as to anchor a wider retail role for the location. in the unlikely event of supermarket providers electing to remain away, the Naenae Spatial Plan becomes a community and residential project with minor retail, restaurants, cafes around the pool and Everest Avenue and professional and personal service retail (hairdressers, physio, medical, accountant, dentist etc.) on the ground floor of residential developments.

There is only a minor retail role for the centre without a supermarket.

04.07 EVEREST AVENUE - A REVITALISATION CATALYST

The two potential supermarket locations offer different flow-on effects for the revitalisation of the Naenae town centre. Vibrant public streets are the basis for flow-on investment, not car parks. Analysis by Urbacity of over 100 centres in New Zealand and Australia shows that a wider spectrum of land use occurs when nearby streets are active and land values increase. This analysis has been reinforced by analysis undertaken by the Commission for Architecture &

the Built Environment UK (CABE). *"For retailers, a good-quality public environment can improve trading by attracting more people into an area. It has been shown, for example, that well-planned improvements to public spaces within town centres can boost commercial trading by up to 40 per cent and generate significant private sector investment."*

A major benefit of the Everest Avenue proposition is its unique ability in Naenae to concentrate the retail offer to the strongest part of the centre thereby strengthening and reinforcing it. This will create a vibrant street as a basis for looking at the broader functional layout for the centre. It also requires an integrated design approach to the Hillary Court extension. If just the pool is built on this site, then the opportunity to engage the south side of Everest Avenue with a functionally seamless extension disappears. The south side of the street would then simply replicate the current condition where the pool is functionally divorced from the centre. A vibrant public street would be the result of retail and pool merging on the south side of Everest Avenue, sharing the Hillary Court extension as a dual gateway to both facilities. As discussed, a vibrant street is a catalyst for a range of other uses, but the most important of these for Naenae would be inducing and triggering demand for multi-level housing.

As mentioned previously, the centre is around 12,060 square metres GLA. However, much of the centre (around 18%) is vacant. A further 4,130 square metres is composed of non-public uses, a church, a medical and dental facility, and an hotel. Total "active" retail is only 5,700 square metres of the total GLA (47%).

As discussed previously, centre turnover was estimated at $19.2 million per annum. This means the average retail turnover per square metre in the centre is $3,370. This is approximately 37% of economic turnover rate for retail of this type experienced across New Zealand. Apart from one or two retailers, the centre is surviving because there's little ability for it to feasibly convert to anything else of quality without wholesale consolidation of sites.

There is too much retail and commercial space for the centre's catchment, and it is lacking an anchor retailer to attract more shoppers and higher spend. The small retailers in the centre are having to do all the heavy lifting themselves.



Figure 41. - A Way Forward - Plan showing initial Options towards a Spatial Plan for Naenae. (Aerial Image Source: Mapinfo)

There has been a profligate amount of land wasted for use as car parks that are hardly used, over-sized streets, over-sized roundabouts, and leftover pieces of land due to odd street and site configurations. It is estimated that there is around 5,000 square metres of wasted Council-owned land that could be reclaimed for development. The yellow “Housing” zone in Figure 40. shows how this land could be usefully utilised to the advantage of the centre.

Apart from the monetary value of this land for development, strategically offering this land for enhanced development outcomes is a potential strategy that the Council could follow. Generally, supermarkets require a parking ratio of between 4 and 5 car parks per 100 square metres of floorspace. For a 1,300 - 1,800 square metre supermarket the operator would want somewhere between 55 and 65 car parks.

To improve the performance of Everest Avenue retail there is a pressing need to improve the pedestrian environment. This requires a change in the configuration of the street, as angled parking results in low levels of pedestrian satisfaction and reduces the viability of outdoor dining. At present the parking in Everest Avenue requires vehicles to “spear in” at the footpath. From work and research undertaken in other places, angled parking is the worst kind of parking for pedestrian satisfaction. Angle parking sacrifices pedestrian satisfaction solely to increase car park numbers. A body of evidence gathered by the charity Living Streets suggests that public space design all too often favours the private car at the expense of pedestrians. Living Streets has particularly gathered evidence of the effect of this priority on children. This is the case in Everest Avenue with cars seen as more important than pedestrians with the consequence that the footpath environment is poor. In addition to creating a poor walking and alfresco dining environment, the parking is dangerous for vehicles reversing into on-coming traffic, often sight unseen when parked next to larger vehicles.

The other amenity depleting issue in Everest Avenue relates to any desire to cross to the other side of the street. If the swimming pool and the supermarket were located on the opposite side of the street, then informal crossing of the street is made more difficult with the cars parked at an angle. The street could easily be reconfigured to improve amenity and safety.

If Everest Avenue becomes successful as an urban street, then there is a case for it to be able to close on say Friday and Saturday nights, with outdoor seating and dining or indeed to convert to a market street in weekends. It would be a relatively simple matter to provide power and cover infrastructure to the central parking zone in the middle of the street to be assembled when needed for dining or for the market.

Everest Ave would become an urban amenity device to change perceptions of the centre and increase developer interest for multi-level housing and other businesses across the rest of the centre.

It is well recognised that in traditional centres when a street or streets are successful and vibrant that this energy improves the potential for and viability of other uses.

Reconfiguring Everest Avenue in this way would provide 104 car parks for around 2,800 square metres of retail being the addition of Everest Avenue shops and the supermarket. An additional 40 spaces are available in the area just off Treadwell Street. This parking is more than sufficient for the quantum of retail in the centre, including the supermarket. Refer to Figure 70.

04.08 GENERAL CONCLUSIONS & LOOKING FORWARD

There are serious structural issues in the Naenae town centre including:

- A poorly conceived pedestrian mall that is lacking an origin-destination rationale.
- A rail tunnel which divorces retail and business from the street. Poor visibility and relationship with the rail station.
- Too many urban edges that need to be activated (relative to the size of the catchment).
- The centre’s location off the major regional movement networks.The centre’s retail component is over-developed for the size of the catchment.
- The existing pool is not a meaningful contributor to the viability or vitality of the centre.
- There is no visibility between the centre and the rail station.
- The centre lacks a retail anchor around which to build an everyday role for residents.

- 89% of Naenae resident's convenience retail expenditure is spent in and around Hutt CBD, not in Naenae.
- The centre has poor built form, and a poor amenity partnership exists between buildings and the public realm.
- There are low levels of maintenance in some buildings.
- Buildings are poorly presented to the surrounding streets.
- Too much unused space in and around the centre, which exacerbates the impression of low levels of activation.
- Angle parking in Everest Ave which diminishes the pedestrian experience in favour of car parking.

The centre can deliver a strong community and everyday goods and services role for Naenae. Given the low likelihood of attracting a major supermarket, Council should leverage its assets to create a future for the centre by signing up a supermarket and associated shops on the land that currently sits under the existing pool footprint.

04.09 THE POOL, THE SUPERMARKET, ANCILLIARY USES, AND THE CENTRE

The trend in modern pool design is to use associated assets to defray annual pool operating costs (OPEX). Currently, the consultants preparing this Naenae Spatial Plan are coincidentally writing a business plan for a new pool in Darwin in the Northern Territory. A part of the task is to assess what associated facilities can co-exist with the pool. In Naenae, the supermarket and associated specialty retail would likely deliver between $400,000 and $600,000 in annual rent if the Council were to build these assets simultaneous with the pool. The Council could include allied health and a gym to offset the OPEX for the pool. Typical OPEX for FINA quality Olympic pools are high (usually well over $1million per annum). Expense recovery is usually around 65%-70% when ancillary retail and health-related facilities are co-located with the pool, with the difference made up by rates.

If Council is strategic in the way it delivers assets for the community then a rates subsidy may not be necessary.

The provision of commercial resources on a notional community asset site (such as the current pool footprint) is an obvious strategy to defray pool operating costs. The designs shown in this report and finalised in the Spatial Plan do not encroach beyond the existing pool footprint, and yet enhance the existing parkland by providing frontage development to this park. This in turn will improve the perception of safety in the park and induce more community use of the park.

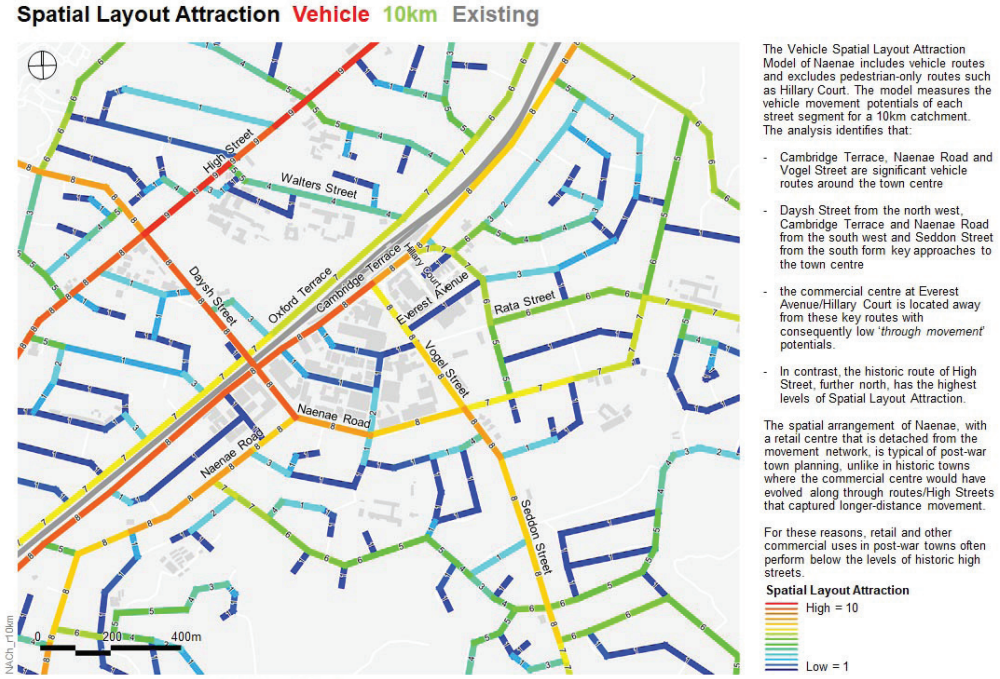


Figure 42. - Space Syntax model predicting spatial attraction at a 10km radius. (Image Source: Space Syntax)

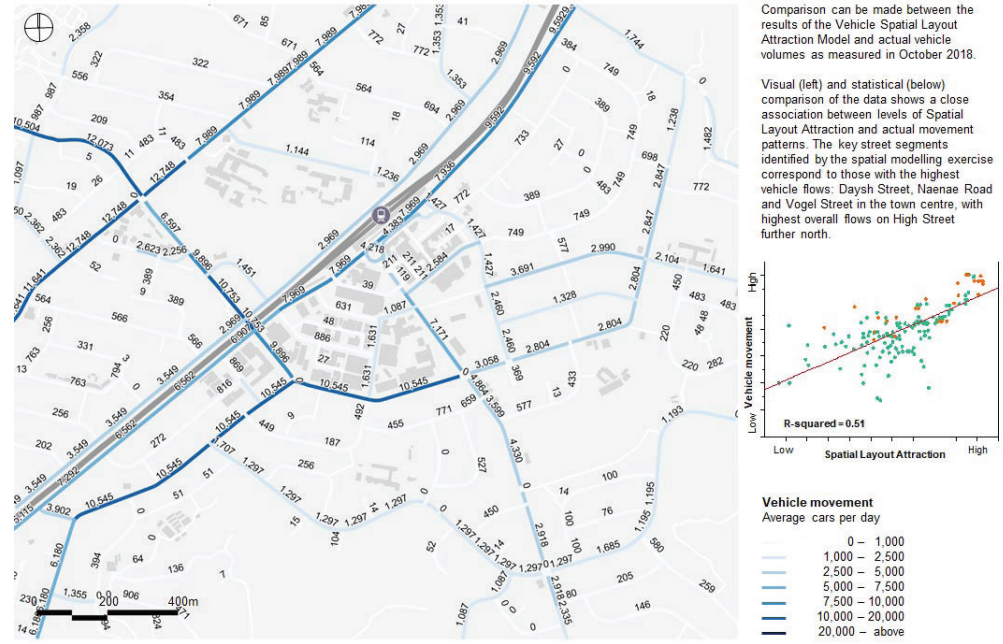


Figure 43. - Actual vehicle volumes. (Image Source: Space Syntax)

05 SPATIAL ATTRACTION ANALYSIS

05.01 INTRODUCTION

05.02 DEVELOPING AN EVIDENCE BASELINE

To enhance the evidence base for improvements in Naenae town centre, Space Syntax was engaged to analyse existing and future urban structure. Space Syntax is an international company which has pioneered a unique, space-based approach to the modelling of human activity patterns in buildings and in urban systems. Its' models integrate multiple influences on behaviour including:

a) '*spatial layout attraction*', from more accessible to less accessible places
b) '*land use attraction*', in terms of the location and scale of different land uses
c) '*transport attraction*', including the location of transport nodes and capacity of transport connections.

Space Syntax models can simultaneously analyse pedestrian, cycle and vehicle movement networks and these models have been applied in urban planning and design projects worldwide. Applications include the creation and evaluation of proposals for urban and architectural change at every scale, from regional urban analysis and the planning of entire cities to the design of urban neighbourhoods, site layouts, parks, and public spaces.

Space Syntax's approach combines this extensive global experience with robust and continuously developing technologies to forecast the effects of urban planning and design decisions on the movement and interaction of people in buildings and urban areas. The results are highly graphic and capable of providing rapid feedback to planners and designers. Models are used to test proposals from concept design through to delivery.

'Spatial Layout Attraction' modelling is one of the techniques that identifies the relative importance of each street segment – each piece of street between two intersections - for people moving within towns and cities.

By finding the simplest routes from all origins to all destinations – the shortest routes that involve the fewest twists and turns - an algorithm calculates how likely it is that movement will pass along any individual segment or route.

Segments that are part of straighter, more connected, and more central streets tend to be used more frequently as part of journeys across the urban network. However, the overall importance of any street segment may vary depending on the scale of the journey. Some segments are more likely to be used as part of longer journeys, some as part of shorter journeys, some at both scales and some at neither.

For this reason, Spatial Layout Attraction modelling is undertaken at two different scales: first, for a catchment of 10km, which typically identifies the movement hierarchy of people making longer journeys in vehicles and on bikes; second, for a catchment of 1.2km, which typically picks up the hierarchy of shorter journeys made by people on foot and on bikes.

Undertaking this kind of 'multi-scale' analysis of spatial layouts, allows short-and long-distance journeys to be simultaneously evaluated and shows how different parts of the same network are used differently, depending on the scale of journey.

Frequently, the same parts of the network are used on both short- and long-distance journeys. While this can create conflicts between the needs of different transport modes, land use analysis shows that these 'multi-scale' places are often successful commercial locations, thus demonstrating the importance of careful spatial layout design in creating multi-scale opportunities for retail and commercial activities to trade to more than one scale of movement.

In Figure 42, a 'Vehicle' model of the area surrounding Naenae will first be presented, which calculates Spatial Layout Attraction for each street segment within a longer journey catchment of 10km. Figure 43 shows actual vehicle volumes and the clear correlation between these volumes and the spatial model.

Then a 'Pedestrian' model of the existing Naenae area is presented in Figure 44. This does the same for a shorter journey catchment of 1.2km. Finally, the results of both models are combined in a 'Multi-Scale' model shown in Figure 45. This is then analysed to create a set of 'street types', which shows those street segments that are more important for longer journeys and those that are important for shorter ones; as well as those that are important for both, and those for none.

