

# GREYMOUTH

## CBD Redevelopment Plan

### Te Rautaki Whakawhanake a

# MĀWHERA



GREYMOUTH | DEVELOPMENT PLAN | K. REMETIS - J. LUNDAY - 4SIGHT | 2019



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All drawings are preliminary subject to development of design. Photographs included are design precedents only as indicative look and feel for the design.

*Cover Figure (top): Lower Tainui Street, Greymouth, 1903*

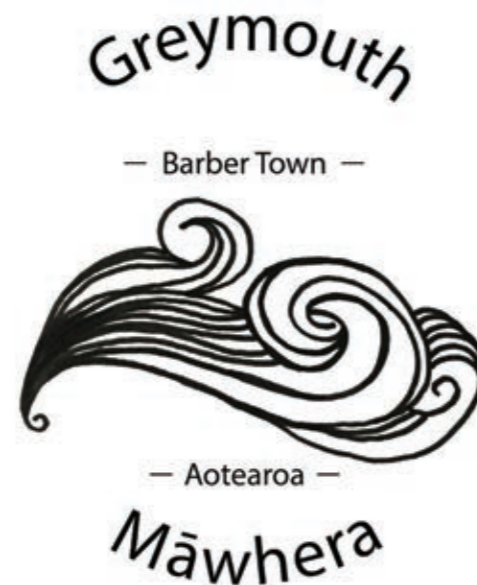
*Cover Figure (bottom): Lower Tainui Street, Greymouth, 2019 (photo: Mayor Tony Kokshoorn)*

*Inside Cover: Greymouth CBD Redevelopment Masterplan*



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## FOREWORD | HE MIHI TAUTOKO

# Painful Transition from Extraction to Sustainable Industries

The District is moving to sustainable industries after 150 years of native timber milling and coal mining. When I grew up here the District had thousands of jobs in coal mining but that has changed rapidly over the last 20 years. We are nearly at the end of the painful transition. The Grey District Council in conjunction with local iwi and many stakeholders have given their time to compile this roadmap which will lead Greymouth/Māwhera into a new future.

The combination of big-box stores being established outside of the traditional Greymouth CBD and the many old buildings coupled with online buying makes it inevitable that future commerce will not require bricks and mortar as it has in the past. Compounding the problem in Greymouth is leasehold land where trading banks are reluctant to loan money for redevelopment and the requirement to earthquake strengthen buildings.

We have diversified our economy away from coal which now only employs up to 70 miners with no underground coal mines operating in 2018. This huge downsizing of the coal industry has also made a big impact on local retailing where hundreds of \$100,000 wages once washed through the Greymouth economy.

Greymouth town is well into the changes needed to revitalise the District. 42% of the West Coast population and 45% of all full time employees are living and working in the Grey District. Tourists spent \$14 billion throughout New Zealand last year so the town must capture as many of those dollars as possible. The District now employs over 600 people to cater for visitors who spend over \$100 million in the Grey District every year.

Council has done the hard work with the new \$50 million sewerage scheme, refuge recycling, drinking water upgrades, new stadium and aquatic centre. We are planning a Wild West Coast Discovery Centre experience which will link the expanding TranzAlpine rail excursion from Christchurch to Greymouth. The Government has recently announced a \$40 million upgrade to the TranzAlpine experience.

Investment in new fish processing facilities and Ultra-Fast Broadband is enabling people to live in Greymouth but get income from around the world. Just drive from the new Taramakau Bridge past the new \$80 million hospital, new aquatic centre and new stadium into Greymouth. It is looking great. We have the ninth lowest average residential rates of the 68 District Councils throughout New Zealand and our Coast Road to Punakaiki Pancake Rocks is to die for. Council has invested \$130 million in vital infrastructure over the last 15 years with only \$30 million debt.

The new \$1.9 million Square has started the town renewal so we are on the right track in the transition to an attractive CBD where visitors and the residents will gather for shopping and social events. Growing our economy is crucial so expanding forestry, fishing, tourism, horticulture, minerals, education, agriculture and construction industries is essential. The Grey District has excellent growth prospects in all of these big employers.

The changing face of downtown Greymouth is inevitable if we want to remain the service centre and heart of the West Coast. That change is well underway and we are looking forward to the future.

**Tony Kokshoorn**  
Grey District Mayor

## HE MIHI TAUTOKO | FOREWORD

Tena koutou katoa,

Maori organisation 'The Proprietors of Māwhera Incorporation' is the major land and buildings owner within the Māwhera (Greymouth) Central Business District (CBD) who along with the formation of a Forum of Grey District Council, Development West Coast, Greymouth Business Promotions Association and participation with the community are planning to build capability to achieve the revitalisation and re-energising of the redevelopment of the CBD. The aim is to give the town a fresh, vibrant, enhancing vitality with an enthusiastic spirit of partnership and mutual respect. The incorporation in the past has been a developer in the CBD and works collaboratively to shape the economic, social and cultural fabric of Māwhera.

Anchor projects planned for the Māwhera CBD are a Cultural/Discovery Centre to be established by the incorporation with iwi design elements. Located on Incorporation land within the Greymouth CBD, near Awa Māwheranui (Grey river) it will house the 'Pounamu Pathway' Project to give tourists a digital interactive Cultural Narrative on Pounamu (Jade/greenstone) and Maori history of the Tai Poutini (West Coast). In addition to colonial, environment and tectonic history and a centre for research and learning with the possibility of the inclusion of a new Māwhera library, museum and archive centre. Along with the retention and upgrade of the Kingsgate Hotel by the incorporation these developments will significantly contribute in attracting visitors to Māwhera. Next to the Kingsgate Hotel the incorporation recently leased land long term (at peppercorn rate) to the Grey District Council for the establishment of a Town Square that is offering events that are well patronised - greatly enhancing the CBD area.

The Māwhera CBD Redevelopment Plan highlights many opportunities to enhance the CBD. The forum has considered the matters portrayed in the draft plan and along with community participation has resolved on a future strategic direction plan.

The Incorporation's critical business and investment priority decisions for the future is by implementing a redevelopment plan to retain a viable business centre in Māwhera as well as giving confidence to tenants and business owners. Participating in a process as complex and comprehensive as the CBD Renewal project enriched the understanding of the key challenges faced by Māwhera tenants, community and Council. The incorporation was well informed to contribute in a constructive and meaningful manner and will continue to invest in the Māwhera CBD to ensure economic and social benefit to the whole community.

**"Me mahi tahi tatou mo te  
oraka o te katoa"  
We must work together for  
the wellbeing of all.**

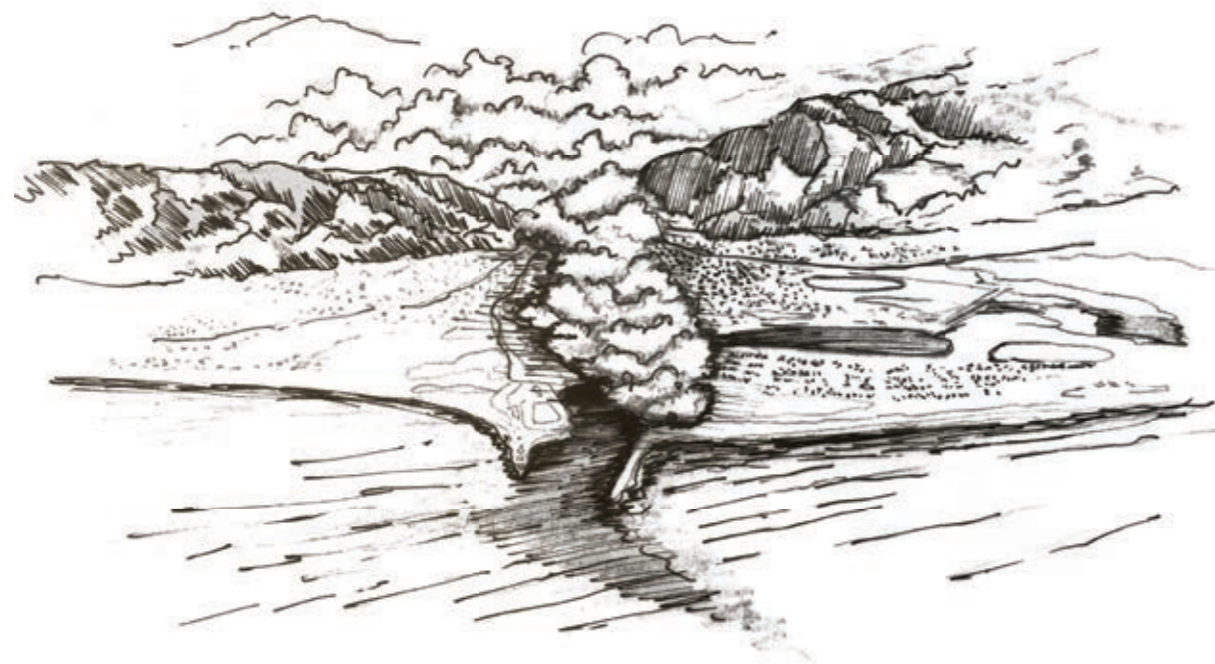
**James Mason Russell**  
Tiamana Māwhera Koporeihana



Figure 3 James Mason Russell

## Tē tōia, tē haumatia

Nothing can be achieved without a plan, workforce and way of doing things.







