

Weekend and Night Time Economy Strategy

**Adopted by Council
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1 Executive Summary

1.1 The Weekend and Night Time Economy Strategy

The Weekend and Night Time Economy Strategy is intended to stimulate thinking on opportunities for activities in the inner city that could invigorate the weekend and night time economy over the next 30 years. The inner city is comprised of the Central Business District (CBD) and Town Basin (refer to Map 1 on page 22). The Strategy sets out preferred directions for growth in various sectors that comprise the inner city and how the changes could be achieved and managed. It is a strategy that outlines ideas and actions that could be undertaken progressively by the Council, other organisations and stakeholders. Council creates the canvas and others focus on delivering the activities. The Strategy is intended to compliment the structure plan for Whangarei City and the comprehensive development plan for the inner city.

1.2 The Weekend and Night Time Economy Vision

The inner city will look, feel and function as the primary commercial, entertainment and cultural centre of Whangarei. Its unique waterfront location will define its character. During the evenings and weekends, it will have an intensity of activity and vibrancy that accompanies a thriving commercial sector.

Most streets within the inner city will be primarily pedestrian friendly zones to encourage walking and cycling and more land available for green or grey social space.

The pedestrian zones will bustle with people walking around the centre after work and on weekends and relaxing to enjoy the attractive street spaces and unique connecting laneways. Alfresco dining options will be available around the inner city. Passive seating around the inner city will allow for public enjoyment. Evening and weekend market/event opportunities will be available in the inner city, and the CBD and Town Basin will be connected with a large pedestrian walkway.

Late night shopping nights will draw crowds into the inner city. Entertainment options at Forum North and the library will have strong pedestrian connections with the shopping and restaurant precincts, while the transit centre on Rose Street will help to facilitate transportation options.

Residential and mixed use options will increase with people living, working and playing in the inner city. This will encourage weekend and night time activity and improve safety in the inner city.

Arts and culture venues located in the Town Basin and at Forum North will draw a wide variety of people and activities to the inner city. People will visit more often; stay longer and when they do, the inner city will truly be the commercial and cultural heart of Whangarei.

1.3 The Objectives

- To produce a strategy that assists implementation of the Whangarei District Growth Strategy (Spatial Plan).
- To define the inner city area by identifying entertainment and recreation precincts.
- To identify key evening and weekend issues for the inner city area.
- To define objectives to address key issues.
- To outline actions (methods) for achieving objectives.
- To prioritise actions over the adopted timeframe (30 years).
- To provide an implementation and management plan for the Weekend and Night Time Economy Strategy.

1.4 The Process

The project will be undertaken as a seven phase process:

- Phase 1: Project Establishment: Establish the project team.
- Phase 2: Data Gathering: Desktop analysis to inform Strategy.
- Phase 3: Councillor Workshop: Present discussion document on Weekend and Night Time Economy Strategy.

- Phase 4: Stakeholder Consultation: Consultation with internal and external stakeholders to present discussion document.
- Phase 5: Feedback: Utilise information from data gathering and consultation to prepare final Strategy.
- Phase 6: Finalise Strategy: Presentation to Planning Committee and adoption of final Strategy.
- Phase 7: Steering Committee: Establish steering committee to implement Strategy

1.5 Community/Stakeholder Engagement.

A highlights brochure for the discussion document was prepared and several consultations took place. The Positive Aging Advisory Group, Youth Advisory Group and Disability Advisory Group were consulted in September 2013. Feedback was gathered from the groups and the general consensus was that the groups supported the discussion document.

In November 2013, together with the Chamber of Commerce, the discussion document was launched at a Business after 5 gathering. The purpose of the gathering was to engage members of the Chamber of Commerce and other businesses as well as establish a Steering Group with interested parties. There were seven people that came forward with a desire to be on the Steering Group to assist with implementation of the strategy.

Several news stories went out and general feedback from the community was collected into a report. The comments from that report were used to prepare the final strategy.

2 Introduction

A vibrant night life is an important part of a city's cultural and economic fabric, but Whangarei's planning policies have been largely day-centric in focus and application. At present, Whangarei has a limited weekend and night time economy. Many parts of the city suffer from lack of activity in the evenings and at weekends and there is an absence of a coherent and integrated night specific place making strategy. It is timely to consider the development of Whangarei's weekend and night time activities and spaces. Council has a role to play in creating a canvas for a dynamic, diverse and multi purpose weekend and night time economy in which public culture and commercial culture intersect. The CBD and Town Basin offer opportunities for increased socially inclusive leisure and evening/late night/weekend uses such as cafes, restaurants, bars, entertainment places, arts, culture and music venues and street markets. An inner city night life and entertainment strategy and management plan could assist in invigorating the weekend and night time economy in Whangarei City.

Whangarei City is the arts, amenity and cultural hub for the Northland Region and this role will increase in importance over the next 30 years. The inner city already hosts a range of arts, culture and civic amenities, such as the art museum, Clapham's Clocks, art galleries, Quarry Arts Centre, a number of theatres, the central library, cinemas, music venues and conference facilities. The Whangarei District Council's Arts, Culture and Heritage Policy advocated development of a number of arts/cultural 'precincts' in different parts of the City including Forum North as a 'heritage and cultural generator precinct' encompassing the central library, the old library building (Arts Promotion Trust), the Capitaine Bougainville Theatre, the Exhibition Hall; and the Town Basin as a 'heritage and culture experience precinct' encompassing the existing Clapham's Clocks Museum, Reyburn House and the relocated Art Museum. The first stage of the Hundertwasser Museum has been approved by Council. The proposed Maori Cultural Centre on the Hihiaua Peninsula is also an integral component and needs to be incorporated into future planning initiatives for Whangarei City to ensure Whangarei's development as the regional arts, amenity and cultural hub for Northland.

Whangarei is a growing district with a population of 76,995 people (Stats NZ - Census 2013). Around 50,000 (60%) people live in the City while the remainder live in the rural or coastal areas of the district, including smaller towns and villages.

A large number of the population is over the age of 40. The concerns of this mature population are important in planning for the weekend and evening economy in the inner city. This population cohort is likely to grow over the next 30 years.

There is also a large population of young people in the district. Because Whangarei does not have a University, many of these young people will leave Whangarei to study, travel and work.

The community is trying to retain young people in the district as well as attract more of this younger cohort to the area. Consulting with the youth in the community to identify their wants and needs is a prerequisite when

designing public open space and activities surrounding it. The recently established Youth Advisory Group is important for this.

To secure our economic future, our district must be successful in attracting and retaining young people, especially the knowledge-based, young, talented workforce. Young people tend to look for a package of services and amenities that make up a comprehensive 'scene' that they enjoy and can participate in. They are usually drawn to arts, culture and nightlife offered in urban centres. Because of this, it is important that Whangarei offers urban style amenities, such as a thriving nightlife, recreational, cultural and entertainment facilities, to help make the district more attractive as a place to live, work and play.

The arts – and broader cultural resources, amenities and facilities are coming to be seen as an important community asset and they have an essential and strategic role to play in society. The arts, culture, heritage and creative industries sector plays an important role in creating a vibrant, diverse and interesting community for residents and visitors alike. It also assists in the creation of a unique sense of place for Whangarei. It is important to make Whangarei District an attractive place to live, work and play and encourage visitors to stay in Whangarei rather than just pass through. To ensure this we need to have a diverse range of cultural attractions of high quality for both local residents and visitors.

The sector also plays an important role in the economic development of the district and region. Arts, cultural, heritage and civic amenities assist economic development by offering employment opportunities. They help in attracting other business to the area, and attracting and retaining residents in the district. Not only do they assist in economic development directly in creative industries, they boost tourism by increasing domestic and international visitor numbers to the district/region. Arts, culture, heritage and civic amenities contribute to the economic, cultural, environmental and social well being of the district.

2.1 Weekends and Night Times in Whangarei

Although the inner city is an important part of Whangarei during the day, the CBD and Town Basin often have to compete with the rural and coastal beauty of the area. Tourists are drawn here because Whangarei has a reputation of being the 'city with 100 beaches'. The picturesque coastline and tramping opportunities often draw crowds away from the inner city. Boating, diving, fishing and swimming are important pastimes of many residents and visitors to the area.

Whilst the natural environment is a positive feature of the district and a draw card for visitors and residents alike, it is important that Whangarei City is also a feature of the district. The District Council along with the Chamber of Commerce and local businesses need to work together to make the inner city a destination point for residents and visitors alike. This includes weekend and night life attractions.

2.2 Weekend Economy

Although Whangarei's inner city possesses high natural amenity, there is concern over the lack of activity on the weekends. Outlying areas in Whangarei present coastal and outdoor opportunities, and the inner city often competes with these amenities.

On the weekends, the Saturday growers market on Water Street attracts early morning crowds. In close proximity, the Central Library is open for families while the Old Library Building will often host events. By mid morning, the shops on Cameron Street have begun to open and are bustling with all age groups. Those who attended the growers market are often having coffee or brunch at the cafes in the inner city. The artisan market on the Canopy Bridge in the Town Basin is lively on Saturdays during the summer months, while restaurants and cafes are also busy. The playground on the harbour side is also bustling with families.

By mid afternoon the artisan market winds down, cafes begin to close and restaurants become quiet. Shops in the CBD begin to shut down and the crowds leave the inner city. The playground attracts some families until late afternoon. The area remains mostly quiet and empty during this time.

From about 7 pm onwards, the older groups come to eat and enjoy the restaurants in the inner city while the cinema provides evening entertainment. Again, as on the weekdays, the older people will generally leave the CBD on a Saturday night and the younger crowd will enter again and stay until the late evening/early morning.

Sunday mornings and afternoons often function as Saturdays do, but without the markets. Evenings and late nights in the inner city on a Sunday are generally quiet as people stay home or go elsewhere. Many of the local shops are closed on Sundays.

2.3 Entertainment and Night Life

Cities that offer diverse and enjoyable options for nocturnal entertainment are often viewed as attractive places to live or to visit. Night time attractions include restaurants, bars, taverns, hotels, nightclubs, theatres, cinemas, shops and other cultural and entertainment facilities which appeal to different gender, age and cultural groups. These are central to a night time economy. Developing and managing the night time economy is a key imperative for any city that is looking to integrate the various dimensions of working, domestic and leisure life.

At present, Whangarei has a limited night time economy. The spatial organisation of the nightlife precinct is predominantly organised around Vine Street, Bank Street and Quality Street in the CBD. This means that there are many areas within the inner city which may become abandoned at night. There is an absence of coherent and integrated night specific place making strategy. Street furniture and lighting are largely day centric in design.

There is little activity in the inner city between 5 pm and 8 pm. Between 5 pm and 6 pm, most shops begin to close and people leave work to travel to their homes in the outskirts of town. Some, predominantly the young, will then return to the city centres after 10 pm to participate in the late night economy. The late night economy is predominantly centred around alcohol. Young people gather in “vertical drinking” establishments, where there are few tables and chairs. They drink standing up, in crowded, bustling environments where music is played at high volume. When these venues close and before beginning their journey home, they may purchase take away food. Older people participating in evening activities tend to go for dinner or to the cinema or theatre. Few will drink in the city centre pubs and bars at night.

A recent survey of visitors to Whangarei found that 50% were unsatisfied with the nightlife in Whangarei. The majority of people surveyed had come to Whangarei to enjoy the natural beauty of the area including visiting beaches, hiking and walking, (Northern Advocate 3 May 2012).

3 Examples from Other Cities

Many examples of night time strategies are available from the United Kingdom and Australia. However, these examples deal with cities and towns with larger populations, a very active night life and, in some cases, a university population. The research was unable to discover a weekend and night time economy strategy in New Zealand, making this particular strategy unique in New Zealand.

With respect to the night time economy strategies a few examples are examined below.

Brighton and Hove City Council

The city has a population of 250,000 people and is situated between the sea and a national park. It is one of the liveliest cities on the south coast in the UK. There are three colleges, two universities, 30 language schools and 75 public schools. The city attracts over 8 million tourists a year and offers many musical, artistic and cultural events including over 60 festivals.

In order to manage the night time economy, the city has several successful initiatives including

- Operation Marble – high visibility police officers working closely with the council and other agencies and businesses to provide early interventions at the weekend to tackle problems before they escalate.
- Safe Space – a church offering support to people who need help.
- Night Safe – a network of licensed premises working closely with police sharing information and using a yellow and red card warning system. Two yellow cards means offenders are banned from all 170 licensed premises.
- Night Buses – get people home safely and operate throughout the night.
- Stop Look and Laugh – actors dressed as lollipop ladies handing out water and snacks to diffuse tension in the city centre.
- A unique venue area around the Cultural Quarter which opens at night and encourages a more diverse and safe nightlife for people of all ages.
- Strong cultural offerings with the aim of attracting a wide range of people to the city centre and offering alternatives to the booze culture.

These initiatives have enabled reductions in crime and fear of crime, binge drinking, drug use, overnight stays in police cells, people causing anti-social behaviours in and around venues and new alcohol licences in the city centre.

Hinckley and Bosworth Borough Council

This borough is a relatively small and largely rural local authority south west of Leicestershire with a population of approximately 103,000 people. Hinckley can be described as a typical rural market town which relies heavily on its local economy and reputation to survive. The main centre for administration, transport, commerce, entertainment and service providers is located here.

The community safety partnership has led to significant reductions in crime and disorder by sending out messages via Bluetooth technology to safety officers. Improved street cleaning has resulted in high resident satisfaction (83%) and 100% of graffiti is removed within 24 hours. A successful lottery bid has ensured progression of a new leisure facility for young people in Hinckley.

Cultural Services have continually improved services to ensure that Hinckley is the place to be and has:

- Increased visitor number 40% in a two year period
- Generated £132m for tourism businesses in one year
- 20% more businesses provided late night shopping in 2008 compared to 2007.

Nottingham City

Nottingham has a population of 289,000 and has over 60,000 students attending the two universities. It has a vibrant night time economy and attracts up to 100,000 visitors a night. Crime has been reduced by 35% since 2003 because of partnerships between the council, police, fire and rescue authority and other organisations. Nottingham works on making the night time economy successful by:

- Rigorous enforcement of licensing laws
- Late night buses running until 4 am and trams running until midnight
- A cleaner city centre working with cleaning teams until 7 am
- A redeveloped Old Market Square providing a versatile space to host family friendly events such as the ice rink and continental market
- Night time events to attractive families, younger and older people and ethnic minorities

Rather than just offering the traditional bar and club experience they have developed night time activities including Light Night and Nottingham Big Wheel attracting more families and older people to visit the city centre at night.

