
Submission on Napier City Proposed District Plan

Form 5 Submission on publically notified proposal for policy statement or plan, change or variation

Clause 6 of Schedule 1, Resource Management Act 1991

To: Napier City Council - Planning Unit

Date received: 15/12/2023

Submission Reference Number #:176

This is a submission on the following proposed plan (the **proposal**): Napier City Proposed District Plan

Submitter:

Lizzie Reinecke

Address for service:

Lizzie Reinecke
Taradale Business Association
1 Puketapu Road Taradale Napier 4112
New Zealand

Email: info@taradale.co.nz

Address for service:

Kim Shannon
TBA
1 Puketapu Street Napier 4104
New Zealand

Email: kimcar@xtra.co.nz

Attachments:

Taradale Proposed District Plan Submission 2023.pdf

I wish to be heard: Yes

I am willing to present a joint case: Yes

Could you gain an advantage in trade competition in making this submission?

- No

Are you directly affected by an effect of the subject matter of the submission that

(a) adversely affects the environment; and

(b) does not relate to trade competition or the effects of trade competition

- No

Submission points

Point 176.1

Section: TCZ - Town Centre Zone

Sub-section: Objectives

Provision:

TCZ-O1: Quality town centre

Taradale town centre has a range of commercial, community, recreational and residential activities that service the needs of the immediate and neighbouring suburbs.

Relates to TCZ-I1

Sentiment: Amend

Submission:

The attached submission covers the following areas and contain four proposed projects:

| | |
|---|---|
| TCZ-O1: Quality town centre | TCZ-P1: Vibrant town centre |
| TCZ-O2: Taradale character | TCZ-P2: Quality public realm |
| TCZ-O4: Access and Connectivity | TCZ-P4: Access and connectivity |
| TCZ-O5: Sustainable design and infrastructure | TCZ-P5: Sustainable design and infrastructure |

Relief sought

The Taradale Business Association (TBA) would like to make a submission to the PDP pertaining to four projects:

- 1) Expanding the current boundary of the Taradale Commercial Zone and therefore the TBA membership levy to include a number of additional commercial properties currently excluded.
- 2) Adding a new permanent interactive character feature to the Taradale CBD-area
- 3) Installing a permanent e-bike charging station to the Taradale CBD-area
- 4) Fund one new annual event in Taradale

These projects cover a cross-section of Town Centre Zone issues as can be seen in the attached submission.



Submission by the Taradale Business Association Proposed District Plan (PDP)

15 December 2023

Summary

The Taradale Business Association (TBA) would like to make a submission to the PDP pertaining to four projects:

- 1) Expanding the current boundary of the Taradale Commercial Zone and therefore the TBA membership levy to include a number of additional commercial properties currently excluded.
- 2) Adding a new permanent interactive character feature to the Taradale CBD-area
- 3) Installing a permanent e-bike charging station to the Taradale CBD-area
- 4) Fund one new annual event in Taradale

Where?

The 'Taradale Commercial Zone' refers to the area centred on the Taradale shopping precinct and which is defined as 'suburban commercial' on Napier City Council planning documents.

The 'levy' refers to the promotional levy which forms part of the Napier City Council rates paid by all commercial landowners within the Taradale suburban commercial zone. The levy forms the basis of the Taradale Shopping Centre Association's income.



Why the Submission?

The TBA represents all business and landowners whose businesses or properties are located within the Taradale commercial zone. Those businesses contribute to the promotional levy and automatically become members of the Association. Some of the business owner's feedback and therefore the TBA's goals include:

- Attracting new businesses to Taradale
- Attracting new customers to Taradale
- Lifting the profile of Taradale as a business destination
- Providing value to business owners
- Improve accessibility and sustainability

The TBA's single source of income is from levy's, which is mainly used for the marketing and promotion of Taradale as a preferred place to operate business and support businesses. The TBA, through this submission, request NCC support for four projects that will result in physical improvements to the Taradale commercial zone as well as economic benefits to the local business and residential community.

What, Why and How?