# EXECUTIVE SUMMARY | TE WHAKARĀPOPOTOTANGA

Greymouth / Māwhera CBD like many small towns internationally, has experienced a decline in its economy as a result of the loss of industry and a changing economy.

Māwhera Quay is essential to the recasting of the towns future, as are the historic and current owners of the land - Māwhera. Māwhera has a substantive land holding and long term commitment to the Town centre. Māwhera Quay and the land around the historic Pa site are of particular importance not only to Māwhera but the story of the town. Māwhera hold the key to redevelopment of the town centre with the possible refurbishment of the hotel and a major visitor attraction.

However, unlike some other small towns on the West Coast of New Zealand Greymouth's CBD (despite being the regional commercial hub and destination for the TranzAlpine rail trip), has not been able to fully reap the benefits of the thriving West Coast tourism sector - the 'fastest growing region in NZ at 14% year on year' (Tai Poutini West Coast Economic Development Strategy, Development West Coast, July 2018).

Work commissioned by Grey District Council in 2015 resulted in the Urban Design Framework by Opus International, followed by a Stage 2 study. The work identified the need for significant public realm improvements including linkages to various parts of town, the celebration of heritage, arts and the natural environment and importantly, the need to 'support a sustainable and successful town'. This report was well received by the Council but needed a CBD Development Framework to add a regeneration purpose to the Public Realm work.

Greymouth CBD is open and ready for change. Critical to the success of Greymouth is a CBD that can capture the Tourist visit and spend. Whilst tourism is not a silver bullet to economic regeneration, it is an essential element in growing the GDP, the attraction factor, and turning the tide in a manner that has a vibrancy to keep its population and business whilst attracting new residents and business.

The CBD has many assets, that when combined would provide for a significant and vibrant CBD which services its local community and public sector agencies while also being a magnet and 'must stop' for visitors both domestic and international. Creating a more appealing CBD environment utilising stories of tangata whenua, told through physical installations throughout the centre of town. Utilising the initiative of Kā Huru Manu Pou and Pathways project, as well as recognition of Greymouth's industrial heritage, can provide a rich and deeply interesting place to be.

Greymouth's most obvious asset but current liability is its built form. It is not a one street country town. There is much work to be done in turning this asset back to being an active participant in the local economy and engagement with the private sector to achieve this would be just the beginning. Where possible endeavour to retain much of the remaining heritage fabric and find a way to strengthen the buildings and repurpose them to provide for economic return. Given the complexity of ownership and the state of investment, it is recommended that direct intervention in the form of a revolving architectural development fund is established to redevelop buildings. This would be a charitable foundation set up to purchase, restore, repurpose the uses, let and resell buildings within the CBD. The funds and profits would then be recycled back into the fund. The fund could also undertake joint ventures with existing building owners in the form of soft loans for projects that meet their requirements. This would not be a grant for building owners - rather an investment fund.

To date when buildings have been demolished they are not replaced by new buildings in the centre. As an interim step to redevelopment it is recommended that all vacant sites should be "Rewilded" (landscaped with local plant varieties in an artful way). At key sites along the proposed trail and in key areas these spaces could be populated with tiny shops (West Coast Huts) and structures used as activators and seed businesses, as well as other art interventions and events to enliven the town.

The CBD study area covers a large area. The study area has been broken down into identified Character Areas through buildings, landscape, edge structures and uses. This enables a reduction in scope for the study area to a more compact retail heart whilst rezoning other parts of the Centre to re-attract residential activity back to the centre. Greymouth central area is ideal for residential development. It is flat, compact and provides easy access to businesses, cafes and services. A cinema, good restaurants and future hospitality opportunities would provide an evening economy which CBD residents would likely use. Residential development in the CBD would contribute greatly to vibrancy and a sense of place. Greymouth has an opportunity to appeal to different groups including the elderly, students and professionals through its diversity of activities and scale of its CBD.

A strong Business Association would typically be engaged in major strategic issues for the CBD such as dialogue with commercial property owners; events to attract customers; advertising and common opening times; activation including new uses for vacant retail space; and housekeeping - the state of the CBD including cleanliness, aesthetics, street art and more. There is opportunity for the Business Association through a solid strategic plan and leadership to establish a strong partnership which would contribute to enhancing the CBD's vibrancy.

The strategy and plan presented has breadth and depth. Some key elements such as the major asset of existing buildings, requires more work and thought to identify key stakeholders intentions and investment strategies. Engagement with Māori (both locally and regionally) to effect results in Greymouth CBD has high probability for establishment of new businesses and jobs if undertaken strategically. Rewilding the CBD will play an important role in embedding the West Coast Untamed Natural Wilderness brand. The trails and gathering spots created by recommended projects and the proposed huts create a movement around the town that provides discovery for locals and visitors alike. Embracing the Barber as a brand will, alongside Rewilding and repurposing existing buildings, differentiate Greymouth from other towns.

The plan identifies Greymouth's assets while also highlighting how to utilise these. It anticipates engagement from the private as well as the public sectors. The plan identifies elements which can be actioned immediately and some which require a longer timeframe and funding strategies to be achieved.

*This plan provides context and application to the Urban Design Framework and should be read in conjunction these reports: Urban Design Framework Greymouth Mawhera CBD Renewal (prepared by Opus Consulting, dated May 2015) and Greymouth Mawhera CBD Urban Design Framework Stage 2 (prepared by Opus Consulting, dated February 2015).*

# RECOMMENDATIONS | NGĀ KUPU TOHUTOHU

1. **Redesign of the Railway environs** to capture people and their imagination when they step off the train (i.e. Rewilding the floodwall and streets around railway station, implement tactical urbanism with use of the Barber brand on footpaths/roads/floodwall painting, installation of simple green wall mesh fence with climbers to create aesthetic screening of Warehouse car park).
2. **Development of Iwi narrative** with Te Runanga O Ngati Waewae to guide the interpretation around the CBD (e.g. Digital/app opportunities, physical storytelling, public art, iwi history, signage, urban design and landscape interventions). Reflect iwi design in elements of the built environment.
3. **Reduce the retail core** of town centre to the area called Māwhera Quay Quarter and embrace the reduced CBD core with residential development being a dominant use in the surrounding areas.
4. **Develop a heritage structure and existing building strategy** and a means to intervene in the development cycle (a revolving architectural development fund – this includes undertaking an audit of existing buildings and structures in CBD (i.e. in terms of heritage, ownership, leases, earthquake status and potential uses).
5. **Create urban CBD trails (The Two Trails)** where Iwi, Māori, locals and their stories are reflected through well designed installations. These will link and build on *Te Tai Poutini Māori Tourism Strategy, Kā Huru Manu Pou and Pathways initiative*. These trails also serve as a means of connecting new offerings and interest “moments”.
6. **Create a continuous verandas** cover along main streets to provide shelter from the rain and permanent shelter (market roof type structure) for Albert Mall.
7. **Rewild Greymouth / Whakamarohi ki ngā taiao Māwhera:** including the riverfront (flood defences using containers) and streets - bringing the surrounding environment into town by the use of native planting to bind the natural wild West Coast country with town.
8. **Stimulate residential development** opportunities by rezoning of land, investigating the market, providing incentives and providing certainty through Outline Development Plan’s that lock in amenity.
9. **Undertake planning framework amendments** to enable and encourage redevelopment of the Centre.
10. **GDC, alongside WCRC,** to undertake a **HAIL Assessment** of the proposed Residential Quarter, and central CBD core and plan for contaminated sites moving forward.
11. **Strengthening the Business Association** to become a collaborative partner.
12. **Undertake a traffic and parking study** to ensure sufficient parking is delivered in the right locations in advance of reducing car park numbers for rewilding and streetscape improvement.
13. **Improve Gateways into the CBD** - work with NZTA to create appropriate gateways and signage to divert tourist traffic into the CBD from the state highways.
14. **Encourage West Coast Huts** throughout the CBD as a form of shelter and temporary spaces for events, tourism, coffee shop pop ups, cafe pop ups, artisan sales and navigation.
15. **Embrace the Barber** as a key narrative and character element – in the form of a brand – reflected in design and style of tactical urbanism interventions throughout the CBD, tourism, marketing and artisan merchandise. The West Coast is rugged and authentic - embrace it.
16. **Develop a CBD Street, Laneways and Wild West Coast Wilderness Trail Activation Strategy** - exploring activation of streets, laneways and trail (including Albert Mall and the Town Square) with colour (painting buildings), art, events, rewilding, tactical urbanism, inclusion of West Coast Huts for shelter/pop up stores/cafes, cycle parking, seating and outdoor dining to create a pedestrian friendly network with sheltered environments. Perhaps charge the art gallery to lead this strategy.
17. **Create Anchor Projects in Town:** Market Place; transitional buildings; Māwhera Quay Development for Discovery Centre; Hotel Redevelopment; Twin Trails and Rewilding the CBD.
18. **To manage the change** and some of the projects, consideration should be given to development of a **Regeneration Organisation between major land owner, Māwhera, DWC and Council** (Community Representatives). This would act as a Regeneration Agency involved in delivering projects, engagement, activation and management of the transitional assets.
19. **Arts, community involvement, greening (rewilding) of Greymouth** and events are all a major part of the revitalising of the town centre. A strategy and action plan should be developed with both organisations and individuals involved in these fields to pull them all together to form a **Creative Activation Trust** to develop and manage urban arts, events and planting.
20. **Paramount to this work** in the CBD is the full **involvement of Māwhera and also community involvement and collaboration in initiatives**. This should emphasise use of local talent (e.g. artists, craft and tradespeople) in all of the projects.