4 Other Whangarei District Council Strategies

4.1 20/20 Inner City Development (City Centre/Urban Design) Committee

A committee has been established with several departments across Council to discuss future initiatives in the CBD and Town Basin. Their vision is “creating a vibrant, attractive and thriving District as it will enhance the ‘sense of place’ particularly through the enhancement of the CBD and natural asset of the Town Basin. The ultimate living environment will mean different things to different sectors of our Community. These projects will increase the experiences available to these various sectors in the CBD Town Basin area.”

4.2 Arts Culture and Heritage Policy

Tapapa Toi – the Cultural Seedbed - Heritage, Culture, Arts and Creative Industries Strategy was developed jointly by Council and the Whangarei Arts Museum and used as a backdrop for Council’s Arts, Culture and Heritage Policy. It captures the voices of the sector – from the recreational part-time enthusiasts working at the grass and flax roots, to those operating at the highest levels of professionalism. Collectively these stakeholders have articulated how they can most effectively contribute to the cultural, economic and social well-being of the Whangarei District. A refined Heritage Policy that was developed out of Tapapa Toi was adopted by Council.

The recommendations and draft action plan outlined in Tapapa Toi will help to inform all stakeholders, including Council, as they plan their future activities. The strategy captures a series of possibilities, as well as suggestions for specific actions and activities that could help to foster, consolidate, grow and sustain the sector. A wide range of parties can play a role in its implementation. How this takes place will depend on the resources available, and the ability of all concerned to build on this foundation as they respond to changes in the wider environment.

According to the Arts Culture and Heritage Policy, Whangarei should focus on fulfilling its role of a heritage hub for the region by developing a number of arts/cultural precincts in various areas in the city. Forum North would become a 'heritage and cultural generator precinct' based upon a cultural centre encompassing the new library, the old library building (currently occupied by the Arts Promotion Trust), the Capitaine Bougainville Theatre, the Exhibition Hall. This may change if Northland Polytechnic moves onto the site. The Town Basin would develop as a 'heritage and culture experience precinct', acting as a culture and leisure cluster encompassing the existing Clapham's Clock Museum, Reyburn House and the proposed Hundertwasser Museum and Maori Cultural Centre on the Hihiaua Peninsula along with the river walk/cycleway.

By adopting such an approach, each precinct could further develop its particular theme and together would comprise a diverse and compelling arts, culture and civic amenity sector that would assist Whangarei's arts and cultural renaissance and ensure its development as a regional arts, heritage and cultural hub for the whole of Northland.

4.3 Events Strategy

Council is currently working on an events strategy for the next five years. The strategy focuses on events centred at Toll Stadium and Forum North. At present, Council's main focus is to market the venues to outside groups; however, they are responsible for hosting the Christmas Festival, Warriors games played at Toll Stadium and most recently the Annual Fritter Festival. They also publish an Endless Summer Festival guide which, last year, highlighted over 50 events happening in the District.

4.4 Open Space Policy

Open space is important for both community well-being and environmental health. Recreational open space provides for a wide range of social and recreational opportunities, while open space for conservation purposes preserves and protects landscape and ecological values.

Open space serves an increasingly important function as population density and the demand for public places increases. Open space can generally be classed as either active or passive, although many areas, especially on the coast, serve both functions.

Active open space is used for recreational pursuits, and includes walkways, local reserves, sports parks and beach reserves. People use such places to interact socially with others, relax or carry out recreational pursuits. As such, their primary function is to serve the recreational needs of the community. Active open space therefore requires facilities and structures to support and promote this use, such as toilets, seating, tables, playgrounds and sports fields. There is also a need for such areas to be located and designed to meet the needs of the community.

Passive open space is often the land that surrounds or adjoins areas of active open space. This includes native bush, coastal landforms and parks and gardens. These areas are important not only for their landscape and aesthetic qualities, but also for their ecological values. Such areas require careful management to ensure that they are not adversely affected by their use, or by the effects of activities on adjoining sites. It is important that linkages are provided between such areas, where possible, to provide for physical connections between ecosystems, and therefore increase biodiversity. Open Space can be green, blue or grey.

4.5 Parking Strategy

Many people in Whangarei are car dependent due to the lack of transportation modes available. There is an ongoing demand on parking in the inner city resulting from a growth in population and the number of commuters travelling in private vehicles on a daily basis. The vision is to make the inner city pedestrian friendly and to provide car parking in the Central City Car Park and on the fringes of the Town Basin and CBD. However, there will always be parking available in the inner city.

There are a number of car parks within the inner city owned by the WDC, all with a variety of pay schedules and locations. These car parks do not charge in the evenings (after 6 pm), however some do charge on the weekends, that may affect the weekend economy. Central City Car Park is the only covered car park in the CBD and currently has capacity.

The car parks in the inner city are all within five minutes walking distance from the CBD, while the Laurie Hall car park and Vine Street car park are both in the heart of the CBD. On-street parking is also available.

4.6 Positive Ageing Strategy

The Positive Ageing Strategy aims to meet the needs of the older population by meeting a number of objectives relating to safety, cultural diversity, access, etc. A main concern for older people is that their views are recognised. Long before any specific actions are considered, people need to feel that their views and ideas are acknowledged and that there are processes in place that ensure that they can participate and be involved in decisions that impact on them. Council supports a number of community groups whose main object is to facilitate an interagency approach on local issues and people's needs and to plan, co ordinate and undertake activities to meet these needs. Safety in the inner city has been a major issue for the group.

4.7 Walking and Cycling Strategy

The walking and cycling strategy's vision is " a district where walking or cycling are easy, safe and enjoyable everywhere in the public domain, are the preferred means of access and are a lifestyle or tourist attraction."

The strategy examines how providing for a transport system that works for pedestrians and cyclists means catering for diversity and while it is important for all communities, both activities are critical in urban areas.

The issue of good pedestrian connections within the inner city has been pointed out in this strategy. When these connections are built, they need to take into account not only the safety of pedestrians, but also cyclists, allowing for both forms of transport to be provided for.

4.8 Youth Policy

The purpose of the Youth Policy is to provide guidelines for the setting of priorities, and the development of annual action plans with regards to youth, and has been developed around recognising the special place of youth in the community; taking a proactive role in supporting community youth initiatives, and acting in a manner sensitive to the needs of the youth in whom the future of the Whangarei District rests.

Young people are an important part of any community. Therefore, it is important to create an environment that is supportive and meets their needs and aspirations so they feel part of society. The policy aims to assist council, community, and youth to overcome obstacles through advocacy, support, leadership, and co-ordination of resources. The success of the policy will be judged on the way it addresses these challenges. A starting point to the success of the Youth Policy will be building strong links between the council and other agencies that have a social responsibility.

Council has a Youth Advisory Committee with students from the district. The students meet regularly and will work with Council to provide a better quality of life and direction for the district's youth.

It is essential that youth feel part of the community through the provision of adequate opportunities in the district and information on the community in which they live, so they may make a contribution.

4.9 Urban Design Strategy

The Urban Design Strategy adopts an ongoing incremental approach to building a high quality urban environment that will help develop Whangarei into a leading meeting place and destination and secure is sustainable future. To achieve this vision, urban development should be compact, connected, distinctive, diverse, attractive, appropriate, sustainable and safe.

A number of design objectives, stakeholder responsibilities, and mechanisms have been identified and set according to their priorities for implementation.

5 Issues

The starting point in developing the Weekend and Night Time Economy Strategy is finding out who is using the inner city in the evening and on weekends, where they come from, how they get there and back, what they do and what are their opinions of different aspects of the experience.

5.1 Patronage

As in every busy city, there are barriers (either physical or mental) which pose limits on individuals and their choices for where and when they perform their daily routines. Some people choose not to use the inner city in the evenings and on weekends because the shops are closed, they can't be bothered, their errands are completed during the day, they want to get home to be with their families, they have other things to do, etc.

Since many employees have to come to the inner city to work, this strategy provides the ideal opportunities to make the area more viable in the evenings as people are already in the inner city. The night time economy

could be invigorated by one late night (5 pm – 9 pm) shopping night or having festivals/markets on a Friday night and/or during the weekend.

On weekdays, a younger crowd will come back into town in the late evening to go to the bars and night clubs. The mood is centred on venues with drinking, loud music and restricted seating. Generally these venues will close somewhere between 1 am and 4 am.

The older crowd will generally come back into town for dinner and perhaps a movie, concert, theatre performance, etc. and then go home. Very few of the older crowd will go to the bars and drink until the late evening.

During the day on the weekends, a more diverse group of people, including families, come to the inner city to attend the markets, have brunch or coffee, shop, relax and play in the Town Basin. Forum North and the Old Library Building often host events – craft shows, multi cultural gatherings, book sales, dance performances, etc.

5.2 Public Safety and Perceptions

People need to feel safe and secure in their homes and communities, particularly the more vulnerable members of society such as children and the elderly, if development is to contribute to increase social well being. The effects of crime can be far reaching, not only to the victim but to the victims family and friends and sometimes the whole community can be affected. One of the five community outcomes identified in the in the Long Term Plan 2012-2022 is: “(a community that is) easy and safe to move around”.

Perception and fear of crime can be just as big a problem as the reality. A recent New Zealand Police Survey (2012/2013) showed that 93% of Northlanders felt safe/very safe during the day, but only 67% felt safe after dark (down 69% in 2011/12).

The main reasons for people feeling unsafe in their own neighbourhood after dark are: people making them feel unsafe because of their behaviour/appearance/attitude (41%), youths hanging around in groups (17%) and dark/poor lighting (15%).

Number of Offences in the Inner City

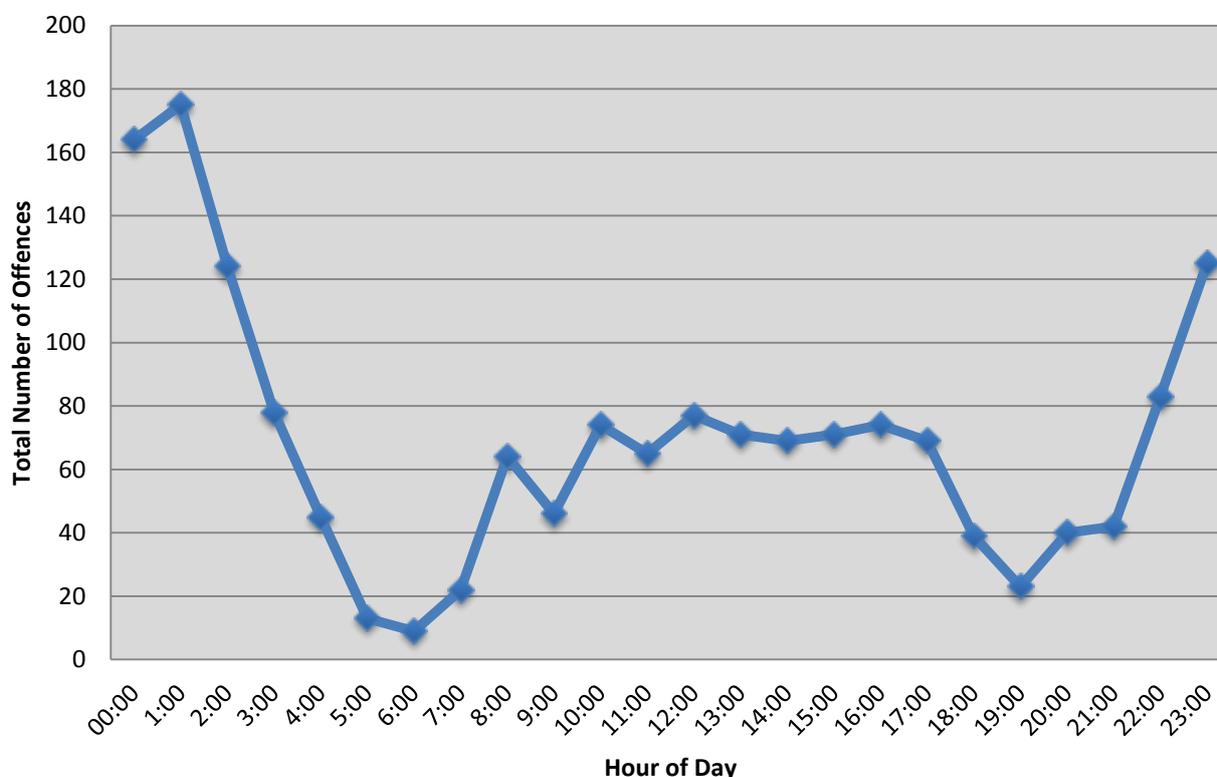


Figure 1 - Total Number of Offences in the Inner City from April 2011 – March 2012 (over 24 hours)

The same survey showed that only 44% of respondents feel safe/very safe in their own city or town after dark. (down from 48% in 2011/12). This implies 56% of Northlanders still feel their safety is threatened when they visit their town centre after dark. This not only affects the quality of life but can lead to people avoiding the inner city at night, which in turn can have negative effects on local businesses, urban amenity, access to entertainment and a general sense of community well being.

Figure 1 shows a chart depicting the total number of criminal offences within the CBD and Town Basin during a 24 hour period. The data was collected from police records for an entire year beginning 1 April 2011 and ending 31 March 2012.

Crime and disorderly offences peak in the inner city between the hours of 1 am – 2 am. This includes both disorderly and dishonest crime. Disorderly crime includes offences such as fights and assaults while dishonestly offences are categorized as theft - car, shop, etc. Crime throughout the day is fairly evenly distributed in the inner city, and then hits a low between the hours of 7 pm to 8 pm before increasing steadily until 1 am. Crime is lowest in the inner city between 6 am and 7 am.

It is not surprising that crime peaks in the early morning hours in the inner city. Between 1 am and 2 am on weekends, the majority of night clubs, bars and pubs are starting to close, leaving the streets open to an inebriated crowd. In addition, the number of criminal offences in the inner city occurring between 3 and 4 am is higher than during the day.

The total number of offences occurring in the inner city between April 2011 and March 2012 was 1,657. This is an average of 4.5 offences per day. In the evening and late night/early morning hours (6 pm to 7 am) the total number of offences was 957 or an average of 2.6 offences per day, while during the daytime hours (7 am to 6 pm) the total number of offences was 700 or 1.9 offences per day.

The inner city is perceived as more unsafe at night and statistics show that, in fact, it is.

