

New Plymouth Central Area Urban Design Survey Results Analysis

DM ##



Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH DISTRICT COUNCIL
newplymouthnz.com

You told us...

The Central Area Urban Design Survey

Almost 200 responses were received from people in the New Plymouth District with something to say about the future development of the Central Area.

A site survey document that provides a snap shot of the various elements of the Central Area was made available online and in the District Libraries, Puke Ariki and the Civic Centre. This outlined information on the history; and the commercial, environmental, social and cultural aspects of the area as it is today. This also provides a useful benchmark for future surveys to monitor progress of the Urban Design Framework.

People were invited to share their thoughts on the Central Area over 3 weeks beginning in October 2012. A range of methods were used to reach people:

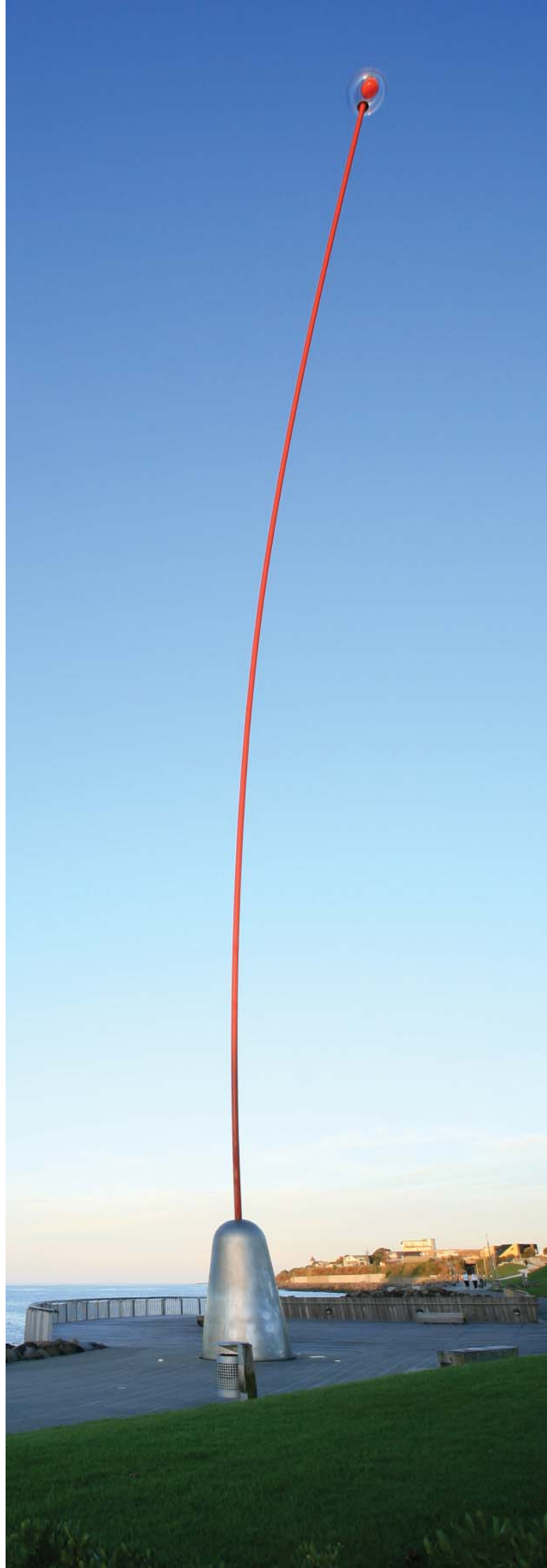
- Over 1000 letters with an enclosed survey were sent out to residents, property owners, business owners and tenants in the Central Area.
- The Daily News and Council media updates were sent out inviting everyone to fill in the survey.
- Emails were directly sent to a list of identified stakeholders who shared the survey with their networks and started discussions out in the public realm such as on the *Taranaki-Like no other* facebook page.
- The survey was made available on the Council website.
- Touch pads were taken down to the Central Area to allow people in the area the chance to fill out their survey while they went about their daily business.

The survey results

The information from the survey results is a key element of this Urban Design Framework.

The open ended questions have been annotated so that analysis can be made e.g. if an answer included the words shop, shops or shopping then '*shopping*' was used as a characteristic the Central Area is known for.

This summary of results are based on 190 responses received. This is considered a high response rate to a Council community consultation thereby a robust quality of data is established.



Urban Design Framework

An Urban Design Framework

The Ministry for the Environment Urban Design Toolkit defines an Urban Design Framework as:

'A document that describes an overarching vision and the intended outcome for an entire urban area and gives direction to subsequent policies and site specific initiatives within that area.'

The Urban Design Framework will strategically sit beneath the Long Term Plan and District Plan and alongside other New Plymouth District Council strategies and policies though it may identify directions for further investigation within the scope of these other documents. It has a proactive encouraging approach for new development rather than being restrictive.

This document supports and adds detail to the New Plymouth District Council strategic intent:

New Plymouth District will offer an attractive living environment that compares favourably nationally and internationally.

It will do this to attract and retain the skilled labour force our community needs to grow and prosper.

The unifying purpose of all New Plymouth District Council services lies in creating an attractive living environment.

New Plymouth District Council will invest in, maintain, assist and encourage others to provide those diverse facilities, infrastructure and services that are needed to make New Plymouth District nationally and internationally a location of choice.

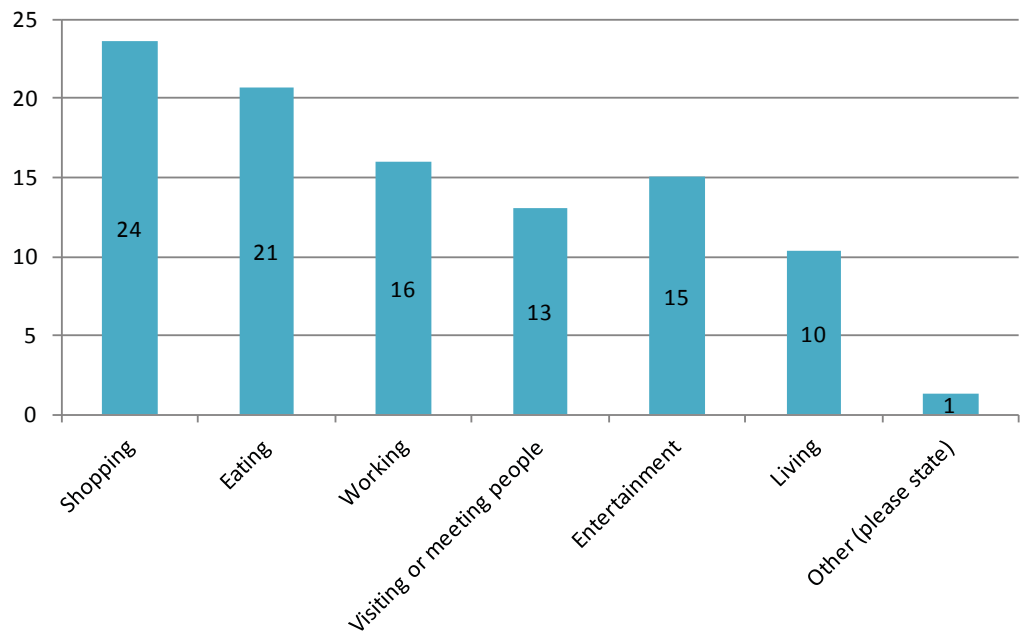
New Plymouth District Council, Long Term Plan

Respondents Profile Information

Bar labels refer to the percentage of total responses for each question.