Figure 6: Photo of the station of Greymouth

# 1.0 VISION & RATIONALE | HE MOEMOEĀ

## 1.1 UNDERSTANDING THE CONTEXT | HE KUPU WHAKATAKI

The purpose of this Development Plan is to refine and re-cast existing identified regeneration opportunities in the CBD and its surrounds and to unlock and catalyse further regeneration opportunities. The lack of a clear direction about the purpose of the CBD has spill over effects into investment in the wider town. A shift of retail, amenities and visitor accommodation to the State Highway creates a thoroughfare town with no reason for tourists to stop (except at most to overnight in a motel). When a town is defined by ribbon development along a main road - a lack of image and sense of place can occur.

The Development Plan area's boundaries have natural and built edges. The Grey River / Māwheranui to the north, the railway line to the east and the Port and Erua Moana Lagoon to the west and south. The CBD is in effect, an island. It is an Island bypassed by the State Highways carrying the visitors. However, many towns with defined boundaries are attractors that people stop specifically for (think of the walled towns all over the world). The CBD contains major assets that, in some cases, are underutilised today but were the genesis of its success in the past - the Railway, Riverfront, Quay, Basin, the main Commercial Core, Erua Moana Lagoon, Port, and Racecourse. This geographic area is underperforming in

many areas yet it has a major role to play in driving the success of the town for tourism, education and new industries. The success of a town and people's perception of a city is defined by the quality and vibrancy of their centres. Most industrial towns defined by their ports and rail, have used these post-industrial landscapes to redefine their economy and purpose.

This Development Plan builds upon other Council commissioned documents, site analysis, observation and conversations with stakeholders. The over-arching vision for this Development Plan is guided by the community as outlined in the Opus Urban Design Framework.

*"The Greymouth-Māwhera CBD will be a vibrant and inviting destination, a place for people to do business, to linger, gather and enjoy. Our CBD will celebrate the town's natural environment, its climate, rich culture and heritage, its inspiring people and the stories they have to share of this place."*

This Vision will be further elaborated upon throughout this document and forms the basis of the regeneration objectives.



Figure 7: Bypass diagram

The State Highway is a bypass and does not encourage tourist traffic into the CBD.



Figure 8: Aerial view of Greymouth/CIS interpretation from LINZ Data Service



**Historical map - 1875  
+ existing aerial**



# Historical map - 1927 + existing aerial

Figure 10: Superposition of Historical Map of Greymouth in 1927 & Aerial view CBD Redevelopment Plan - Greymouth 23



# Historical map - 1951 + existing aerial



## 1.2 Key Urban Design Principles | Te tino o ngā kaupapa hoahoa taone

Underlying the Greymouth strategy is a strong commitment to developing a town that lives within its ecological footprint. The West Coast is vulnerable to climate change, increased extreme weather events and earthquakes. A goal must be to create a resilient town that becomes a poster child for a post-consumer /post-industrial economy. To this end it is suggested that the council looks to its Plan to adopt principles of Living Urbanism.

Living urbanism is comprised of a set of design principles that reflect the sensory connection of humans with the built environment and nature in order to help redevelop Greymouth and maximise benefits. It is concerned with creating spaces that connect the urban fabric to people and to nature - creating spaces that are healthy and enjoyable to live, work and play in. In this context, living urbanism is defined as the sensory connection of humans with the built environment and nature.

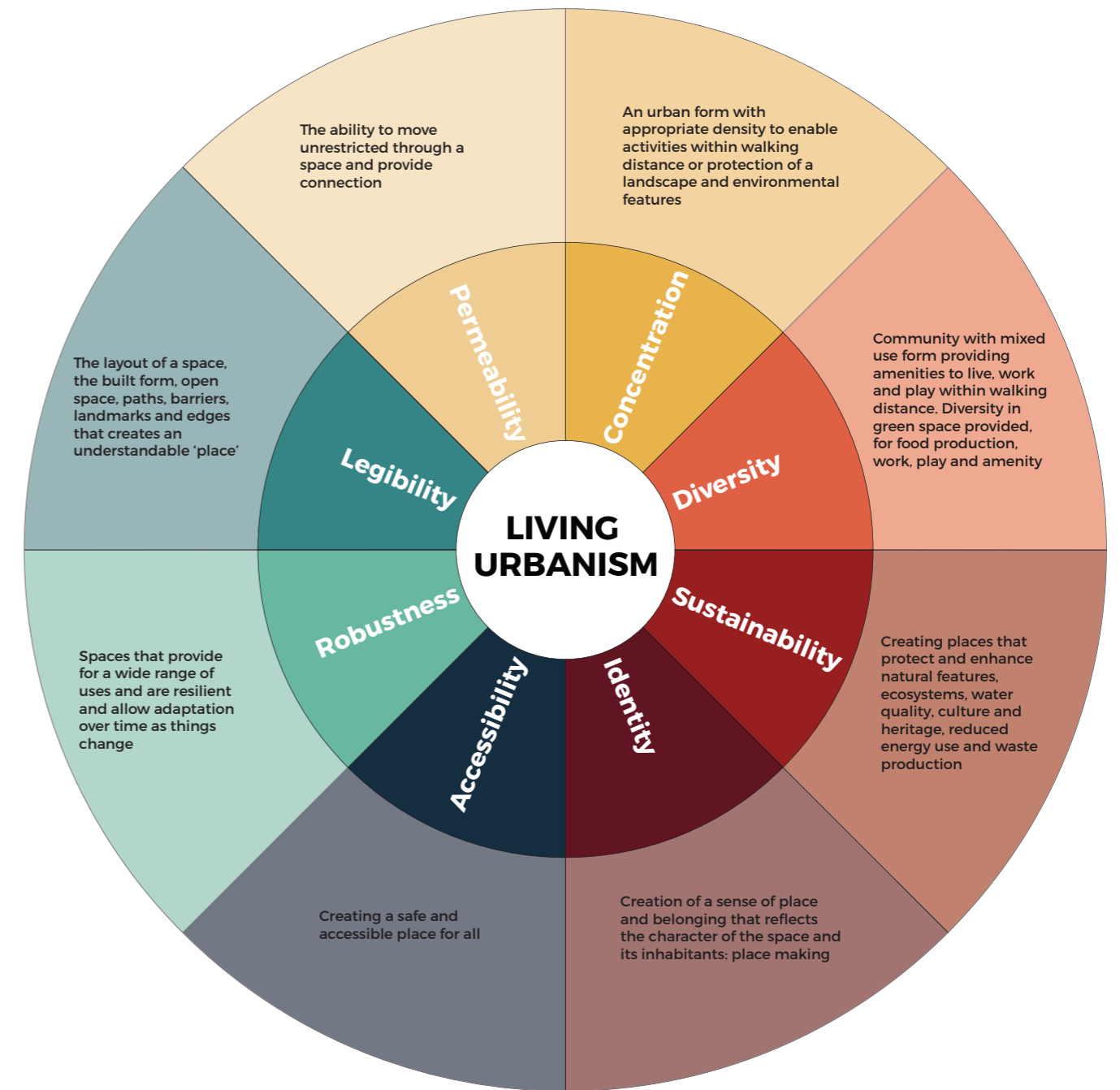
Living urbanism design-led principles will assist in ensuring better integration of the assets of Greymouth into its urban landscape resulting in a maximisation of benefits. This investigation was analysed through the lens of living urbanism.