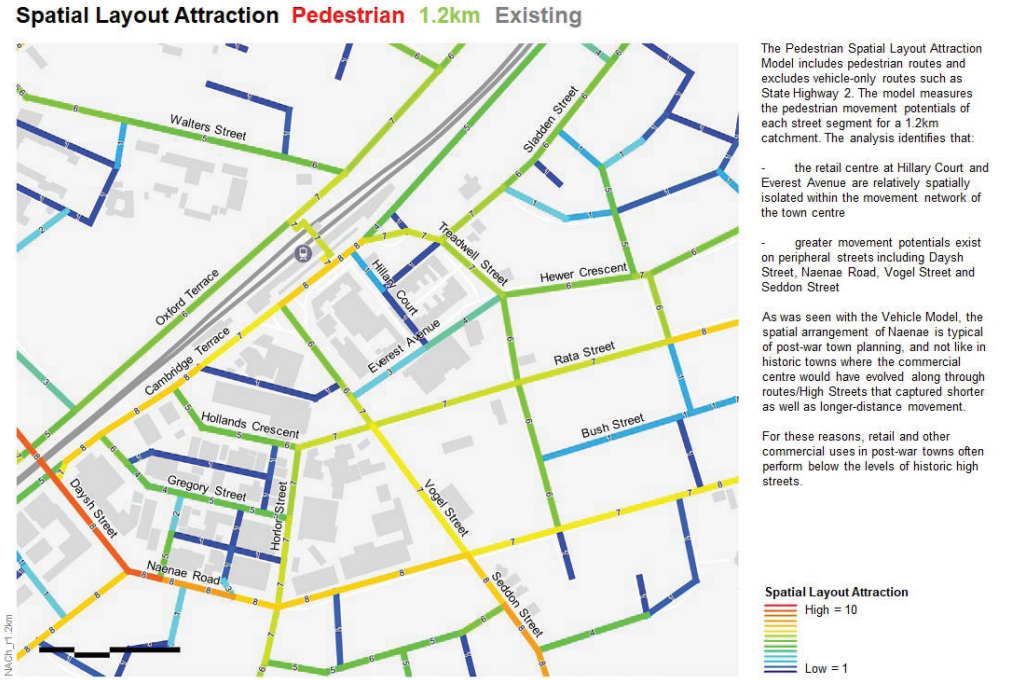


Figure 44. - Space Syntax model predicting spatial attraction at a 1.2km radius. (Image Source: Space Syntax)

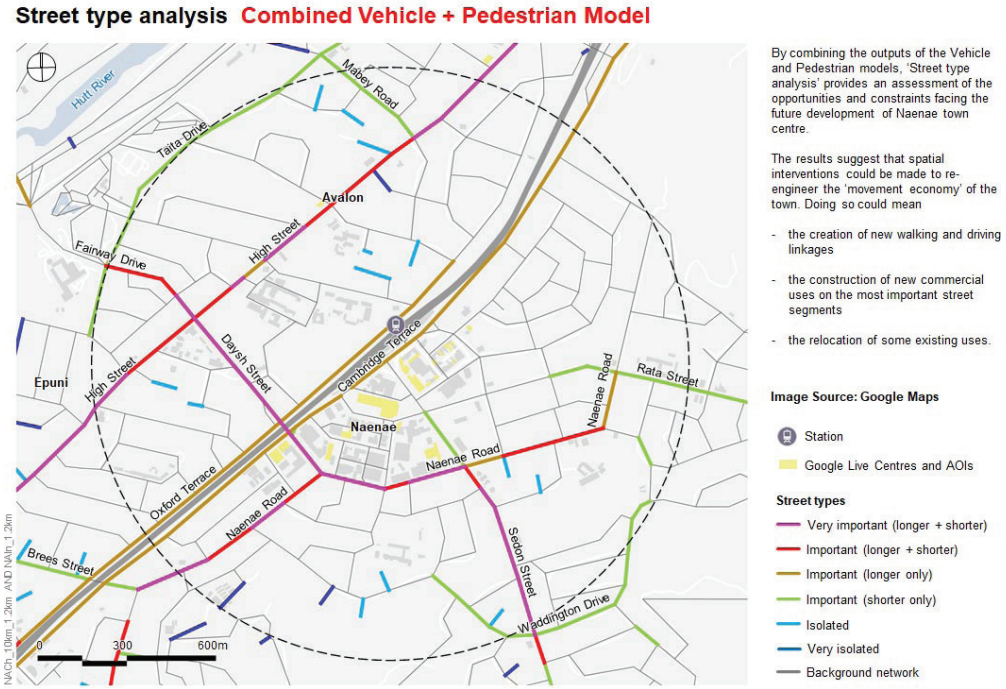


Figure 45. - Multi-Scale model of spatial attraction. (Image Source: Space Syntax)

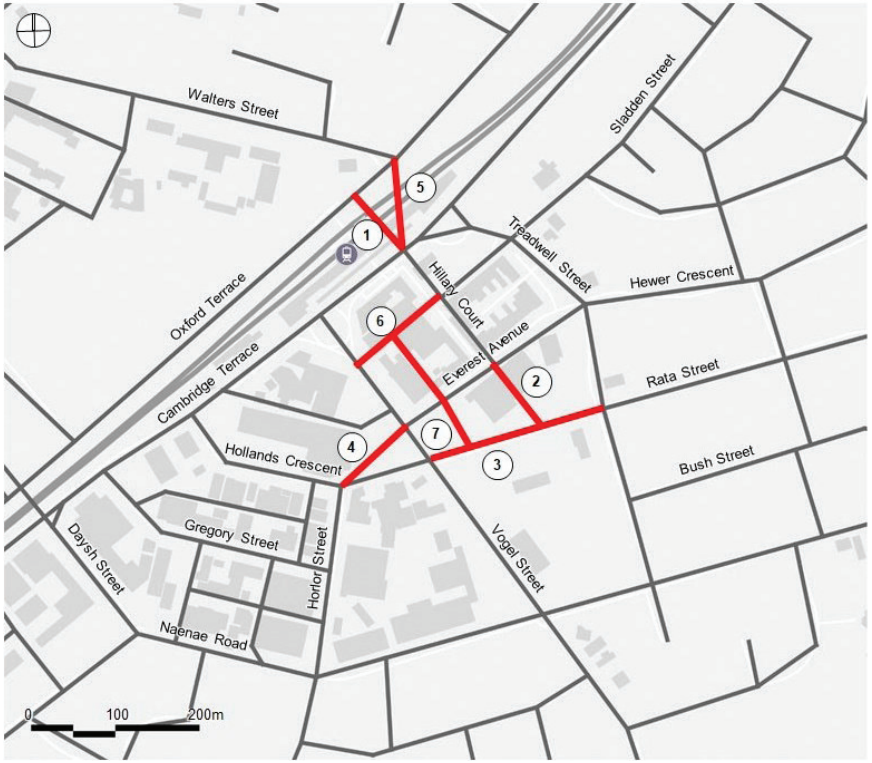
06 DEVELOPING & TESTING OPTIONS

Options for Naenae town centre were developed and tested to arrive at pragmatic propositions which work structurally and are in line with clearly expressed community expectations for the centre. These options relate to the available land for development, urban structure, land uses, building types and the quality of the public realm.

06.01 POSSIBLE IMPROVED URBAN STRUCTURE AND TOWN CENTRE SITE EXPANSION

The urban design evaluation and the spatial layout attraction analysis, point to potential improvements which could be made to the urban structure. These would make the town centre and surrounding areas more walkable and accessible. The options to be tested using Space Syntax techniques and Ped-shed measurements are indicated in Figure 46.

Spatial Layout Attraction Modelling Scenarios



CONNECTIONS MODELLED

1. Direct pedestrian link across the tracks as an extension of Hillary Court.
2. Extension of Hillary Court across Everest Avenue towards the bowling club.
3. Creation of a vehicle as well as pedestrian link between Holland's Crescent and Rata Street.
4. Extension of Everest Avenue to the intersection of Hollands Crescent and Horlor Street.
5. Connection across tracks between Hillary Court and Walters Street.

SCENARIOS MODELLED

Vehicle model

2 + 3
2 + 3 + 4

Pedestrian model

2 + 3
2 + 3 + 4
1 + 2
2 + 5
5 + 6
2 + 5 + 6
2 + 4 + 5 + 6
2 + 5 + 6 + 7
1 + 2 + 4
2 + 4 + 5

Figure 46. - Urban structure options to be tested using Space Syntax techniques. (Image Source: Space Syntax)

Naenae town centre is surrounded by large road reserves and open spaces, some of which are isolated and not useable. These could be reduced and used more efficiently for other uses, while areas such as parks could be improved and possibly expanded. Council has a pivotal role to play in assessing these spaces and providing for outcomes which would induce better performance in and around the town centre and meet community aspirations. The areas to be tested through design and community consultation are shown in Figure 47. Road reserves are proposed to be narrowed to align with surrounding roads and new connections are made possible by the reallocation of land for new links.

These potential changes are as follows:

Options for Urban Structure Changes (Refer to Figure 47.)

1. A potential level crossing to the railway station.
2. A potential extension to Hillary Court either as a pedestrian zone, a shared zone, or a slow-moving street.
3. The reinstatement of the removed street which linked Hollands Crescent to Treadwell Street prior to the construction of the Naenae pool.
4. A potential more direct link from Everest Avenue to Hollands Crescent. This would be through private land which may be difficult to procure.

To View the Space Syntax Report, Please go to:

https://haveyoursay.huttcity.govt.nz/60543/widgets/314978/documents/187974/download

To hear an explanation of the Space Syntax Analysis, please go to:

https://haveyoursay.huttcity.govt.nz/naenaespatialplan/widgets/314981/videos/23599

5. A new elevated bridge linking from the Naenae town centre to the railway station and Oxford Terrace.
6. The potential to extend Sladden Street as a narrow shared zone from Treadwell Street to Vogel Street.
7. A new pedestrian pathway from Everest Avenue to the new Rata Street extension

Options for Land use Changes (Refer to Figure 47.)

8. Narrowing of the Treadwell Street road reserve and using the current parking lot for other uses.
9. An expansion to the pedestrian plaza in Hillary Court replacing parking.
10. Widening of the Everest Avenue road reserve to create a “parking street” with additional parking capacity and street trees.
11. Development of other uses on the footprint of the existing pool and associated parking lot.
12. A consolidated site for a future pool.
13. Vogel Street and Cambridge Terrace road reserves narrowed to increase the development potential of the town centre. This could only occur if a new link from the town centre to the railway station were created, either as a level crossing or an over-bridge.

06.02 EVALUATION OF URBAN STRUCTURE CHANGES

The potential changes to urban structure have been evaluated using the Space Syntax methodology and Ped-shed measurements.

Figures 48. and 49. evaluate the vehicle movement implications of new connections and streets in the vehicle network.

Figures 50. to 59. evaluate the pedestrian movement implications of new connections and streets in the pedestrian network.

Figures 60. to 63. show the Ped-shed improvements these new links create.



Figure 47. - Urban structure and land use options to be tested. Areas coloured grey are existing buildings. Areas coloured yellow are potential development sites. Areas coloured lime green are potential recreation areas, while deep green represents improved parks.

06.03 SCENARIOS TO TEST IMPROVED VEHICLE MOVEMENT

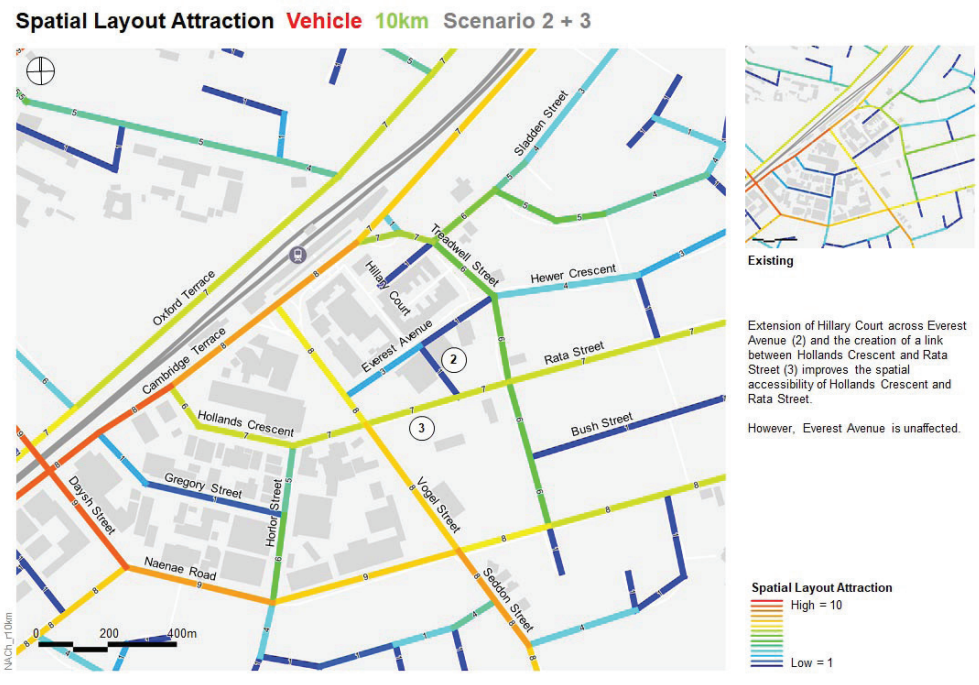


Figure 48. - Scenarios 2 and 3 testing an extension to Hillary Court and the reinstatement of the street from Vogel Street to Treadwell Street.
(Image Source: Space Syntax)

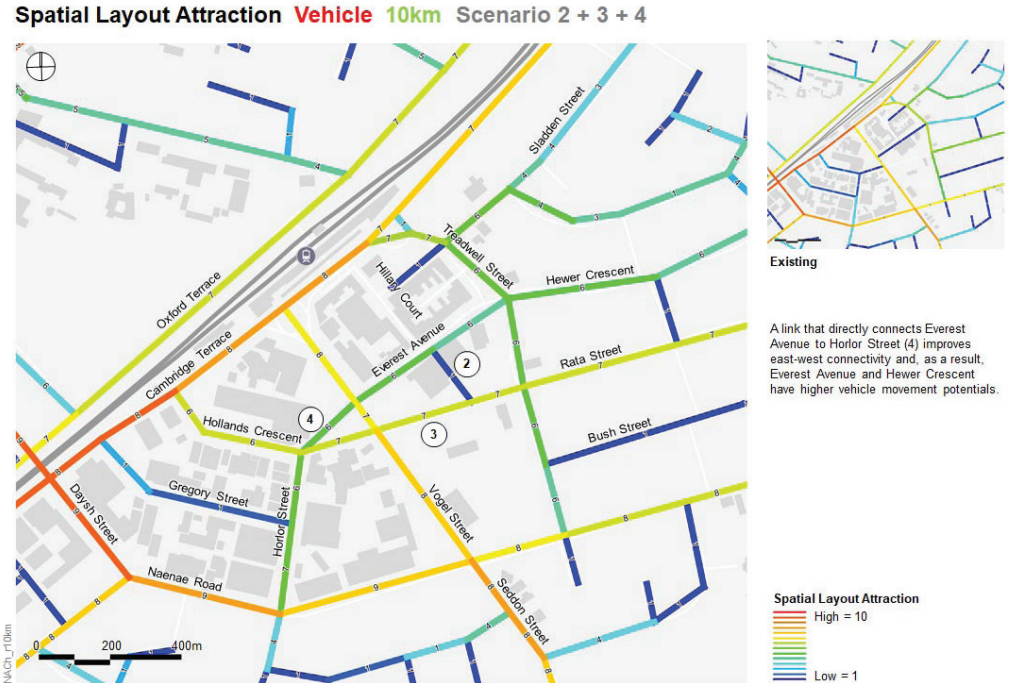


Figure 49. - Scenarios 2, 3 and 4 testing and additional link from Everest Ave to Hollands Crescent.
(Image Source: Space Syntax)

06.04 SCENARIOS TO TEST IMPROVED PEDESTRIAN MOVEMENT

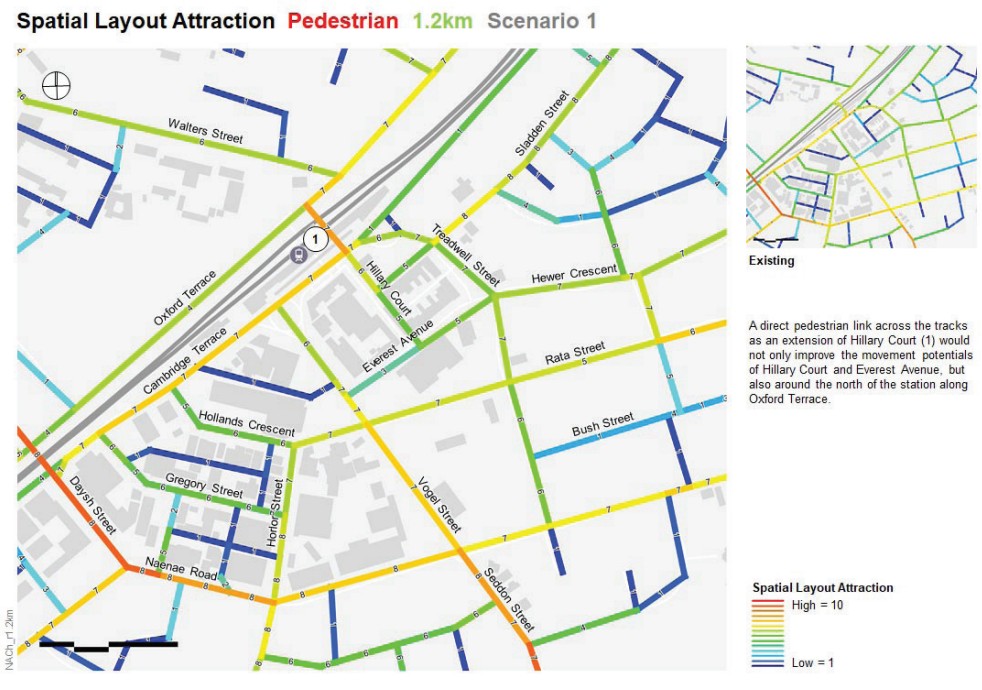


Figure 50. - Scenario 1 testing a direct at-grade link from Hillary Court to Oxford Terrace. (Image Source: Space Syntax)

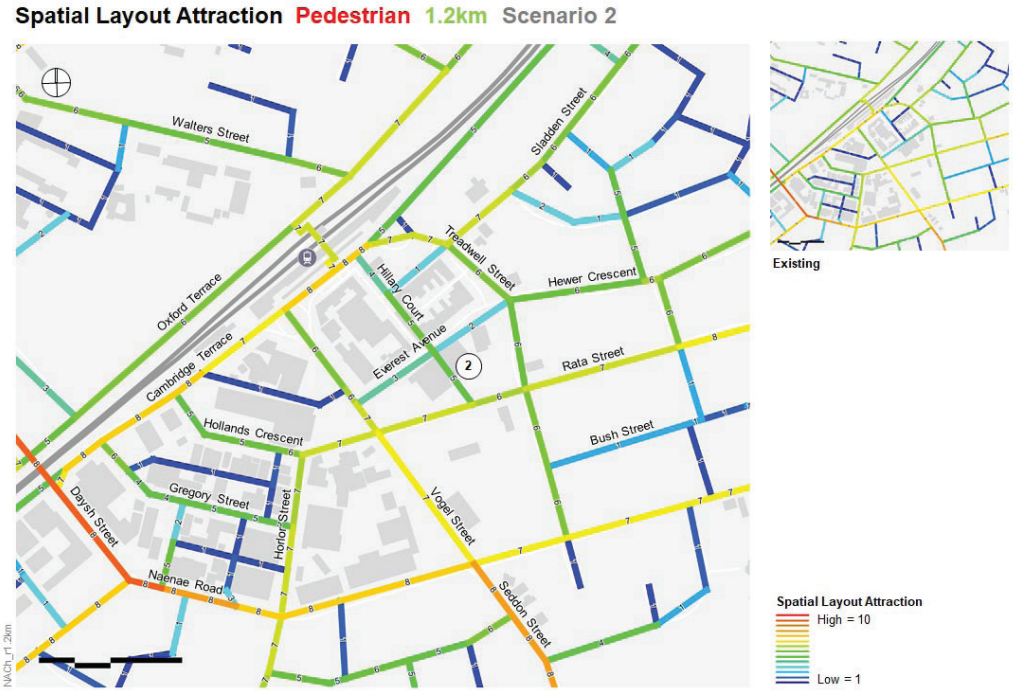


Figure 51. - Scenario 2 testing a southerly extension to Hillary Court. (Image Source: Space Syntax)