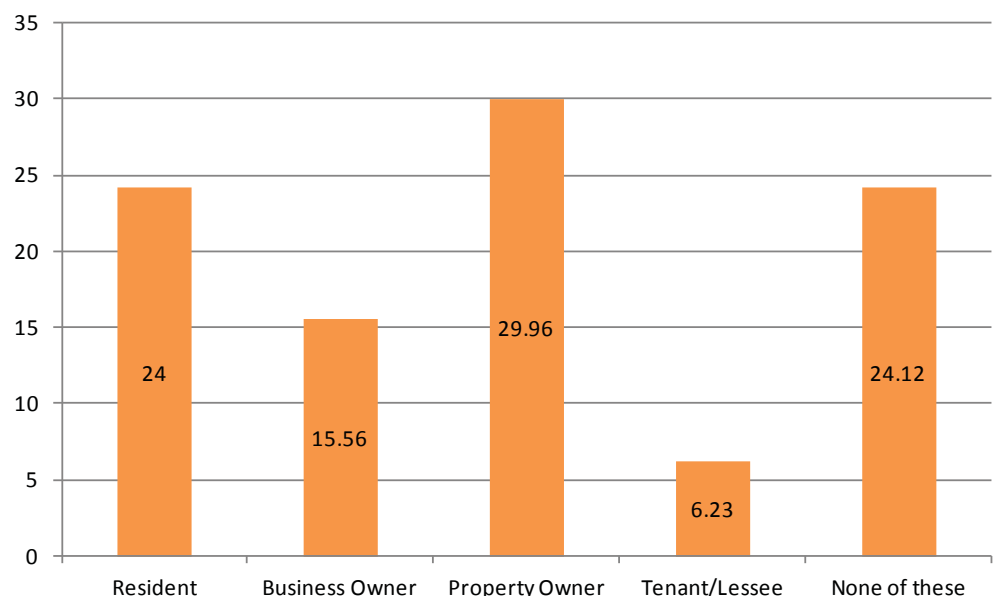
What is your main purpose for visiting the Central Area?

This question allowed multiple responses and the results are based on 513 responses. The results show respondents engage with a relatively even balance of different uses. Shopping and eating received the most responses with over 100 each. Notably, living received only half this amount of responses at 53 or 10%.



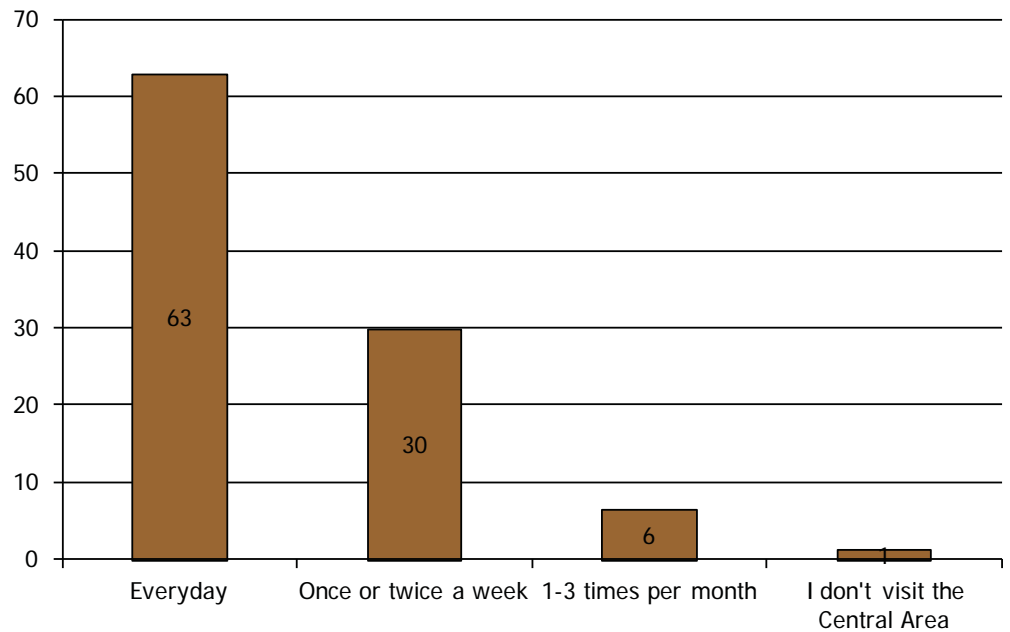
Are you any of the following in the Central Area?

This question also allowed multiple responses and the results are based on 257 responses. The results show that nearly a third of responses were from property owners in the Central Area. The 24.12% of responses from the none of these category may have had other interests in the Central Area e.g. workers, visitors, shoppers etc.



How often do you visit the Central Area?

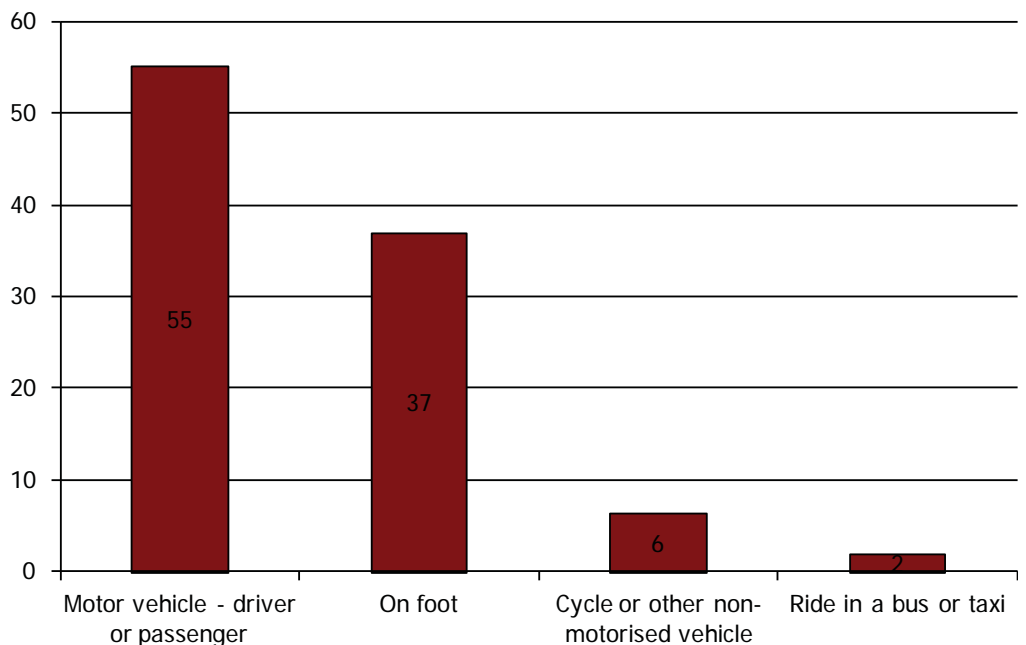
This bar chart is based on 188 responses. The high percentage (63%) of respondents that visit the Central Area every day indicates a very well informed basis for responses.



How do you most often travel to the Central Area?

This question allowed multiple responses and the results are based on 225 responses. The results show that more than half of the respondents (55%) use motor vehicle transport to reach the Central Area.

Of note is the relatively high percentage of walkers (37%) in comparison with New Plymouth District Census data transport 'main means of travel to work'. This is not a direct comparison but does provide an idea of standard transport modes.



Urban Design Matters

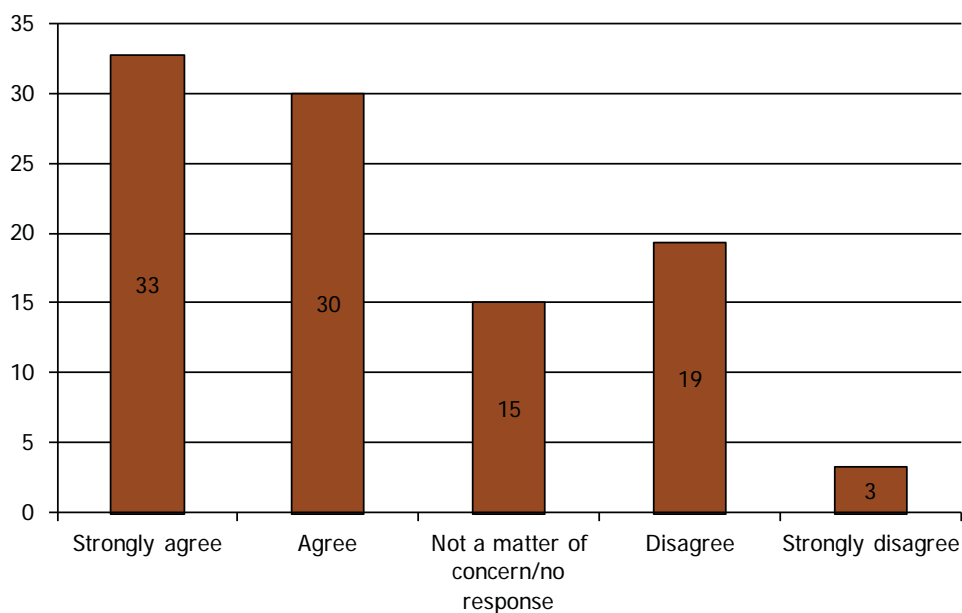
These questions are based on 190 responses. The headings are statements and respondents were asked to rate their degree of agreement with the statement. Participants in the survey rated most of the individual urban design matters. A summary for each matter is set out below.