Living urbanism's eight design-led principles are illustrated in Figure 12, and provide a means for integrating Greymouth's history into our urban landscape with the potential to maximise benefits. The living urbanism principle of identity allows beauty and local stories to be embedded into design for the benefit of the urban dweller.

Permeability is the ability to move unrestricted through a space and provide connection between the living (human and non-human) and non-living. "All functions relate to the form of the city through two generic functional factors: how we as individuals find the city intelligible, and how we move around it." (Hillier, 1996, p. 113). Legibility is the layout of a space, the built form, open space, paths, barriers, landmarks and edges that creates an understandable 'place' (Lynch, 1960).

Concentration and dispersal of the living and non-living link to many realised benefits with urban redevelopment. These include improved health and wellbeing, by enabling activities within walking distance, and protection of a landscape and environmental features, to connect people with nature.

Exposure to vegetation is known to have positive effects on people's feelings of wellbeing, stress levels, health inequalities, anxiety, tension, and postoperative recovery time (Luck, Davidson, Boxall, & Smallbone, 2011).



## 1.3 Existing Building Stock | Ngā Whare Taonga

It is basic but worth stating a town or city is comprised of buildings, open space and activities. If there is a greater level of open space over built form, then the vitality and activation of that town tends to decline. Fundamental to the recovery of the old town of Greymouth is the retention of existing buildings, increase in activation and the building of new structures in vacant sites.

The single most obvious asset and, at the same time, liability for Greymouth CBD are its Existing Building Stock. A number of factors have conspired to work against the CBD: the effective by-passing of the CBD by the State Highways; the location of retail and other facilities across the railway line from the CBD; the decline of the Port; the loss of well paid jobs; the structure of the ownership of land and improvements; the changing nature of retail and spatial requirements; the heightened awareness of the need to bring existing building stock up to new earthquake codes.

The result has been a lack of investment into the buildings to the extent that many are underutilised and in decay. Today they are under threat due to the impact of Christchurch's earthquake and resultant national building standards review.

Through consultation there have been discussions about demolishing existing buildings. However the cost of new buildings and subsequent increased rents, lack of demand, and lack of freehold land in the centre could lead to the situation familiar in central Christchurch of vacant land replacing semi vacant buildings. How many of the vacant sites in Greymouth CBD have been redeveloped recently compared to buildings refurbished? The cost of building new commercial space often exceeds the cost of strengthening existing.

Recent experience and technologies have demonstrated that clever engineering design - strengthening and repurposing existing buildings is good for the environment, good for the vibe of a town, and provides characterful spaces at reasonable rents. There are also psychological or social advantages in keeping familiar landmarks and streetscapes. Given the

threat of earthquakes it is imperative that strengthening buildings becomes a major objective and this will take private/public sector cooperation and funding packages to achieve this. A range of planning incentives can also help to stimulate development of buildings and vacant sites (e.g. no parking requirements for repurposed buildings or key site redevelopment; free resource consent processing; reduced rates for temporary activation of vacant sites or during redevelopment; reduced development contributions).

In addition, if the aim is to capture visitors then the traditional character, cultural history and grittiness of the CBD is its main drawcard. Whilst good design guidelines can create an appropriately designed environment, it is difficult for new buildings to afford to put in place the low rents that attract interesting businesses or the gritty aesthetic provided by older buildings.

Greymouth's partially empty commercial buildings need a comprehensive strategy to quickly address critical issues of ownership, tenancies, strengthening, repurposing, restoration and design guidelines for new developments where demolition and replacement with new buildings or transitional uses is needed.

Some early moves are:

- **Review all commercial buildings and vacant sites** in Greymouth CBD to identify, ownerships, uses, tenancies and underutilised buildings.
- **Look at transitional uses**, (retail, commercial, tourist or community) to activate vacant sites.
- **Connect with Heritage New Zealand Pouhere Taonga** to identify resources including expertise, people and finance to protect identified important buildings, sites, structures and stories.
- **Work with commercial property owners** to identify the condition of building, length of leases and intent of owners to the future of the building.
- **Develop a strategy to work with businesses** regarding their commercial position and what they need to retain their business, relocate or exit the lease.
- **Ascertain any other funding streams to help restore and strengthen buildings.** This may be PGF or/and DWC with support from Council.
- **Identify how to create a Regional Architectural Revolving Development Fund (ADRF)** to strengthen and find new uses for buildings or key vacant sites in CBD. This can be in the form of a revolving fund that gets recycled on completion, refinance or on-sell of fully tenanted buildings.
- **Identify the operating structure and capital requirement** of the ADRF.
- **Build on the Cultural Heritage Values of the Coast and Industrial Heritage of Greymouth** through protection and improvement of existing buildings, connections to the wharf and industrial structures like the cranes.
- **Develop design guidelines** for simple structures that reflect full cultural heritage for new buildings on vacant sites without merely mimicking the past.
- **Restore verandas** that provide weather protection along pavements within the Commercial core and make mandatory on new buildings.
- **Look at Planning and other Council incentives for repurposing, new build and activation of vacant sites and buildings.**
- **Building condition survey and heritage audit** (working with Heritage NZ). Identify buildings to be repurposed and approximate cost, work with owners to achieve commercial repurposing, or exit an strategy for owners. Build the strength of Greymouth Heritage Trust to manage this process.

## Regional Architectural Development Fund

This fund recognises the complexity of raising bank funding for projects that have little equity or are on leasehold land. It is not a grant and should be used in conjunction with any grants available. The fund is a revolving fund that supports the redevelopment of existing buildings within the town centre and key sites. It provides a "soft" loan and technical support for the strengthening, repurposing and letting of buildings to provide smaller retail, tourism opportunities, commercial and residential accommodation. When the development is completed the building is refinanced or sold and the loan and the loan repaid in full with a profit share. This is not a Heritage Fund and is open to any buildings, structures or sites deemed to be economical to redevelop but starved of bank funding for the development phase. It provides a shared risk/reward opportunity and patient funding not subject to banking constraints

in regard to land and building ownership. Commitment to accepting a project would require a full cost analysis, market appraisal and business plan to be jointly produced.

It is recommended that the first phase of looking at setting up a fund, is to undertake a building condition survey of the CBD core structures to identify likely opportunities for the fund to support. For new build the Trust would provide design guidelines to create an appropriate architectural language to strengthen the town's sense of place and appeal to the market. Patient capital is essential to Urban Renewal projects and it is considered that the RADF is something that could have the backing of DWC and the PGF.

### 1.4 Strengthening the Core: Compact CBD | He tāone kiato

Critical to the success of the Central Town area is the reduction of the size of the CBD core retail area as illustrated in the mapping. This draws a focus back to Mackay as the dominant main street and Māwhera Quay as the tourism/hospitality street. The blocks between Mackay and Guinness Streets and Mackay Street and Māwhera Quay are important to densify and increase activity that supports Mackay Street and Māwhera Quay. It is suggested that a major push is to introduce residential neighbourhoods as the dominant land use outside of this core area supported by residential mixed use in the CBD and development of hotels and hospitality on the waterfront. As such, allowing more mixed use and residential

uses within the areas surrounding the CBD core. The residential uses will change the dynamics of the CBD supporting hospitality, entertainment, retail and a night economy.

Exploration of a compact supermarket within the CBD on a vacant site to support one stop shopping and draw car bound tourists into the CBD should be pursued. Over time it is recommended that other employment opportunities be in the study area (e.g. tertiary education, government services, medical centres, language schools) to increase its vitality. A dynamic CBD and surrounds is a successful one.