Total Number of Offences in the Inner City by Location

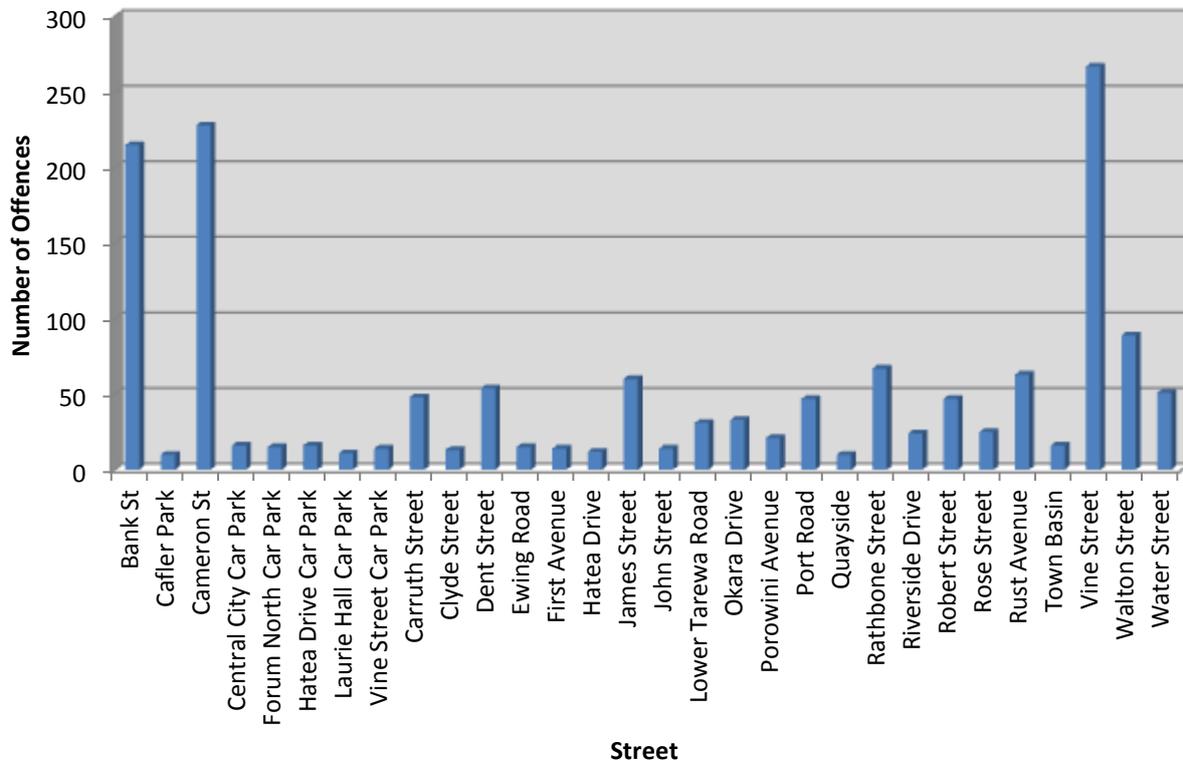


Figure 2 - Total Number of Offences in the Inner City by Location from April 2011- March 2012

Figure 2 shows the total number of offences in the inner city categorized by location. Three streets – Vine Street, Cameron Street and Bank Street had the greatest number of incidents of crime. These streets also have a high number of bars, pubs and nightclubs. Vine Street has one pub, a bar and a nightclub currently operating in the early hours of the morning. Cameron Street has one pub and one bar and Bank Street has one restaurant/bar and two nightclubs. Closing hours of the clubs vary as liquor licensing regulations and the number of people in the establishment often has an effect on its closing time. Most of the establishments have business hours open until late.

As outlined in Figure 1, most offences occur in the late night hours. One might draw the conclusion that these night venues are a significant generator of the crime in the inner city. However, these venues are the biggest attractors for patrons visiting the inner city after 9 pm as they are still open at this time. Managing the safety around these venues is key to a safe and vibrant night time economy.

5.2.1 Lighting

In a report produced in 2006 by Premier Consultants on behalf of the WDC, it is suggested that:

“The current lighting within the inner city generally fails to provide a feeling of wellbeing and/or security. As such there are many areas perceived as being unsafe with no real invitation for people to visit, linger or wander around the many pleasant places within the inner city. The projected image for most areas is unwelcome and unattractive with little or no lighting, whilst those areas that are lit produce an institutional appearance.”

This statement combined with the fact that only 48% of people feel safe/very safe in the town centre after dark does not bode well for improving the night time economy. Since the report was commissioned, little has been done to improve the lighting situation in the CBD and Town Basin.

Areas need to be well lit to enable users to identify a face at 15m away (Harrison Grierson CPTED Toolkit). Public lighting should be provided to streets, footpaths, public telephones, public transit stops and any public spaces likely to be well used at night to assist in providing safe passage for pedestrians, cyclists and vehicles. It should not be obstructed by features such as vegetation and street furniture.

The Whangarei District Council needs to consider commissioning another lighting study to reflect what is currently happening in the CBD and the Town Basin. Efforts should be made to provide an up to date lighting scheme with a consistent theme throughout. These improvements will assist in the public's perception of how safe the inner city is, as well as provide for aesthetically pleasing infrastructure during the day.

Lighting alone is not enough to make places safer at night time. It should be used in conjunction with other design measures to maximize safety.

5.2.2 Closed Circuit Television (CCTV) Systems

Who is in the inner city and crime and safety can be addressed by the Closed Circuit Television (CCTV) systems in place in the inner city. There are a number of CCTV cameras set up in and around the CBD and Town Basin to observe the activities of pedestrians. At present, the CCTV system is being expanded and upgraded. The cameras are monitored by a group of volunteers and managed by the District Council in cooperation with the Police.

Two CCTV cameras monitoring the CBD were examined. On every hour, a snapshot of the same view down Vine Street and Cameron Street was observed. The number of people on the street was noted, as was their gender.

The count used data from the week of Tuesday 10 April to Monday 16 April 2012. From Monday to Thursday, pedestrians were observed between 6 pm and midnight. On Saturday and Sunday, the full 24 hour period was counted. The weather for that week was fair with minimal periods of rain.

Figure 3 illustrates the results of counts of Vine Street pedestrians on weekday evenings. No pedestrians were counted on Monday evening. On Tuesday, only three pedestrians were counted at 6pm. On Wednesday, there were pedestrians counted at every hour except after 10 pm. There were a maximum number of pedestrians at 6 pm on Thursday, and also a consistent (but fewer) number of pedestrians on every other hour that day. Friday evening was busiest at 7 pm and then again at 10 pm. Both Thursday and Friday were the busiest nights of the week, each having a total of 17 and 16 pedestrian sightings respectively during those evenings.

Vine Street Pedestrians on Monday to Friday Evenings

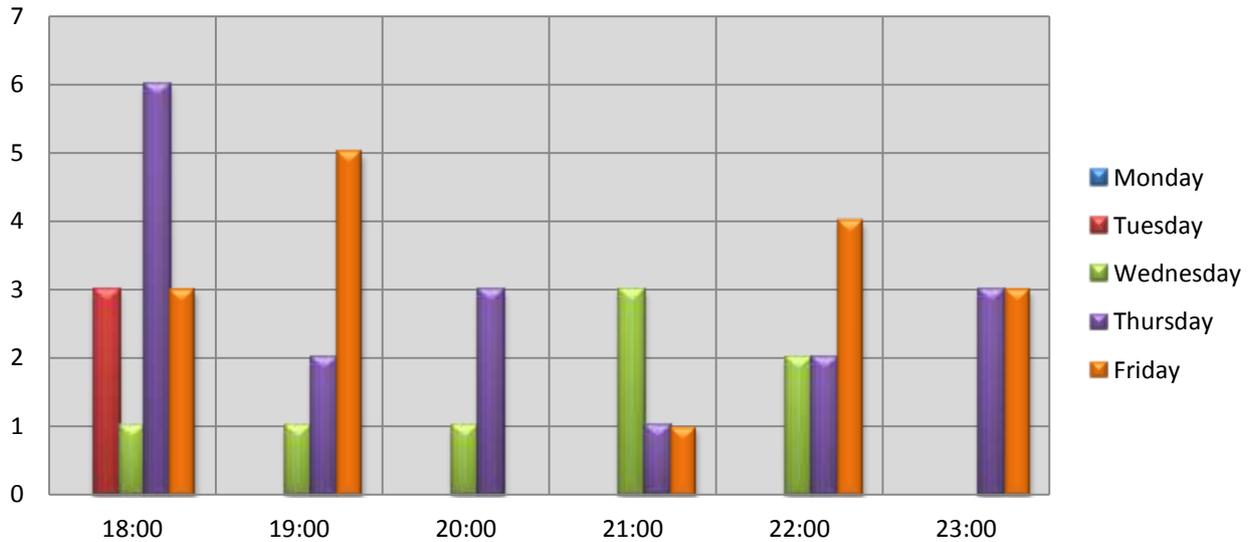


Figure 3 - Vine Street Pedestrians on Monday to Thursday Evenings (hourly counts)

The total number of pedestrians sighted that week was 44. Because the Vine Street car park is located here and there are some establishments open in the evening (pubs, takeaways) one would expect that there would be people on Vine Street. Also, two pedestrian connections – the Strand and Quality Lane, connect Cameron Street to Vine Street.

Figure 4 illustrates the number of pedestrians on Cameron Street during the weekday evening hours. The busiest time on all days (except Tuesday) appears to be at 6 pm. Shops on Cameron Street generally close between 5:00 and 5:30 pm. Friday evenings at 9 pm had the highest number of pedestrians counted. This could be attributed to the number of pedestrians visiting the movie theatre or the restaurants on Quality Lane and Cameron Streets, which are operational at this time.

Cameron Street Pedestrians Monday to Friday Evenings

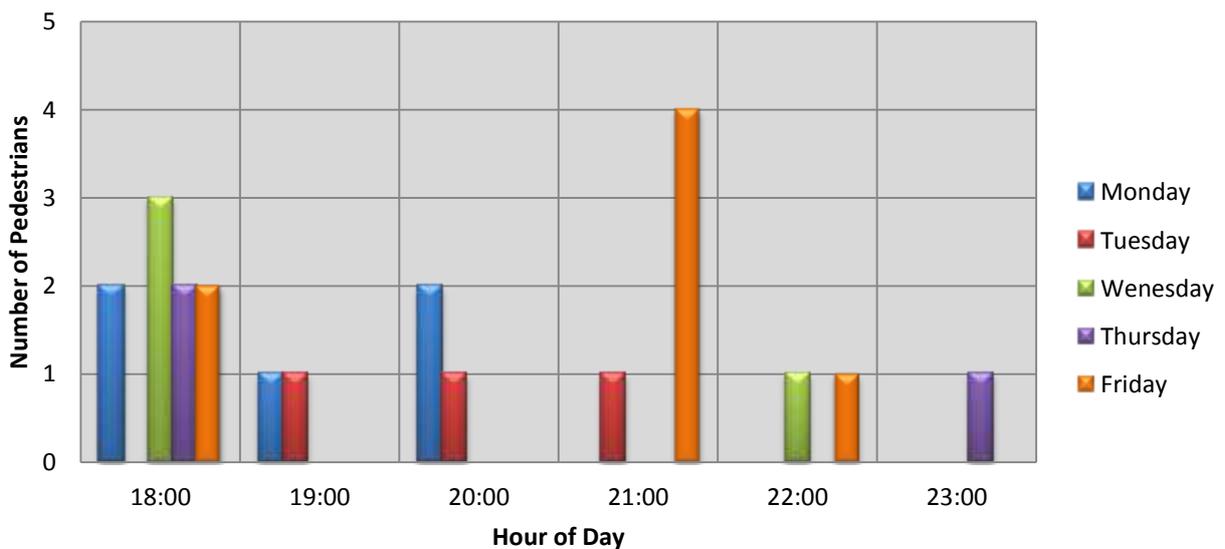


Figure 4 - Cameron Street Pedestrians on Monday to Thursday Evenings (hourly counts)

The total number of pedestrians counted was 22. When compared with Vine Street, this is exactly half the number of pedestrians.

On the weekends, Vine Street and Cameron Street both have busy periods, however at different times of the day. Figure 5 depicts the number of pedestrians counted on the hour over a 24 hour period on Saturday and Sunday on Vine Street. Interestingly, the average number of pedestrians counted on the hour between 5 am and 11 pm on both days is under five. It is not until midnight that the night venues start to get very busy and this only lasts for approximately four hours.

The pedestrian count peaks at 1 am on a Friday night/ early Saturday morning with 11 people counted. There are two peak periods on a Saturday night/ early Sunday morning, firstly at 1 am (30 people) and at 4 am (30 people). These counts are obviously a result of the bars and clubs operating on Friday and Saturday nights in Whangarei.

Vine Street Pedestrian Count on Saturday and Sunday

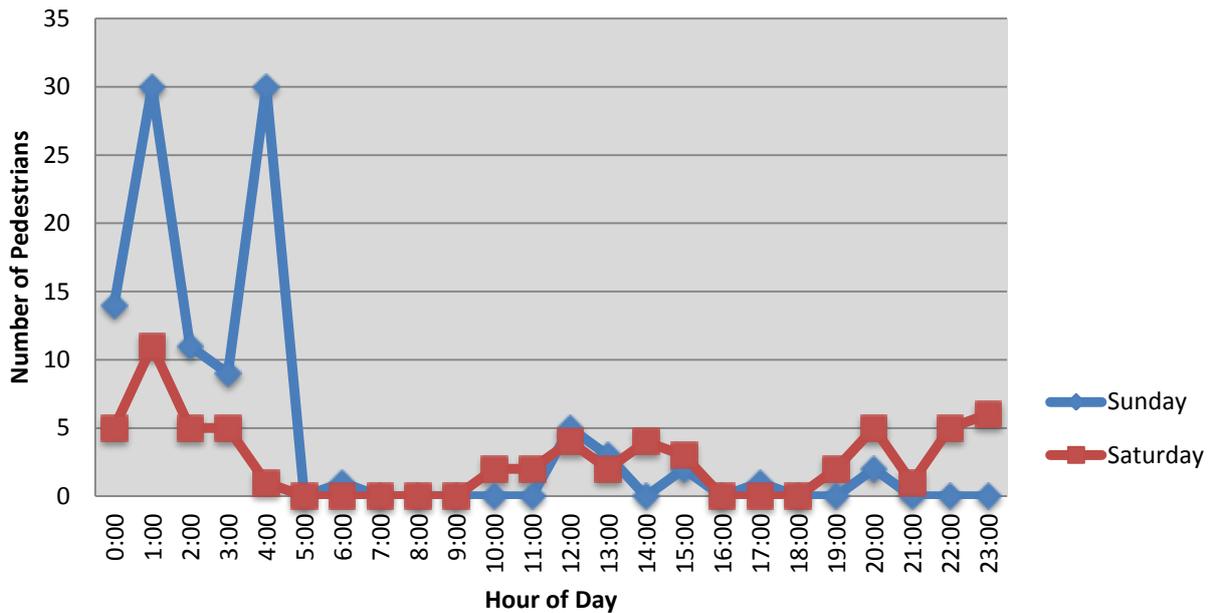


Figure 5 - Vine Street Pedestrians on Saturday and Sunday - 24 Hour Period (hourly counts)

Cameron Street has many shops open from 9 am to 2 pm on a Saturday and Sunday. As observed in Figure 6, the pedestrian counts peak on Saturdays between 11 am and 3 pm with between 20 to 25 people on the hour in the Cameron Street Mall.

