Hamilton Central City Transformation Plan

An action focused practical approach to transform Hamilton’s central city into a more vibrant prosperous centre for the Waikato.
Retail Mix
The ideal quality retail and balance of chain and independent stores mix is vital to retain and grow market share and provide retail that suits the needs and tastes of shoppers.
Creating distinctive clusters can act as a catalyst for unique personality retail areas. Hospitality and retail go hand in hand, and developing closer connections will benefit retail outcomes.

Events
Events attract people to the central city and help build reputation as a destination. This brings direct benefits to retailers.
IMPLEMENTATION AND TIMEFRAME

PROJECTS TO START IMMEDIATELY

- Develop the Council owned VOTR site into a public green space connected to the river.
- Review role of Hamilton Central Business Association to determine appropriate central city management structure.
- Implement the new parking strategy and parking technology project.
- Complete the Central Library laneway project.
- Establish the Business Hub.
- Establish the Hamilton Investment office and develop a Business and Investment attraction plan.
- Create a central city building rules and consent booklet.
- Update Council policies to align with the CCTP.
- Market the precinct brand identities.

SHORT TERM PROJECTS

- Develop a structure plan for Victoria.
- Review the District Plan and building rules to align with the CCTP.
- Upgrade Garden Place including feature gardens and shared zone.
- Connect the central city to Claudelands Events Centre.

MEDIUM AND LONG TERM PROJECTS

- Upgrade the Central Library facade.
- Extend the shared zone down Alexandra Street.
- Install a skate park in or near the Green Frame.
- Extend the Avenue of Trees to London Street.
Outcome
A network of attractive laneways that contribute to Hamilton’s central city identity, economy and connections.

Goals
• To create spaces for people to use and enjoy
• To improve pedestrian access in and around the city centre
• To celebrate creative arts
• To provide opportunities for business
• To minimise interference in essential service and vehicle access

The Laneways Plan is about encouraging changes to these forgotten spaces to activate them, and encouraging laneways owners to transform them.

Transformation ideas
1. Physical treatment:
   Laneways lend themselves to treatment that is different to streets. The physical form of a laneway could be transformed by plants, landscaping, public art work, seating, lighting and different paving treatments without losing the traditional feel of the lane.

2. Pedestrian friendly environments:
   Paving treatments, CCTV security cameras, bike racks, signs and seating can be used to connect spaces, create views and encourage pedestrian flows.

3. Built Form treatments:
   Wall treatments such as artwork, murals and plants can soften hard edges and restore old facades.

4. Commercial activity:
   Unique small retail opportunities, pop up shops, small bars and cafés in laneways have functioned successfully in cities around the world. Laneways are often ideal places for live music.

5. Outdoor galleries:
   Artworks including murals, graffiti art and stencils can change dark uninviting spaces into creative spaces for people to enjoy.

6. Events:
   Laneways can be used for social activities, events and festivals.
Vision
A prosperous commercial centre with a vibrant metropolitan lifestyle.

Outcomes
1. More people working and living in the central city
2. An economically prosperous commercial core
3. The central city is a destination
4. An activated riverfront

THE BUSINESS DISTRICT
- A concentrated commercial and retail area that is economically thriving.
- A retail experience that provides for the needs and tastes of people attracted to shopping in central cities.
- Garden Place is valued as a vibrant public space.

VICTORIA
- A medium density attractive inner city residential suburb for a range of residents.
- A 20 minute neighbourhood experience.

THE SOUTH END
- Engaging, active, premier entertainment and visitor destination with a unique waterfront.
- Preservation and recognition of history in the area.

GARDEN PLACE
A shared zone for cars and pedestrians, including some car parking, will be added to the northern side of Garden Place. The Central Library will be upgraded with a new facade that opens up to Garden Place. New feature gardens will add beauty.

THE Precinct
The central city needs a more vibrant metropolitan lifestyle.

Precinct
Reconfigured into three precincts, each with a defined identity and dominant activity. Planning rules will support these defined identities.

1. Reshape the Central City and Define Precinct Identity & Character
   i. The Business District
      - This will be the compact business and commercial core of the central city, including retail.
   ii. Victoria
      - This will have a dominant focus on being an inner city residential suburb with mixed use activities that support city living.
   iii. The South End
      - This will be the city’s premier waterfront and culture, visitor and entertainment destination, including Ferrybank.

2. The Waikato River
   - An activated waterfront aligned with the River Plan vision.

3. The Green Frame and Green Spaces
   - The role of the Green Frame in shaping the central city is recognised and valued.
   - Green spaces are incorporated into central city identity and experience.
   - The percentage of green space is increased.
   - Greenspaces are used for recreation and entertainment.

4. Streetscape, Amenity and Beautification
   - A high level of streetscape and amenity that creates distinctive precinct identity.

5. Strengthening Connections
   - Attractive and safe pedestrian friendly environments connecting people to places.
   - Identified and well known pedestrian connections to major facilities.
   - Well used biking networking connecting the central city.
   - Parking options that encourage more people to spend more time in the central city.
   - Traffic routes that enable easy access to and from the central city.

6. Investment and Business Attraction
   - More businesses and employees working in the central city.
   - A regulatory environment that reduces barriers and enables economic prosperity.
   - A high level of investor confidence in Hamilton’s central city.

ALEXANDRA STREET
The shared zone in Garden Place will be extended down Alexandra Street to Collingwood Street, creating a more pedestrian friendly environment. The Central Library Laneway entry point will connect to this shared zone.

MAPLE GROVE
Maple Grove is a project within the Green Frame that creates a high level of amenity and a recreational space for people to enjoy. It also connects the Bikeway Plan’s Western Rail Trail to the Business District.

VICTORIA ON THE RIVER
The Victoria on the River site will become a public green space, connecting to the upper river walkway with expansive views of the river. Some parking for adjacent buildings will be provided.
FOR MORE INFORMATION

Online: hamilton.govt.nz/CCTP

Facebook: facebook.com/hamiltoncitycouncil using #CCTP

Twitter: using both @councilhamilton and #CCTP

Hard copy of the full Plan: Available to view at Hamilton City Council.