Bar labels refer to the percentage of total responses for each question.

Current building height limits are the appropriate tools to manage future development.

In total 63% agree or strongly agree with the current building height limits. This is a relatively high level of support. However, 19% disagreed with this statement.

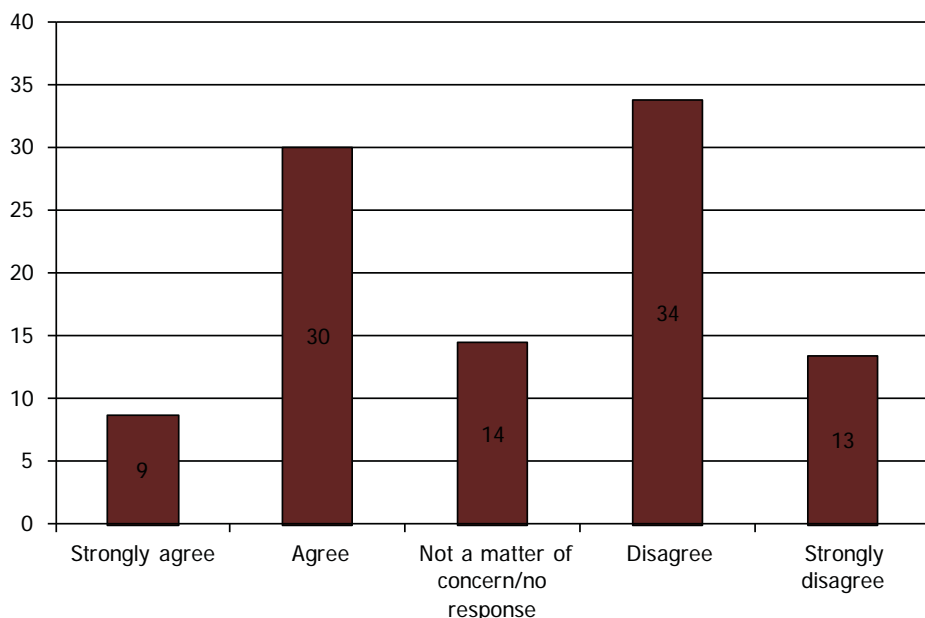
Other comments around this issue included requests for more guidance on where taller buildings might be permitted.



The number of large, hard surface, grey places are appropriate.

More people disagreed than agreed with this statement. There is slightly higher disagreement and the 13% strongly disagree responses is comparatively high.

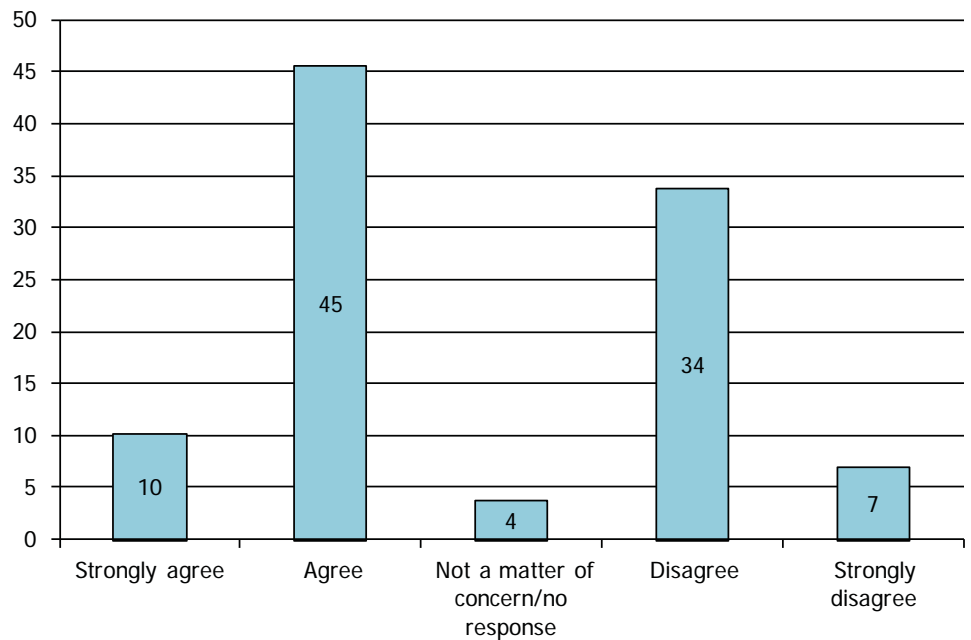
This indicates that the existing level of hard grey surfaces is an issue that may need addressing in the urban design framework.



There are an appropriate number of street trees and open spaces.

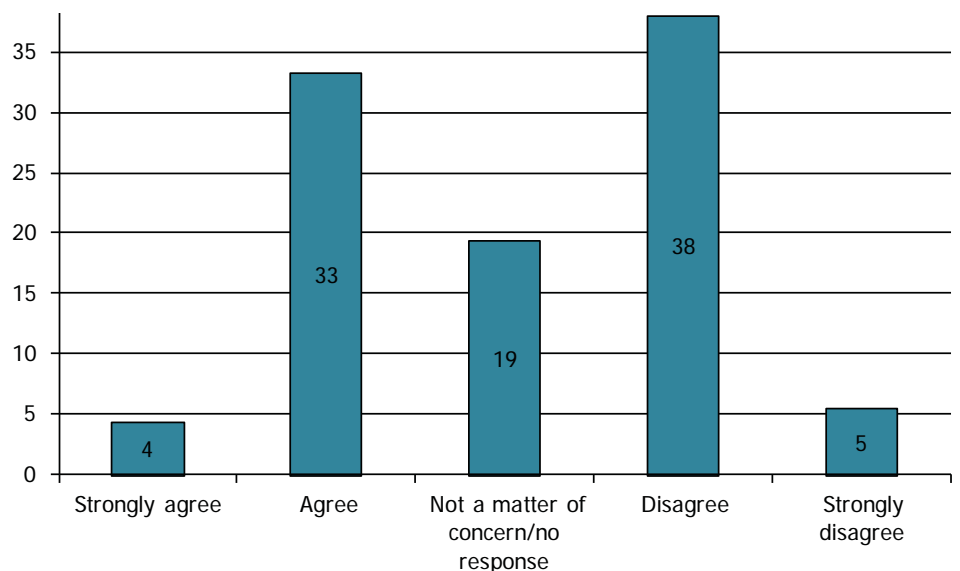
45% of respondents agree there are an appropriate number of street trees and open spaces while 34% disagree.

There is a low % of people that didn't think this was a matter of concern or didn't respond.



The quality of design and materials used for building are interesting and engaging.

Overall, 42% disagree and 37% agree the quality of building design and materials are interesting and engaging.

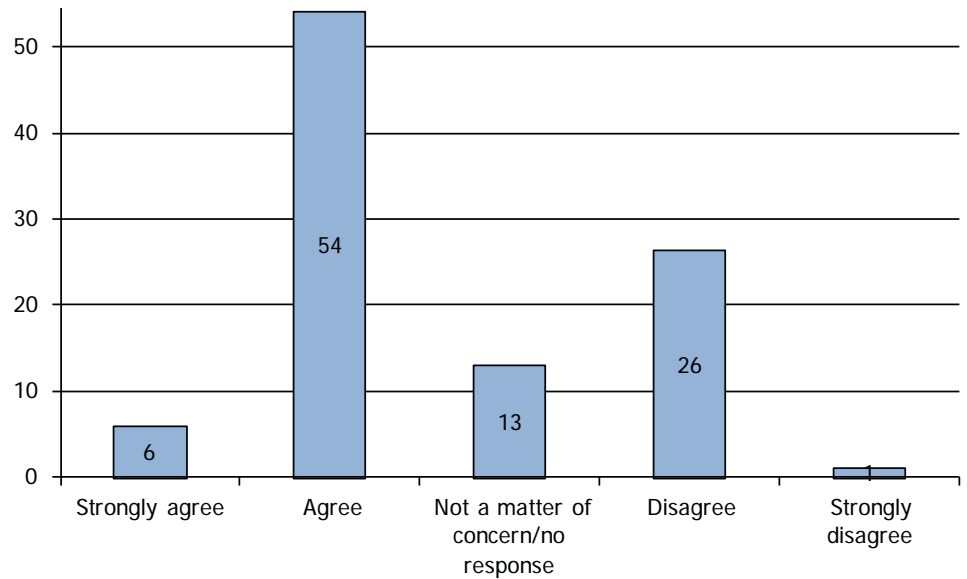


Urban Design Matters

Bar labels refer to the percentage of total responses for each question.