On Sunday there are still a number of pedestrians in the early afternoon with 2 pm reaching a peak of 16 pedestrians at that hour. During this particular count, there were quite a few pedestrians spotted between midnight and 3 am on Sunday morning.

On both Saturday and Sunday, on average, there are fewer than two people on the hour in Cameron Street between the hours of 4 pm on Saturday to 9 am on Sunday (17 hour period).

Cameron Street Pedestrian Count on Saturday and Sunday

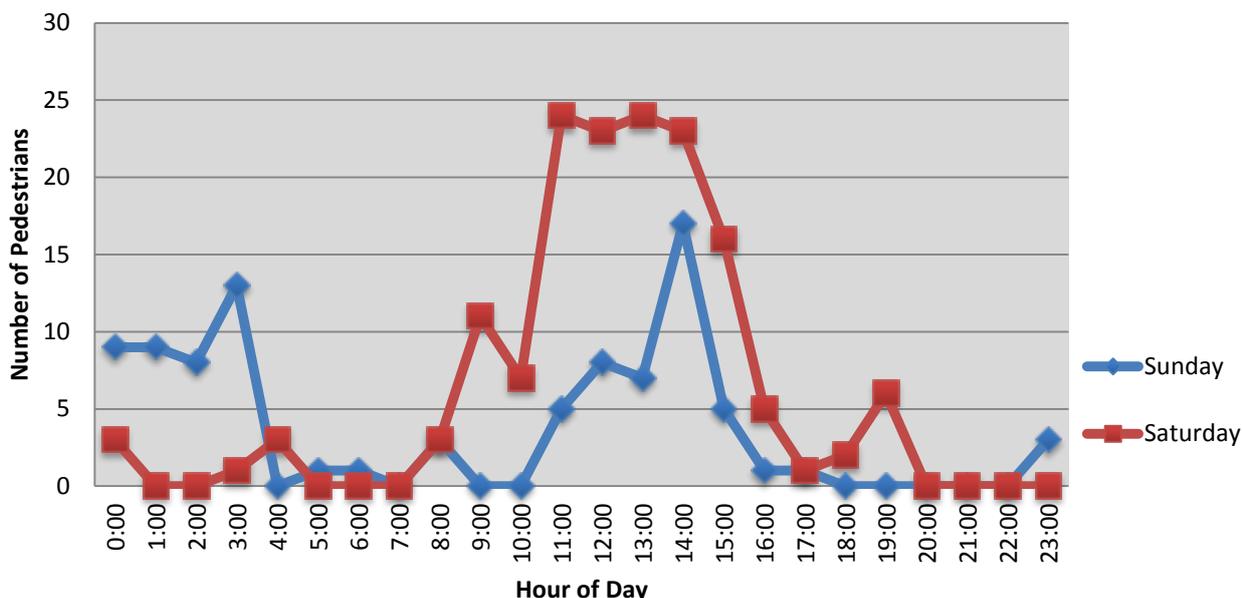


Figure 6 - Cameron Street Pedestrians on Saturday and Sunday - 24 Hour Period (hourly counts)

In summary, the night time venues on Vine Street attract the most pedestrian traffic on Friday and Saturday nights, whereas Cameron Street attracts pedestrians on Saturday and Sunday afternoons. These counts coincide with the opening hours of both the daytime and night time venues. On weekday evenings, when many of the shops close, there are fewer people about. Cafes also close at this time, or earlier, leaving the inner city a quiet place.

Although the data collected does not represent what happens each and every day in the inner city, it does provide a good snapshot in time of how it was used in this particular week. Weather patterns, holidays, time of year as well as a variety of other factors can determine if the inner city is being used more or less frequently.

5.3 Alcohol Consumption

There are several venues which operate at night including but not limited to: pubs, bars, nightclubs and restaurants. Live shows at Forum North and at the Old Library Building also draw crowds to the inner city at night. Although venues are open late to capture the crowds, many of them cater to a younger crowd focused on alcohol consumption. In the past, this has led to behavioural problems on the streets outside of some of the establishments.

Whangarei has a 24 hour liquor ban in effect in public places in the inner city. The liquor ban prohibits people from displaying and consuming alcoholic beverages 7 days a week, 24 hours a day.

At present, licensing hours vary between different night time venues. Often the later the venue stays open, the longer people wait to come into town and begin their night out. By the time the night clubs and bars close, it is very late into the night or early morning and often inebriated crowds linger in the inner city. Council has already put in place (2010) a stronger policy on managing the sale of alcohol in the District as this activity was recognized as an issue.

It is interesting to note that in the current economic climate, many bars are closing early as people are not coming into the inner city to be entertained. Many bars that were only open at night are now open during the day, operating as a restaurant and reducing their night time hours.

5.4 Business Closing Hours

For the majority of businesses in the inner city, weekday work hours are from 9 am to 5 pm and weekend hours are from 9 am to 4 pm. Depending on the type of business the hours may be different. Cafes will usually open earlier, some as early as 7 am and close by 4 pm. Other shops may stay open until 6 pm.

Although one cannot expect a business owner to alter their hours too much, it might be beneficial for some businesses to open later and close later to encourage a number of shoppers to stay in the inner city after normal working hours. Also, during certain times of the year, i.e. Christmas, the stores may stay open later to accommodate shoppers. The weekend shop hours appear to work for the majority of shoppers.

There is currently no late shopping night in Whangarei as there is in many other cities or towns throughout New Zealand. One late shopping night a week (e.g. Friday night) would assist in improving Whangarei's night time economy.

5.5 Public Transit

The CityLink Whangarei bus service is operated by NorthBus and contracted to the Northland Regional Council. There are five bus routes travelling from the neighbourhoods of Kamo/Tikipunga, Otangarei, Maunu, Raumanga/Morningside and Onerahi. The Onerahi Bus route stops at the Whangarei Airport.

Fares for one way are \$3/adult and \$2/child and transfer fares are \$4/adult and \$3/child. One can also purchase a 10 trip concession card (single fare) for \$25/adult or \$16/child.

Buses run from Monday to Saturday but not on Sunday or on public holidays. From Monday to Friday, buses generally run from 6 am to 7 pm and on Saturday from 7 am to 2 pm.

Although these days and times probably suit most of the Whangarei population, they do not offer much for the weekend or night time economy. The lack of public transit in the evening in and around the inner city means that many people have to drive or take a taxi cab to get in and out. On the weekends, the schedule is more suited to the morning and afternoon, allowing people to catch a bus to make the weekly Growers Market and attend the weekend activities happening in the inner city. However bus services only operate until mid afternoon on Saturday and there are none on Sundays.

Carefully managed, late night bus routes could provide an alternative means of transport for night time patrons. A late night bus service is valuable, not only for those engaging in leisure activities but also for those working shifts or working in the night time economy. There is a view that if there is no late night public transit, there must be little to no demand for it or that it is economically unviable. However, it might be beneficial to establish a late night bus service through an initial subsidy and see if the route becomes used and is economically viable.

A late night bus service called midnight movers trialled for two years in the inner city with various buses travelling from the CBD to Onerahi, Tikipunga/Kamo, Otangarei, and Maunu/Raumanga/Smeatons /Morningside. The buses would depart the CBD and make the 30 minute trip back and forth between the abovementioned neighbourhoods. Buses would start running at 11 pm and end at 3:30 am. The fare was \$5 / trip. Midnight Movers ran from mid November 2006 to the beginning of February 2007. The Nite Flite Initiative replaced Midnight Movers the following year. Nite Flite began as an interagency partnership between 'The Whangarei Accord' and local Whangarei taxi companies, Kiwi Cabs and A1 Cabs, formed during August - October 2007 to develop a public transit service model that would take patrons out of Vine St from midnight to the early hours of Sunday morning. This project commenced on 2 November, 2007. The main focus of the project was to improve safety and security for customers, visitors and employees, increase public confidence regarding safety, reduce drink driving incidents, and therefore reduce societal costs e.g. alcohol-related crimes, healthcare to those injured, repairing property, etc.

A Nite Flite Warden was hired by Council and was key to the service. They sold vouchers, monitored the queue and grouped people according to district areas. The program ran for one more year and ended after the 2008/2009 summer season.

Park & Ride stations can also be set up for large events happening in the inner city, encouraging people to park outside the area and catch an express bus to the local event. The Park & Ride scheme has been identified in the Parking Strategy for every day and event use as an option but has yet to be investigated.

5.6 Pedestrian Connections

At present, the pedestrian connections in the inner city are sporadic and incoherent. Key activators around the Old Library, Forum North/Walton Plaza/Central Library, Town Basin, Pool & Markets are cut off from the CBD by a pedestrian unfriendly arterial loop, underutilized parts of the CBD (for the Town Basin) and visually by a rail corridor (Forum North/Libraries/Growers Market). Within the CBD, blocks are overly large and where pedestrian lane linkages exist, they are invariably dog-legged, compromising visual surveillance, resulting in poor perception of public safety.

5.7 Public Spaces

A public space is a social space that is generally open and accessible to people. It includes streets, squares, parks and lanes, as well as government owned buildings such as libraries. High quality public spaces and increased urban amenity are important elements of good urban design and provide the setting for community and public life.

Public space enhancement projects such as streetscape improvements that prioritise pedestrian amenity over vehicle movements have been shown to deliver particular success at boosting hospitality businesses, a corner stone of the CBD night time economies. These enhancement projects can also create good urban design that ensures high quality public places. This can lead to enhanced urban economic performance by attracting more people and activities, encourage greater participation in community and cultural activities, enhance civic pride and commitment to the community, increase the use of public space and support associated businesses.

Good urban design can ensure that intensification can be achieved without loss of amenity and can increase variety and choice along with improved public space.

5.8 Diversity of Activities

Family based and alcohol free activities need to be planned in the inner city to allow for a gathering place for friends and family in a safe environment. A central information source needs to be developed in Whangarei and advertised. At present, events and happenings are often found in many different publications – The Whangarei Leader, the Whangarei Report, the Northland Advocate, various websites, etc... The issue with having so many information sources is that some of the publications may have advertised events that others do not. A well known brand (i.e. Whangarei – Love it Here!) should be used for familiarity.

At present, the website www.whangareinz.com is a website listing events and activities happening around the district. Council is attempting to make this website the “one stop shop” for finding out what is happening in Whangarei.

6 Improving the Weekend and Night Time Economy

6.1 Urban Design

Urban design is the practice of shaping human settlements to create practical, comfortable and pleasant places for people to live, work and play. It is also about making well planned logical connections between people, spaces and buildings. It focuses on the physical improvement of the public environment rather than focusing on the management of development through planning schemes and other statutory development controls.

Urban design is concerned with the design of buildings, places, spaces and movement networks that make up towns and cities, and the ways people use them. Urban design deals with the physical features that define the character or image of a street, neighbourhood, community, city, or the district as a whole. It is the visual and sensory relationship between people and the built environment. The urban environment includes not only the buildings and streets, but also the natural environments which they shape and incorporate into the urban framework.

Good urban design can ensure that intensification can be achieved without loss of amenity and can increase variety and choice along with improved public space. High quality public spaces and increased urban amenity are important elements of good urban design. These provide the setting for community and public life. Good urban design can also assist in improving the weekend and night time economy.

A major focus within contemporary urban design practice is to redress the environmental issues associated with urban sprawl and its demands for new infrastructure, increased traffic flows, inefficient energy use, and the continuing loss of rural areas with significant natural values. The key mechanism for this redress is development that delivers compact human scale, walkable communities, with an emphasis on increased housing densities in and around CBD's and neighbourhood centres. Contemporary urban design principles draw heavily on traditional townscapes that evolved before the influence of private vehicular transport took hold on urban form. Key features include bringing together places where people live, work, play and shop in nodal centres, with a gradation of residential density from high to low moving from those centres towards the countryside. A high priority in the mixed use neighbourhoods is the creation and enhancement of parks, squares and public space for people to gather and interact together with principles that promote active edges to those public spaces which stimulate vitality and provide mutual visual surveillance between public and private space which enhances perceptions of personal safety.

6.1.1 Sense of Place

Sense of place is an important, multifaceted concept that attracts, retains and enriches communities in relation to a particular locality. A sense of place emerges through knowledge of the history, geography and sociology of an area, its natural and cultural heritage, the stories and myths associated with a place, and the relationships of communities with the land. Sense of place comprises two essential elements: the “community” or those people who feel attachment or a sense of belonging to a place; and the physical and intangible elements of a place that contribute to its special character or “familiarity”.

A sense of place helps people identify with where they live and with each other. It can attract people and businesses to a place and help retain them there. It can also attract visitors and make them return to a particular place. It can assist in the promotion and “branding” of a city or district. Sustainable tourism relies upon a continuing sense of place. A strong sense of place can lead to more sensitive stewardship of historic/cultural and natural heritage. And an enduring sense of place assists social cohesion and social engagement. Thus, sense of place contributes to environmental, economic, social and cultural well being.

A number of aspects contribute to a sense of place and can be improved to enhance that sense of place. These include historic and cultural heritage, natural heritage and landscape, land uses, gathering places and focal points, view and gateways and the built environment encompassing such aspects as local character and amenity, neighbourhood identity and urban design. All these elements contribute to sense of place and can be protected and increasingly recognized as an important part of environmental, socio-cultural and economic planning (Whangarei District Council 2010b).

6.1.2 Mixed Use and Inner City Living

Mixed use combines different land uses in close compatible relationships. A mixed use development is one that contains non residential (commercial, community, recreational or institutional spaces) as well as residential uses. A mixed use development may be as large as an entire precinct or as small as a single unit that contains both living and work spaces. It may be organised vertically, horizontally or as some combination of the two. Mixed use development has the potential to improve the vitality and attractiveness of the inner city. Successful mixed use can have a beneficial impact upon the social and economic well being of an area, enhancing viability, generating a strong sense of place and often producing an environment which is both attractive and functional.