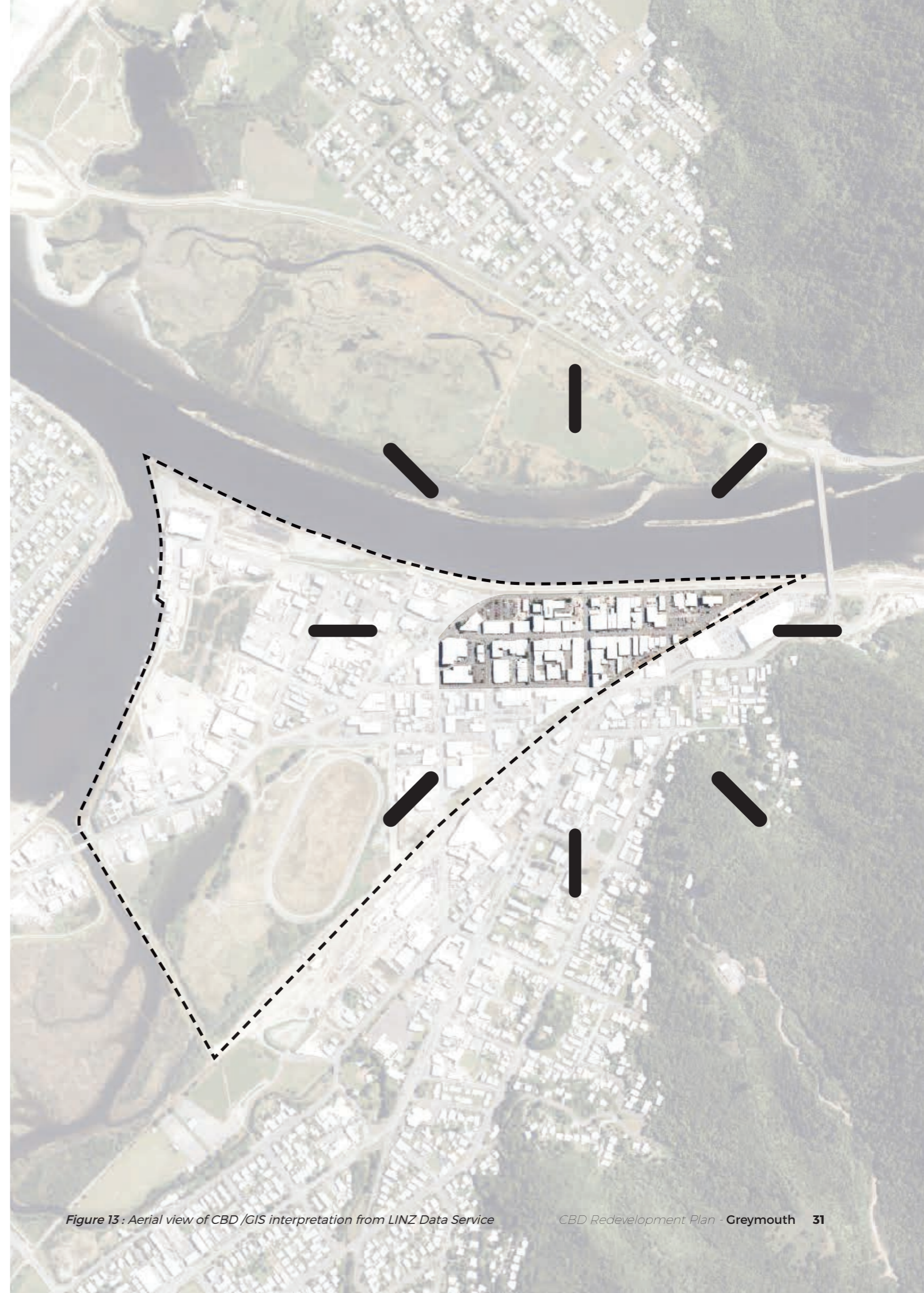


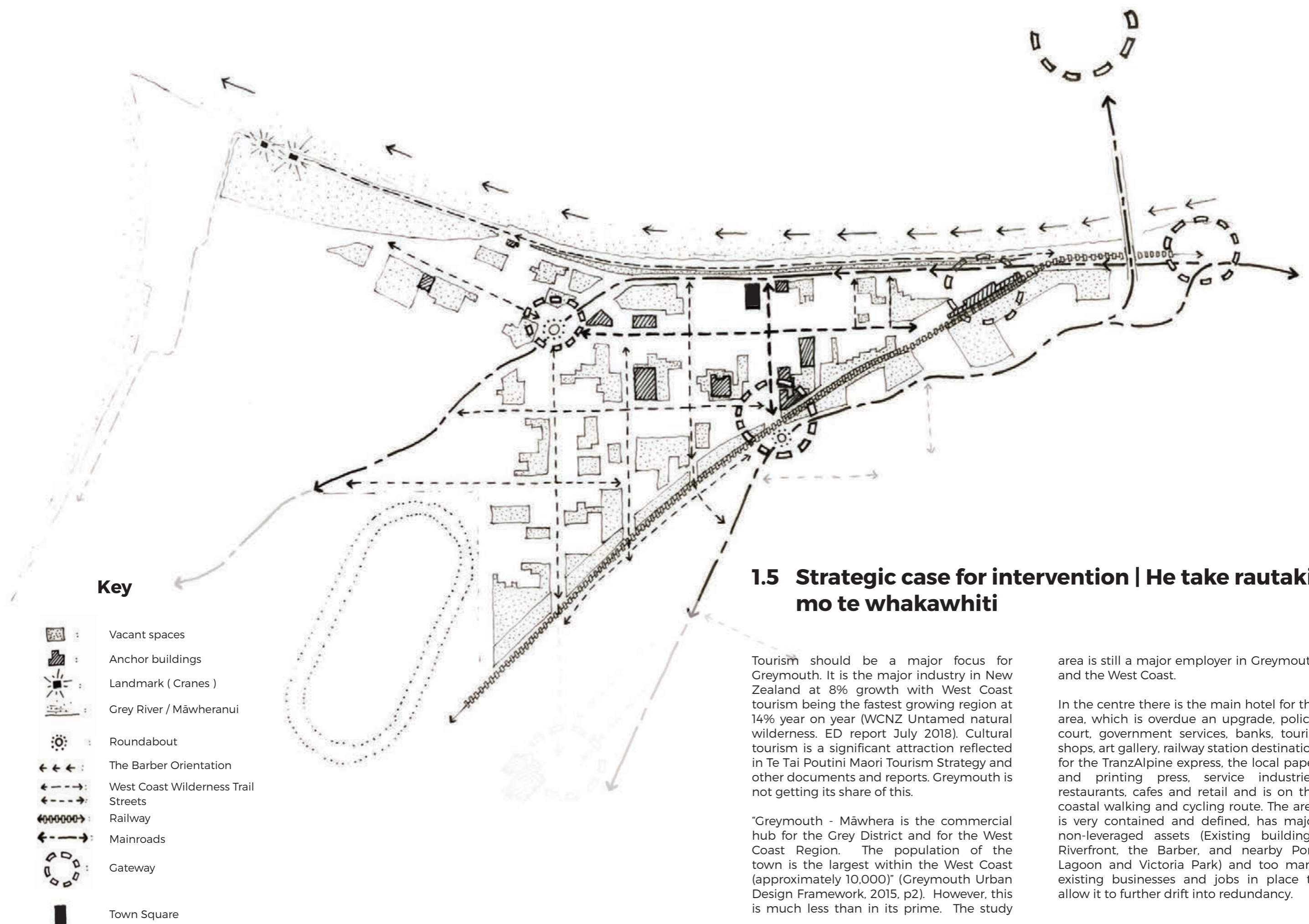
Figure 13 : Aerial view of CBD /GIS interpretation from LINZ Data Service



CBD CORE

GREYMOUTH ISLAND

Figure 14 : Aerial view of CBD /GIS interpretation from LINZ Data Service



## 1.5 Strategic case for intervention | He take rautaki mo te whakawhiti

Tourism should be a major focus for Greymouth. It is the major industry in New Zealand at 8% growth with West Coast tourism being the fastest growing region at 14% year on year (WCNZ Untamed natural wilderness. ED report July 2018). Cultural tourism is a significant attraction reflected in Te Tai Poutini Maori Tourism Strategy and other documents and reports. Greymouth is not getting its share of this.

"Greymouth - Māwhera is the commercial hub for the Grey District and for the West Coast Region. The population of the town is the largest within the West Coast (approximately 10,000)" (Greymouth Urban Design Framework, 2015, p2). However, this is much less than in its prime. The study

area is still a major employer in Greymouth and the West Coast.

In the centre there is the main hotel for the area, which is overdue an upgrade, police, court, government services, banks, tourist shops, art gallery, railway station destination for the TranzAlpine express, the local paper and printing press, service industries, restaurants, cafes and retail and is on the coastal walking and cycling route. The area is very contained and defined, has major non-leveraged assets (Existing buildings, Riverfront, the Barber, and nearby Port, Lagoon and Victoria Park) and too many existing businesses and jobs in place to allow it to further drift into redundancy.

## Issues

Every year, approximately 700,000 people drive through or stop one night in Greymouth. The decline of coal and timber exports has affected Greymouth (with similar experiences in Wanganui and Whangarei) but does open up the opportunity of waterfront activities and development. The state highways form a bypass to the town. Countdown, New World, the Warehouse and McDonalds sit outside of CBD and are located on the State Highway further compounding the pull away from the CBD.