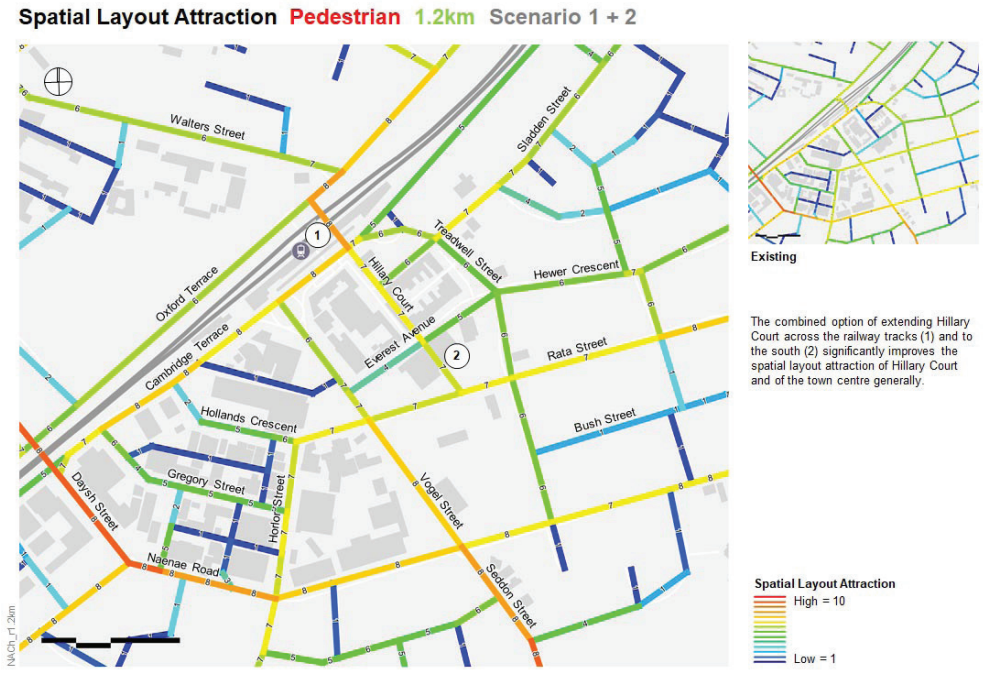


Figure 52. - Scenarios 1 and 2 testing an extension to Hillary Court and a direct at-grade link from Hillary Court to Oxford Terrace.
(Image Source: Space Syntax)

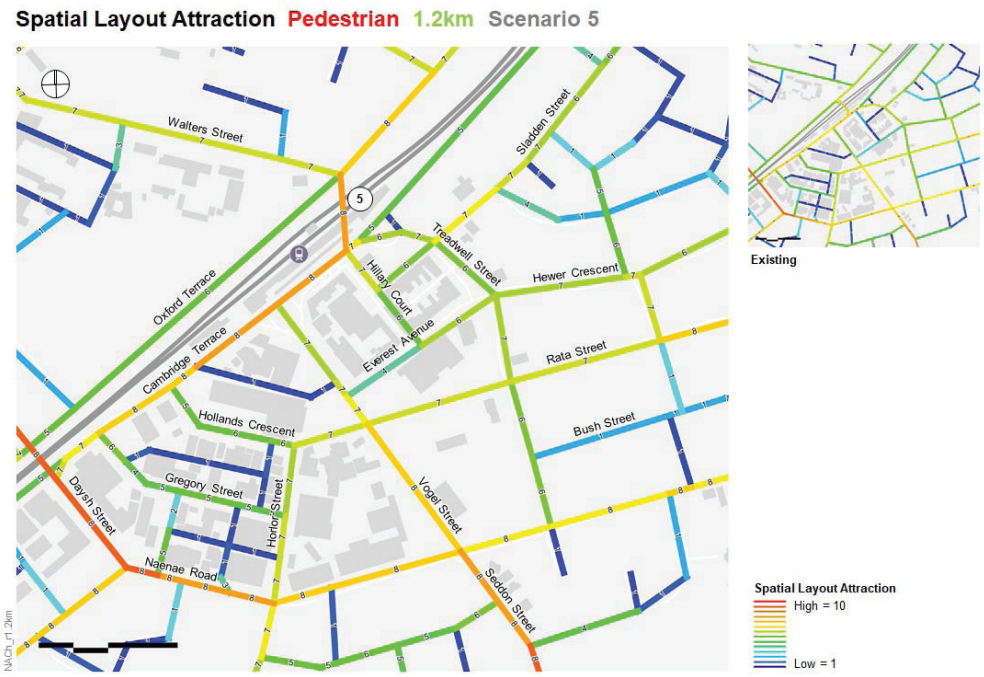


Figure 53. - Scenario 5 testing a link from Walters Street to Hillary Court.
(Image Source: Space Syntax)

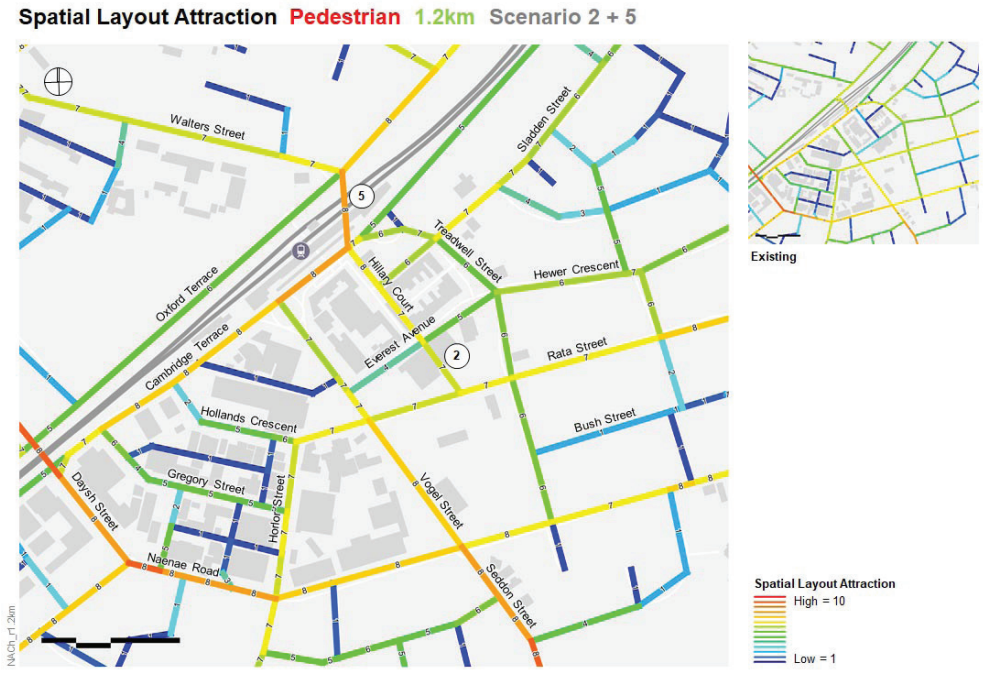


Figure 54. - Scenarios 2 and 5 testing the link from Walters Street to Hillary Court as well as the southerly extension of Hillary Court.
(Image Source: Space Syntax)

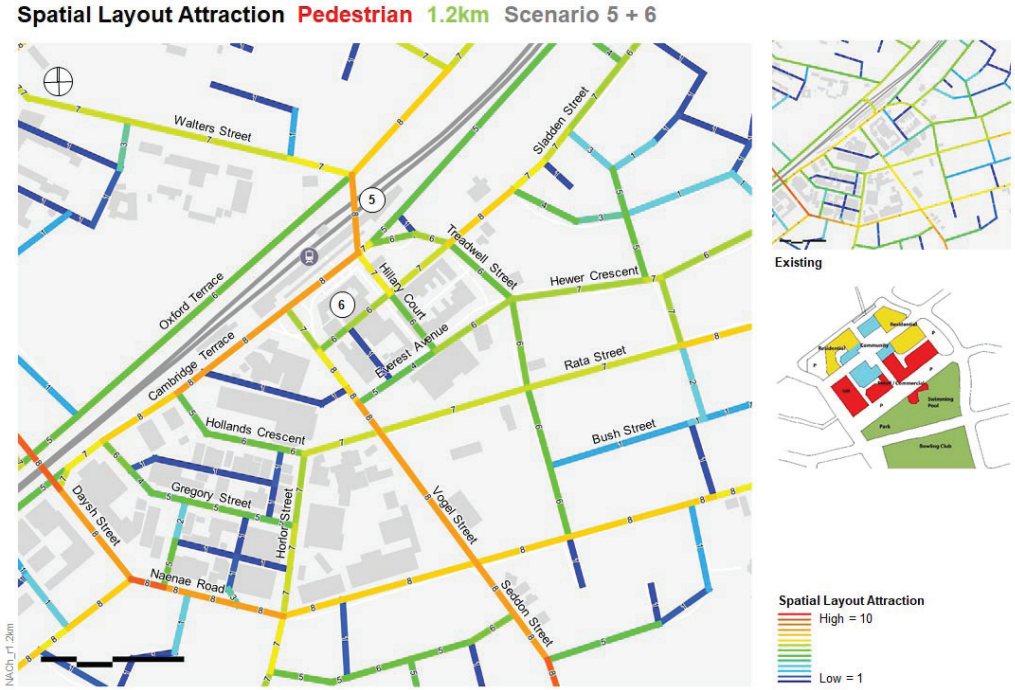


Figure 55. - Scenarios 5 and 6 testing an extension of Sladden Street to Vogel Street in conjunction with a link from Walters Street to Hillary Court. This excludes the Hillary Court extension to the south.
(Image Source: Space Syntax)

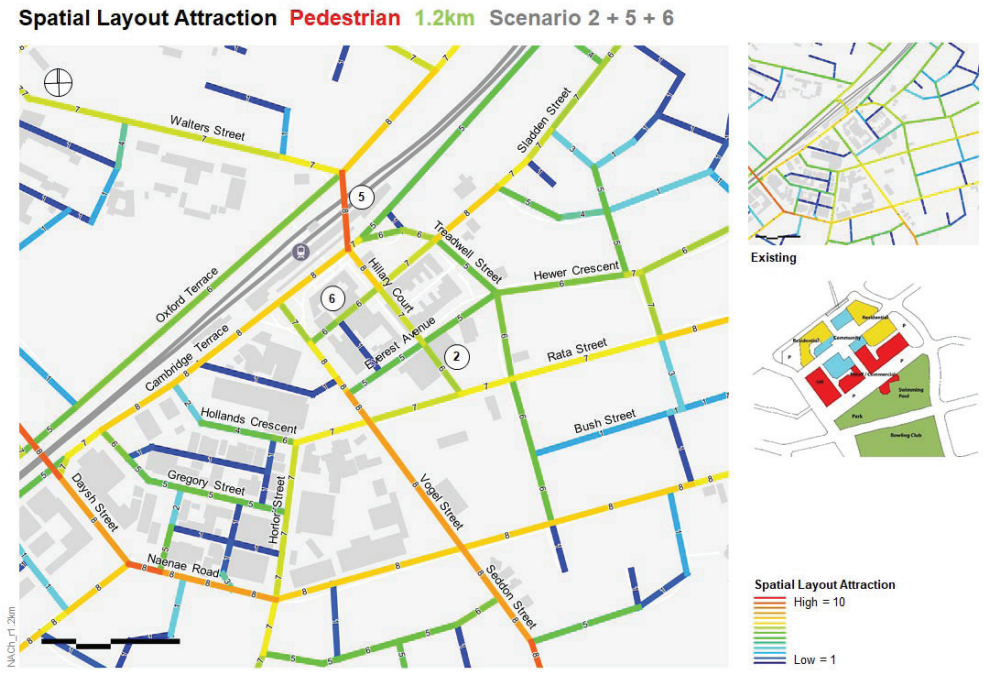


Figure 56. - Scenarios 2, 5 and 6 testing an extension to Hillary Court, a link to Walters Street, and the extension of Sladden Street to Vogel Street.
(Image Source: Space Syntax)

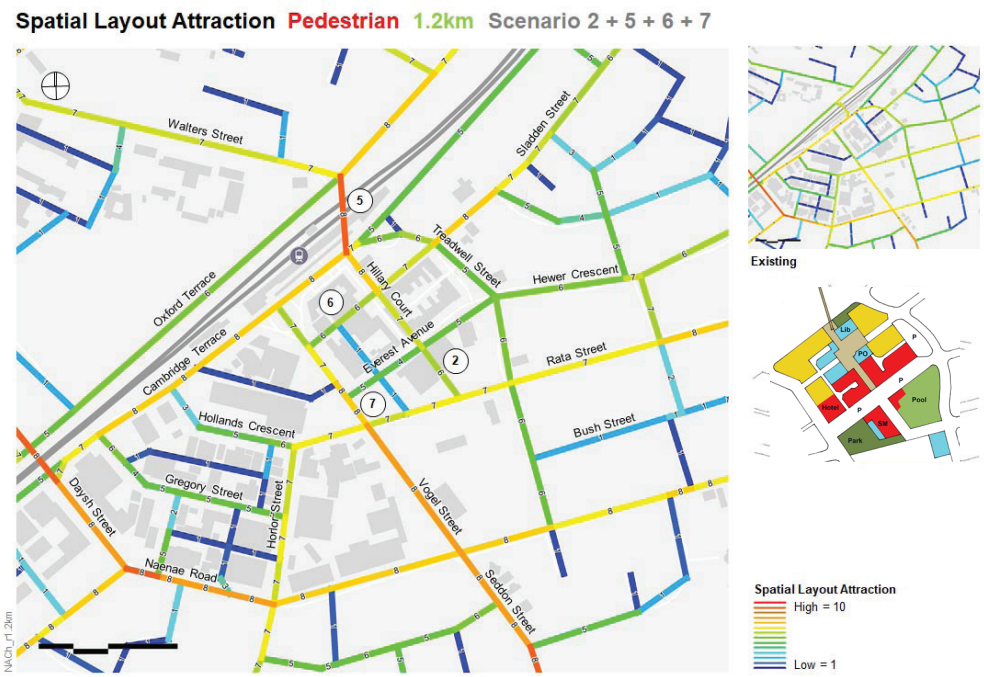


Figure 57. - Scenarios 2, 5, 6 and 7 testing the southerly extension of Hillary Court, a link to Walters Street, an extension of Sladden Street to Vogel Street and a pedestrian path linking from Everest Avenue to the Rata Street extension.
(Image Source: Space Syntax)

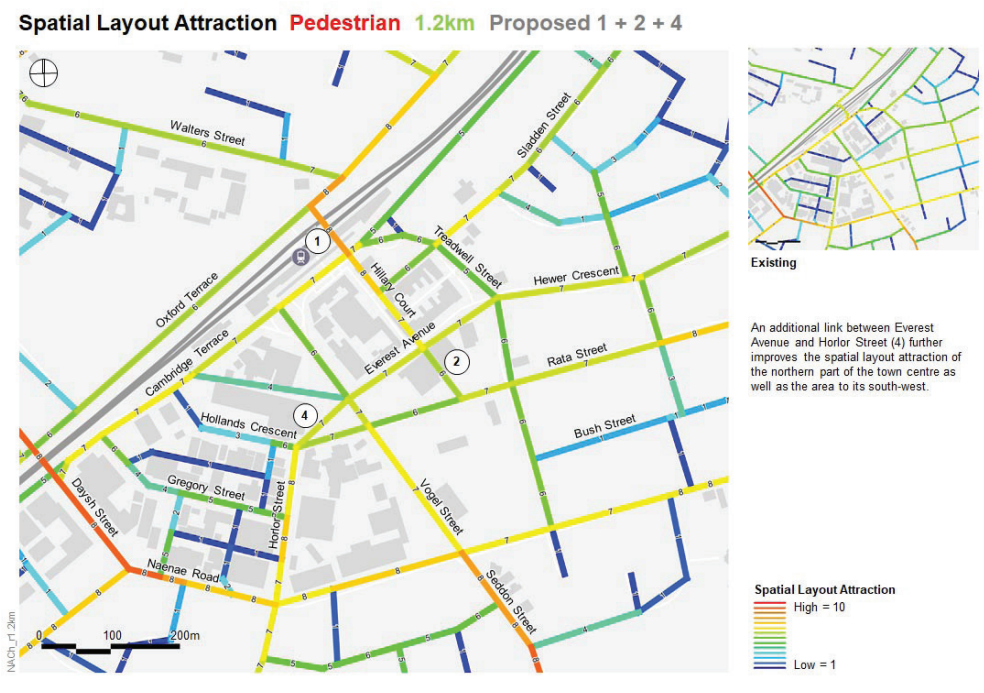


Figure 58. - Scenario 1 testing a direct at-grade link from Hillary Court to Oxford Terrace. (Image Source: Space Syntax)