Not only does mixed use development enhance attractiveness, it can also stimulate the weekend and night time economy, prevents dead office/commercial zones and creates a safer environment with facilities used at different times of the day. In terms of the environment, successful mixed use can have a significant impact on environmental quality and appearance. These can be important factors in determining attractiveness. Mixed use development can also provide greater opportunities for using public transit and encouraging trips on foot, hence reducing the need to travel by private motorised transport.

Land use intensification to produce a more compact urban form through urban design also has a key role to play in creating sustainable urban forms that support public transit and alternative transport nodes. A more compact urban form where land uses and destinations are closer together will reduce the need to travel and can create environments where walking, cycling or use of public transit is considered a more attractive option. This also assists the development of a weekend and night time economy.

As people migrate towards the city centre, their needs will encourage commercial activities. This will then encourage more growth and the urban core will over time become a hub of activity.

6.1.3 Urban Renaissance

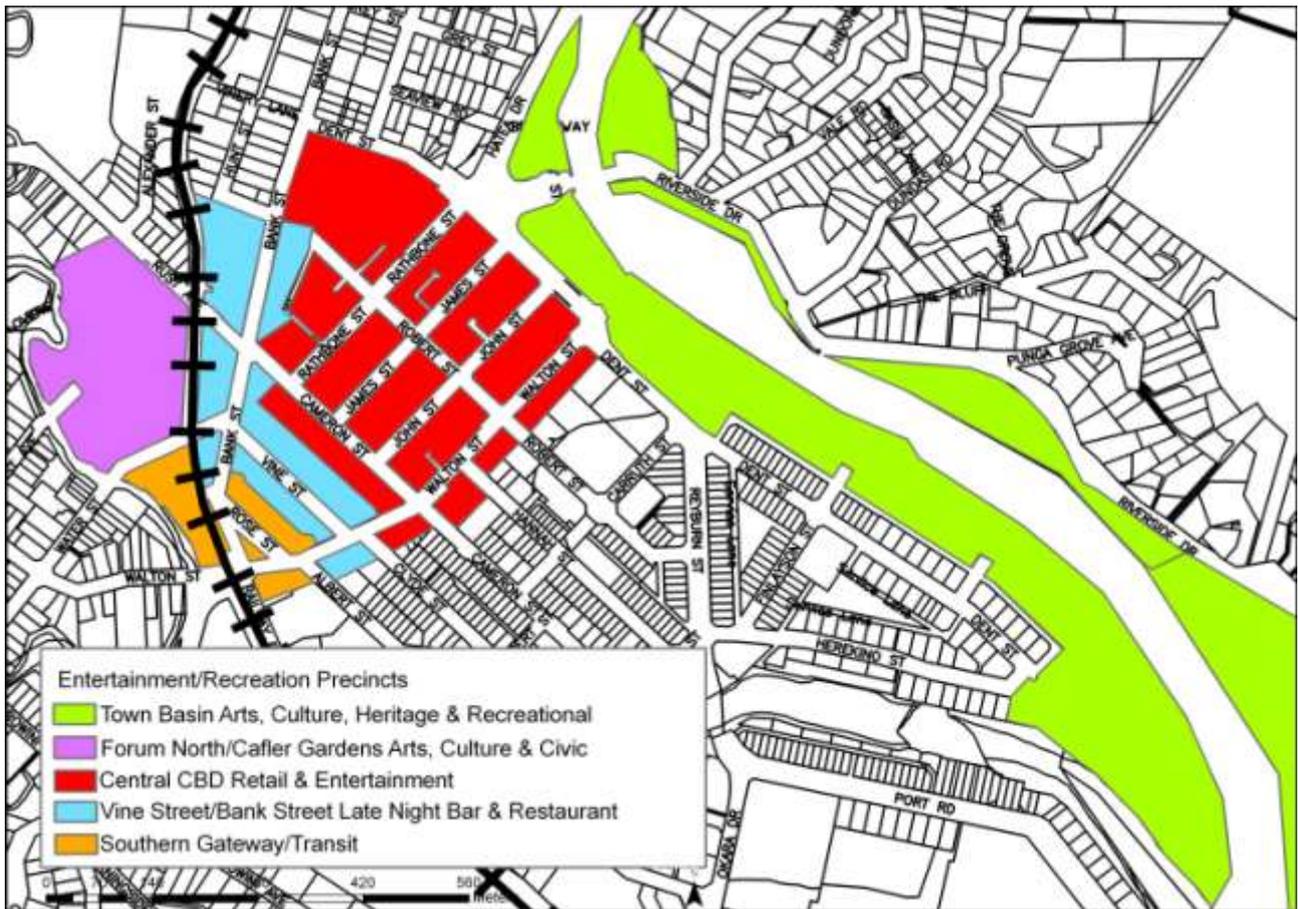
By definition urban renaissance is “about getting people to live in the city and town centres where they can also work, shop and enjoy leisure time through diverse activities.” The concept of urban renaissance began in Europe where city centre living surrounded by a range of facilities and amenities and has long been the norm. A sense of community is essential to this type of urban development being successful. Often, the urban centre will cater to a younger, more affluent, however transient crowd. The lack of sense of community can be an issue. A range of mixed use housing types should be offered to cater to all ages and income types to ensure a successful community mix.

6.2 Entertainment/Recreation Precincts

For the purpose of this strategy, a boundary was established to determine what area would constitute the inner city. The inner city is made up of two distinct areas, the Central Business District (CBD) and the Town Basin. There is a lack of strong pedestrian connections between the two areas; however, works are planned to help facilitate better pedestrian linkages.

There are five precincts that have been identified in the inner city and several notable areas of interest (Map 1). They are:

- Town Basin Arts, Culture, Heritage and Recreational Precinct
- Forum North/Cafler Gardens Arts, Culture and Civic Precinct
- Central CBD Retail and Entertainment Precinct
- Vine Street/Bank Street Late Night Bar and Restaurant Precinct
- Southern Gateway/Transit Precinct



Map 1 – Whangarei’s Entertainment/Recreation Precincts

6.2.1 Town Basin Arts, Culture, Heritage and Recreational Precinct

This precinct is located along the Hatea River and incorporates the Town Basin and Hihiaua Peninsula as well as the Whangarei Aquatic Centre and Riverside Drive (See Map 1). It will in future incorporate Pohe Island and the loop walkway/cycling when completed. The Town Basin currently includes a large children’s playground, Canopy Bridge Artisan Market, art/history walk, the Whangarei Art Museum, the HUB, Reyburn House, Clapham’s Clock Museum, the Burning Issues Gallery, several cafes, restaurants and tourist shops. Most of the museums and shops here are open daily. The Hihiaua Cultural Centre Trust has plans to construct a \$20 million cultural centre on the peninsula and the



Figure 7 - Proposed Hihiaua Cultural Centre

Hundertwasser Museum is planned for the old NRC building on Dent Street. A new park adjacent to the Hundertwasser Museum will create another space in the Town Basin for people to congregate and activities to occur.

The Whangarei Theatre Company was built by company members in the mid 1980s. It is located in the lower Town Basin vicinity and contains a main auditorium with seating for 170 people. The theatre showcases three plays per year and focuses on the local talent.



Map 2 - Arts, Cultural and Civic Amenities

The Canopy Bridge has been hosting a weekly Artisan Market on Saturday in the summer months and will become host to other local events.

The Whangarei Aquatic Centre has a large lap pool, wave pool, children’s pools, water slide, teach pool, spa and workout centre.

A loop walkway is being constructed and is set to be finished in May 2014. The walkway will incorporate a four kilometre loop around the Hihiaua Peninsula, along the Art Walk and through the Town Basin, across the Canopy Bridge and along Riverside Drive, across the Te Matau a Pohe Bridge and up the Waiarohia stream across the new pedestrian bridge back to the Hihiaua Peninsula.



Figure 8 - Proposed Hundertwasser Museum

Currently the Town Basin Precinct is underutilized both at night and during the weekend. At night the area is usually quiet with few people around. During the weekend, apart from when the Artisan Market is on, the area is also relatively quiet except for the children’s playground. However, there is much potential to increase usage of this precinct and for it to become a major tourist attraction as well as a focal point for the community. The loop walkway/cycleway will attract people when

completed. The new harbour side park fronting the Canopy Bridge will attract families and children to the area. The proposed Hundertwasser Museum will be a major drawcard. And the proposed Hihiaua Cultural Centre will complete the transformation of this area into a major arts, culture and heritage and recreational precinct. Future mixed use along Lower Dent Street is an option that would bring people to the area and add vibrancy to the inner city.

All of the above would encourage more commercial activity, particularly in the hospitality, arts, culture, heritage and tourism industries, improving both the weekend and night time economy.

6.2.2 Forum North/Cafler Gardens Arts, Culture and Civic Precinct

This precinct is located adjacent to Rust Avenue and Water Street where Forum North, the Expo Hall, the Whangarei Central Library, the old Library Building Arts Centre and Cafler Park are located. Forum North is Whangarei's premier theatre and concert venue. The Capitaine Bougainville Theatre seats 340 people and can cater to a range of events including intimate theatre, music, entertainment events and meetings. The Te Kotahitanga Expo Hall is currently one of the largest conference venues in Whangarei and can accommodate up to 600 people for live shows, music, performing arts and conferences.

The Central Library is open seven days a week and also includes a cafe with indoor and outdoor seating. An Art Lounge features artefacts from the Whangarei Art Museum and Whangarei artists, photographers and crafts people. Cultural events are held occasionally such as a mid winter arts festival featuring a photographic competition and exhibition, local fundraisers and book launches.

Cafler Park features a beautiful rose garden and trails as well as the Botanica Whangarei - Fernery, Conservatory and Cacti House. Botanica holds one of the country's largest public collections of native ferns. Cafler Park also hosts events, particularly during the Endless summer Festival.



Figure 9 - Central Library

The Old Library Building hosts numerous events including live music, fundraisers and a monthly Friday night market. CHART (Culture, Heritage and Arts Northland) is also located in the Old Library Building.

The Forum North/Cafler Gardens Precinct is currently reasonably well utilized with events on most weekends and often at night during the week. The library and café are well patronized as is Cafler Park and Botanica Whangarei. The Old Library Building is also host to many smaller activities and is one of the designated heritage buildings.

There is potential, however, to further develop the precinct. A larger theatre in Forum North is being investigated. Increased use of Forum North in the evenings and weekends for arts, cultural and civic activities could be encouraged. The re-establishment of a café/bar/restaurant in Forum North may become viable in the future. The old art museum building in Cafler Park presents opportunities as does Cafler Park as a whole. Greater use of the library and the library forecourt for arts, cultural and civic activities is possible both in the evening and at weekends. And a further increase in the Old Library Building could be encouraged.

The pedestrian connection between the Forum North/Calfer Park Precinct and the Central CBD Precinct needs to be improved. Alternative, safe and welcoming pedestrian links along Rust Avenue and Lower Water Street need to be provided, particularly for night time usage. At present the link ways are uninviting and at night intimidating. Improved lighting, streetscape and amenity features are required.

6.2.3 Central CBD Retail and Entertainment Precinct

The central CBD retail and entertainment precinct stretches from Laurie Hall Park in the north to Walton Street to the south. It includes Cameron Street Mall which is a highlight of the CBD. The feature paving is complemented by unique aspects including volcanic stone walls drawn from Whangarei's rural surroundings and striking "copper trees".

For those with a sense of history the pedestrian mall area has an 80 metre enchanting bronze storyline. From Whangarei's geological beginnings, the storyline tells of people and events - each plaque building a sense of Whangarei's history and a sense of positive future where people from different backgrounds build their lives together.

The area surrounding the mall has a selection of restaurants and cafes as well as a wide variety of shopping opportunities. Undercover shopping and dining opportunities can be found in The Strand. Whangarei’s movie theatre is also located here with access from both James and John Street and a covered car park is available for public parking. This cinema complex contains five screens showing recently released films plus art house movies.

Laurie Hall Park has the right location, topography and size to be a central open space for the CBD but does not presently function to full capacity. The Park already hosts the Anzac Day Dawn Service and several other weekend and night functions have occurred in the park, particularly during the Endless Summer Festival.



Figure 10 - Cameron Street Mall

Design work has begun on extending the Cameron Street mall. The design retains through traffic and provides on street car parking. The concept features a one-way, traffic calmed lane, defined on both sides by street furniture and a series of planters. A pedestrian prioritised environment is achieved with new continuous paving surfaces from building edge to building edge. A large transparent canopy at the Cameron Street /James Street corner offers shelter for pedestrians and forms a focal point within the mall

area. This will be in clear view from the Town Basin and would be particularly visible at night when it will

be lighted to glow as a beacon for the CBD night time activity. A new performance stage is proposed below the canopy as a focus for civic events and performances. The reduced width of the vehicle lane will enable a vastly expanded area on the sunny side of Cameron Street for alfresco dining. This will be augmented by new LED street lighting to greatly enhance after dark perception of personal safety and night time business activity.

The Central CBD Retail and Entertainment Precinct is currently well utilized by the public during the day, although less so between Robert and Dent Street, and during weekend shopping hours. However, outside of shopping hours, both during the week and in the weekend, it is underutilized. In particular its night time economy is poorly developed. The precinct has an attractive streetscape and is in the core area around Cameron Street Mall and Laurie Hall Park. The areas outside of this, particularly lower Rathbone, James, John and Walton Streets, are largely unattractive and uninviting to pedestrians. They are also virtual no-go areas at night, as are most areas outside of Cameron Street. The proposed extension to the Cameron Street Mall and upgrade of James Street will assist in improving the amenity and hence the daytime and night time patronage. Improvements to streetscapes of other areas need to take place over time and attractive, safe pedestrian connections to the Town Basin are essential to improving the weekend and night time economy. There needs to be easy, safe and attractive linkages between the two major inner city attractions if the weekend and night time economy is to reach its full potential.

6.2.4 Vine Street/ Bank Street Late Night Bar and Restaurant Precinct

Much of the current late night life generators can be found on Vine Street and Bank Street. These two streets house the majority of the bars, clubs and late night restaurants in the CBD. This precinct, particularly Vine Street is unappealing at best and intimidating at worst. Footpaths along either side of Vine Street are uneven and visually unpleasing. Storefronts and canopies are weathered and neglected. Lighting is poor. There is a lack of street furniture including seating and rubbish disposal as well as a lack of greenery.