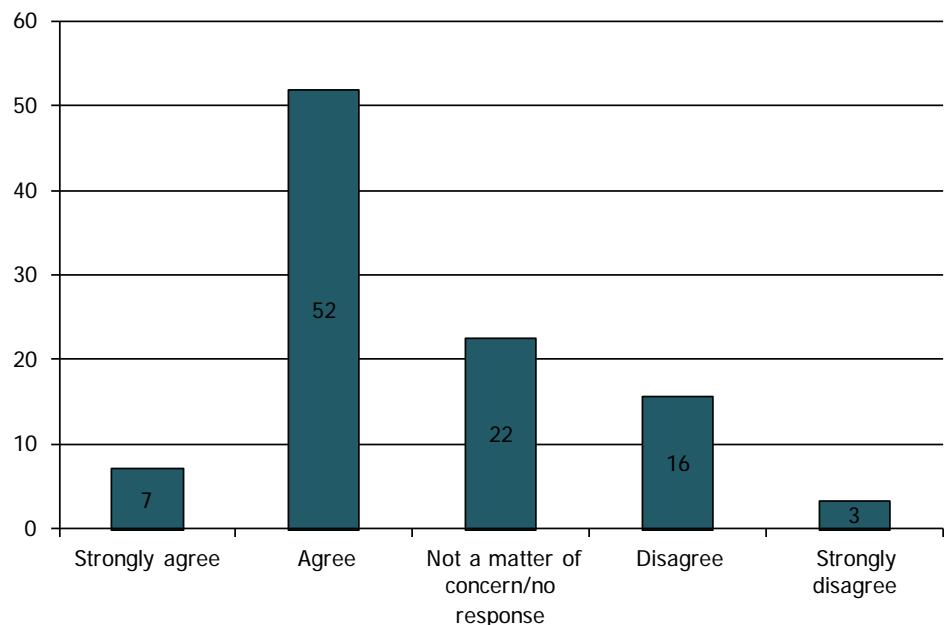
The Central Area is a safe place to be.

A decisive number of people agree the Central Area is a safe place to be.



There is no problem with the amount of graffiti in the Central Area.

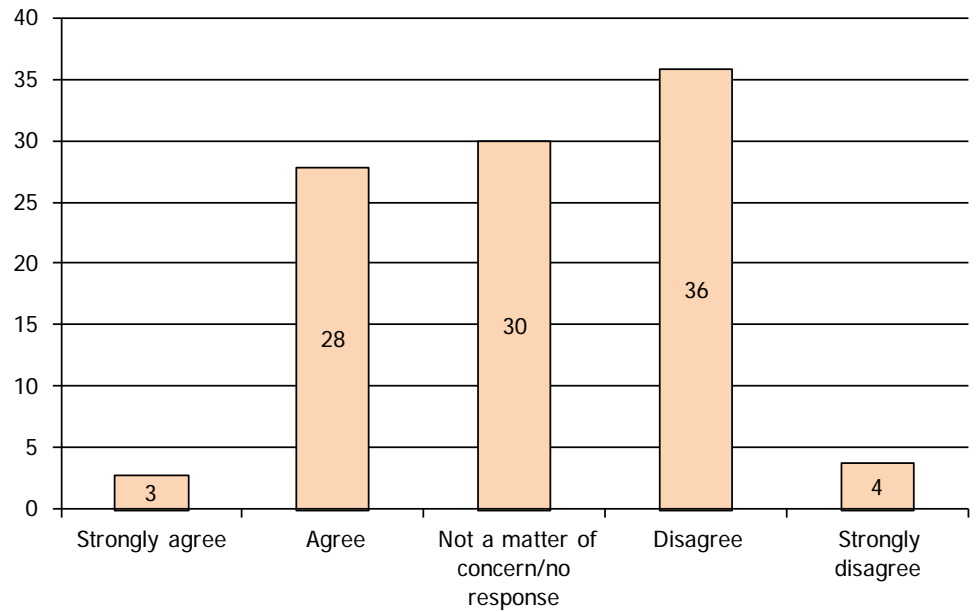
The high % of people that agree there is no problem with graffiti in the Central Area indicates the current graffiti management technique is successful and graffiti is not a major issue in the Central Area.



There number of dull ground floor frontages with too few windows or doors is about right.

More people disagree than agree that the number of dull ground floor frontages with too few windows or doors is about right.

A high proportion of people either didn't respond to this question or thought it was not a matter of concern.

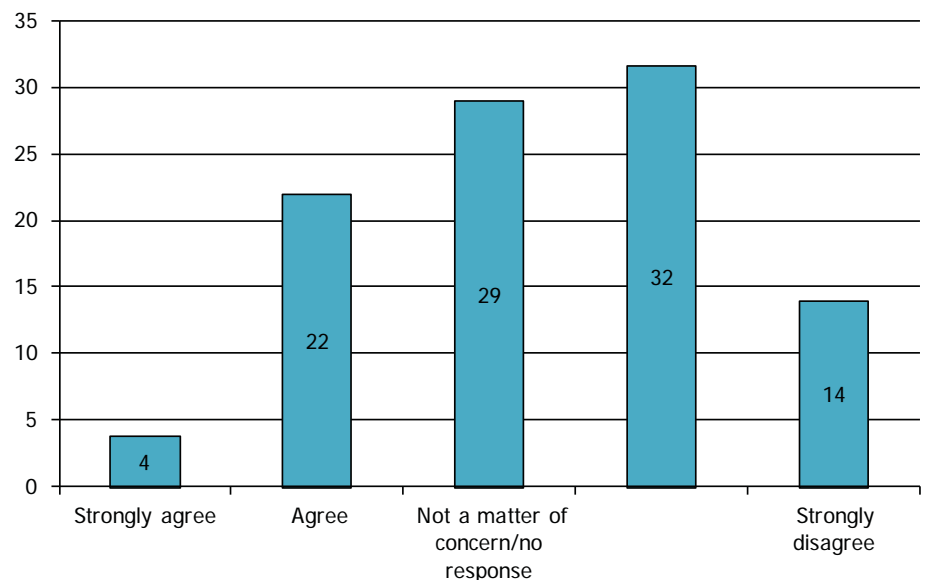


The level of investment in green buildings and sustainable technology in the built environment is appropriate.

More people disagreed than agreed with this statement.

There is a relatively high % of people that strongly disagreed with this statement.

In addition, a relatively high % of people either didn't respond to this question or thought it was not a matter of concern.

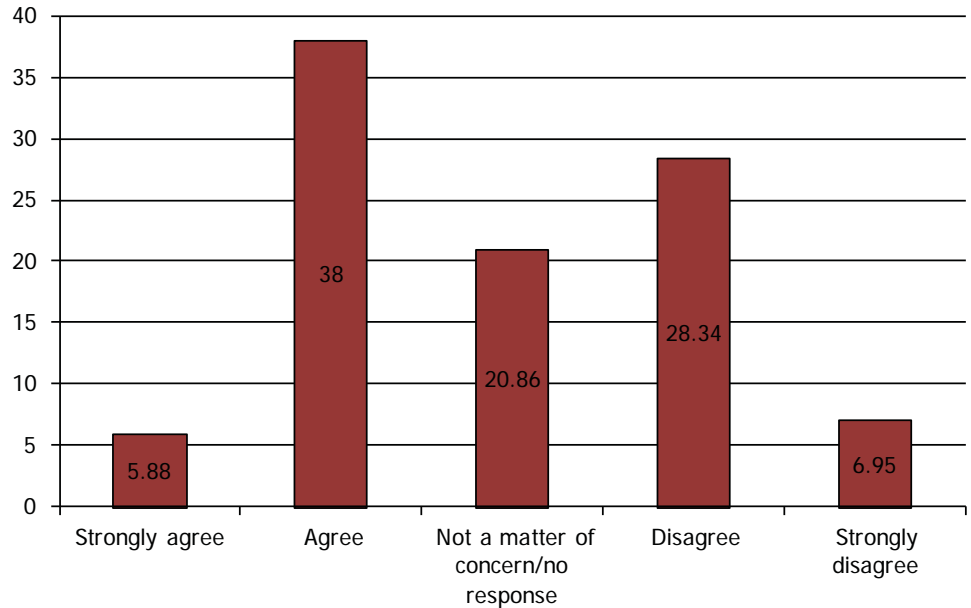


Urban Design Matters

Bar labels refer to the percentage of total responses for each question.