The Quay area is largely derelict of business or activity. Some of the lowest returning economic uses are sitting on what should be the best land in Greymouth. There has been a move of nearby industry to a new industrial estate, Monteith's Brewery is out of town, as is Council, the Polytechnic, Hospital, motels and the excellent Leisure Complex. These all line the State Highway but do not and will never form a cohesive visitor experience.

There are examples of provincial towns that have bucked the trend of decline - for example Whanganui, Warkworth, Oamaru,

Napier, Fielding, Kerikeri, Russell, Matakana and Greytown. At different times they have all had economic crisis hit and with Kerikeri, Russell, Matakana and Cambridge, all have had population explosions with property either coastal or lifestyle driving that expansion.

All have different characteristics that have allowed them to grow again or at least stabilise - driven by lifestyle and low property costs. All have embraced their heritage, whether cultural, natural or built heritage and found new uses for existing buildings. Nearly all have also driven and supported a must-see destination within the town. They build on their assets, heritage, landscape, farming produce added value, events, festivals, public realm improvement, tertiary expansion, adventure, culture and arts. Whanganui is a classic example of a town that 25 years ago decided to reinvent itself by developing their CBD Riverfront. The polytechnic (Universal College of Learning) now occupies some riverside conversions and the conversion to apartments has had some success.

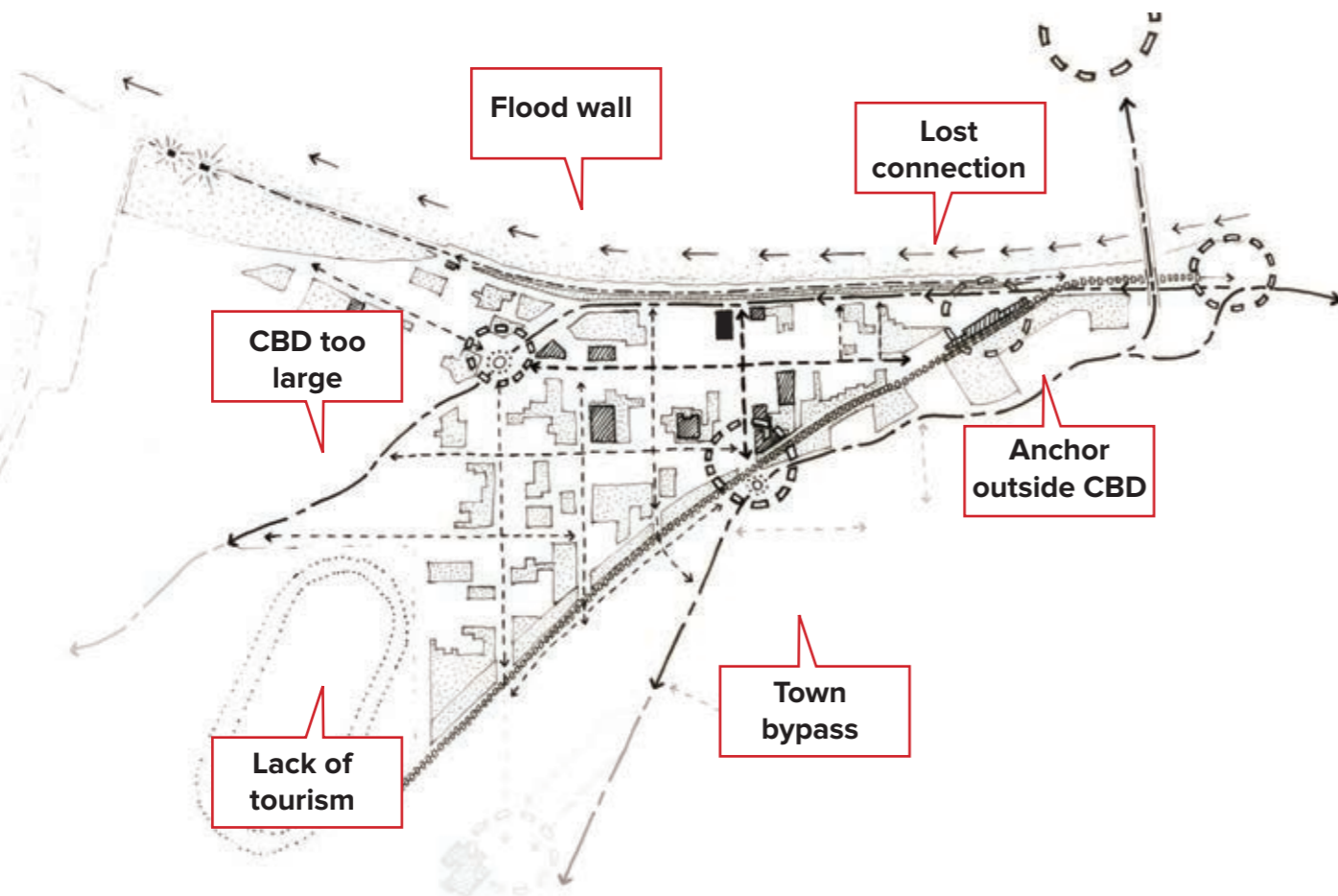


Figure 16 : Site Analysis - Issues

## Opportunities

There is an opportunity to reinvent the economy of Greymouth CBD using tourists, artisans, students, technology and CBD residential to provide a launch pad for a new economy to emerge.

One of the first steps is to capture the value of the tourists that visit the West Coast to stabilise the town centre activities and create a thriving town centre economy. The more attractive the town is, the more attractive it becomes for relocation and establishment of new enterprises, students and residents, as well as retaining existing residents.

Whilst tourism itself will not create a rounded economy, it will provide a new base for the development of a more varied economy. A place that is attractive to visitors will be attractive to residents and other businesses. For the West Coast to thrive and contribute to the wider economy of New Zealand it needs a strong Greymouth.

Internationally when there is a failure of traditional industries it has taken Government intervention to establish new employment futures (i.e. ship building, steel,

mining towns). If Greymouth is to embrace the 21st century, it needs to move away from being extractive in its nature and to be adding value to sustainable sources of wealth and wellbeing. Greymouth will need Government intervention and funding to replace jobs, protect its historic CBD, attract residents and business, and improve the visitor experience. If that happens - it will once again be a major contributor to the National economy.

This is something that will not happen by chance or without public intervention. Greymouth's CBD and Port area are ripe for a major regeneration project under a Regeneration or Development Agency. This must bring together the major existing stakeholders and agencies and not simply produce another agency in an already busy field. The recently formed CBD Redevelopment Forum could lead this plan.