Proposals for enhancing the streetscape include paving the street and creating a shared space, much like what James Street will



Figure 11 - Vine Street Rendering

become, along the length of Vine Street. Traffic calming, street trees and furniture will help to create an inviting atmosphere. During the day, the street will be shared with pedestrians and vehicles and at night will create an area predominately designated for a pedestrian crowd.

6.2.5 Southern Gateway/Transit Precinct

An established transit centre is located on Rose Street, at the edge of the CBD. This is the central city terminal for the Whangarei urban bus service. Currently, only one national bus carrier uses the bus stop on Bank Street, adjacent to the transit centre. There is a car park on Vine Street at present.

The roundabout and railway also act as a gateway to the inner city from the south. This gateway currently presents a poor visual introduction to the CBD dominated by an unattractive car park, public toilets, a relocated TAB and a Salvation Army second-hand store. The Water Street car park, where the Growers Market currently operates, has been identified in the Parking Strategy as a possible site for an a multi storey car park in the future.

There is discussion about making the area a transit oriented development by closing the lower end of Bank Street to local traffic. This could encourage a gathering place for people using the transit centre. Public transit can be redirected to egress off Walton Street although it would still be able to access the area from Bank Street. By making the area around public transit more inviting, it encourages people to use the transit system, further enhancing growth and service.

There is much potential to improve the Southern Gateway/Transit Precinct. The basic elements are there to improve upon. Rose Street Gardens and the Grand Hotel provide a framework for implementing a well designed transit hub and attractive gateway to the CBD. The key to this is in the redevelopment of the existing Vine Street car park, which currently impacts adversely on this Precinct and neighbouring Vine Street/ Bank Street precinct. Appropriate development of this site could considerably improve the amenity and functionality of both precincts. The Rose Street frontage needs to be centred on transit functions while Vine Street frontage could be devoted to commercial/hospitality functions. There is potential for office space, visitor accommodation development above street level.



Figure 12 – Grand Hotel Rose Street

6.2.6 Other Areas

Mixed use residential areas have been suggested in the inner city, although specific areas have not yet been defined. These residential areas have the potential to have a significant influence on the dynamics of the inner city. A number of multi-storey office buildings exist here that could be converted into residential housing schemes with shop fronts on the street level. Smaller studio or one bedroom suites can attract a younger professional crowd wanting to live, work and play in the inner city. Specific areas will be identified for mixed use in the Structure Plan for Whangarei City. These residential areas should be taken into consideration with any future development of night time facilities (i.e. nightclubs, bars, pubs, etc.) to establish a good relationship between both uses.



Figure 13 - Alfresco Dining

Alfresco dining is addressed in the Alfresco Dining Policy and will be incorporated into all of these precincts.

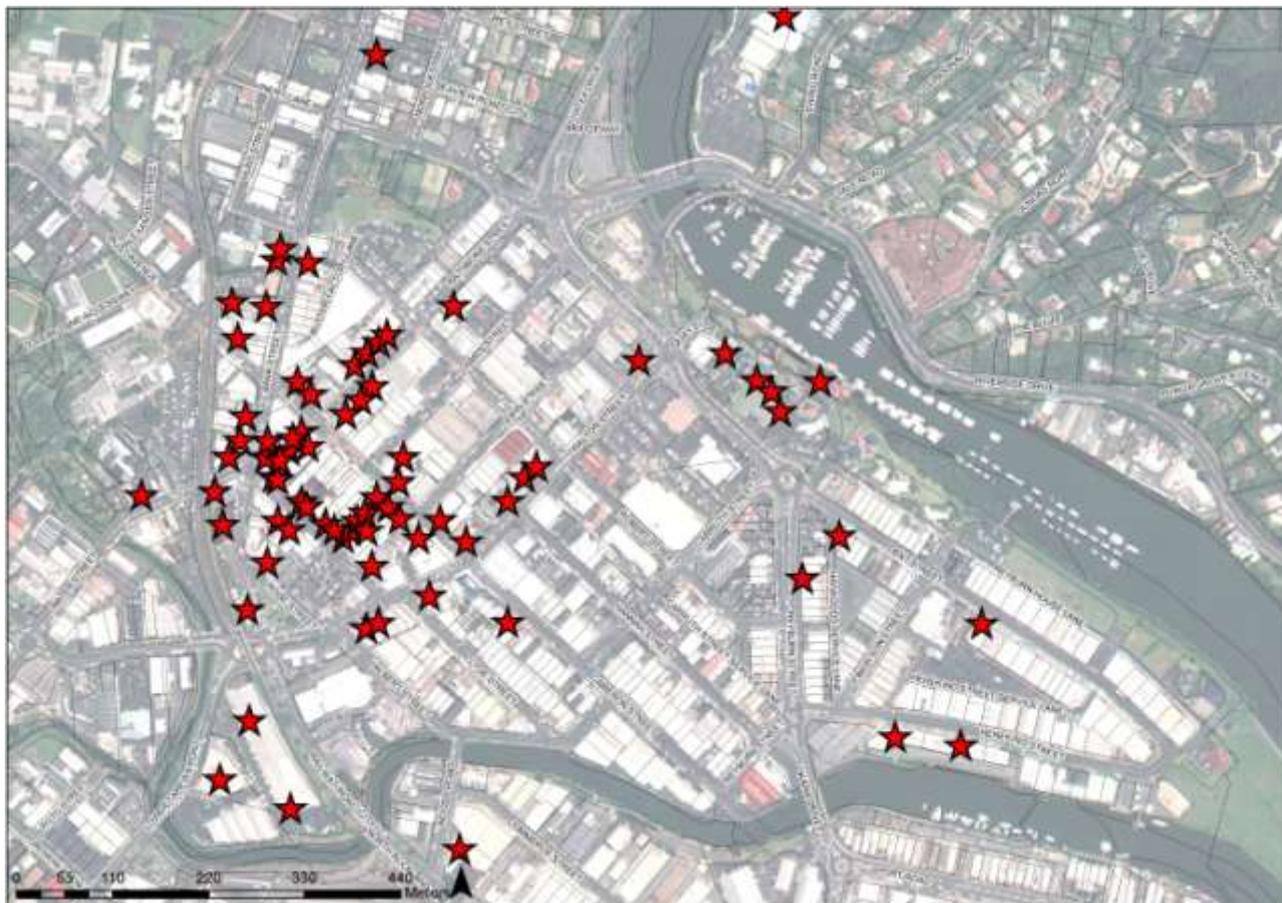
There are plenty of eating and drinking establishments in the inner city as outlined in Map 3. These establishments form a visual pattern of uses that relate to the entertainment precincts outlined above. It is clear that there are a variety of restaurants and bars along Bank Street and Vine Street that when grouped, would contribute to the late night and restaurant precinct.

It would appear that a number of cafes are grouped along Rathbone Street. This may be due to the fact that there are many people who walk

from the car parks on Dent Street and Laurie Hall Park, creating a vibrant pedestrian connection which many of these businesses chose to target.

James Street is also starting to attract some cafes and takeaways. The future canopy and stage on James Street will contribute to more people and activities in the area. James Street is also proposed as the future major pedestrian connection to the Town Basin.

Walton Street is also a corridor where a number of eating and drinking establishments have been located. Perhaps it is because this is a major vehicular connection to the Town Basin and visibility is high along this street. A Pak n' Save supermarket also exists on this street.



Map 3 - Eating and Drinking Establishments

6.2.7 Pedestrian Connections

The lack of pedestrian connectivity within the inner city has long been an issue. As parts of the inner city continue to revitalize and grow, connections between areas become blurred. Block sizes are generally large and the links between the streets are weak. Two connections in particular are important to invigorating the weekend and night time economy of the inner city.

6.2.7.1 CBD and Town Basin Connection

The connection from the CBD to the Town Basin has always been recognized as problematic. Streetscape improvements down Rathbone Street end at Robert Street and do not physically connect this area to the Town Basin. Future plans for linkages include creating a connection over Dent Street and down into the open space currently being used for car parking in the Town Basin. There are also plans to revitalise the area down John Street towards the Town Basin.

6.2.7.2 Forum North and CBD Connection

Connections from the Forum North/Cafler Gardens Arts, Culture and Civic Precinct to the CBD should also be improved. At present, the railway acts as a physical barrier between the two areas. With a considerable number of events happening in Forum North and the Old Library Building, further study should be

undertaken to ensure that pedestrians have clear and safe connections to other forms of entertainment just a few blocks away in the CBD and Vine Street/Bank Street Precincts.

6.3 Council Initiatives

The Weekend and Night Time Economy Strategy is intended to be a framework for the inner city for the next 30 years. As infrastructure gets built, new and exciting opportunities will begin to unfold in Whangarei.

6.3.1 Public Spaces

Whangarei has a number of public spaces in the inner city; however some of these spaces are not used to their full potential. Laurie Hall Car Park and Cafler park are both beautiful areas and they should be used for a variety of activities. Events such as night markets, outdoor concerts and theatre, firework displays and night time street performances need to be encouraged. Clever lighting can highlight attractive or historical features and architectural details, deter anti-social behaviour, and increase safety.

Trees, parks, gardens, waterways and other green infrastructure provide numerous environmental, economic and social benefits, creating the kind of places people want to live, work, visit and invest in.

The art walk and future ring of walkways will encourage the use of some of the public space in the Town Basin, as well as make vital connections to other public space around the inner city.

6.3.2 Blue/Green/Grey Corridors

As part of the vision for urban form, the development of blue, green and grey corridors will support the enhancement of the natural setting of Whangarei, whilst protecting ecosystems and landscape amenity. Much of the coastline and river margins in Whangarei have high landscape and ecological values, and these features are a key aspect of the Districts identity. Blue/green/grey corridors in urban Whangarei will improve amenity values and recreational opportunities along with walking and cycling.

Blue/green/grey corridors incorporated into the City can enhance the space between green open spaces. Pocket parks like Cafler Park can use natural connections like the Waiarohia Stream to get to the Town Basin, while planted trees, shrubs, and other vegetation can line a corridor from the Town Basin to Laurie Hall Park.

Encouraging people to walk or cycle through these blue/green/grey corridors enhances areas in the inner city thus making them livelier and more viable for the weekend and night time economy.

6.3.3 Alfresco Dining

The Alfresco Dining Policy outlines how and where alfresco dining should occur in the Whangarei District. At present, there are several alfresco dining options down Bank Street, Vine Street, Cameron Street, Rathbone Street and James Street. The Town Basin also provides a variety of alfresco dining opportunities near the waterfront and children's playground. Alfresco dining options are expected to increase with future improvements to the CBD, and should be encouraged. Alfresco dining helps to bring life to the streets and open spaces in the City and improves the weekend and night time economy.

6.3.4 Parking

As the City grows and develops, parking will be encouraged on the outskirts of the CBD so that public space can be used for people to meet, congregate, and play. Parking located close to the centre of the CBD will be at a premium while other car parks within a short walking distance will be less expensive, encouraging visitors to park on the outskirts and walk in. The Water Street Car Park and Lower Hatea Drive have been identified in the Parking Strategy as potential sites for parking buildings in the future.

6.3.5 Pedestrianisation

The quality of the walking environment is a big factor in peoples shopping choices, and people who walk to their town centres have been shown to spend more and in a wider range of shops, than visitors arriving by car, bus or bike. Attractive features such as planting, waterways and pocket parks along the route can help make walking a pleasant alternative to driving.

The new streetscape proposed for James Street in the CBD will help facilitate a more pedestrian friendly atmosphere. Although the improvements will enable vehicles and pedestrians to share the space, the look and feel of James Street will be enhanced. As future pedestrian connections are made between Forum North and the CBD as well as between the CBD and Town Basin, walking will be encouraged and the inner city will become more pedestrian friendly.

6.3.6 Busking and Street Entertainment

Busking and other street entertainment creates vibrancy and adds colour to the street scene for visitors and local people. Encouraging and promoting street entertainment in the form of live music, dance, and theatre for the wider cultural benefit of the community can enhance the weekend and night time economy in the inner city. Busking in the inner city is allowed and encouraged by Council, but may need some form of control to ensure a consistent quality of performance.

6.4 Liquor Licensing

Decisions on new liquor licensing controls are expected by mid 2014. The Liquor Licensing Policy was amended in 2010 to try and curb the alcohol problems emerging from late night drinking. The new policy allows a “sunset period” for businesses to get accustomed to the new legislation. The policy contains guidelines in respect to the hours of operation of licensed premises in or adjacent to residential areas.

A one way door system introduced at this time will also have an effect on the CBD. The system prohibits patrons from re-entering a premise if they have exited later than 1 am and also prohibits any new patron from entering an establishment later than 1 am. This system will only be in affect in the CBD with establishments staying open later than 1 am.

Depending on the type of establishment and where it is located, the hours of operation will be affected. See the table below for hours of operation:

Type of Licence	Day of Week	Hours of Operation
On licensed premises situated adjacent to residential areas	Sunday - Thursday	8 am – 11 pm
	Friday – Saturday	8 am – 1 am the following day
On licensed premises isolated from residential areas	Monday – Sunday	8 am – 1 am the following day
On licensed premises situated within the CBD	Monday - Sunday	8 am – 3 am the following day with a one way door system (starts at 1 am)
Off Licences premises	Monday - Sunday	9 am – 10 pm
Club licence premises situated adjacent to residential areas	Sunday - Thursday	8 am – 11 pm
	Friday - Saturday	8 am – 1 am the following day
Club licence premises isolated from residential areas	Monday - Sunday	8 am – 1 am the following day
Special licences for any premises in the CBD		8 am – 4 am the following day
Special licences for on, off and club licensed premises		1 hr extension or 8 am – 1 am the following day (whichever is shorter)
Special licences for non licence premises		8 am – 1 am the following day

Table 1 –Licensed Facilities, Locations and Allowable Hours of Operation.

The map for the CBD outlining the boundaries for the Liquor Licensing Policy can be found in Appendix 1.

The hours of operation combined with the one way door system will likely change the dynamic in the inner city.

Managing the night life with the new policy could become easier in several ways. Should the number of people in the inner city increase at an earlier hour in the evening, this may coincide with the restaurant crowds leaving establishments. More people in the inner city at that time may actually make it a safer area to be in as visual surveillance is increased. People may start to feel safer and perceive it to be safer.

Some may believe that the night time bar scene will die altogether with the new liquor licensing. This is highly doubtful as there are many people, as well as visitors that still want to visit a bar or pub, whether it be with friends or sports clubs. If an establishment is busier in the early evening with a mixture of different age groups, it may actually increase the number of people enjoying the night time and all it has to offer. Monitoring shows that many bars often close much earlier than their actual hours allow.