New developments are distinctive and reflect the quality of the environment they are located in; there is no lack of identity.

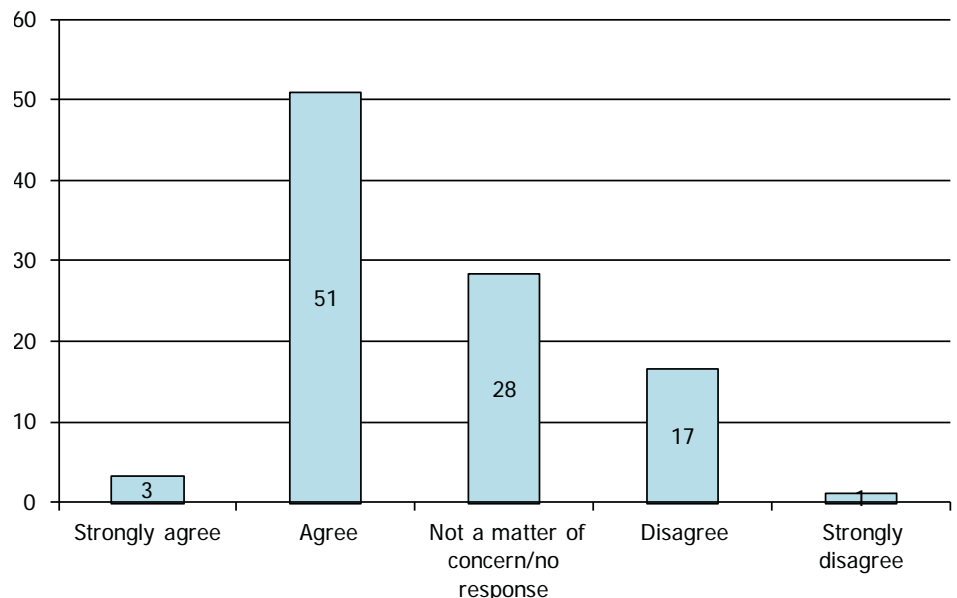
The agree rankings were chosen by a larger percentage of the participants, the graph shows this issue to be of less importance than other more decisive issues. This is shown by a more even distribution of rankings



The amount of signage or corporate colour on buildings is about right.

A high number of people agreed that signage and corporate colour on buildings is about right.

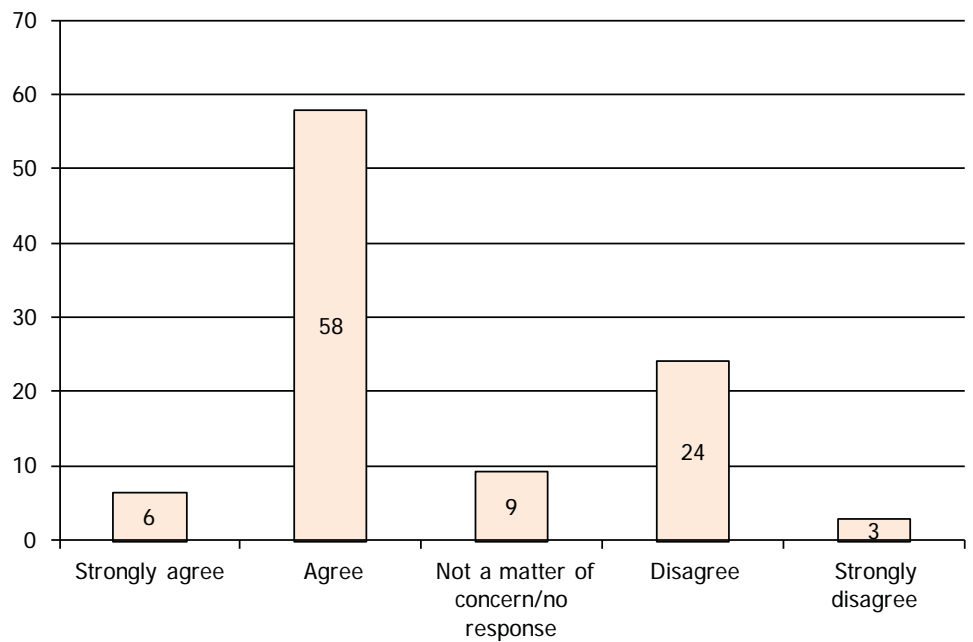
The results indicate this is not a significant issue to the majority of people.



Pedestrian access is easy and safe.

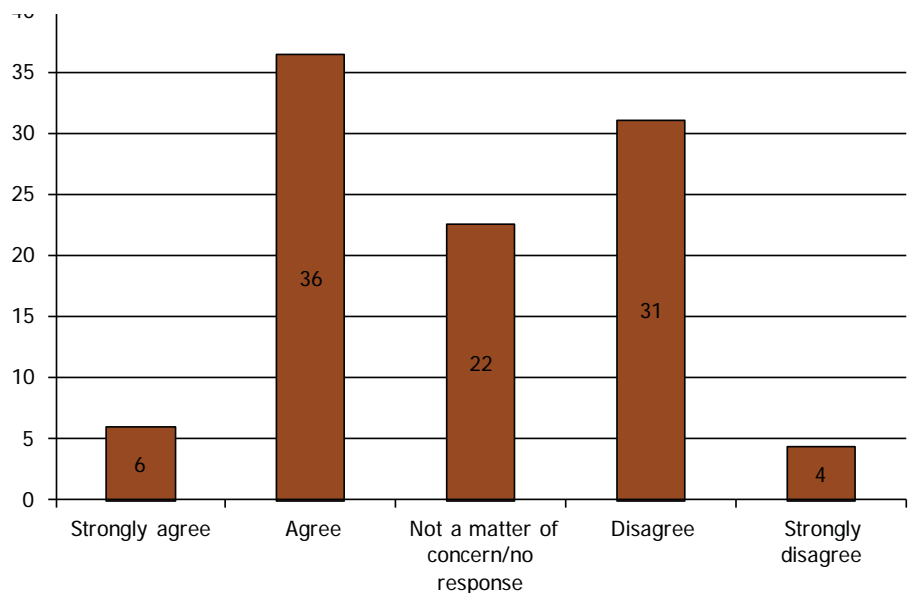
A high number of people generally thought pedestrian access is easy and safe.

However, the variation in pedestrian access across the Central Area was noted.



Cyclist access is easy and safe.

The response for cyclist access and safety is less clear. More people agreed than disagreed with the statement. But it is a relatively evenly spread response indicating people do not have strong views on this issue.