The table below provides a summary of what the proposed projects involve, how they reference to the Town Centre Zones and Policies under consultation, why it is necessary to invest in Taradale and how NCC could have a huge impact with a little capital and operational budget input.

get a taste of
TARADALE

| What? Four New Projects | Town Centre Zones/ Policies References* | Why? | How? |
|--|--|--|--|
| <p>Project 1: Expand the current boundary of the Taradale Commercial Zone and therefore the TBA membership levy to include several additional commercial properties currently excluded.</p> <p>See more in Project 1 description on the next pages.</p> | <p>TCZ-O1 TCZ-O2</p> | <ul style="list-style-type: none"> • Natural fit looking at the commercial zone map. • Expand community of local businesses. • Share knowledge and resources to help all grow. • Increase TBA levied income resulting in increased marketing and events capability. | <ul style="list-style-type: none"> • NCC approve change in Town Centre Commercial Zone in principle. • TBA to formally liaise with members to be added to the automatic membership. Informal anecdotal feedback from prospective members to date is positive. • TBA to formally liaise with current members – informal anecdotal feedback from members to date is positive. |
| <p>Project 2: Add a new permanent interactive character feature to the Taradale CBD-area: <i>Permanent Photo/Art Exhibition</i></p> <p>See more in Project 2 description on the next pages.</p> | <p>TCZ-O1 TCZ-O2 TCZ-P1 TCZ-P2</p> | <ul style="list-style-type: none"> • The Taradale CBD have a couple of localised artistic features but lack the ‘golden thread’ that connects it all as ‘one place’. • Will improve vitality, vibrancy, and amenity in Taradale. • Provide visual interest to the local community and attract new customers to the commercial zone. • Increase pedestrian activity with a flow-on effect of increased footfall in the commercial zone. | <ul style="list-style-type: none"> • Install a set of quality fixed artistically inspired permanent photo frames along both sides of the Taradale CBD. • 10 Frames on each side with two-sided display capability, room for written description and well-light at night. • Involve local community art/photography/school groups by offering exhibition space on a rotational basis i.e. annual photo competitions and annual art competitions. • Invest in high quality, low maintenance materials. |

get a taste of
TARADALE

| | | | |
|---|---|---|---|
| <p>Project 3: Install a permanent e-bike and mobility scooter charging station to the Taradale CBD-area: <i>Locky Docks</i> or similar</p> <p>See more in Project 3 description on the next pages.</p> | <p>TCZ-O1 TCZ-O2 TCZ-O5 TCZ-P1 TCZ-P4</p> | <ul style="list-style-type: none"> • Taradale is already part of the Hawkes Bay trails. • Located in the centre of a triangle between Napier, Puketapu and Awatoto/Clive, this is the ideal spot to offer cyclists the ability to charge up mid-way to their next destination. • Giving cyclists a reason to stop in Taradale, will increase footfall in the commercial zone. • Taradale CBD services a large number of aged care and retirement villages – having the ability to top-op mobility scooters may encourage residents to spend more time in the commercial zone. | <ul style="list-style-type: none"> • Partner with Locky Docks or similar to install a e-bike and mobility scooter charging station. • The station may be provided free of charge (subject to approval of location) with NCC only responsible for minor infrastructure provision in the form of power supply. • This is in exchange for Locky Docks providing electronic paid advertising by the station. • Suggest a first charging station in Taradale and then build on a network of Locky Dock stations throughout the Hawkes Bay cycle network. |
| <p>Project 4: Fund one new annual event in Taradale: <i>Mid-winter Taste of Taradale Festival</i></p> <p>See more in Project 4 description on the next pages.</p> | <p>TCZ-O1 TCZ-O2 TCZ-P1</p> | <ul style="list-style-type: none"> • Taradale is largely not included in major events such as the Art Deco Festival. • TBA organises an annual Christmas in Taradale event with the current funding available. • A new event will aim to provide the businesses in the commercial zone with an injection in a quiet time of the year. Create something for the wider community to look forward to at a time when spirits are generally lower and there are less events around to inspire the community to meet up. | <ul style="list-style-type: none"> • NCC to provide TBA with an annual \$15-\$20k budget to host a new Taradale event. • NCC to provide the hall in Taradale for free. • NCC to provide marketing support. |

***Town Centre Zones and Policies as per PDP**

TCZ-O1: Quality town centre
TCZ-O2: Taradale character
TCZ-O4: Access and Connectivity
TCZ-O5: Sustainable design and infrastructure