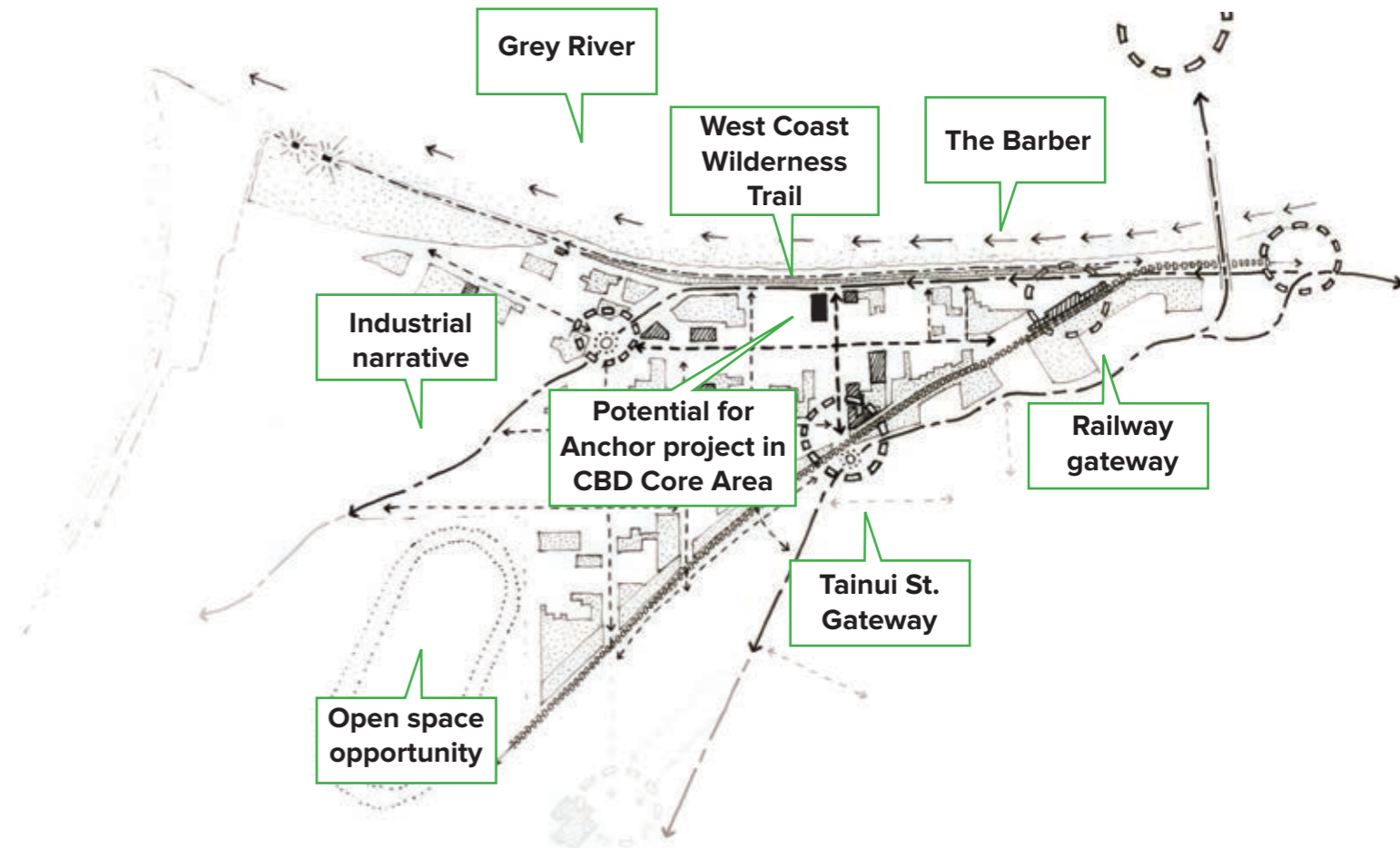


Figure 17 : Site Analysis - Opportunities

## 1.6 SWOT analysis | Ngā tātaritanga nā SWOT

# S

- Cultural narrative
- Industrial narrative
- Māwheranui / Grey River
- Surrounding natural landscape
- Existing buildings and structures
- Māwheranui / Grey River Walkway
- West Coast Wilderness Trail
- Walkable
- TranzAlpine rail train
- Floodwall
- Accessibility to major tourist spots

# O

- Celebrating the Barber
- Integrating West Coast wilderness
- Victoria Park as event space
- Use of interstitial space
- Rationalisation of CBD Core
- Integration of residential
- Cultural and natural history stories
- Celebrate CBD as an island
- Gateway town for Wild West Coast
- Potential to strengthen the Business Association

# W

- Town bypass
- Narrow economic base
- Lack of tourism must see
- No residential in CBD
- Limited vegetation + shared space
- Failing CBD
- Vacant buildings and spaces
- Signage into the CBD
- Limited attractive green space
- Lack of legibility
- Connection to Grey River
- Lack of cultural and vibrant spaces
- Legibility through gateways
- Lack of representation of identity
- Dominance of car parking spaces

# T

- Loss of further existing buildings leaving vacant spaces
- Further reduction in vegetation
- Loss of heritage
- Space not showcasing identity
- Loss/lack of visitor accommodation
- Loss of further commercial activities to the state highway

# **2.0 BUILDING ON THE VISION | WHAKAWHANAKE I TE MOEMOEĀ**



## 2.1 Place Transformations | He take rautaki mo te whakawhiti

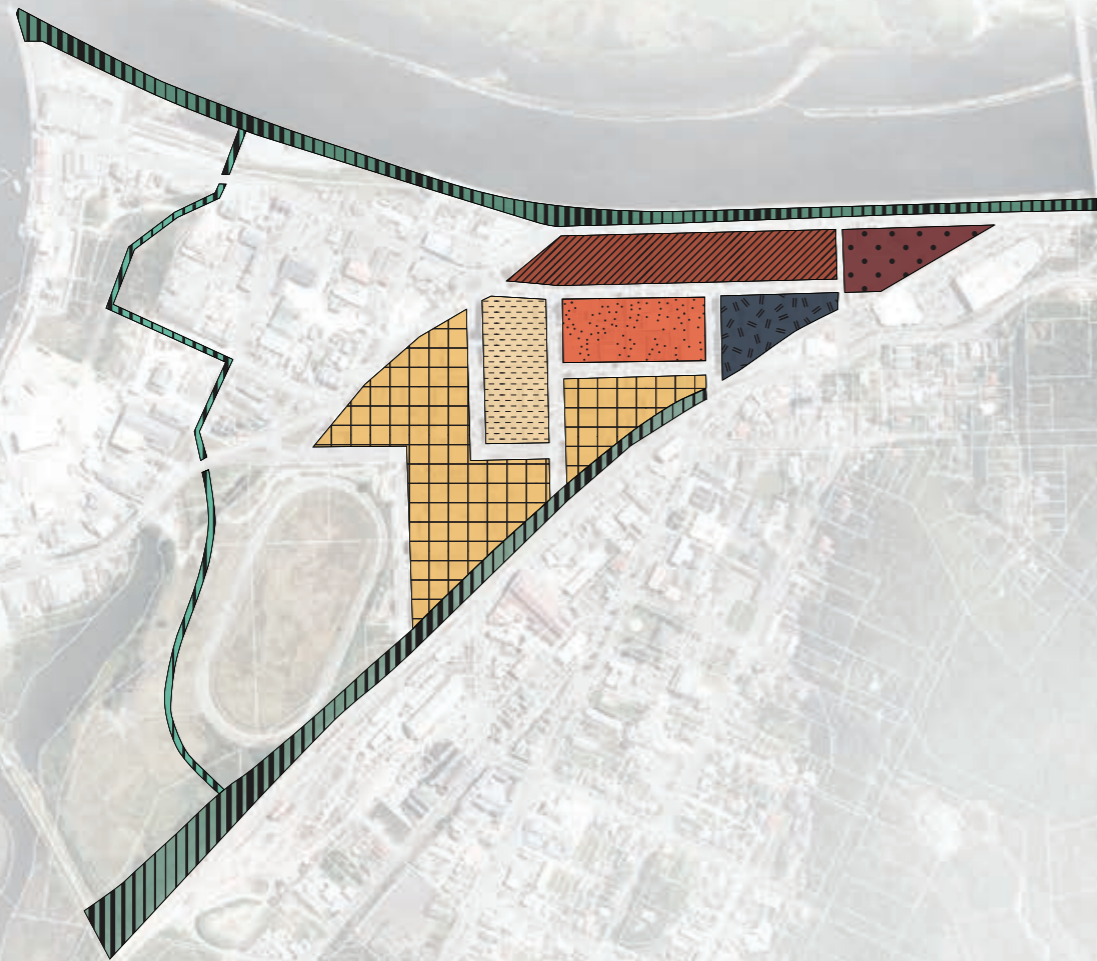


### Character areas | Wāhi āhua

Character areas (which includes the CBD and adjoining areas) have defined the Urban Quarters each of which has a specific high level Action Plan Programme of Works including a transformational and transitional process. Character Areas create a tension and competitive nature to the uses and areas that at present does not exist. It is a central area with a much more complex grain than the suburban hinterland.

The existing CBD study area lacks a sense of purpose and has lazy (non-contributing) assets and land. This must be addressed to create a diverse and robust town centre that will be pivotal to the economic success of the West Coast.

## Quarters | Mahere whakatakoto



  
Green corridors

  
Civic quarter

  
Mawhera quay

  
Railway quarter

  
Residential quarter

  
Market place quarter

  
Tainui quarter

Create a diverse and robust town centre that will be pivotal to the economic success of the West Coast.



How Greymouth should be designed

## 2.1.1 Railway Quarter

The gateway block across from the Railway Station is important and needs to provide a captivating environment for people arriving by train, cycling or driving. At present, the area is dominated by the backs of buildings and gap sites with parking. This is a very historic area that had the Pā and later the station and government building. A sense of cultural heritage could be expressed here. The Railway Quarter merges with the Discovery Quarter to form a new and exciting gateway not only to Greymouth but the Coast.

There is significant government investment going in to double the capacity of the TranzAlpine express which will be good for the Town. However, at present, most people arrive, pick up a car and leave, or spend 50 minutes waiting for the train to return. The Town has 700,000 tourist pass through on the State Highways but few visit the CBD. It must be acknowledged by government that Greymouth developed as a service centre for industries (farming, coal and timber extraction) - it is gritty and now needs to develop as a fully functioning CBD with a strong element of Tourism, Medical and Tertiary support driving the creation of new employment.