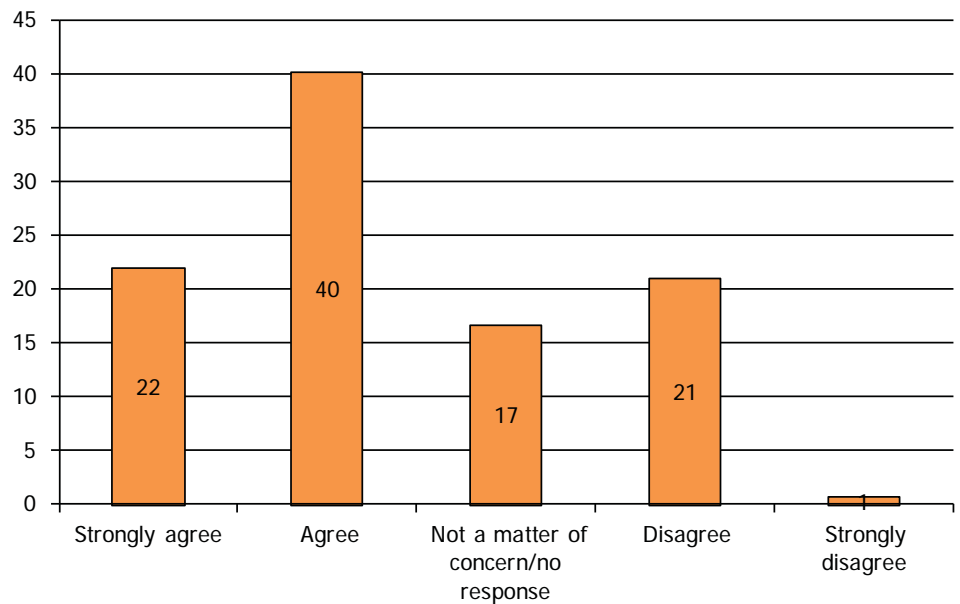


Urban Design Matters

Bar labels refer to the percentage of total responses for each question.

More people living in the Central Areas would make it a safer and more vibrant place.

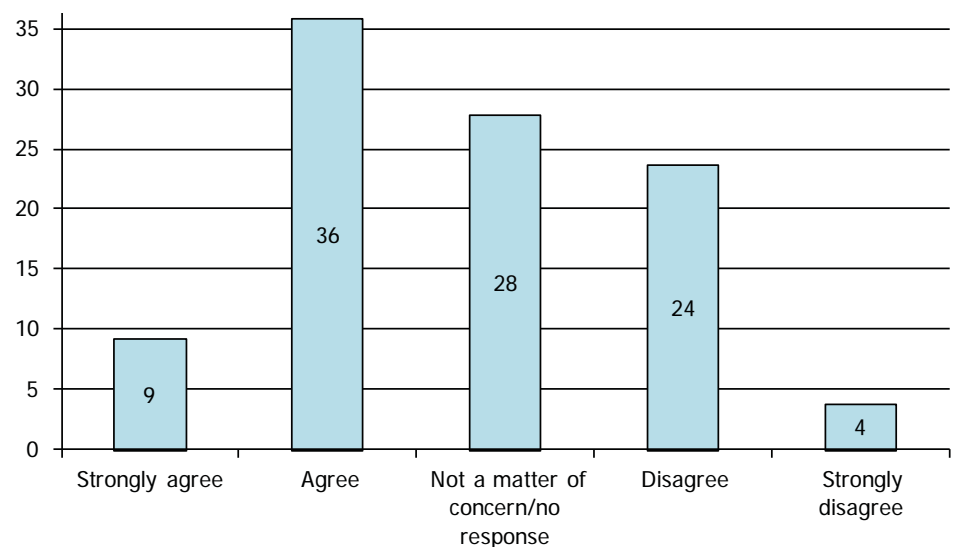
There is strong support for this statement. The graph shows there is a relatively high number of people who strongly agree along with a high percentage that agree.



Activities can too easily occur in places that have a negative effect on the existing environment

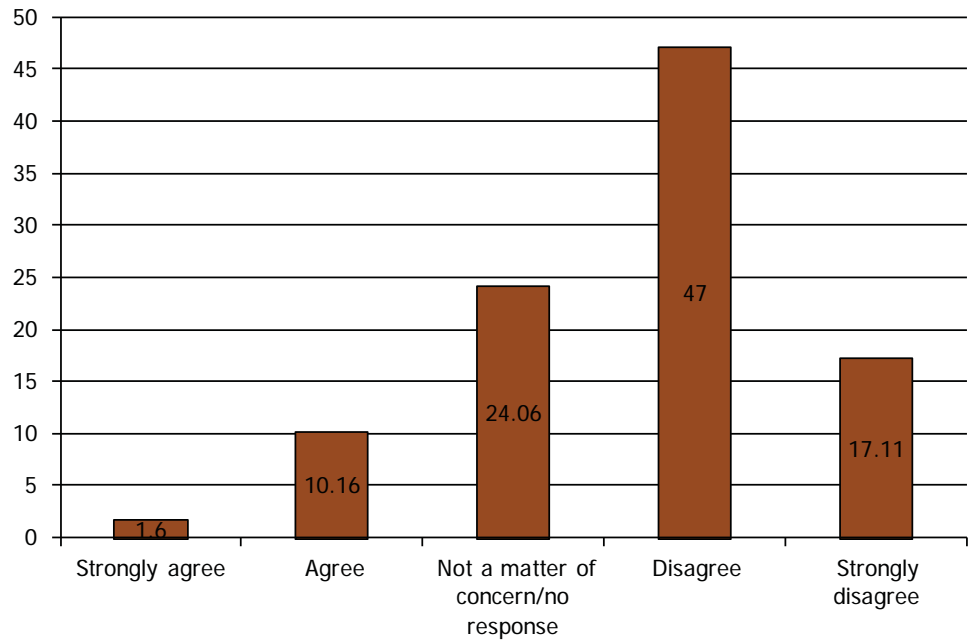
More people agree than disagree with this statement.

There are a high number of people that didn't respond or thought it was not a matter of concern. There were a few comments received around the phrasing of this statement which relies on background planning knowledge to answer. This may have contributed to the high rate of responses in this category.



Vacant lots are acceptable in prime retail areas

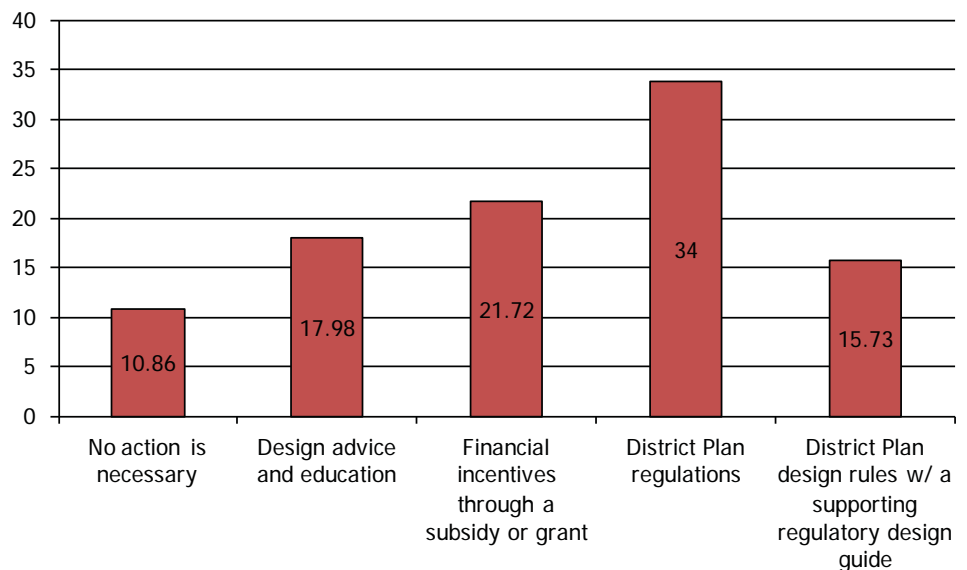
The graph of responses to this statement show it is a significant issue to respondents.



What types of design guidance do you think are appropriate for development within the Central Area?