Managing the night life, current and future, has become a growing concern for Whangarei and one of the reasons for this strategy. Licensing and government regulations can have an effect on how the night time economy operates. Increased police presence in the area as well as the CCTV cameras can help to decrease crime. Volunteers to monitor the streets also provide a visual surveillance in the area and lead to an increase in the public perception of safety.

6.5 City Safe

City Safe is a collaborative project between Council, the New Zealand Police Service and the Whangarei Chamber of Commerce engaging with other government and non-government organisations to ensure a safer CBD. At present, three initiatives are being used to help promote City Safe – a 24 hour call centre (0800 258 258), the closed circuit television (CCTV) systems installed in the inner city and community officers who patrol the CBD Monday to Saturday during the day.

Members of the public can call the 0800 number to report graffiti, broken or damaged streetlights, damaged footpaths, tripping hazards, people behaving in an unsafe manner or any other activity that makes them feel unsafe. The CCTV system is monitored by volunteers at the Whangarei Police Station and is designed to support community safety mechanisms ensuring a safer inner city.

Other mechanisms being used by the District Council to help promote safety are the Cops on Bikes program, reporting graffiti and truancy and ensuring a wider network of resources in and around the inner city as eyes and ears for public safety.

6.6 Crime Prevention Through Environmental Design (CPTED)

Crime Prevention Through Environmental Design (CPTED) is a concept defined as “the proper design and effective use of the built environment that can lead to a reduction in the fear and incidence of crime and an improvement in the quality of life”.

While CPTED generally involves influencing or changing the environment to reduce the opportunity for crime, it is also aimed at other outcomes including reducing fear of crime, increasing the aesthetic quality of the environment, and increasing the quality of life for law abiding citizens.

CPTED is recommended for any development that may create safety concerns or increase the risk of crime. It aims to influence the design of buildings, structures and vegetation by taking the current design of an area and makes recommendations as to how the area can be improved through a variety of ways (lighting, access, sightlines, etc.) Some suggestions include:

- Mix of residential and commercial uses with staggered closing times.
- Provision of both paid and free seating to enhance opportunities for natural surveillance. Paid seating is defined as seating that is attached to cafes and outdoor dining areas.
- Retail shop fronts should be well lit both inside and out to encourage window shopping, enhance pedestrian experiences and to facilitate natural surveillance.
- Ensuring walkways are well lit and landscaping around them maintained and low lying to remove entrapment opportunities.
- Designing open spaces with one safe, open route across it.
- Multiple entry and exit points within parks.
- Removing graffiti in high visible locations within 24 hours.
- Require new above ground residential activity to have a habitable room (other than a bedroom) facing the street for passive surveillance.

Good design not only makes people safer but also more confident as they move around the community to enjoy its amenities and while it is impossible to fully erase crime, better designed areas have been shown to reduce crime and fear of crime.

6.7 Business Improvement Districts (BIDs)

Business Improvement Districts (BIDs) are designed to give local businesses opportunities to regenerate their own areas. The aim of a BID is to provide an additional service to that already carried out by the local authority and to develop stronger core business areas within a district of city. For example - better lighting in the inner city. Usually fifty percent of local businesses would vote for and agree to fund a BID before the local authority could develop the scheme. BID schemes can be structured around crime and safety measures or even street cleaning. BIDs could be a mechanism for private businesses to address problems specific to the weekend and night time economy.

Actual projects are chosen by the business group and can range from graffiti control through to beautification projects and business recruiting. Many BIDs are consolidated around the development of amenity – ranging from higher levels of safety, through to attractive light industrial areas.

A BID is more of a tool than a strategy, however, it is a tool available to private businesses and business groups that want more input into local initiatives to improve business opportunities.

6.8 Catalyst Projects

6.8.1 Hundertwasser Museum

Should the Hundertwasser Museum be constructed, visitor numbers to Whangarei City are predicted to increase and there is a greater possibility of a higher class hotel built in the inner city. By providing higher level accommodation, it is likely that higher end events may come to Whangarei. Also, those staying at a new hotel in the inner city will use the area after peak hours to dine and drink. Entertainment venues are expected to increase with a greater population in the city at night and on weekends. With the creation of the Hundertwasser Museum, the rest of the city will be affected on a number of economic levels.

6.8.2 Loop Walkway

The new loop walkway incorporates a 2.5m wide multi use trail which is approximately 4 km long. The walkway will loop around the Hihiaua Peninsula, along the Art Walk and through the Town Basin, across the Canopy Bridge and along Riverside Drive to Pohe Island, across the Te Matau a Pohe Bridge and up the Waiarohia stream on the Port Road side and then across the new pedestrian bridge back to the Hihiaua Peninsula. Pohe Island is designed to be an active area for youth to gather together to engage in recreation. There is a proposed parkour area on Pohe Island and it is meant to allow movements like running, climbing, swinging, vaulting, leaping and rolling. It uses no equipment and is non competitive.

6.8.3 Hihiaua Cultural Centre

The proposed cultural centre will act to enhance the relationship between the Town Basin and the end of the peninsula. The art walk will act as the pedestrian connection between the two areas, creating a cohesive arts and cultural precinct in the Town Basin and encouraging people to gather here. Future activities and performances will attract crowds thus enhancing the weekend and night time economy.

6.9 Other Activities

If a greater variety of leisure activities, focusing less on consumption of alcohol, were available in the inner city, customers would be encouraged to stay after work during the early evening period between 5 pm and 8 pm. Family centric events would allow for a variety of people in the inner city.

Businesses may need to think differently about the way in which the CBD and the Town Basin are used in the evenings and on weekends. In many families, both parents are now working. This is a shift from years ago when one parent might stay at home and complete shopping and errands during the day, eliminating the need for shops to stay open at night. Unfortunately, the inner city has not changed to cater for that shift.

The following initiatives have been identified as possible ways to enhance the weekend and night time economy in Whangarei. Some rely upon private businesses to be successful, while others may involve cooperation between Council and private businesses.

6.9.1 Late Night Shopping

A late shopping night on Thursday or Friday evening could possibly draw more people into the area. With the shops generally closing at 5:00 to 5:30 pm, many who are already in the inner city do not stay. There may be an opportunity for branding the inner city as the new and compelling evening shopping location. A late shopping night could be coupled with other initiatives.

6.9.2 Night Market

The potential for the Laurie Hall car park to be turned into a market venue brings about the possibility of a late night market (Thursday or Friday), directly tied to the late night shopping occurring in the CBD precinct. This location can also be used for a variety of other festivals such as open air cinemas with a focus on food trucks/stalls congregating at Laurie Hall Park and is the perfect opportunity to give families a free movie experience while having dinner together. Several local businesses could display two to three of their most popular dishes to sell as tasters. Tickets could be purchased and then used at the different tents to try the local fare. This would be a great opportunity for families, professionals and friends to gather have a bite to eat, stay a bit longer and enjoy the shops in the inner city.

6.9.3 Celebrate Heritage

Whangarei is becoming a more multicultural city, with new immigrants arriving each year. A weekend to celebrate the heritage of these new immigrants is the perfect way to share new experiences, goods and ethnic food with other members of the public. This event could be tied in with the Whangarei Settlement Centre's event schedule.

6.9.4 Parades

Parades can be focused around a local event – such as the dawn parade for Anzac Day, or events like Christmas or Easter. While the annual Christmas parades occur in the suburban centres (i.e. Kamo), it might be beneficial to investigate the support for a parade in the inner city in addition to these other parades.

6.9.5 Riverside Activities

The loop walkway is proposed to be 4 km long. Located along riverbanks to consolidate fringe developments and define the edge of the town basin, it is the perfect setting for many walks or fun runs. The loop walkway is part of a larger plan to connect development in the Town Basin with that along the waterways in the industrial business district, up towards Cafler Park and Forum North and is known as the blue/green connection. Until the blue/green connection is complete, larger fun runs and walks could take place along streets in the CBD. Vendors could also use this opportunity to set up along the loop walkway or congregate in the Town Basin which is a part of this loop. Waka Ama Racing, canoeing, etc. can also provide opportunities for the weekend and night time economy.

6.9.6 Festivals

New Zealand has talent and much of it can be found locally. An opportunity for local playwrights, local musicians and buskers to direct and showcase their talent could be included in a weeklong festival with various performances occurring inside buildings and outside in public open spaces.

6.9.7 Special Events

Heritage Buildings located in the inner city not only create a sense of place and heritage within Whangarei but also provide for an opportunity to educate residents and visitors alike. For a weekend, Whangarei could play host to local actors and actresses, acting in character for the various heritage buildings thus allowing others to explore local history. The Old Library Building could become the focal point for the event. In an attempt to preserve local heritage and allow for residents and visitors to experience the Whangarei culture, some District Council owned buildings should be considered for tourism redevelopment or artist's workspaces or galleries.

6.9.8 Other Suggestions

In our consultation with the community, several comments came through about providing more family focussed events in the inner city. Many wanted to see these events being no-cost and held in our green open spaces. Music in the mall, and more buskers and performances, concerts, etc... were also encouraged. Street closures for more pedestrian-friendly activities – markets, concerts, etc... were mentioned as well as more play facilities for the children in public spaces. Lastly, safety in the inner city was a concern for some and they suggested better lighting should be focussed on.

7 Recommendations

Strong supportive and open partnerships between Council and business community underpin the successful management of the weekend and night time economy. The Council is planning to upgrade the amenity and provide infrastructure in the inner city to facilitate developments that will assist the weekend and night time

economy. However the ultimate success of the weekend and night time economy depends on the contributions of the private sector and community groups.

The following recommendations have been identified for consideration by Council and the business community as ways of improving the weekend and night time economy in Whangarei. The Department within Council associated with each recommendation has been identified. This Department will need to take the lead role in regards to implementing that recommendation, and liaise with external parties to assist implementation.

Rec. 7.1	When undertaking planning initiatives for Whangarei City ensure that effects on, and requirements of, the weekend and night time economy are taken into account.
Explanation	Most planning in Whangarei has been day centric. It has neglected the weekend and night time economy and entertainment, arts, culture and heritage. The Whangarei Structure Plan, Inner City Development Plan, District Plan, Urban Growth Strategy, Urban Design Strategy, Open Space Strategy, Walking and Cycling Strategy, Parking Strategy, etc. need to take into account the weekend and night time economy when planning the spatial arrangement of land uses, provision of infrastructure, and open space and urban design.
Department	Policy and Monitoring

Rec. 7.2	When providing infrastructure in Whangarei City ensure that effects on, and requirements of, the weekend and night time economy are taken into account.
Explanation	Infrastructure provision can have effects on the weekend and night time economy. This includes both soft and hard infrastructure. Effects on, and the needs of, the weekend and night time economy should be taken into account when providing hard and soft infrastructure in Whangarei. This includes roading, cycling, walking and parking infrastructure, parks and open space, street improvements and urban design initiatives, and recreational, arts, culture and heritage infrastructure.
Department	Roading, Parks and Recreation

Rec. 7.3	When identifying mixed use and/or residential intensification areas in Whangarei City, take into account effects on, and requirements of, the weekend and night time economy.
Explanation	Mixed use and/or residential intensification have the potential to improve the vitality of the inner city and socio economic well being. It can also improve the weekend and night time economy, prevent dead office/commercial zones, and create a safer environment with facilities used at different times of the day and night. When identifying mixed use and/or residential intensification areas in Whangarei City, these effects should be taken into account. Reverse sensitivity effects should also be taken into account.
Department	Policy and Monitoring

Rec. 7.4	When enhancing blue/green corridors in Whangarei City, ensure that the effects on, and requirements of, the weekend and night time economy are taken into account.
Explanation	Walking and cycling opportunities in blue/green corridors along the City's urban streams could enhance the weekend and night time economy, particularly the weekend and early evening economy. Connections could be made between entertainment and recreational precincts, providing safe and aesthetic corridors for evening and weekend users. Appropriate lighting and landscaping needs to enhance safety and sense of place. Such opportunities could be combined with flood protection measures along the urban streams.
Department	Policy and Monitoring, Parks and Recreation, Waste and Drainage

Rec. 7.5	When undertaking sense of place improvements in the Central Business District and Town Basin ensure that effects on, and requirements of, the weekend and night time economy are taken into account.
Explanation	Sense of place improvements, including those planned for the CBD and Town Basin can have positive effects on the weekend and night time economy and these effects should be considered when planning such improvements. Weekend and night time entertainment infrastructure should be included along with day time infrastructure. Night time use needs to take into account appropriate lighting and other safety measures.
Department	Policy and Monitoring, Parks and Recreation

Rec. 7.6	Improve connections between the entertainment and recreational precincts, particularly the Forum North/Cafler Gardens Arts, Culture and Civic Precinct, Central Business District Retail and Entertainment Precinct, and Town Basin Arts, Culture, Heritage and Recreational Precinct.
Explanation	<p>There is a lack of strong pedestrian connections between the entertainment and recreational precincts, particularly between Forum North/Cafler Gardens and the CBD, and between the CBD and Town Basin. Better linkages between these precincts will encourage movement of people around the inner city and will benefit both the weekend and night time economy.</p> <p>The connection from the CBD to the Town Basin has always been recognised as inadequate. Future plans for linkages include creating a pedestrian ramp up from James Street, over Dent Street and down into the open space currently being used for car parking in the Town Basin. There are also plans to improve the link down John Street towards the Town Basin.</p> <p>Connections from Forum North/Cafler Gardens to the CBD also need to be improved. At present, the railway acts as a physical barrier between the two areas. With a considerable number of events happening in Forum North and the Old Library Building, further improvements should be undertaken to ensure that pedestrians have easy and safe connections to other forms of entertainment in the CBD and Vine Street/Bank Street Precincts. Appropriate footpaths, street furniture, vegetation, lighting can all contribute to improving these connections.</p>
Department	Policy and Monitoring, Roading

Rec. 7.7	When improving sense of place in the Vine Street/Bank Street Late Night Bar and Restaurant Precinct ensure that effects on, and requirements of, the weekend and night time economy are taken into account.
Explanation	<p>This Vine Street/Bank Street Precinct is an essential part of the weekend and night time economy in Whangarei. It contains many restaurants and bars that stay open late. At present the Vine Street/Bank Street area is not pedestrian friendly or aesthetically pleasing. Vine Street is unappealing during the day and intimidating at night. There is a lack of street furniture, greenery, and pavement enhancements. Traffic is heavy and rapid and an impediment to people's movement and enjoyment of the area. The precinct needs a complete makeover to enhance use of the area and the weekend and night time economy. Vine Street in particular is in dire need of a makeover to enhance aesthetics, slow traffic, and make it a people friendly space. Proposals for enhancing the streetscape could include street paving and traffic improvements to create a shared space, much like what is proposed for James Street. Traffic calming, street trees and furniture, and improved lighting would help to create an inviting atmosphere. During the day, the street could be shared between pedestrians and vehicles and at night could be transformed into an area predominately for pedestrian use.</p>
Department	Policy and Monitoring, Roading