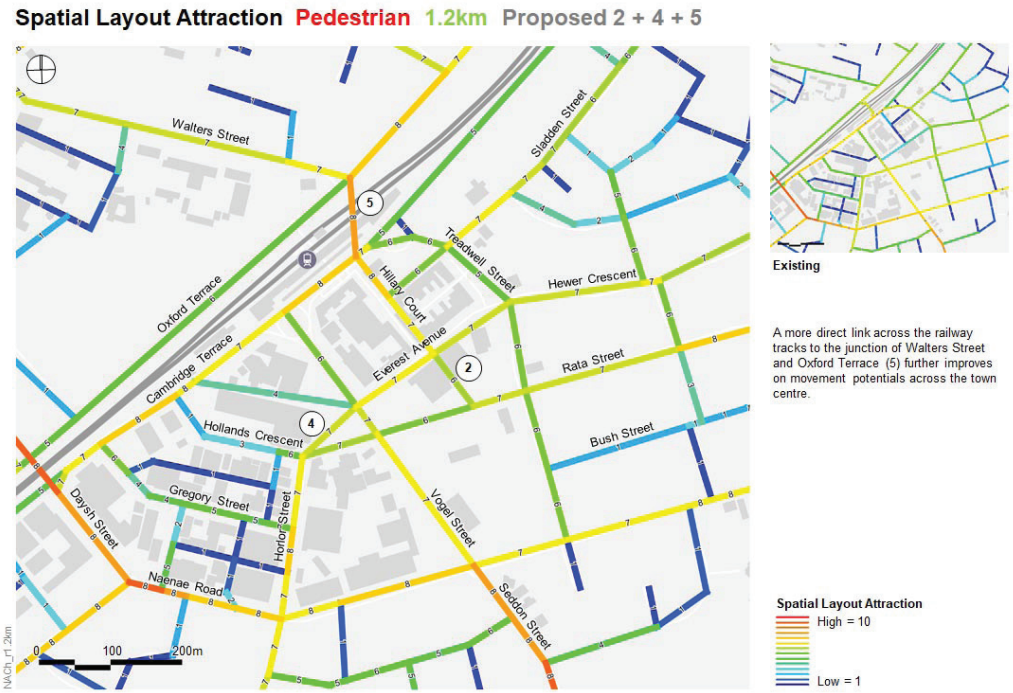


Figure 59. - Scenario 2 testing a southerly extension to Hillary Court. (Image Source: Space Syntax)

06.05 MEASURING WALKABLE CATCHMENT IMPROVEMENTS

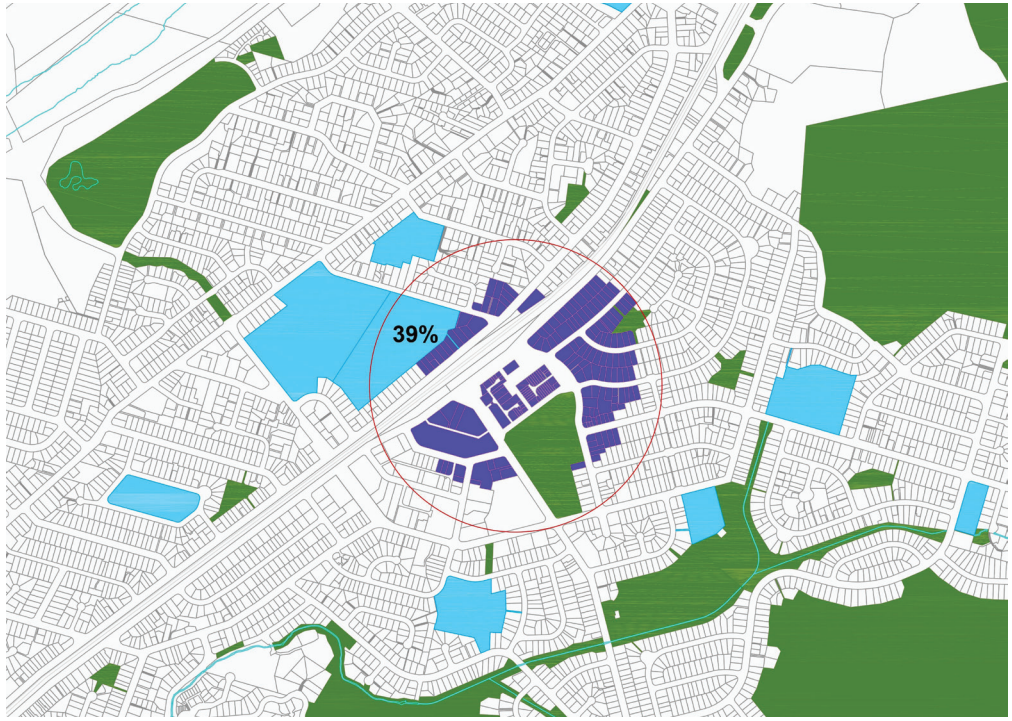


Figure 60. - Ped-shed measured today. This ped-shed measures 400 metres walkability from Hillary Court. Refer to Section 03.04 for an explanation of a Ped-shed.

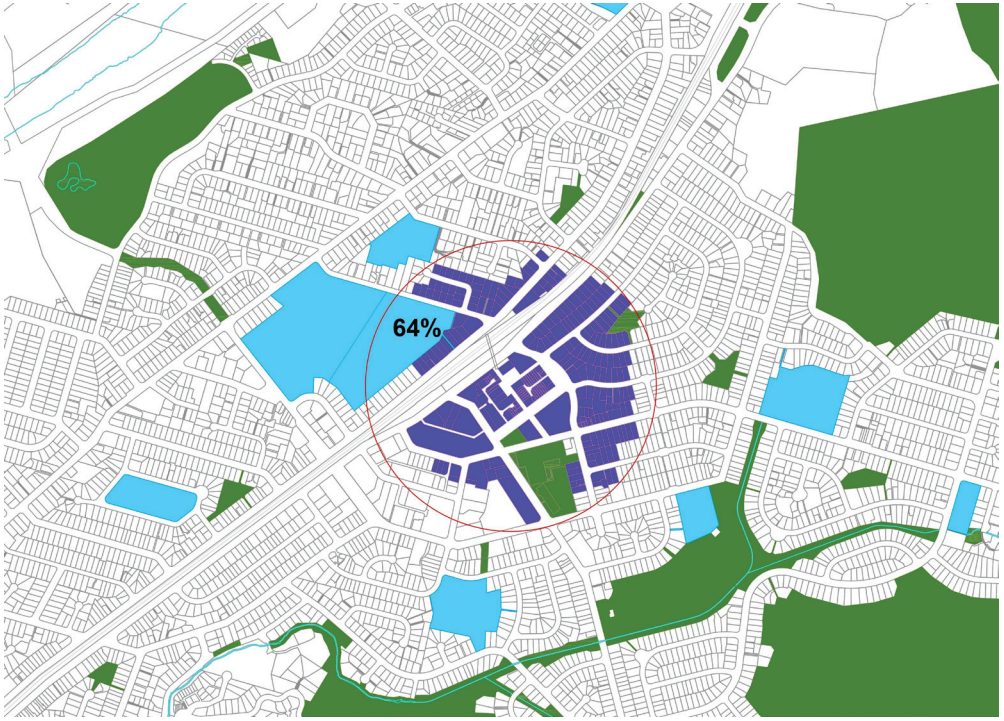


Figure 61. - Ped-shed measured after options to improve the pedestrian and vehicle movement network are added. Note the improvements to the north and east. This ped-shed excludes the Sladden Street extension which would further improve the ped-shed especially to the existing light industrial area to the south.

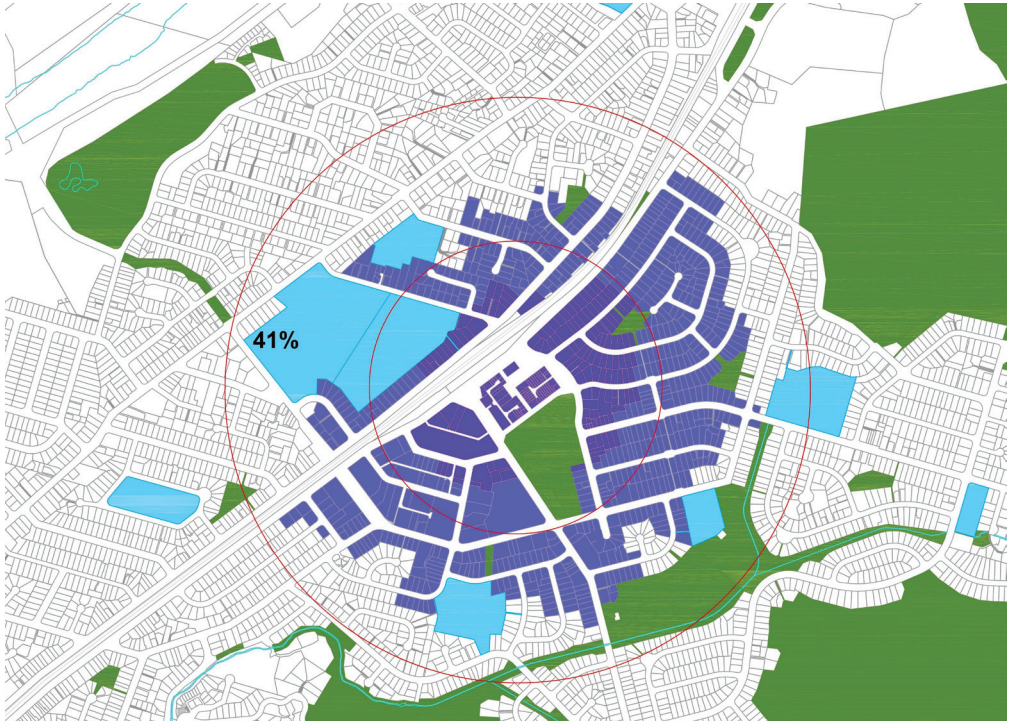


Figure 62. - Ped-shed measured today. This ped-shed measures walkability 800 metres from the bus stops and Naenae railway station. Refer to Section 03.04 for an explanation of a Ped-shed.

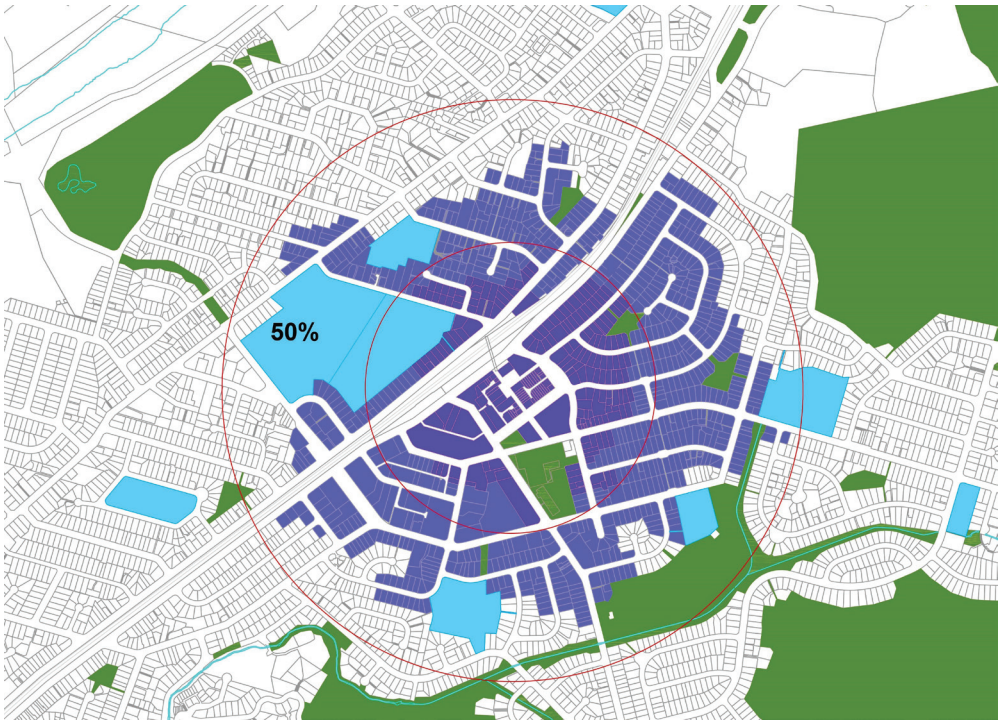


Figure 63. - Ped-shed measured after options to improve the pedestrian and vehicle movement network are added. Note the improvements to the north and east.

07 ELEMENTS OF THE NAENAE SPATIAL PLAN

07.01 NEW POOL - LOCATION AND SITE DETAILS



Figure 64. - A possible plan of a new Naenae pool located on Everest Avenue with entry off an extended Hillary Court. Cafes and other public facilities are located close to the intersection of Everest Avenue and Hillary Court Extension to add vitality to the streets and town centre.

During 2019, the Council identified several options for constructing a new pool at Naenae. 1) retain and strengthen the existing pool, 2) build a new pool with an expanded footprint and 3) combine a new pool with a community hub with an even greater footprint. Option 2) was adopted and budgeted.

From economic analysis it has become clear that loacting the pool in such a way that it contributes directly to the social and economic vitality of the Naenae town centre is an important objective. This is possible on an enlarged site shown in Figures 47. and 64. (In Figure 47. the site is the area shown as ‘recreation” and numbered 12.

The economic rationale for the placement and relationship of the pool to the Naenae town centre is strategic. It’s location and orientation is strategic as it can either catalyse revitalisation of the town centre, or contribute negatively to that revitalisation by poor location and poor relationship to the public realm.

The site for the pool shown in the Naenae Spatial Plan is 1,500 metres larger than the current pool and associated land. It creates a north-facing outdoor area so that there is indoor-outdoor flow from the pool. As this is north-facing it will enjoy a higher level of potential sunshine than other areas, and if sloped gently could be relatively sheltered and private. It would need to be within the pools’ controlled perimeter and fenced. This solution should retain the two specimen trees at the corner of Treadwell Street and Everest Avenue.

From the brief for the pool prepared by Hutt City Council it is apparent that there will be cafes and event spaces to be delivered in association with the pool. If these are located in such a way as to contribute both to the pool and the retail on Everest Avenue and to a future extension of Hillary Court there would be a “win-win” result. Servicing of the pool and deliveries of pool supplies would be from Treadwell Street from a dedicated loading bay. Retail associated with the pool is located to have a relationship to retail on Everest Avenue and the extension of Hillary Court.

07.02 A POTENTIAL SUPERMARKET

Several sites were tested for the location of a supermarket within the Naenae town centre. Only two were found to be practical and viable, and then only for a supermarket of approximately 1,700 square metres in area.

One of the sites, on Cambridge Terrace near the intersection with Treadwell Street, would fail the urban design criteria established during the urban design evaluation. The supermarket would require the demolition of the existing library, and it would present blank walls to Treadwell Street and Cambridge Terrace. This would be a poor urban design and safety outcome and further exacerbate the problem of poor frontage in the town centre. A new site and budget for a new library would also need to be found.

The second site shown in Figure 65. locates the possible supermarket in the heart of the retail core on Everest Avenue and within the footprint of the existing pool. The supermarket would face onto the extended Hillary Court, which could be designed as a slow-moving shared zone. The supermarket should be “sleeved” by other retail facing onto Everest Avenue, and by community facilities (potentially a youth centre) facing onto Walter Mildenhall Park in association with a new basketball court. This would bring activity and activation of the park and surrounding streets. Loading of the supermarket would be off an extension of Rata Street.

07.03 PUBLIC OPEN SPACES

The urban design survey showed that the public open spaces in Naenae are adequate in area, but that they have poor “edge” conditions because buildings turn their backs on these spaces. The NSP proposes an increase in the public open space between the library and the former post office. This would allow the saturday market to expand into this space, as well as provide the setting for large public events. This new plaza replaces a parking lot with a public space for events. See Figure 75.

