

IMPLEMENTATION



5.1 IMPLEMENTATION STRATEGIES

This provides an outline of how the recommendations of the Urban Design Framework are to be implemented. Implementation of the strategy will ensure that the pre-eminence of Glen Eden as a sustainable town centre and transit interchange retains and grows itself as a vital, attractive and liveable place for residence and visitors. The implementation strategy is organised under the following headings to ensure an integrated approach.

- Management
- Planning – Short and Long term planning
- Funding – Equitable funding which can take into account growth related costs, increased levels of services and historical catch-up
- Staging

MANAGEMENT

Council's role in Planning and Development of the Town Centre:

For Glen Eden town centre to achieve its potential appropriate land use activities and developments must be encouraged to occur in the right place in an effective fashion. This can only be achieved through a positive, proactive and strategic approach to planning and development. As the planning authority and the agency responsible for facilitating the community's vision for Glen Eden the Council has a pivotal role in the future development of the town centre. Waiting for and responding to development applications is not an adequate response for Council that sees itself as a key player in the economic, social, cultural and environmental advancements of Glen Eden.

Future Management:

Whilst the Urban Design Framework will necessarily concentrate on the physical aspects of the centre, it is necessary (to enable the centre to operate effectively) to consider the activity make up, management and coordination of the centre.

An attractive, safe and easy to access centre will attract potential customers. If the right business activities are not available, in the right place, open at the right time or advertised and promoted in the right fashion it is unlikely that such customers will return a second time. The coordinated management, marketing and operation of the centre is therefore just as important as its physical appearance.

To enable the Urban Design Framework to be effective it is recommended that the Council pursue an overall 'Town Centre Management' system for the town centre itself.

Typically Town Centre Management draws together:

- Marketing and Promotion
- Activity Attraction and Retention
- Business Development and Training
- Physical Design and Development
- Management of 'public' assets and infrastructure in the centre

PLANNING

Planning Principles and Objective within the District Plan:

When the DP is next reviewed the overall importance and role of the town centre should be clearly established in the main objectives and principles.

Local Planning Policies for the Glen Eden area, retailing, business development:

Local Provisions will need to be amended to reflect and support the Urban Design Framework through review of Town Centre Strategic Partnerships Programme which forms part of the Growth Management Strategy which deals specifically with town centres.

The implementation policies listed below will need to be reviewed to ensure consistency with the UDF. Additionally the UDF should be listed as a reference document in the Planning Scheme and existing maps replaced by an appropriate overall plan of the town centre drawn from the UDF which identifies:

- Land use activity foci and precincts
- Pedestrian, cyclist, and vehicular access routes
- Major off-street and on-street car parking areas
- Significant sites
- Transport Interchange
- Public gathering spaces
- Views and vistas

The heritage aspect of the planning scheme also needs to be enhanced. At the present time only generic listings exist of all the heritage buildings in Glen Eden. It is recommended that a separate list be prepared which clearly establishes the specific importance of each built form. Specific opportunities to improve the appearance and effective use of buildings could then be identified.

Planning and Development Approvals:

The objectives of the UDF will need to be taken into account by the Council when it considers planning and development applications. Council discretion in this process includes its ability to ultimately approve or reject planning applications and to give dispensation in regard to specific elements of a proposal, for example car parking where ratios applied to specific activities in specific locations can be used to effectively encourage or discourage specific development or activity.

FUNDING

The UDF should be seen as a long-term project that will be implemented over at least the next 5-10 years by Waitakere City Council. Funding for the strategy can be anticipated from four sources:

- Waitakere City Council
- Private Business
- Regional Council
- Government Agencies

Council will need to commit capital works funds on an annual basis over the next 5-10 years to enable physical works to occur and to attract matching funding from other tiers of Government. Council income generated from the town centre, for example through paid car parking, could also be specifically earmarked to fund projects within the town centre.

Funding for specific physical projects, (where benefit to individual properties can be demonstrated), may be provided through Special Rates schemes levied on the properties in the immediate area. Funds may also be provided through developer contributions related to development or redevelopment in the town centre.

STAGING

THE MAIN STREET

Step 1. Development of the Main Street-West Coast Road

- **Opportunity:** Create West Coast Road as the shop front of Glen Eden – developing a double sided Main Street creating an identifiable Main Street
- Activate frontages to the Main Street retaining on-street car parking in off peak traffic
- Widen the footpath to the main street to allow for street tree planting

THE LANES

Step 2. Better connections from Glen Mall car park and the main street

- **Opportunity:** Open up a new pedestrian lane connecting West Coast Road through to Glen Mall
- Activate the lane with retail frontages to lift the retail competitiveness
- Create a landmark building within Council owned land creating visual connections north and south
- Develop a signage strategy to direct drivers to the Glen Mall Car Park
- Improvements to the Railway Station Environment and connections to Town Centre

THE MALL

Step 3. Upgrade the Glen Mall

- **Opportunity:** Upgrade the car park area to provide opportunity for events and markets
- Enhance the pedestrian amenity create safe and legible connections within the Mall environment
- Retain parking to accommodate larger format stores and mixed use or pensioner apartments above – creating a better level of quality

CULTURE AND ENTERTAINMENT

Step 4. Consolidate the Cultural and Entertainment Precinct

- **Opportunity:** Address activities to complement existing land use such as increased space for the theatre, creation of a cinema
- Create a legible pedestrian environment allowing easy access across Glendale Road