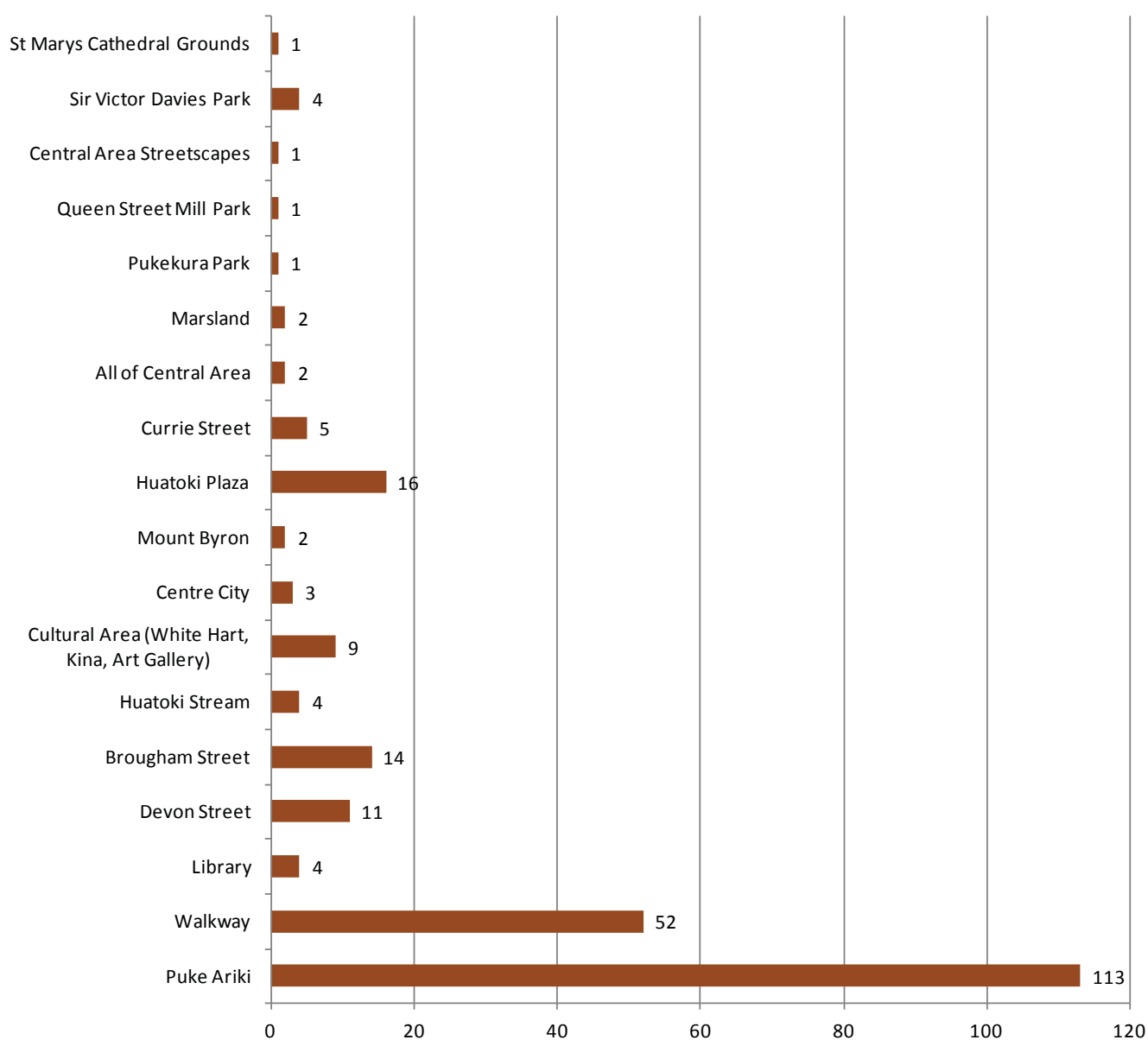
A low number of responses thought that no action is necessary in relation to design guidance for development in the Central Area.

The results for the various options are relatively evenly spread. A high percentage of people favoured District Plan regulations.



What area or open space in the Central Area do you like the most? Why?

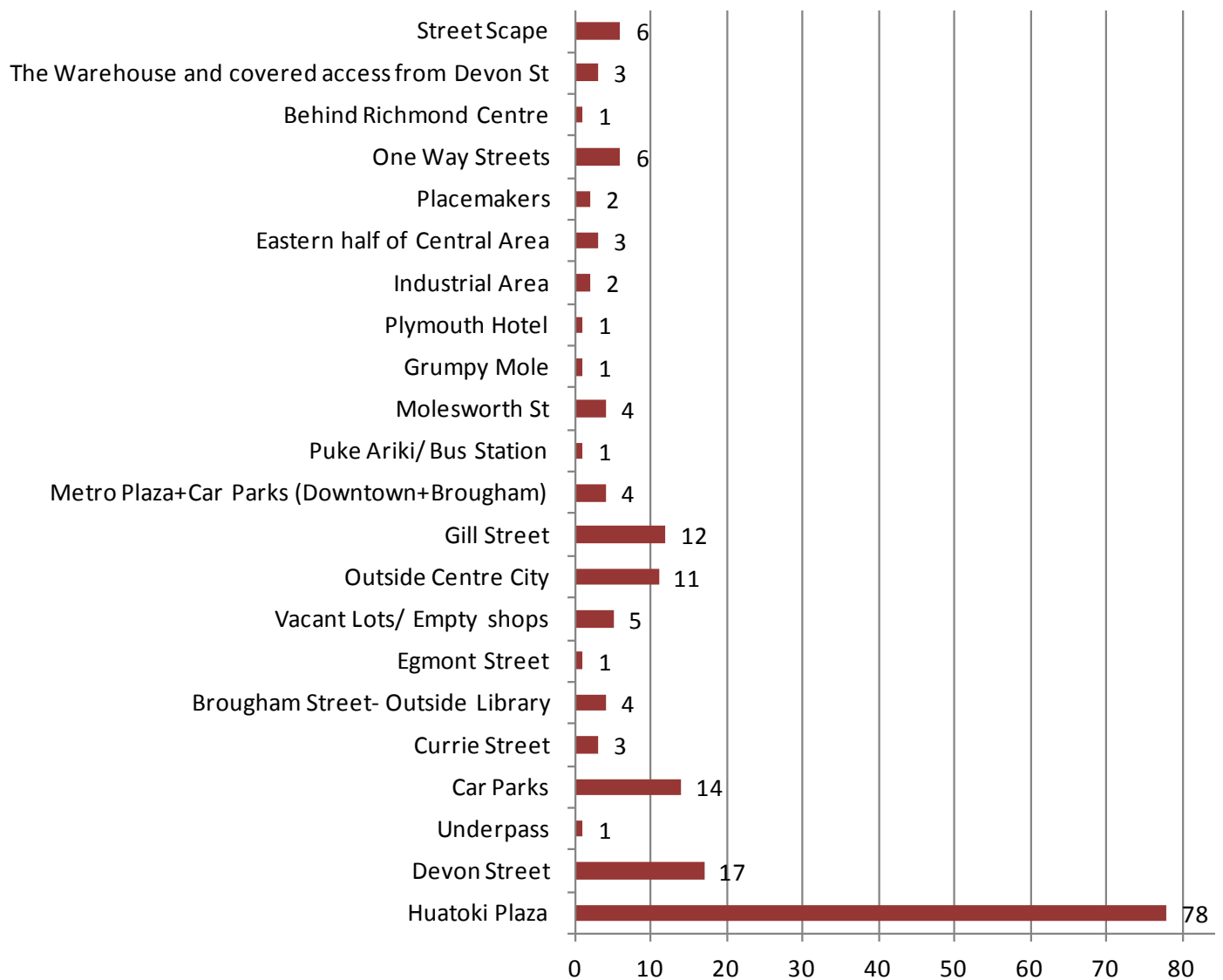
People were asked what their favourite open space in the Central Area is and the reasons for their response. The chart below summarises the response and the word cloud summarises the reasons for peoples favourite open space.



Bar labels refer to the number of responses for each open space.

What area or open space in the Central Area do you like the least? Why?