Walter Mildenhall Park is currently surrounded by streets, the service area of the closed pool, a carpark and a blank fence preventing views into the park from the bowling club. This is a poor outcome which should be improved. The NSP proposes a community facility on the eastern side of the park which would

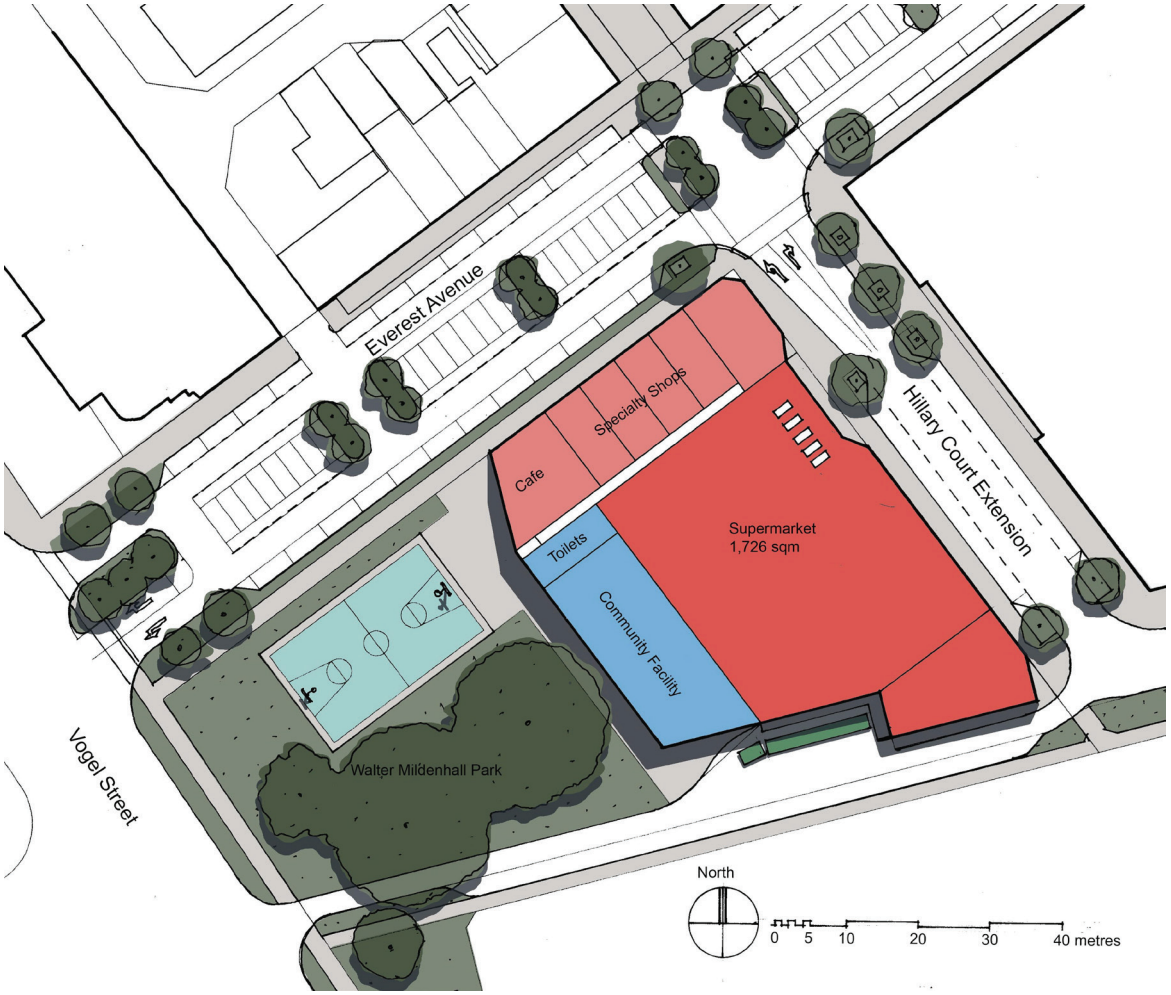


Figure 65. - Possible supermarket sleeved by retail and community uses to ensure a high level of activation of the Public Realm including Walter Mildenhall Park, Everest Avenue and the extension to Hillary Court.

activate this edge and encourage more use of the park. It is also proposed to build a new basketball court on the park as well as seating and shelters for public use. See Figure 65.

The potential extension of Rata Street to Vogel Street will increase activity adjacent to the park and surveillance. The bowling club should be persuaded to change the bowling club fence to increase visibility from the club to public streets and parks.

It is essential that the Rata Street extension is designed in such a way that vehicle movement is limited to 30kph. This should be achieved through design, not just signing.

07.04 ACCESS TO NAENAE CENTRE

The existing underpass and tunnel is a poor connection to the railway station. It may well have met previous standards, but no longer meets current Crime Prevention through Environmental Design (CEPTED) standards for community safety. There are three possible improvements which could be made.

The first would be a significantly widening of the tunnel to improve sight lines. This would be a disruptive and expensive solution.

The second possibility would be an at-grade level crossing along the alignment with Hillary Court. This would effectively connect the railway station with the town centre, which would be a positive outcome. This solution is however dependent on either the acquisition of a privately held site, or significant disruption to the storage facility on Cambridge Terrace.

The third option would be a bridge linking Hillary Court, Cambridge terrace, the railway station, and Oxford Terrace. An expensive version of this solution would include at least eight lifts in conjunction with stairs. A cheaper, solution would have Health and Disability Act-compliant ramps in conjunction with stairs. Weather protection in all solutions should be included. The alignment of the possible bridge is important. It should be angled to make access from Naenae College and Naenae Intermediate School both located on Walters Street easy at the intersection with Oxford Terrace, and discharge south-bound pedestrians and cyclists in Hillary Court. The optimal bridge alignment is shown in Figure 66. If there is deviation from this alignment, both the ped-shed result and the Space Syntax result would be reduced in strength. The alignment is critical to maximise the walking and access benefit.

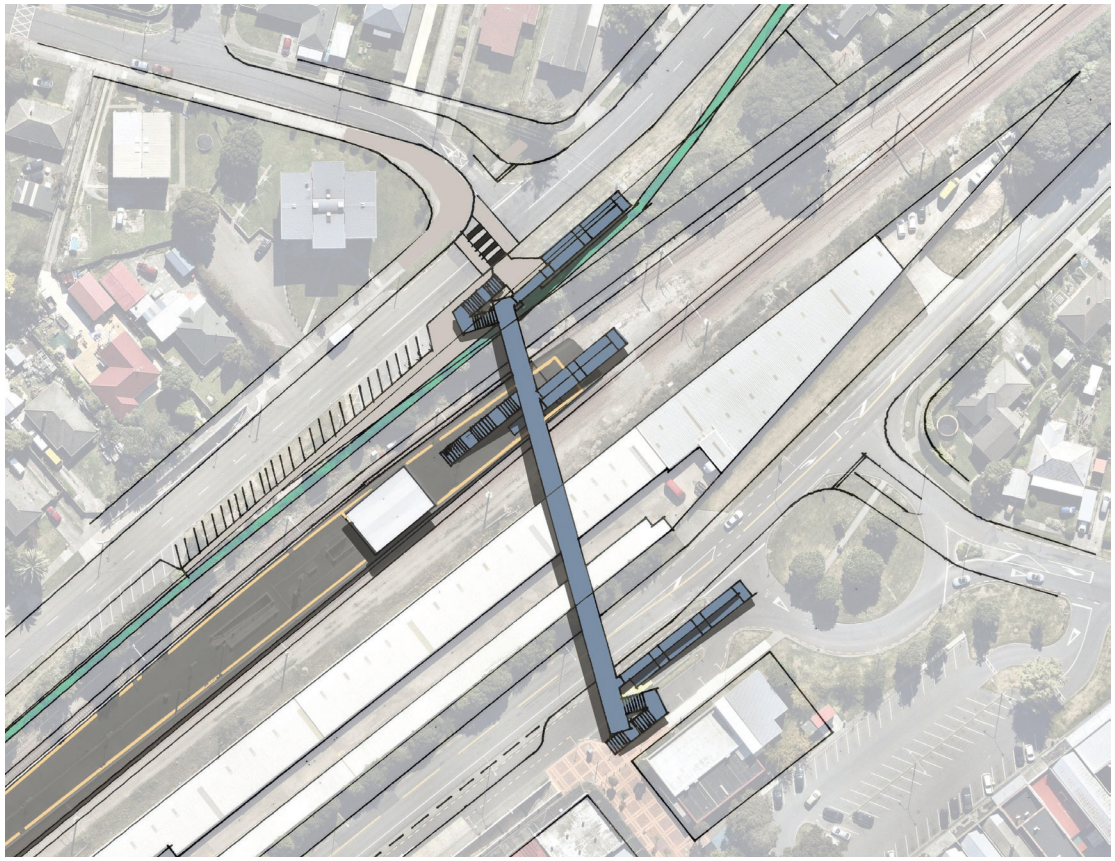


Figure 66. - Possible bridge connecting Hillary Court to the Naenae Railway Station and beyond to Oxford Terrace and Naenae College. This bridge includes ramps rather than lifts. Either option is possible and the solution will be determined by cost and Health and Disability Act compliance.

07.05 HILLARY COURT AS COMMUNITY HEART

As outlined in the economic evaluation Hillary Court is no longer the heart of retail in Naenae town centre. Many factors have contributed to this. It is however an important urban space in New Zealand's planning history and deserves to be revitalised and given a new future. Internationally retail streets are in decline and are changing to include community uses and public spaces.

There is an opportunity to discover a new future for Hillary Court with the former post office and existing library as key community assets. The former Regent picture theatre could also be reinstated as a community asset, possibly a meeting hall or gymnasium. Many of the buildings adjacent to Hillary Court could be reimagined as community facilities. This will be an ongoing investigation beyond this spatial plan. A reference for the future of Hillary Court may be the Toi Pōneke Arts Centre in Wellington. (https://toiponeke.nz/)

More people living around these future community assets will increase potential patronage and activity in public places and give the town centre more of a "buzz".



Figure 67. - Expanding Hillary Court as a Community Heart. This includes a larger public plaza as well as the re-use of existing buildings for community purposes, shown blue.

07.06 POTENTIAL RESIDENTIAL DEVELOPMENT

In the past, strict zoning regulations prevented the mixing of land uses in and around town centres. Since the 1980's there has been a recognition that people living in town centres has many benefits. It provides a setting for a diversity of housing, as well as a twenty-four hour presence of people in the town centre. This encourages the establishment of a night-time economy as well as providing activity, surveillance, and increased safety in town centres.

Given the limited catchment for Naenae retail, there is too much frontage for retail to perform adequately on all fronts and along all streets. The introduction of residences as part of the land use mix would support the existing retail and increase the patronage of community facilities and public transport.

It is estimated that approximately 220 residential units could be delivered within the Naenae town centre. This would increase retail expenditure by approximately $5.2 million per annum, much of which would be spent in Naenae. This would almost double local expenditure in the town centre.

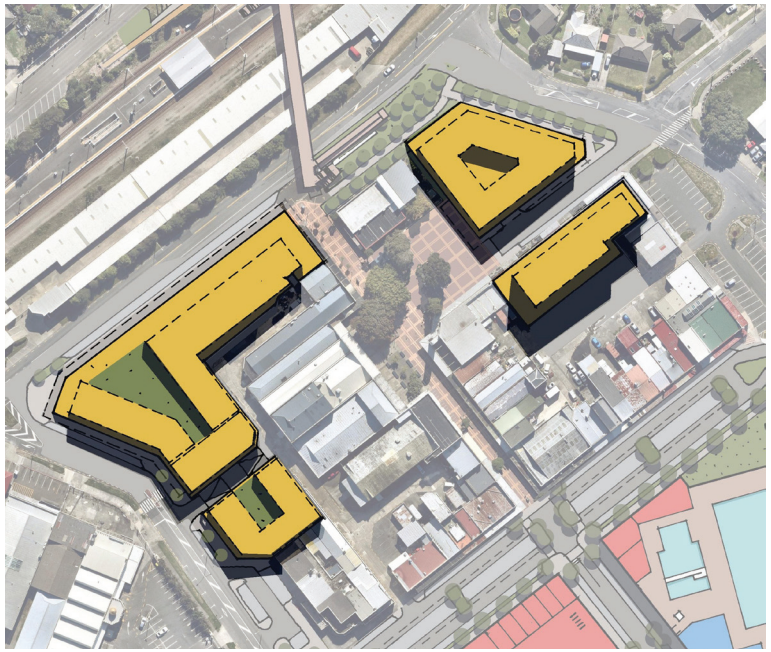


Figure 68. - Possible residential development in Naenae town centre.

07.07 OPTIONS FOR NEW STREETSCAPES

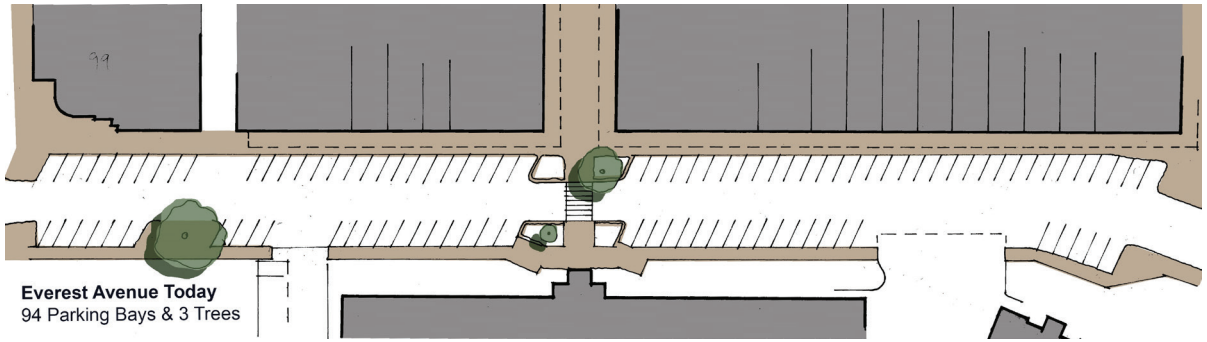


Figure 69. - Everest Avenue Today

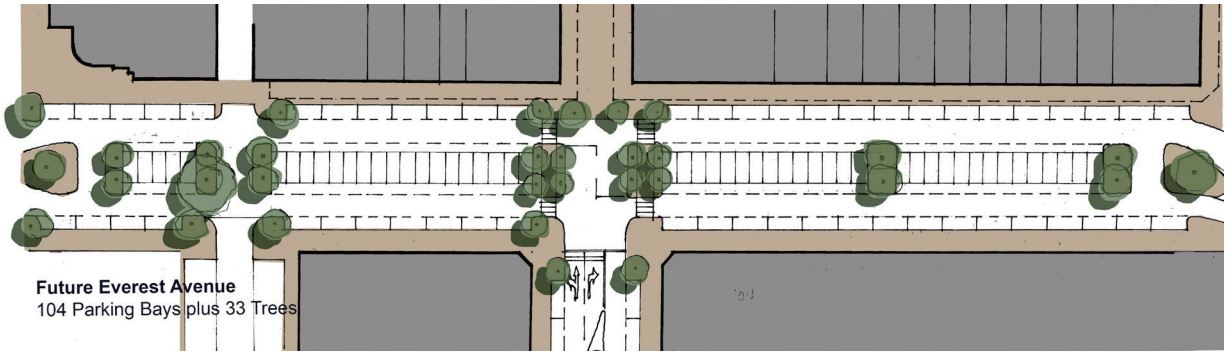


Figure 70. - Possible Future Redesign of Everest Avenue as an Urban Boulevard and Parking Street



Figure 71. - Cross-section of a Possible Future Everest Avenue.

The Naenae Spatial Plan proposes options for new street and shared space connections. In all cases the design will be essential to avoid typical suburban traffic behaviour. In other words, the movement in these streets should be balanced so that the needs of all users are considered and protected, particularly for those on foot. The proposed new connections and streetscape improvements are as follows:

Everest Avenue

Currently Everest Avenue is designed as a two-way street with angled 45 degree parking. The angled parking is to maximise the number of parking bays along this key retail street. The problem with angled parking is that it is aggressive to the footpath, the nose of vehicles extends over kerbs and spears onto the footpath. This reduces the attraction of alfresco dining and café seating on footpaths. It is also unsafe for vehicles required to reverse from parking bays into on-coming traffic, often unsighted when large SUV's or vans are parked alongside.

The redevelopment of the Naenae pool creates an opportunity to improve this street to create a tree-lined urban boulevard. This involves creating parallel parking along footpaths on both sides of the street. This in turn creates a useful 'barrier of steel" for external café seating and for alfresco dining. Parking numbers would be increased by a central parking lane. It is estimated that at least 104 parking bays can be achieved which is 10 more than the current design of Everest Avenue. The central parking should have a 1.8 metre "see-and-be-seen" zone in front and behind the parking bays to allow vehicles to nudge forward and see on-coming traffic. This will also facilitate ease of turning in and out of parking bays.

The street currently has very few trees. The new design creates opportunities for at least 33 trees to be planted in the street. This will dramatically increase its visual appeal, cool the street in summer and support biodiversity in Naenae.

This solution for Everest Avenue would require the road reserve to be widened to 30 metres. It is currently 22 metres wide.

Rata Street Extension

Hollands Crescent used to connect to Treadwell Street before the construction of the Naenae pool. This link was removed in the late 1950's. There is an opportunity to reconnect Treadwell Street to Vogel Street to improve access in and around the town centre. The design of this link will be critical. It should be designed so that speeds of more than 30 kph are discouraged and not possible. This means using multiple traffic-calming devises and techniques to achieve a low-speed street. If a supermarket is delivered on the former pool site, this link will provide an obvious route for delivery vehicles and supermarket loading. It has the potential to provide more on-street parking to service both the new pool and the retail core on Everest Street.

Hillary Court Extension

Hillary Court alignment could be extended to the south to link with the Rata Street extension. From community feedback a shared zone or very slow-moving street is favoured to create access to the new pool and potential supermarket. This is important for people with disabilities. Shared zones are being introduced to many town and city centres in New Zealand with great success. Hillary Court was the first fully pedestrian mall created in New Zealand, therefore its extension as a shared zone would seem an appropriate innovation.



Figure 72. - Hillary Court Extension as a shared space, and Rata Street extended as a narrow service road and access for coach parking.



Figure 73. - Examples of shared streets, O'Connel Street (left) and Elliot Street (right) in Auckland.

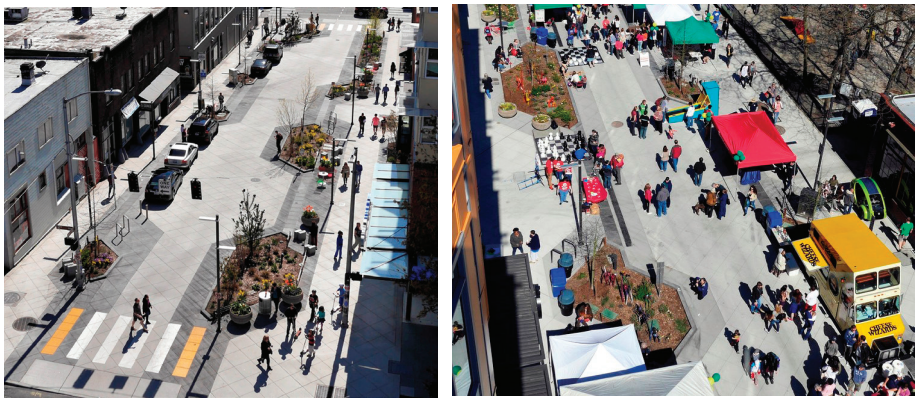


Figure 74. - A typical shared pathway in different modes, either for daily vehicle access (left) or for events and markets (right).