Rec. 7.8	When improving sense of place in the Southern Gateway/Transit Precinct ensure that effects on, and requirements of, the weekend and night time economy are taken into account.
Explanation	At present this precinct is unattractive and a poor visual introduction to the inner city from the south. However, There is much potential to improve the Southern Gateway/ Transit Precinct. The basic elements are there to build upon. The Cenotaph and centre garden, and the Grand Hotel provide a framework for implementing a well designed transit hub and attractive gateway to the CBD. The key to this is the redevelopment of the existing Vine Street car park, which currently impacts adversely on this precinct and neighbouring Vine Street/ Bank Street Precinct. Appropriate development of this site could considerably improve the amenity and functionality of both precincts. The Rose Street frontage needs to be centred on transit functions while Vine Street frontage could be devoted to commercial/hospitality functions. There is potential for office space, visitor accommodation or residential development above street level. The presence of the railway could be incorporated into the transit theme and functions of the precinct by celebrating its history through plaques or machinery or even an old steam engine or railway carriage as an added attraction.
Department	Policy and Monitoring, Parks and Recreation, Roading
Rec. 7.9	Continue to investigate and facilitate catalyst projects that will improve the weekend and night time economy.
Explanation	The Hundertwasser Arts Centre, a high end hotel (possibly linked with a conference centre) and the Maori Cultural Centre are all projects that will improve the weekend and night time economy. Should the Hundertwasser Centre be constructed, visitor numbers to Whangarei are predicted to increase significantly and there is a greater possibility of a higher class hotel being built in the inner city. By providing higher level accommodation, it is likely that higher end events may come to Whangarei. Also, those staying at a new hotel in the inner city will use the area at night and in the weekend to dine and drink. Entertainment venues are expected to increase with a greater population in the city at night and on weekends.
Department	Policy and Monitoring, Positive Growth
Rec. 7.10	Consider the use of Business Improvement Districts (BID) to improve the weekend and night time economy.
Explanation	Business Improvement Districts (BIDs) are designed to give local businesses opportunities to improve their own areas. The aim of a BID is to provide an additional service to that already provided by the local authority and to develop stronger core business areas within a district or city. BID schemes can be structured around crime and safety measures, beautification or lighting, or even street cleaning and graffiti removal. BIDs could be a mechanism for private businesses to address problems specific to the weekend and night time economy. For example, businesses could come together to coordinate their opening hours, streetscape improvements or street entertainment. This mainly relies upon the private sector, however, Council could assist in facilitating such arrangements.
Department	Positive Growth
Rec. 7.11	Consider trialling one late shopping night a week, perhaps Friday night, in the inner city.
Explanation	Many cities and towns have an extended shopping night once a week, usually on a Friday night until around 9pm. This is an effective method of increasing patronage of businesses, enlivening the inner city, and improving the night time economy. Retail and hospitality businesses in Whangarei may wish to consider trialling one in the inner city, perhaps starting

	during summer months and extending to all year round if successful. This initiative relies upon businesses to agree to such a trial.
Department	Positive Growth

Rec. 7.12	Consider trialling a Friday night market in Laurie Hall Car Park to coincide with late night shopping night in the inner city.
Explanation	A Friday night market in part of Laurie Hall Car Park to coincide with a late shopping night may assist in enlivening the inner city and improving the night time economy. This could be trialled along with a late night shopping night during the summer months and extended throughout the year if successful.
Department	Positive Growth

Rec. 7.13	Consider other activities in the inner city on a Friday night to support a late shopping night.
Explanation	Other activities on a Friday night may assist in enlivening the inner city, serve to support a late shopping night and improve the night time economy. Activities such as busking, street theatre, alfresco dining, music in bars, restaurants, etc. could be considered. Activities in the Forum North/ Cafler Gardens Arts, Culture and Civic Precinct, such as the Central Library staying open later, events in the Old Library Building, activities at Forum North, etc, could also be considered, as could activities in the Town Basin Arts, Culture, Heritage and Recreational Precinct.
Department	Positive Growth

7.14	Continue with the Artisans Market on the Canopy Bridge in the Town Basin Arts, Culture, Heritage and Recreational Precinct and considering ways of improving it and extending its operation.
Explanation	The Artisans Market on the Canopy Bridge has significantly enlivened the Town Basin Precinct at weekends. Cafes and restaurants in the area have all experienced increased patronage when the market is on. The market presently operates only during the summer months of November, December and January 9am to 1pm each Saturday. There is potential to increase its operation perhaps to once a week during the summer months of November, December, January, February and March and once a month during the rest of the year. Suggested hours of operation could also be extended to 10 am to 3 pm or even 4pm. The completion of the new park alongside the Canopy Bridge will also serve to increase patronage of the market and other businesses in the Town Basin Precinct and enhance the weekend and early evening economy.
Department	Positive Growth

Rec. 7.15	Consider initiating a range of activities in the Town Basin Arts, Culture, Heritage and Recreational Precinct during the weekends throughout the year, including the use of the Canopy Bridge for other activities.
Explanation	The Town Basin is often quiet in the weekends, particularly when the Artisans Market is not operating. Other activities in the Town Basin Precinct could be considered to enliven the Town Basin Precinct all year round. Some of these could be related to the looped walkway when it is completed, such as fun runs, organised walks, etc. There is scope to increase water activities in the Upper Harbour, such as canoes, paddle boats, harbour cruises, etc.

	Another possibility is to organise ethnic day celebrations involving food, dance, music, performance, etc. Included here are Maori performances – kapa haka, waka activities, carving, etc. The proposed Maori Cultural Centre will greatly enhance the cultural renaissance of the Town Basin Precinct and should act as a major catalyst for a range of cultural related activities. The proposed Hundertwasser Art Centre will also act as a catalyst for enlivening the Town Basin Precinct and enhancing the weekend and night time economy.
Department	Positive Growth
Rec. 7.16	Implement the Alfresco Dining Policy to enhance alfresco dining in the inner city.
Explanation	Alfresco dining is a positive way to improve the weekend and night time economy. It enlivens the inner city and attracts patronage to local businesses. The extension of alfresco dining, both in aerial extent and hours of operation, should be encouraged. The recently adopted Alfresco Dining Policy aims to encourage alfresco dining while ensuring it is appropriately regulated to maintain its quality and compatibility with pedestrian usage of the pavements and streets.
Department	Property, Regulatory Services
Rec. 7.17	Collaborate with Police and other partner agencies to regulate liquor licensing including operating hours for licensed premises to improve public safety.
Explanation	Night times in the inner city can include an unruly, inebriated sector of the population, especially late at night. Police enforcement to ensure that liquor ban areas are observed and that new policies regarding serving liquor are implemented is critical in making the inner city safer for all people. A safer environment in the inner city at night will encourage a wider range of users and increased patronage of businesses improving the night time economy.
Department	Regulatory Services
Rec. 7.18	Improve public safety and public perception of safety through improved lighting and CPTED initiatives.
Explanation	There is a perception, and some justification for it, that the inner city is unsafe at night. This needs to change, and ways of improving public safety, and perceptions of safety, through CPTED initiatives, including improved lighting, need to be identified and implemented. Council may need to consider commissioning another lighting study to assist in providing improved lighting in the inner city. The design and implementation of inner city sense of place improvements should take into account CPTED principles at all stages.
Department	Community Services
Rec. 7.19	Continue to implement the City Safe programme and install more CCTV cameras around the inner city if necessary.
Explanation	At present, three initiatives are being used to implement the City Safe programme – a 24 hour call centre, the closed circuit television system (CCTV), and community officers who patrol the CBD Monday to Saturday during the day. These services are valuable in improving public safety in the CBD but further measures could be investigated. A greater Police presence, perhaps supplemented by community wardens, at night (particularly Friday and Saturday night) could improve safety and perceptions of safety in the inner city. Late night businesses could also investigate ways that they could contribute to improving safety in the inner city. A BID aimed at improving safety may be worth investigating.

Department	Community Services
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Rec. 7.20	Advocate for improvements to the Whangarei bus service, particularly extending bus services at night and in the weekend.
Explanation	One way of stimulating the weekend and night time economy is to improve the public bus service during the weekends, evenings, and possibly late night services on Friday and/or Saturday nights. This is unlikely to happen until there is evidence of demand from the public. At some point a trial extension of these services may become viable and that is likely to further stimulate demand and possibly make a permanent extension of services sustainable. Taxi services during weekend and night time hours could also be examined as to whether they could be improved to enhance the weekend and night time economy.
Department	Positive Growth, Community Services

Rec. 7.21	When implementing the parking strategy, take into account effects on the weekend and night time economy.
Explanation	The location of parking has an important role in enlivening the inner city and improving the weekend and night time economy. For the inner city to survive and improve it must become more than a system of traffic corridors. All evidence both internationally and nationally irrefutably shows that for town/city centres to prosper economically, socially and environmentally they must become people friendly places. Pedestrians must take precedence over motor vehicles. This means keeping the inner city pedestrian friendly and locating parking on the edge of the CBD. The Whangarei Parking Strategy identifies a preference to locating multi-storied parking buildings north and south of the CBD – one around lower Hatea Drive and one around Water Street. This would allow for extension of pedestrian only and vehicle/pedestrian shared spaces in the CBD and possibly an increase in public space in the CBD, e.g. an extension of Laurie Hall Park and/or a shared use of the vehicle parking area. The increase in pedestrian friendly spaces in the inner city will bring more people to the area and these people are likely to stay longer. This will benefit both the day time economy and the weekend and night time economy.
Department	Roading, Policy and Monitoring

Rec. 7.22	Implement the Youth Policy and liaise with the Youth Advisory Group over providing facilities for youth that will improve the weekend and night time economy.
Explanation	It is important to Whangarei District to attract and retain younger age cohorts within the district, particularly as the population is projected to age significantly in future years. Younger people will of course continue to leave the district to pursue educational opportunities and experience living in larger urban centres and overseas travel. However, it is important to retain and attract back as many young people as possible and improving the week end and night time economy can assist in doing so. Improving weekend and night time activities for young people is something Council needs to consider and facilitate where possible. Council has established a Youth Advisory Group and produced a Youth Policy. Both can assist with engaging with young people about how to enhance the night time weekend economy for younger age cohorts.
Department	Community Services

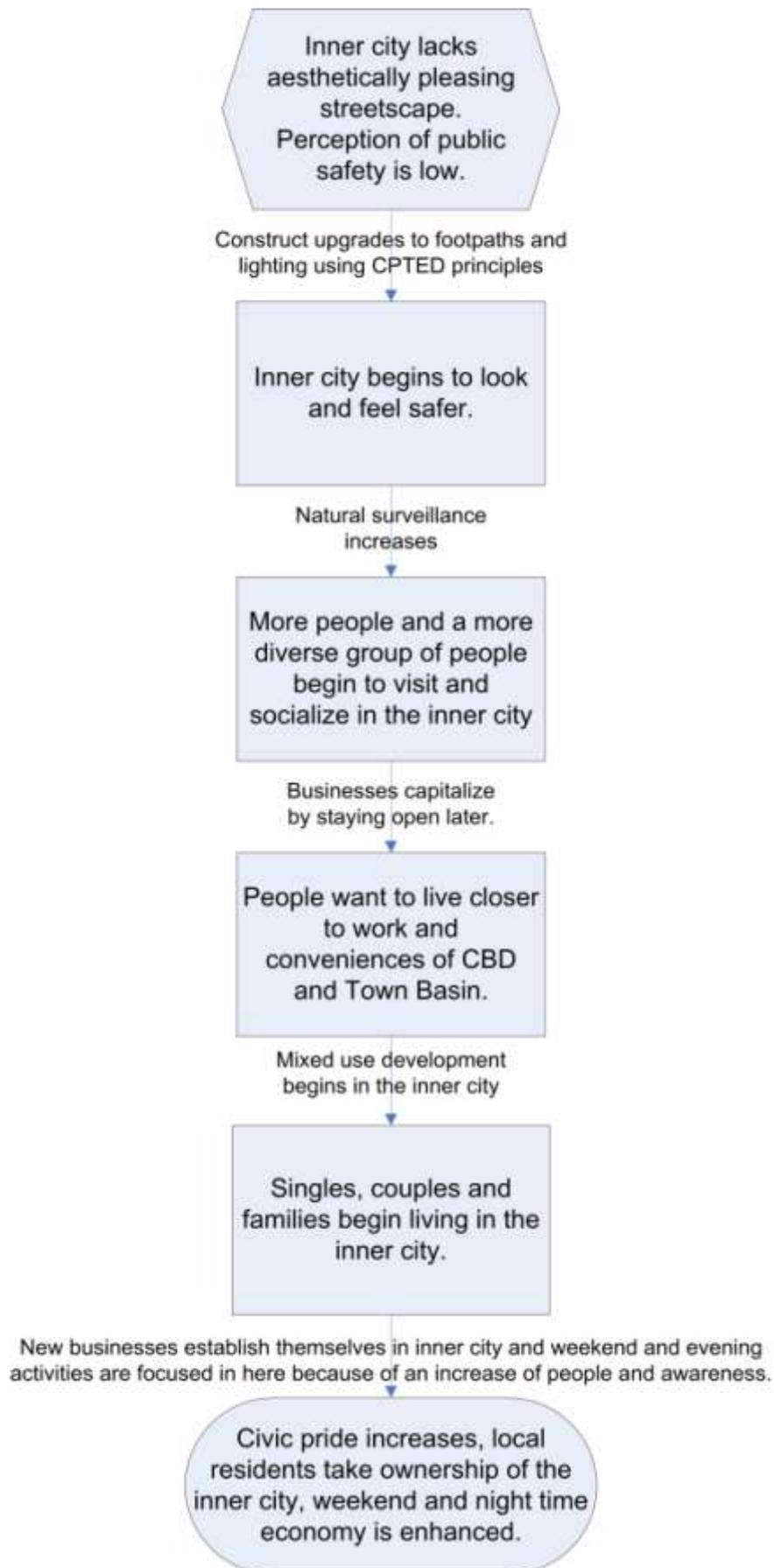


Figure 14 Steps to Improving the Weekend and Night Time Economy

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