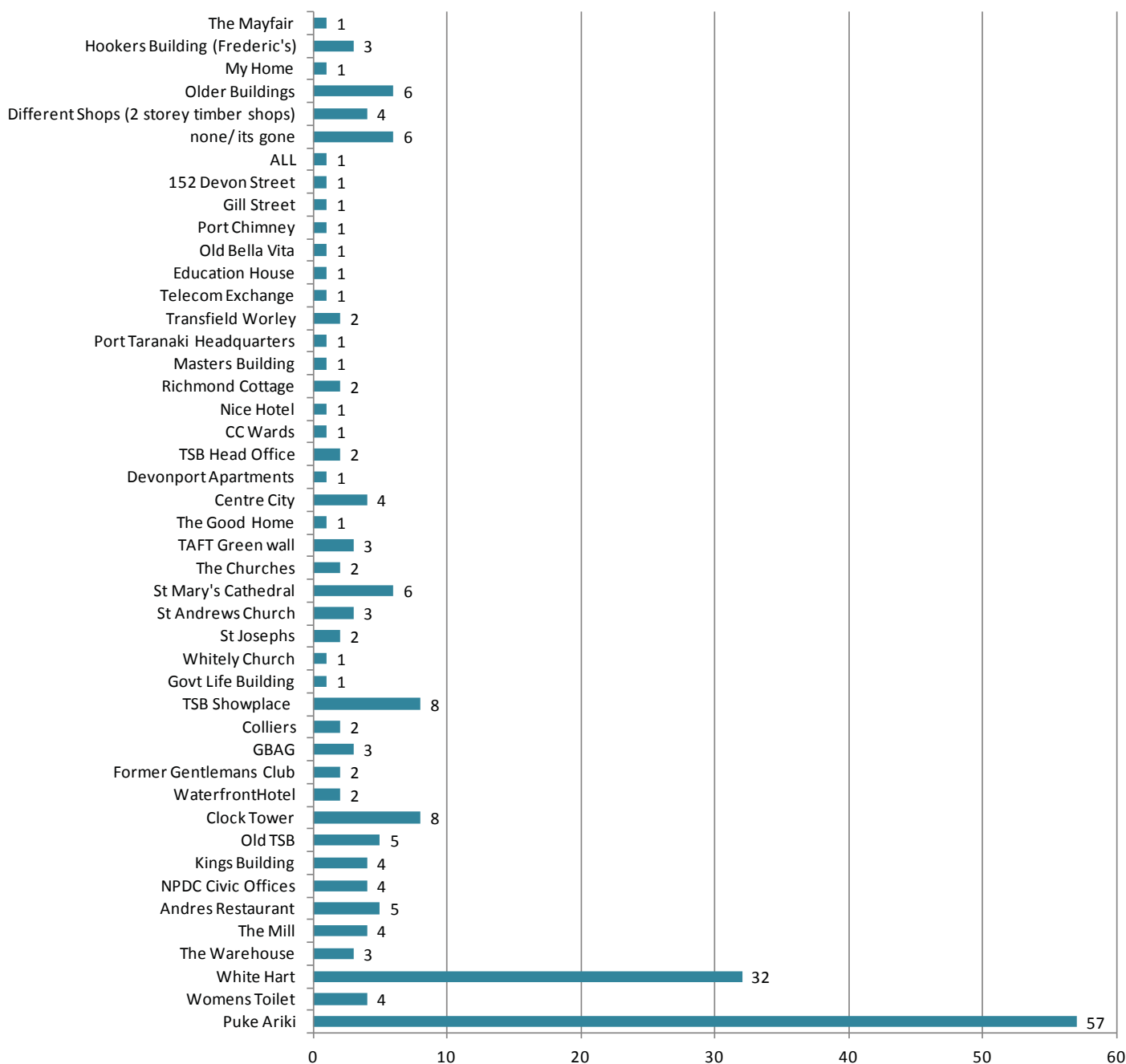
People were asked what open space in the Central Area they liked least and the reasons for their response. The chart below summarises the response and the word cloud summarises the reasons for peoples least favourite open space. The raw data allows analysis of individual spaces and the qualities attributed to them.



Bar labels refer to the number of responses for each open space.

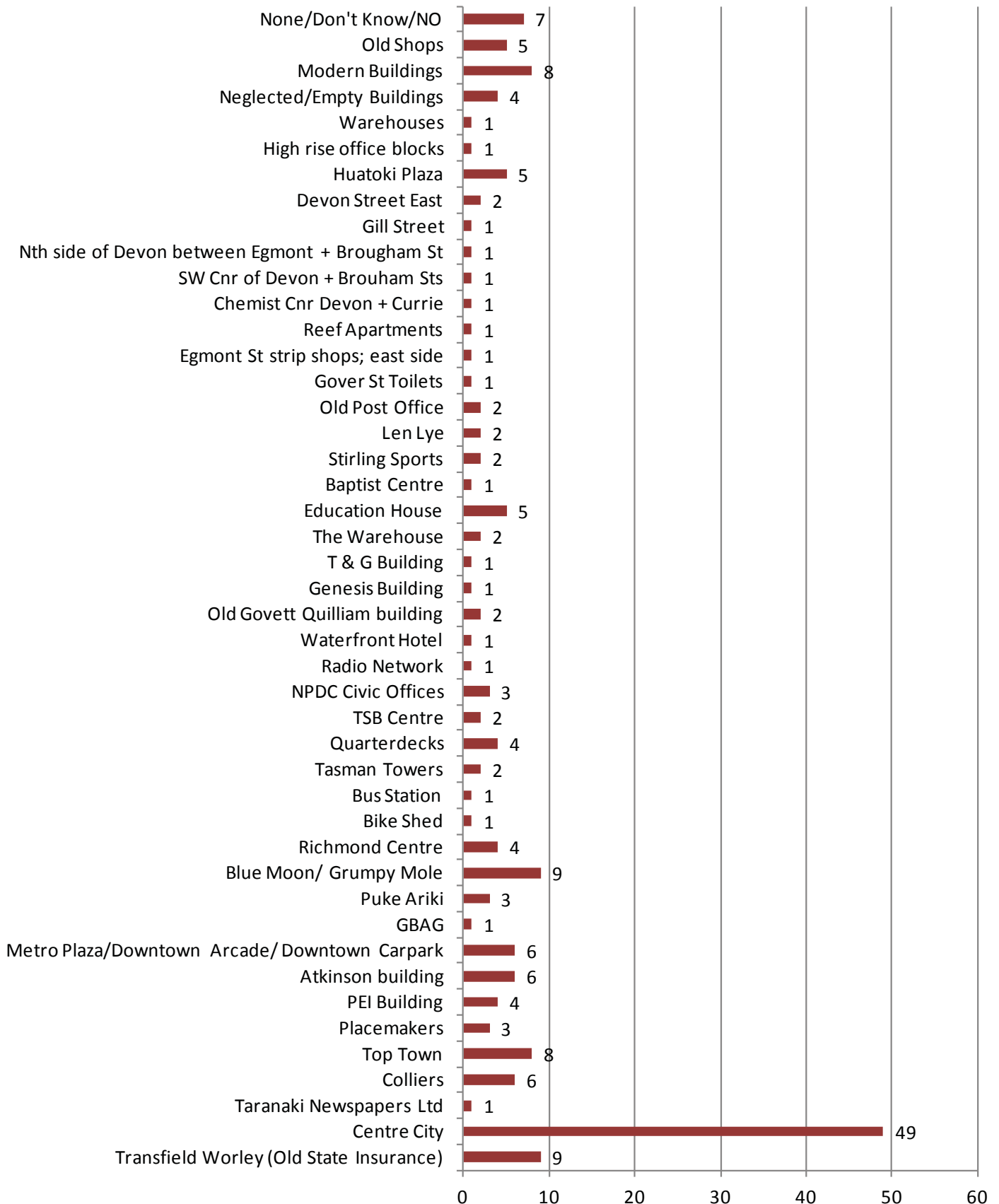
What building do you like the most? Why?

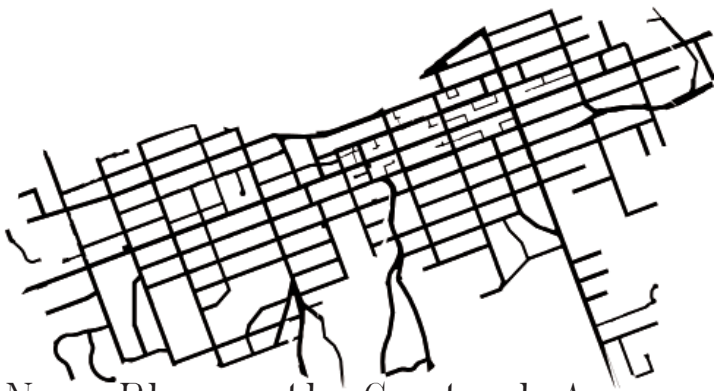
People were asked what buildings in the Central Area they liked the most and the least along with reasons for their response. The chart below and on the next page summarises the responses and the word clouds summarises the reasons for peoples standout buildings. The raw data allows analysis of individual spaces and the qualities attributed to them.



Bar labels refer to the number of responses for each open space.

What building do you like the least? Why?





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