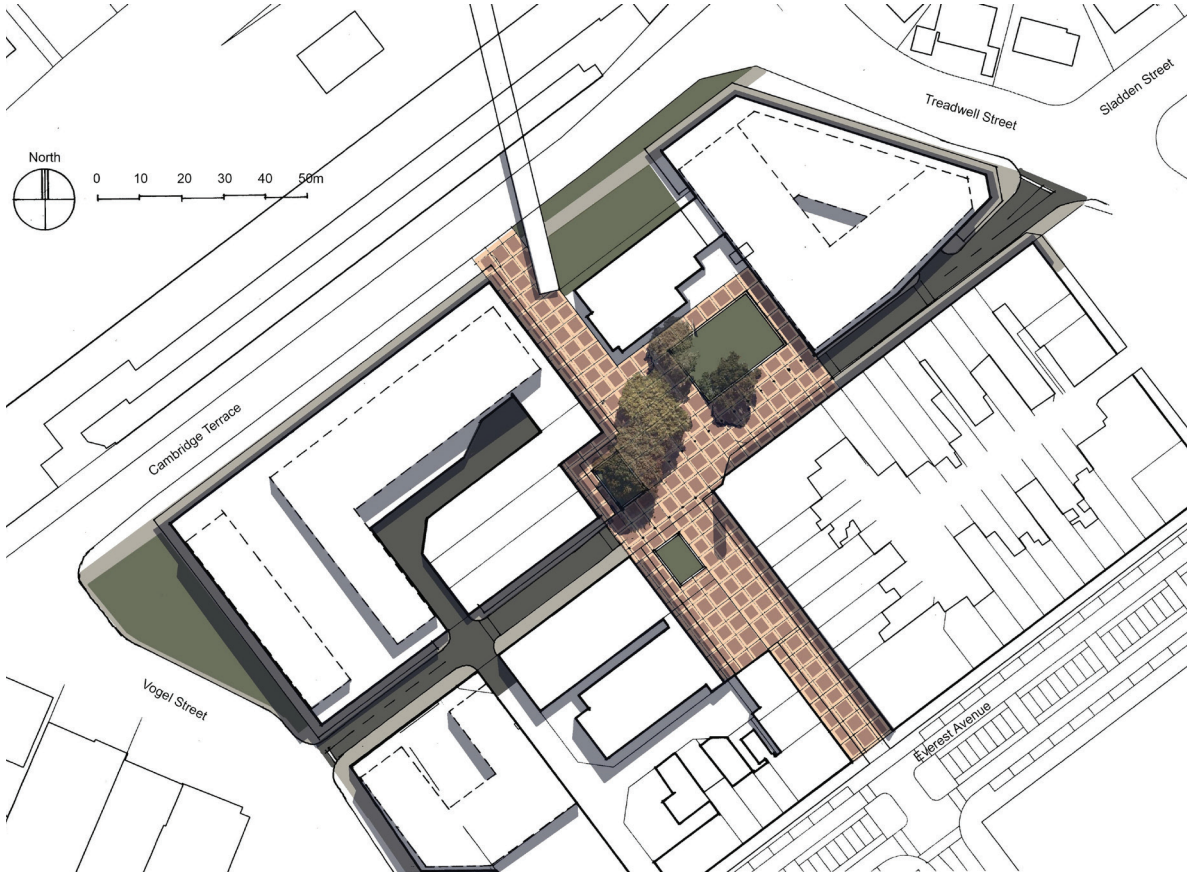


Figure 75. - An extended pathway aling the Sladden Street alignment, brining activity into the northern end of Hillary Court and a new expanded plaza between the library and former post office.

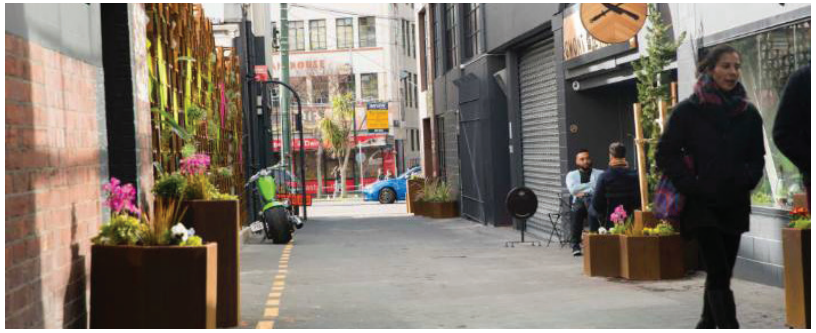
Possible Sladden Street Extension

Hillary Court is relatively long, with no meaningful connections to the north. This is part of the reason for retail failure along its length. Retail is strongest near Everest Avenue. The northern part of the court needs energising especially during quieter times of the day and week. There is an opportunity to create a large public square or plaza between the library and the former post office. This would be in sympathy with Ernst Plischke's original concept for Naenae.

There is an opportunity to enliven both the existing and new plaza, as well as the northern part of Hillary Court by creating a narrow, slow-moving shared pathway which would extend from Treadwell Street to Vogel Street. This pathway is shown at 10m wide, and it would be able to be closed to traffic at times that the plaza was active. Without a link as suggested, the northern end of Hillary Court and the new extended plaza are likely to be relatively isolated and disconnected places. This would entrench existing problems in Hillary Court.

It is critical that this link is designed with pedestrians given priority. It should be paved in one material from edge to edge and have no kerbs. Existing trees should be retained and supported by new green spaces along the street, and vehicles should only be permitted to drive at walking speed to gain access to parking under new residential buildings. Speed limits should be less than 20kph in this new linking street. Egmont Street in Wellington is a good example of such a street (See image below). When the plaza is in event mode, access to future residential buildings would still be possible.

There is an option to create the links to the future residential buildings and permanently exclude vehicles from the expanded plaza, with the exception of emergency vehicles and event-related vehicles. The urban structure of the Naenae Spatial Plan would allow all of these options.



Egmont Street, Wellington. A Wellington Company development

08 A SPATIAL PLAN FOR NAENAE TOWN CENTRE

08.01 IMPLEMENTATION SEQUENCE

There is a logic as to how the NSP could be implemented as many elements are dependent on the delivery of others. The implementation of the NSP might therefore follow the following sequence:

- Develop a Property Strategy to inform potential acquisitions and land use changes.
- Develop a Business Case for a supermarket and related shops/ residences on Council-owned land as part of a strategy to offset pool operating costs.
- Develop a Business case with the Regional Council for improved access across the rail line including options for an overhead bridge.
- Develop options for Council-led residential development with Urban Plus Ltd.
- Develop a Business Case for expanded Council community facilities in the centre of Hillary Court.
- Design of a new pool on the designated site.
- Demolition of the existing swimming pool and community hall.
- Rationalise the existing roundabouts and roads at Treadwell and Vogel Streets to create new sites.
- Widening and reconstruction of Everest Avenue as an expanded parking street with trees.
- Construction of a shared zone to extend Hillary Court.
- Installation of community facilities in existing or acquired buildings in Hillary Court to form a Community Heart.
- Connecting Treadwell Street to Vogel Street on the Rata Street alignment.
- Improvement to the bowling club fence to increase visibility.
- Improvements to Walter Mildenhall Park.
- Gaining permission to span the existing bulk storage facility on Cambridge Terrace.
- Design and leasing of a new supermarket and associated retail and community facility on the western side of the Hillary Court extension.
- Expansion of a public plaza between the library and former post office.
- Investigate the possible extension of the Naenae Library to create a global learning centre
- Demolition of the tunnel to the railway station.
- Establishment of new section boundaries to facilitate redevelopment and expansion.
- Undertake feasibility studies to investigate the viability of housing developments in the Naenae town centre.
- Construction of new residential developments.
- Possible creation of “slow pathway” on Sladden Street alignment linking Treadwell Street to Vogel Street.



Figure 76. - A FRAMEWORK FOR THE NAENAE SPATIAL PLAN

CONNECTIONS

1. Level crossing from Hillary Court to Oxford Terrace
2. Bridge linking Hillary Court to Naenae Station and Walters Street
3. Hillary Court Extension
4. Rata Street Extension
5. Possible Sladden Street "slow street" link

URBAN PLAZAS AND PLACES

3. Shared Space on Hillary Court Extension
6. Everest Avenue as Urban Boulevard & Parking Resource
7. Extended Plaza in Hillary Court

DEVELOPMENT SITES

8. Site for a new Naenae Pool complex

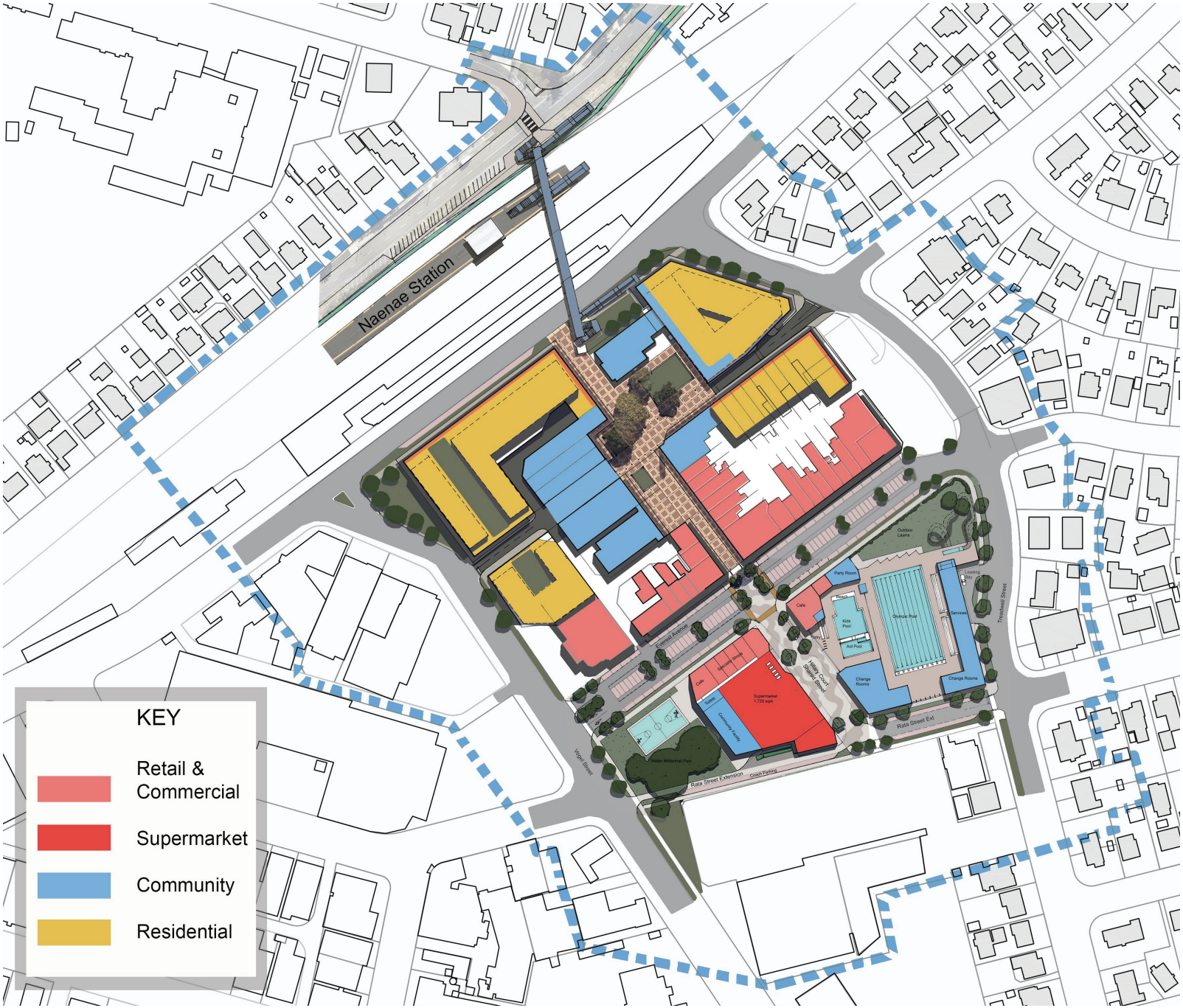
9 Site for a new Supermarket, shops & Community Facility

10. Possible Residential development site
11. Possible Residential development site
12. Possible Residential development site and Library extension
13. Possible Residential development site
14. Possible Community facility
15. Possible Community facility

Figure 77 - THE NAENAE SPATIAL PLAN

The Naenae Spatial Plan is an aspirational plan. The concepts shown still need to undergo viability testing and further engagement with the community. For example, housing shown near the library was the least favoured by the community, yet it is the easiest for Council to deliver. This concept may also deliver an extension to the library to create a twenty first century global learning and knowledge centre. This would animate the proposed square extension and contribute to creating a vibrant public space at the heart of Naenae town centre.

These concepts will be tested beyond the Naenae Spatial Plan which forms a framework for future testing and consideration.



09

COMMUNITY ENGAGEMENT AND CONSULTATION

As an extension to the community engagement process initiated by Hutt City Council which resulted in the Voice of the Community report, Hutt City Council formed a NSP Community Group and an engagement process to allow community members to provide input to the development of a Spatial Plan for Naenae.

This took the form of workshops, public exhibitions in Naenae, stakeholder workshops and online surveys outlining background analysis and various options for future development of the Naenae town centre. The intention was to inform people of the analysis and for Council to gain feedback and insight into the level of community support for the various development options.

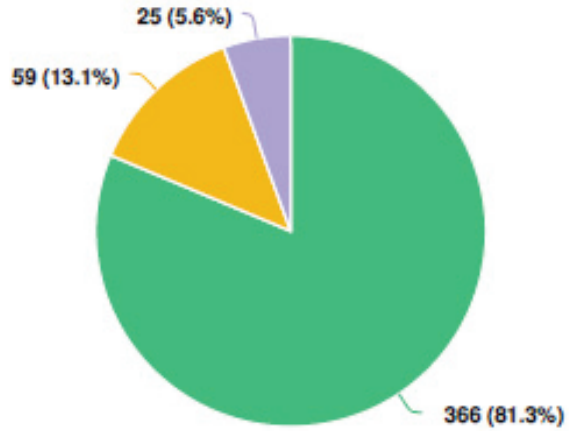
The following are the questions asked of respondents and their responses. For the full list of community feedback, responses and comments refer to Hutt City Council for copies of the Survey Response Report.



Figure 78. - Councillor Andy Mitchell leading a community engagement workshop to evaluate options.

09.01 QUESTIONS AND FEEDBACK RESPONSES

QUESTION 1 - Do you think there should be a supermarket in the naenae town centre?



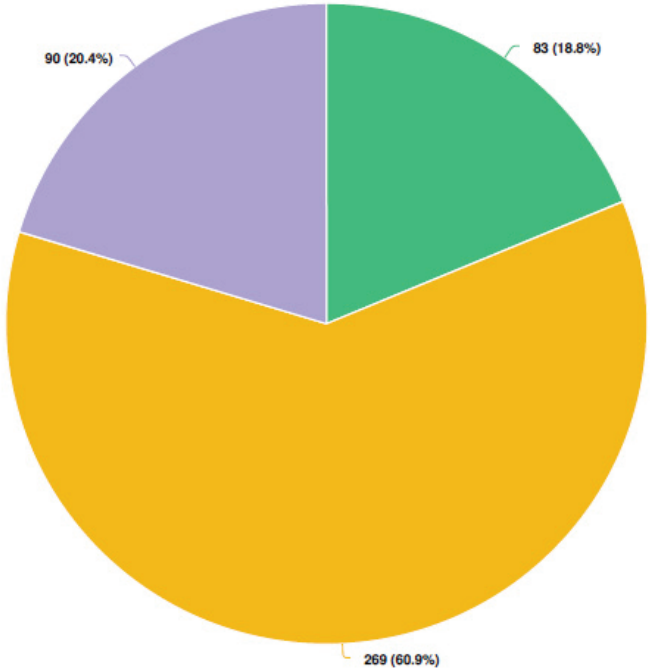
Question options

Yes No Don't know

Optional question (450 response(s), 33 skipped)
Question type: Radio Button Question

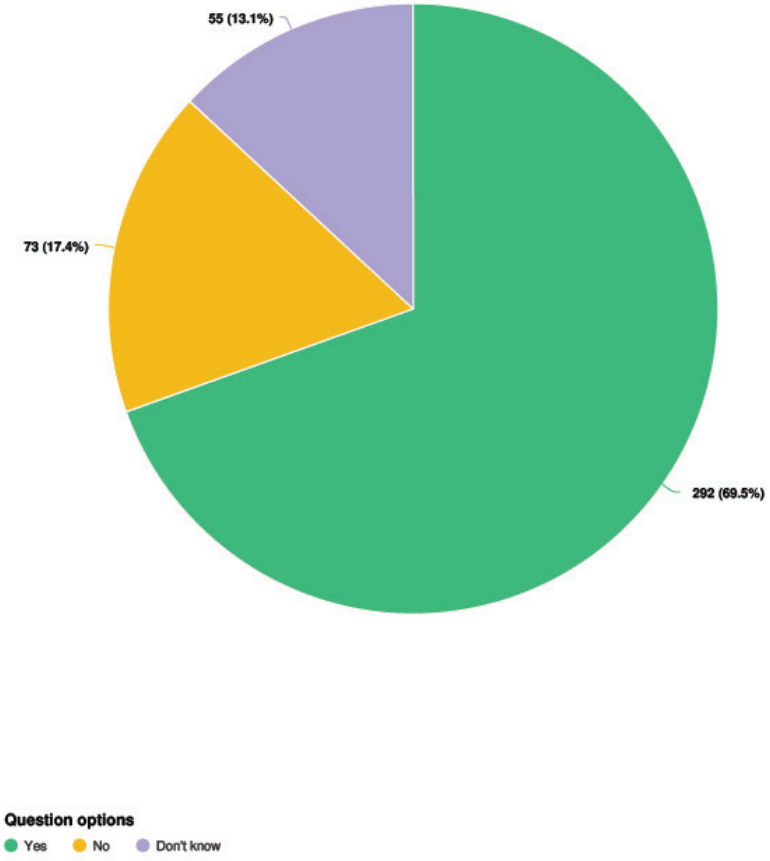
QUESTION 2 - Why?/ Why not? (Essay question - 408 responses)

QUESTION 3 - Council could make land available to encourage a mid-sized supermarket to open in Naenae. Which of the following would you prefer?