TCZ-P1: Vibrant town centre
TCZ-P2: Quality public realm
TCZ-P4: Access and connectivity
TCZ-P5: Sustainable design and infrastructure

get a taste of
TARADALE

Project 1:

Expand the current boundary of the Taradale Commercial Zone

Current Taradale Business Association Membership

The NCC map below shows the current TBA membership:



get a taste of
TARADALE

Proposed Taradale Business Association Membership

The map below shows the additional commercial properties the TBA proposes to add to their automatic membership in blue and green. These businesses include commercial properties and home businesses located within a more-or-less 2km radius from the Taradale CBD. The map below shows an area from E.I.T in the south to Mission Road in the north. The old Church to the east and Tiranui Dv to the west:



MISSION ESTATE



CHURCH ROAD WINERY



E.I.T

PETTIGREW GREEN
ARENA

Key:

- Tan coloured circle is 1Km radius from centre of Taradale CBD
- Blue coloured circle is 1.5Km radius from centre of Taradale CBD
- Yellow coloured circle is 2Km radius from centre of Taradale CBD

Project 2: Install Permanent Photo/Art Exhibition

Below is a sample of a street exhibition facility. The TBA proposes creating a new attraction in the form of a permanent set of 20 photo frames in Gloucester Street between ANZ and Four Square. The TBA proposes that these 20 photo frames be installed as part of the 150-year celebrations planned for 2024. In consultation with Bevan Trotman, it is our understanding that the display of historic photographs will form a core part of the events planned. The TBA would like NCC to consider Taradale as a key location for displaying a part of this collection for several months in 2024. Rather than creating a few ad hoc temporary signposts, this would be a great opportunity to create a new attraction for Taradale that can be used by selected photography, art, and school groups in the Taradale community.

If approved in principle, the TBA will work with NCC to identify the 20 locations on Gloucester Street keeping in mind the avoidance of hazards, blocking of entrances and creation of nuisances. It is envisaged that the photo frames be made of low maintenance materials such as aluminium and have a distinctive arty Taradale feel to it. Below are some samples of display units:



Project 3:

Install a permanent e-bike and mobility scooter charging station to the Taradale CBD-area with Locky Docks or similar

The TBA supports council delivering a Napier-wide network of secure bike parking, e-bike charging and wayfinding stations known as Locky Docks to be funded at minimal or no cost to ratepayers where council consents a network of stations installed on public land with media screens (in addition to commercial sites on private land that can form part of the overall network). A Locky Dock network provides a free amenity for riders responding to concerns regarding increasing bike theft and complements the Hawkes Bay Trails experience for locals and visitors.

The TBA would like to work with council to identify a suitable Locky Dock site in Taradale and encourages council to support the inclusion of stations with media screens to provide an opportunity for advertising local content and promotions as well as wayfinding.

In consultation with Locky Docks we understand that the current sites that are being progressed with Napier City Council are:

- Pandora road Bakery
- Civic Building
- iSite
- Cnr Nyron, Browning and Herschel

The TBA would like to propose the inclusion of another station and media screen in Gloucester Street in the Taradale CBD. The TBA have agreed with Bevan Trotman to organise three events as part of the 150-year celebration. One of these events will be cycling-related and ideally tie in with a cycling event in Napier. The launching of a Locky Docks station in Taradale (and ideally all the other stations), would be an ideal focus-point of a combined Napier-Taradale cycling event.



get a taste of
TARADALE

Project 4: Ongoing Funding for One New Event

The TBA, in consultation with Bevan Trotman, has committed to organising three events in Taradale to form part of the 150-year celebrations. These events will be funded by the 150-year celebrations. The TBA would however like to secure commitment from NCC for ongoing annual funding for one of those events. A sample event could look like this:





Conclusion

The TBA values the opportunity to make this submission to NCC. The author of this submission has only been supporting the TBA for a few weeks, hence the condensed nature of this submission. While the TBA acknowledges that the proposed four projects may not necessarily contain all the details required for final decision-making, the committee trusts that the decision-makers will recognise the intention of offering NCC the opportunity to make the Taradale business and residential community feel loved and included not only in the 150-year celebrations, but also in the longer-term outlook for the area.

The Taradale Business Association

TARADALE

support small  *support local*