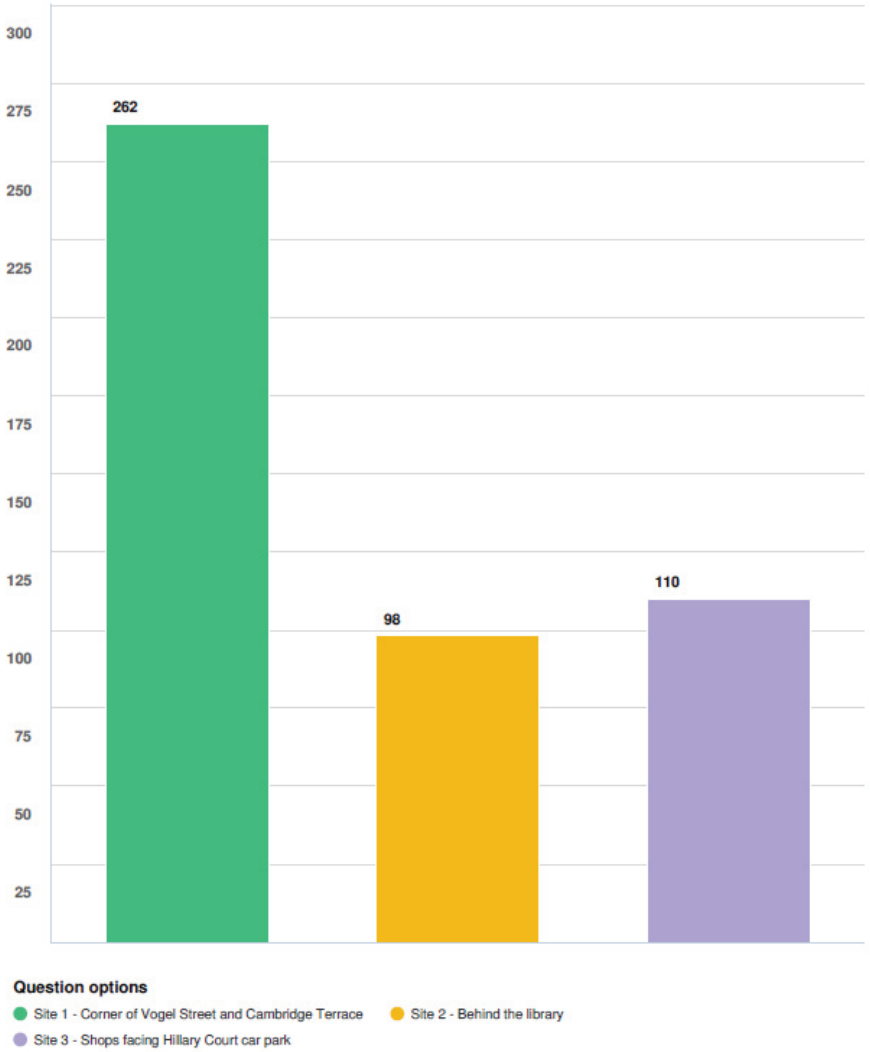
QUESTION 4 - Please add here any comments you would like to make about possible locations for a supermarket. (Essay question - 189 responses)

QUESTION 5 - Do you think Council should be involved in developing housing around the Naenae town centre?

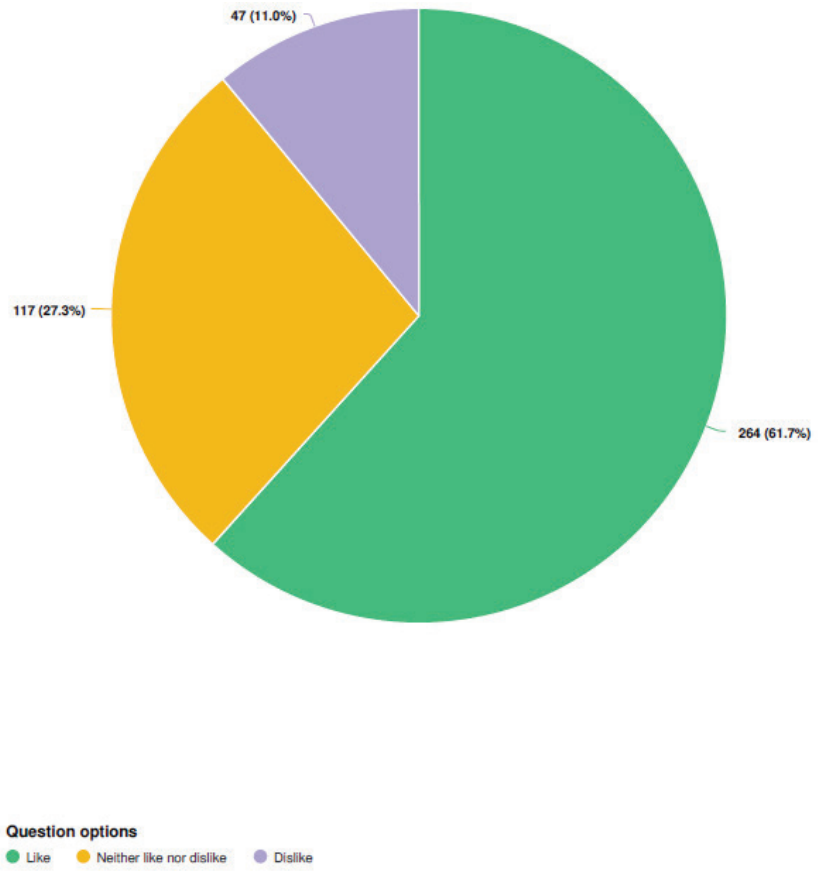


QUESTION 6 - Why?/ Why not? (Essay Question - 320 responses)

QUESTION 7 - Where do you think are the best locations for housing around the Naenae town centre? (You can select one or multiple locations)

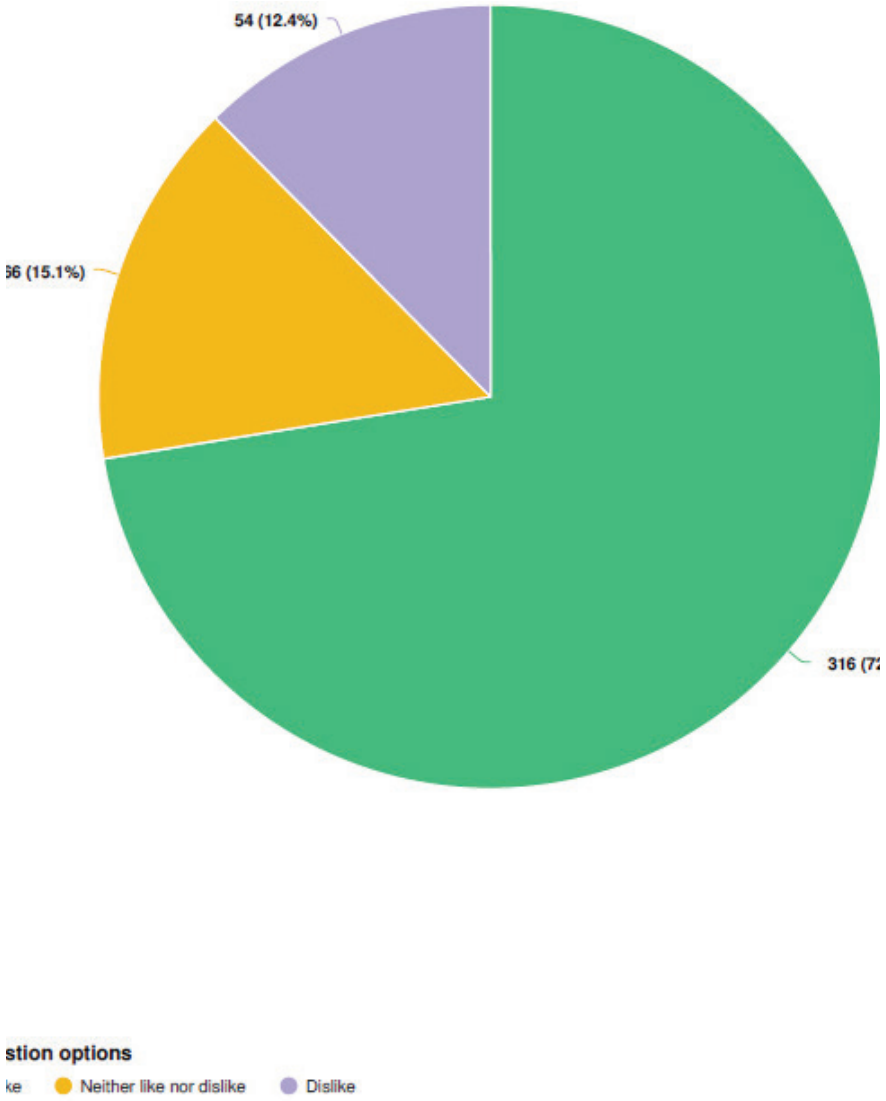


QUESTION 8 - Creation of an expanded square/ plaza between the Library and Post Office building?



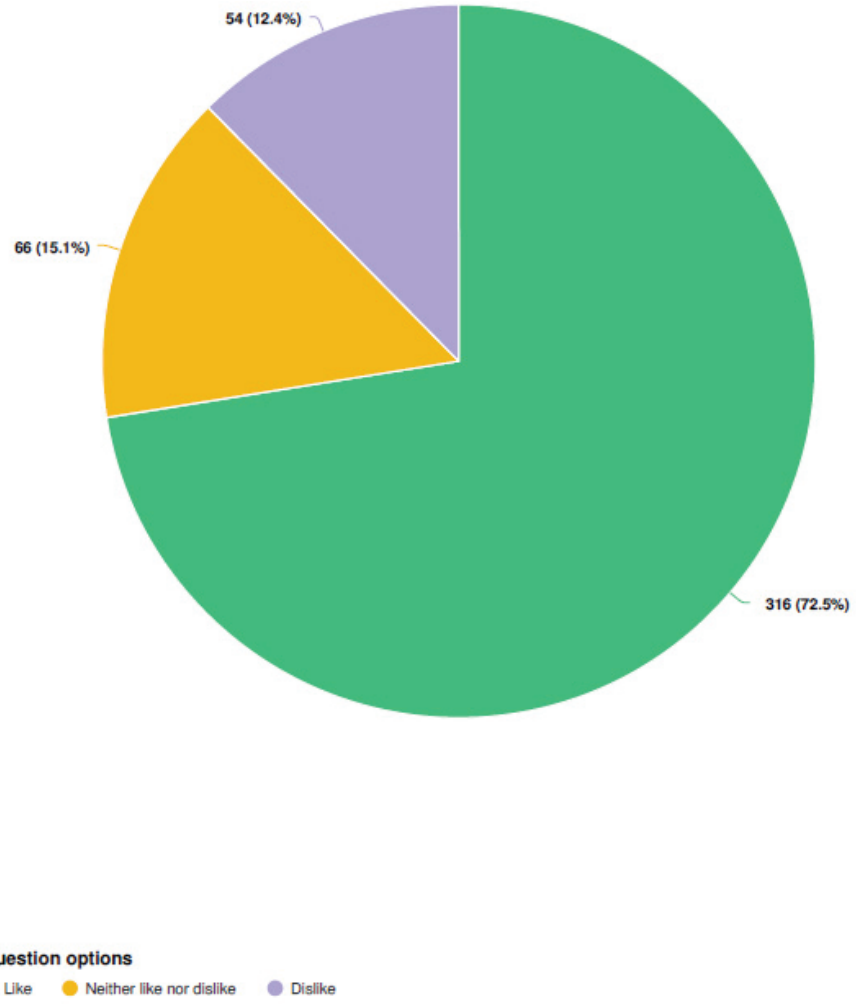
QUESTION 9 - Comments (Essay question - 164 responses)

QUESTION 10 - Replacing the railway subway with an over bridge between Hillary Court, the station and Oxford Terrace



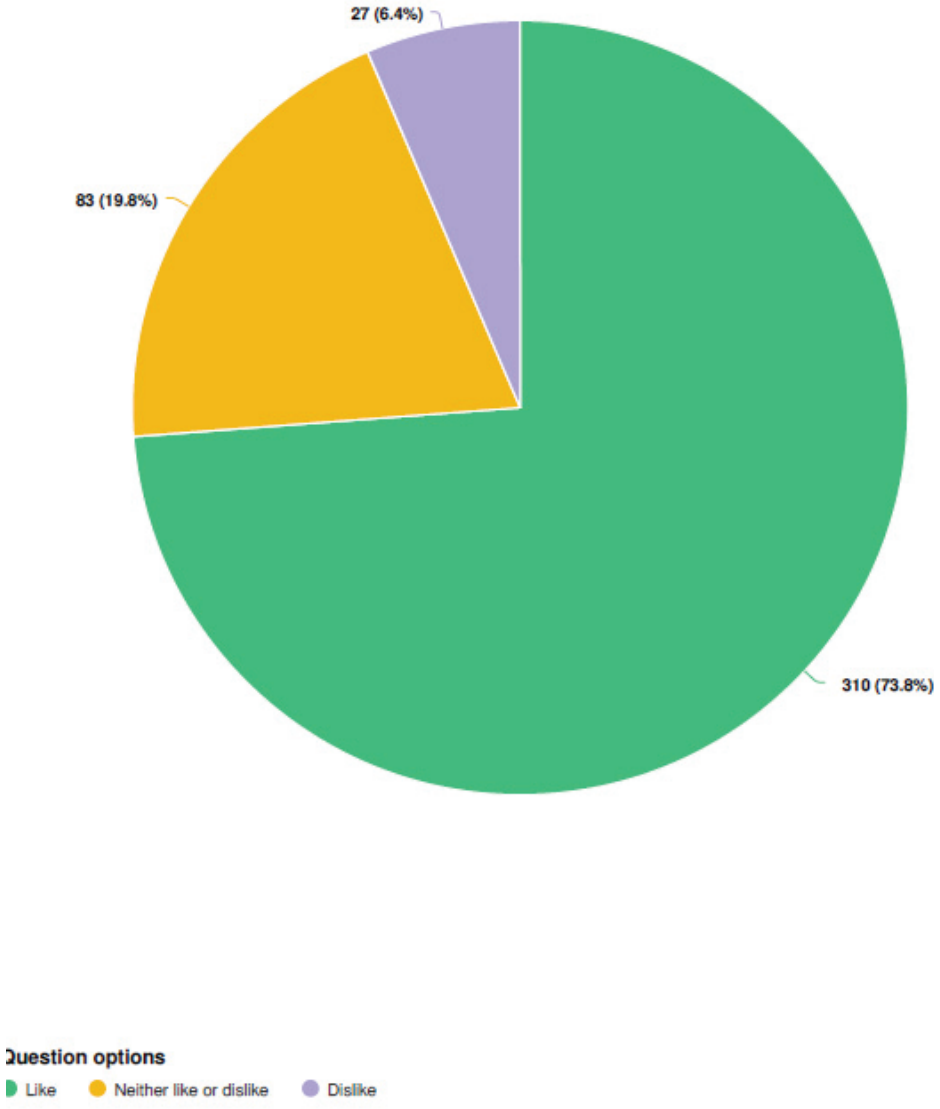
QUESTION 11 - Comments (Essay question - 257 responses)

QUESTION 12 - Widening of Everest Avenue to increase safety and including more car parks



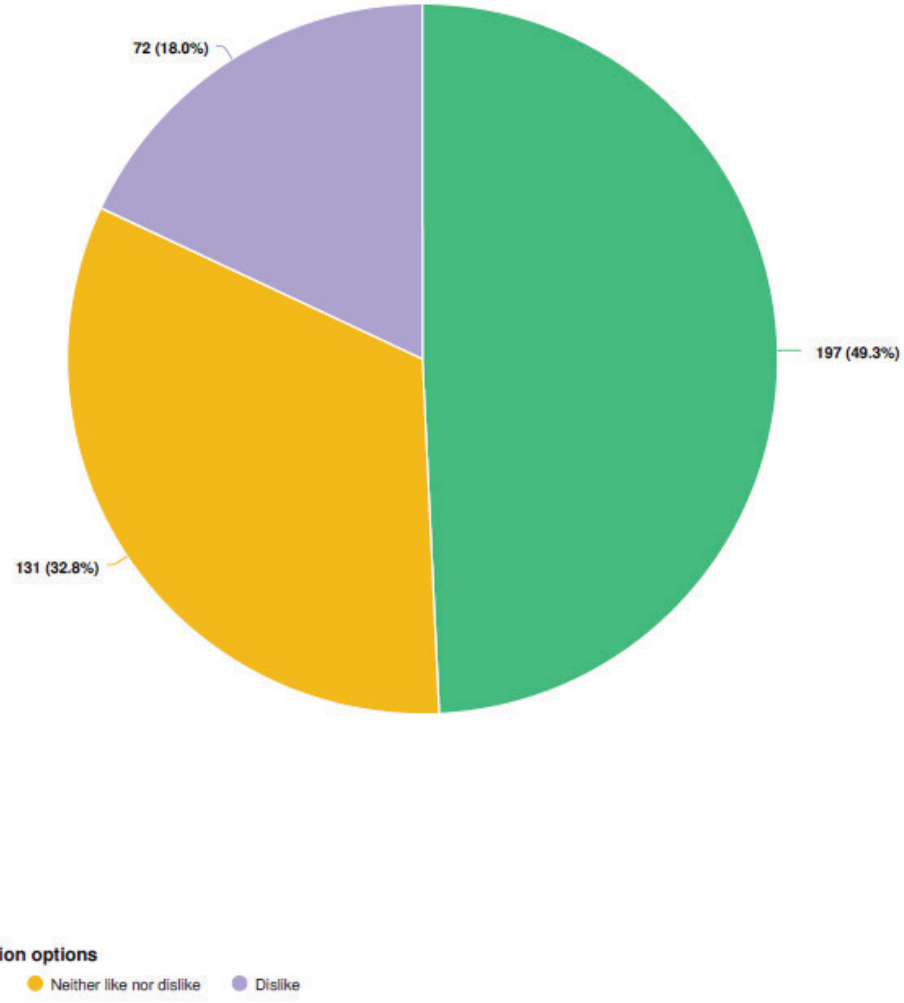
QUESTION 13 - Comments (Essay Question - 178 responses)

QUESTION 14 - Locating community facilitiesin the heart of Hillary Court



QUESTION 15 - Comments (Essay question - 169 responses)

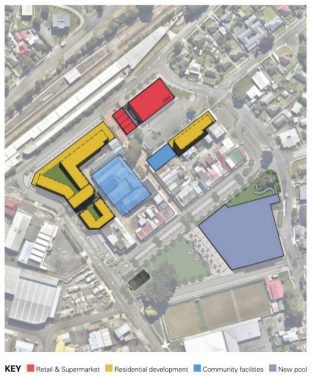
QUESTION 16 - The extension of Rātā Street to Vogel Street



QUESTION 17 - Comments (Essay question - 144 responses)

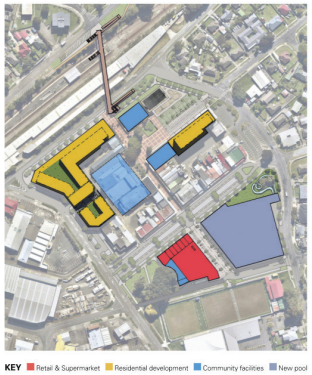
QUESTION 18 - Comments on three options shown in Figure 79.
(Essay question - 164 responses)

Working Concept 1



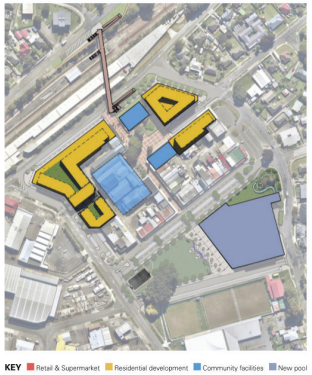
- Rātā Street to Vogel Street extension
- Pedestrian extension of Hillary Court
- New pool opens into expanded reserve
- Community facilities centred to activate the heart of Hillary Court
- Supermarket on library site
- Retail remains spread across town centre
- Requires new library
- Insufficient space for overbridge

Working Concept 2



- Rātā Street to Vogel Street extension as service lane for supermarket
- Shared space extension of Hillary Court
- Supermarket on site of former pool
- Retail concentrated on Everest Avenue, anchored by supermarket and new pool
- Community facilities centred to activate the heart of Hillary Court
- Retain current library
- Expanded square/plaza between library and Post Office
- Potential overbridge to railway station and Oxford Terrace

Working Concept 3



- Rātā Street to Vogel Street extension
- Pedestrian extension of Hillary Court
- New pool opens into expanded reserve
- Retail concentrated on Everest Avenue
- Community facilities centred to activate the heart of Hillary Court
- Retain current library
- Expanded square/plaza between library and Post Office
- Potential overbridge to railway station and Oxford Terrace
- No supermarket

Figure 79. - Working concepts for the Naenae Spatial Plan showing various options.

10 DESIGN GUIDELINES

Since its original design Naenae town centre has experienced relatively uncoordinated adjustment to its buildings and public open spaces. Many of these have diminished the quality and simple elegance of the buildings. There is a need to ensure that buildings and spaces are better managed and controlled. To this end the following Design Guidelines are intended to guide changes to existing buildings, and the design of new buildings and spaces.

NAENAE TOWN CENTRE DESIGN GUIDELINES

These Urban Design Guidelines form the basis for the minimum standard of urban design within the Naenae town centre.

The guidelines are grouped into **Elements** of the overall town centre and its development. These are:

1. **Urban Form**
2. **Public Realm**
3. **Building Controls**
4. **Architecture**
5. **Landscape**
6. **Access**
7. **Servicing**
8. **Signage**
9. **Retail**

Each of these elements is described in terms of:

Objectives	Setting the overarching design ***goals***.
Requirements	Those aspects which ***must*** be achieved.
Design Guidance	Describing ways the objectives ***could*** be met.

ELEMENTS

1. URBAN FORM

OBJECTIVES

O1 To develop buildings which contribute to the quality and good proportion of public streets and public spaces.

O2 To orientate buildings, their entrances, and windows to maximise "*passive surveillance*" of the public realm and support a safer public environment.

O3 To create a clear distinction and separation between the public "*fronts*" and private "*backs*" of buildings.

O4 To reinforce and develop local identity and character.

REQUIREMENTS

R1 Urban form is generally to be in the form of "*perimeter block*" development.

R2 This form is created by locating buildings close to the street boundary with buildings facing and fronting streets, creating a clear separation between public "*fronts*" and private "*backs*".

R3 Buildings are to be entered from the street as a priority.

R4 Buildings are to front all new and existing streets, including the possible future Hillary Court extension and Sladden Street extension.

GUIDANCE

G1 Collectively, buildings in "*perimeter blocks*" should face public streets and spaces so that these enjoy a high level of passive surveillance and activity from buildings, leading to safer and more active streets and public spaces.

2. PUBLIC REALM

OBJECTIVES

O1 Streets, parks and public spaces are to be designed to optimise pedestrian safety and amenity as a priority.

O2 Streets are to be designed to optimise cycling safety, especially on key routes to the Naenae town centre.

O3 Cover should be provided for pedestrians using the footpaths in the Naenae town centre,

O4 There should be active building frontages facing all public spaces including streets, squares, and parks.

REQUIREMENTS

R1 On-street parking is required wherever possible to reinforce pedestrian safety and support commercial and retail viability in the precincts.

R2 Weather protection in the form of verandahs or permanent awnings over the footpath should be provided on both sides of streets. Where buildings are set back from the footpath, street tree planting should occur at close centres to provide weather protection, preferably at a maximum of 9m centres.

R3 Street trees are to comply with the following performance criteria:

- Street trees to be deciduous, preferably with an early drop of leaves to facilitate solar access to homes and footpaths in late autumn and winter.
- Trees to be indigenous wherever possible and appropriate.
- For public safety reasons species to be non-allergic, and not in the habit of dropping boughs, or producing fruit.
- Trees to be "*architectural*" and regular in their form.
- Street trees to produce deep shade in summer.
- Trees to have clear trunks to 2m at maturity to maintain visibility at pedestrian level.
- Trees to have a non-invasive root system.
- Trees to have an urban scale, growing up to three storeys in height where appropriate.
- Street trees to be planted at centres to ensure good shade cover during summer.

R4 Footpaths are to be provided on both sides of streets and against property boundaries.

R5 There should be no corner truncations of sections at intersections unless sight lines warrant them. If berms are wide enough to maintain appropriate sight distances, section truncations are not required.

R6 Lighting should be designed to maximise pedestrian safety and maintain the perception of safety in streets, especially along routes to and from the Naenae Railway Station. Lighting should be downward facing only, not up to the sky, and preferrably centrally managed and dimmed.

R7 Street cross sections should be designed to balance the needs of all potential users, especially pedestrians and cyclists who are potential public transport users.

GUIDANCE

G1 Provision should be made for bicycle racks and for the securing of bicycles in streets, particularly near shops, bus stops and the Naenae Railway Station.

G2 Trees or shading structures should be provided around public squares or parks to ensure shading during the summer months, and solar penetration during winter and late autumn.

3. BUILDING CONTROLS

OBJECTIVES

O1 To ensure that the height and scale of buildings is appropriate relative to the lower density areas around the town centre.

O2 To ensure that there is adequate sunlight in interior and exterior living spaces in winter and that buildings do not cause excessive over-shadowing.

O3 To ensure that the ground floors of buildings are "*active*" and provide a high level of activity and passive surveillance of streets.

O4 To ensure that building setbacks and uses support a high quality, active, safe, and vibrant Public Realm.

REQUIREMENTS

R1 The ground floor of buildings which face Everest Avenue, Hillary Court, possible future extensions to Hillary Court and Sladden Street are to be designed to be "*commercial capable*" to ensure that over time a wide range of uses can be accommodated. Ground Floor slab to slab height should be at least 4m and preferably 4.5m.

R2 Buildings which front Everest Avenue are to be built to the front boundary at ground floor with no setback.

R3 Buildings which front Everest Avenue may be set back up to 4 metres above second floor level.

R4 Building heights to be finalised through shadow studies which demonstrate solar access to living areas of apartments and courtyards.

GUIDANCE

G1 Building heights may be increased on corners and at the termination of key vistas. These need to be tested through shadow projections to ensure that courtyards and living spaces receive at least two hours of sunlight at the equinox.

4. ARCHITECTURE

OBJECTIVES

O1 To ensure that buildings that are recognised as "*of high design quality*" are produced.

O2 To ensure that buildings are designed to be appropriate to their location and setting, i.e. in an urban setting.

O3 To ensure that buildings are easily understood and accessible for all potential users.

O4 To ensure that building proportions, scale and materials contribute to a high quality Public Realm.

O5 To protect and enhance high quality heritage architecture appropriate to the original design intent of Naenae town centre

REQUIREMENTS

R1 The façades of mixed use buildings should be designed to clearly express a separate base, middle and top to the building. The design and materiality of the base, middle and top should reflect the structural role each component plays, e.g., the base should express its load-bearing role, and its connection to land, while the top of the building may be composed of lighter elements.

R2 Shop front windows should be transparent with clear glass that is not obscured by excessive signage and advertising. Mirrored glass, painted glass, false display casements and the like are discouraged as the visibility and communication between inside and outside are reduced by these treatments.

R3 Buildings fronting streets must have no more than 70% of the

length of the facade glazed at ground floor. (Continuous glazing is a shopping centre aesthetic and inappropriate for a town centre). The structure and materials of the building should be "*brought to the ground*" visually, so that the building does not appear to "*float*" on glass.

R4 The primary entrance should be both architecturally and functionally designed on the front façade of the building facing a public street. These entrances should be prominent and easily understood as the entry to the building. Building massing, changes in roof line and architectural features could be used to emphasise the building entry.

R5 If a building is long or large, more than one entrance may be needed on the front façade. In general, to support pedestrian amenity and safety at ground floor, building or shop entrances should occur frequently, at least every 12m, and preferably every 4.5m or less. No wall fronting a street should be blank or unbroken by a window or functioning doorway for general access for more than 3m.

R6 Where garage or parking lot entrances are located, building elements should be designed to maintain continuity of the street wall. This may be achieved using beams, pergolas, and other architectural devices.

GUIDANCE

G1 For human scale and visual interest the mass of the buildings should be broken down horizontally and vertically into a hierarchy of elements and volumes. These can be linked and visually connected by architectural devices such as string courses, pilasters, vertical and horizontal shelves, fins, frames, etc.

G2 The design of unrelieved monolithic structures should be avoided. Within each volume there should be an orderly placement of windows and doors to reinforce the human scale. Windows and doors should be designed within a hierarchy which expresses their importance and location within the whole composition. Excessive repetition of window and door types should be avoided.

G3 Windows, bays, and door openings should be proportioned so that verticals dominate horizontals, except for ground floor shop fronts, which may be square or vertical in proportion. Large windows should be made up of smaller vertically proportioned elements grouped together to achieve the desired width.

G4 Windows are encouraged on facades fronting public streets and spaces including walls built to boundaries.

G5 Buildings at street corners should be designed to address the corner to engage the interest of motorists, pedestrians, and cyclists at the intersection. This can be achieved by providing an entry at the corner, or emphasising the building using design features, including towers, bay windows, roof features, etc.

G6 Building facades should be varied to provide visual interest to pedestrians. It is important that the architecture facilitates a level of communication between the passer-by/observer and the internal occupants of buildings. This can be literal communication or implied through the way the building is designed. It is important that the buildings describe and reflect a social situation.

5. LANDSCAPE

OBJECTIVES

O1 Landscaping should support the *urban* character of the precinct.

O2 To ensure that high quality landscaped areas are delivered to provide visual screening of the railway line.

O3 To provide high quality landscapes in streets and other public places.

O4 To provide high quality landscaped areas for private use by residents.

O5 To ensure that landscaped areas are sustainable and support local ecology.

O6 Landscaping should allow visibility in the public realm and allow "*natural surveillance*" of the public realm from private property to enhance community safety.

O7 To reinforce and provide for indigenous flora and fauna.

O8 To contribute to water quality improvement by managing storm water.

REQUIREMENTS

R1 Landscaping should be contemporary in design.

R2 Car park roofs should be landscaped with a combination of hard and soft landscaping.

R3 Roofs and other horizontal surfaces should be used to collect rainwater for possible use to maintain parks and gardens.

R4 Roof gardens should be designed and provided for social and environmental reasons. These should be accessible to apartment residents.

R5 No plants or shrubs should be planted to block the field of vision between 700mm and 2000mm above ground level in public places.

R6 Rainwater should be collected and reticulated to ensure the survival of landscape features and plants, as well as manage storm water.

6. ACCESS

OBJECTIVES

O1 To ensure that the public realm is not dominated visually by car parking entries, parking lots and driveways.

O2 To ensure that building entries are clear for visitors and residents.

O3 To ensure that streets are activated by frequent building and tenancy entrances.

REQUIREMENTS

R1 Where rear access to buildings is provided, vehicle access to sites should be from the rear and not from the street.

R2 Pedestrian access to buildings is to be primarily from the street.

R3 To support pedestrian amenity and safety at ground floor, building or shop entrances should occur frequently.

7. SERVICING

OBJECTIVES

O1 To ensure that buildings are adequately serviced by waste collection services and delivery services

O2 To ensure that servicing areas are not visible from the Public Realm

REQUIREMENTS

R1 Provision for waste collection and delivery of goods for retail and commercial uses is to be built into the design of basements and/or parking areas. Where there are opportunities to the back of buildings, delivery and waste collection must be from the back of the building, and not the front facing a street, plaza, or park.

8. SIGNS

OBJECTIVES

O1 To ensure that signs are placed in a manner which is sympathetic to the architecture of buildings

O2 to ensure that signs do not visually dominate buildings or streetscapes

REQUIREMENTS

R1 The following signs may not be installed

- pylon signs
- Flashing or moving signs
- A-boards (except in association with sidewalk eating areas for the purpose of displaying menus)
- Display of banners, canvas or fabric signs (except in association with one-off festivals and community events)
- Roof signs.
- Bunting and/or flag type signage typically used in car yards
- Special promotional advertisements on footpaths

R2 Signs should generally be contained within the shopfront and building 'frame' (main structuring elements) and be designed to fit within the architectural style of the building.

R3 Street number should be positioned on the street alignment in highly visible locations.

R4 *Under and Above-awning signs* (illuminated and non-illuminated) shall have:

- Maximum dimensions of 1800mm X 500mm.
- Be erected horizontally and at right angles to the building façade.
- Have a minimum clearance of 2650mm above the footpath

R5 Top hamper signs:

- May project up to 200mm from the building façade.
- Shall not exceed 600mm in height
- Shall be restricted to one sign per premises.

R6 Fascia Signs:

- Shall be part of the verandah.
- Should not project above or below the verandah fascia.
- Product identification is not supported.

R7 Building Identification Signs**:**

- Only one building identification sign may be displayed per building elevation
- Should be positioned at the focal point of the building façade
- Must not include general advertising of products, goods, and services

R8 Flush Wall Signs

Where opportunities exist for flush wall signs on the blank side or rear walls, the following shall apply:

- Not comprise more than 20% of the wall area on the given frontage of the building.
- One sign to be permitted per wall per side
- Services advertised are to be sold within the premises

R9 Freestanding advertisements:

- Only one freestanding advertisement per property or tenancy

- The above ground elevation is 3 metres or less

R10 Window Signs:

- Not comprise more than 20% of the window area on the given frontage of the building.

9. RETAIL

OBJECTIVES

O1 Retail must be successful and vibrant (this might appear to be an outcome not a precondition but is necessary as an objective for the Naenae town centre).

O2 Retail must address and activate public space.

O3 Retail should deliver active frontages. Shops should therefore avoid obscuring shopfront glazing with advertising, storage or any other means.

REQUIREMENTS

R1 Mixed use buildings that comprise retail and residential should be designed in a manner that delivers a "*bottom, middle and top*" and have strong vertical proportions that deliver a fine grain at ground level.

R2 Residential buildings with retail on ground floor must be well proportioned and integrated in design.

GLOSSARY OF TERMS

Active Frontage	Refers to street frontages where there is an active engagement between those in the street and those on the ground floors of buildings. This quality is assisted where the front facade of buildings, including the main entrance, face and open towards the street.
Natural Surveillance	"Eyes on the street" provided by local people as they go about their daily activities – this can deter anti-social behaviour and make places "feel" safer.
Robust Buildings	Buildings which are designed to be able to change use over time are referred to as "robust". These buildings are wide enough to allow natural light to penetrate most of the interior and are accessible and flexible to allow a range of uses.

11

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DESIGN URBAN
Urbacity
Space Syntax