With the right strategy, leadership and funding, Greymouth can transform its economy and provide capacity to the growing tourism industry allowing it to grow in other areas. There is a huge investment already in Greymouth by business, Council and government in the form of community facilities, schools, Recreation Centre, Polytechnic, Hospital, Airport and Rail. This is a town that can grow given the right leadership and investment.



Figure 20 : Creating a vibrant Railway Quarter



Figure 21 : Creation of a Tainui Gateway Quarter

## 2.1.2 Tainui Gateway Quarter

The Tainui Gateway is adjacent to the station and also at the gateway from the State Highway. The foundation of the first peoples (Pā) and the industrial revolution brought by the train. The area is bounded by the rail line, Tainui and Mackay Streets. Here lies one of the greatest opportunities for a gateway development.

Revingtons Hotel and Waitaiki House whether demolished or not offers an opportunity to recast this entry to the Old Town and attract people that currently pass along the State Highway. There may be opportunities to combine this development with bringing tertiary into town alongside smaller retail space offerings. The site would also be suitable for a new hotel, apartments, office building. There should be a comprehensive plan produced for this area, which would include NZTA as an active partner. This area is also the start of the proposed Green Corridor that runs along the rail line to join with Victoria Park and the wetlands.

Tai Poutini Polytechnic (TPP) is a significant asset to Greymouth and the wider West Coast providing a range of academic and trade practical courses and qualifications. There is opportunity for TPP to showcase some courses within this gateway area as well as within the core of the Town Centre, for example the Jade and Hard Stone Carving course. This would encourage people to engage in a course while also providing additional interest and vibrancy within Greymouth CBD.

From showcasing work produced by TPP courses, there is opportunity to transition into producing to sell. Start up support for transitioning students from TPP could be provided by Development West Coast with a Start Up space for businesses either in the Market Place, the Tainui Gateway, Railway Gateway or Māwhera Quay. A potential Techspace or Makerspace within the Discovery Centre in Māwhera Quay could provide students with a vibrant space in the CBD with high visibility from visitors to Greymouth - enhancing marketability of the TPP and its students work and products.

The CBD provides facilities for students such as the library and Town Square for recreation away from campus. The CBD has several cafes and eateries which are funky and a great asset for students and young people.

Whanganui has successfully integrated its Polytechnic (Universal College of Learning) into the Riverfront area of the CBD. In doing so, it has embraced a design and arts based course that also provide a visitor attraction element (e.g. their Glass Bowing and Casting course). There is an opportunity for TPP to integrate tertiary and trade tourism courses with the businesses within the CBD, particularly in teaching and researching cultural tourism, arts, craft and food offers.

### 2.1.3 Māwhera Quay

This neighbourhood, which is bounded by Māwhera Quay and Mackay Street, forms the core of the CBD retail heart. Mackay and Tainui Streets form a cruciform at the heart of the central area and are the main retail streets, they are also the major gateways. Māwhera Quay should develop to provide hotels, hostels, hospitality and other tourist related industries lining the Riverfront. Better use can be made of upper floors for hospitality. At the second storey level you regain views of the river over the flood protection wall. This should form any brief for new buildings or conversions of existing buildings. There is benefit in the main hotel keeping its height if redesigned to provide a central landmark building.

Mackay Street is the natural retail Main Street environment and in need of support through building, streetscape and business improvement.

The Main Street environment and the Quay should concentrate on restoration and repurposing of the existing buildings. Replacement buildings should have a scale and style that reflects port warehouses in keeping with the riverfront position. Vacant (gap) sites should be landscaped as pocket parks with allowance for container bars, cafes or restaurants. The important block bounded by Māwhera Quay and Albert, Boundary, Mackay Streets can be developed as the Transitional Buildings Development that will provide a hospitality and specialist small retail centre, shared office space and Airbnb apartments set in a landscape with public parking. This is a key move to provide an anchor at the end of Mackay Street to reinforce the Cinema and provide a hospitality and mini specialist retail units as a destination.

The most successful public spaces have either a strong entertainments programme, cultural visitor attractions (museums and galleries), hospitality, and residential/ hotel accommodation. The best squares have all the above. The Greymouth Town Square has some of these elements with the nearby accommodation options and cafe. It also has an art gallery (Left Bank Art Gallery)



Figure 22 : Banpo Hangang Park, South Korea

reopening soon. It is recommended that the role of the gallery be extended out into the square and that it has the job of collating events and outdoor exhibitions.

The arrival of the Coastal Walkway and the increase in rail service will herald a new era in visitor activity for Greymouth. To capitalise on this it will be important to hold onto these visitors and encourage them to stay and use Greymouth as a base whilst they enjoy the treasures of the West Coast. The present Old Town has neither the accommodation nor attractions to retain or attract visitors (or locals). The strategy as a whole is aimed at addressing this. There is a time tested regeneration strategy as exhibited by Bilbao, Spain; build a major attraction; have accommodation; and have a hospitality and retail area ready to entertain visitors.



Figure 23 : Hospitality Area, Christchurch



To this end the strategy is made up of four main components in this and surrounding areas;

- A good range of accommodation led by a flagship hotel and hospitality (night economy and upgrade of the Kingsgate).
- An attraction that is Nationally or at least Regionally significant (in this case the Discovery and Cultural Centre).
- A good and authentic retail experience (the Market Place).
- Experiential and memorable encounters (adventure, art, activation, events, culture and environment).

#### **Discovery / Cultural Centre Location options**

The Anchor Project of the Discovery / Cultural Centre, along with the retention and upgrade of the Kingsgate Hotel, is probably the most significant contribution to retaining and attracting visitors to Greymouth and securing its place as a tourist destination. It is essential, if this project goes ahead, that it be within the area designated as the core Town Centre (see Quarters Plan). Ideally it would reinforce the core areas of Mackay Street/Māwhera Quay and make use of activating the riverfront as well as Mackay Street. Other Gateway sites could be appropriate. However, it is imperative is that it is located west of the railway line and State Highway and extremely well advertised, promoted and signposted.

It is understood that the Discovery Centre could include the Pounamu Pathway Cultural Hub and a digital interactive tourist experience. It is suggested that it would also be a place to discover the West Coast environment in its entirety; the shaping of the land, the ecology, tectonic and environmental events, alongside the human story.

The perfect location would be the block bounded by Tainui Street/Māwhera Quay/ Boundary Street/Mackay Street. This would provide an opportunity to agglomerate various uses that would support the business case to refurbish and extend the major hotel by developing adjacent conference facilities, a multi-level Discovery / Cultural Centre / Visitor Attraction; relocate and extend the public library, and refurbish the retail frontage to Mackay Street. It is strongly recommended that a detailed study and business plan be produced for this area that explores the concept of creating a discrete

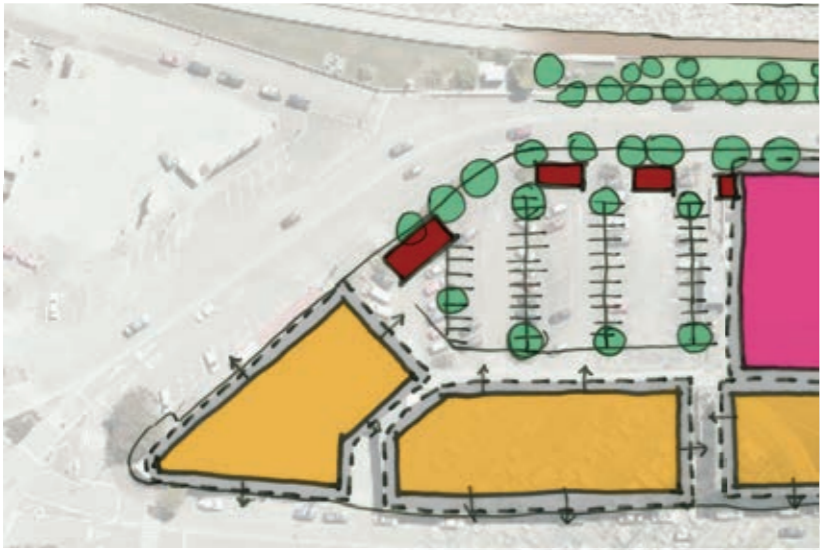
connection to the flood wall / West Coast Wilderness Trail / coastal walkway by way of a “green” bridge and atrium that connects Mackay Street to the elevated walkway.

This project, (assuming the business case is developed to show it is not a drain on ratepayers funding) would deliver a real purpose to the town centre and compliments the concepts developed in Greymouth/Māwhera CBD Redevelopment Plan. This is a well tried regeneration process. The Discovery / Cultural Centre as proposed includes relocation of the library. The existing library draws 15,000 visits per year but is too small and not providing amenities associated with new libraries. It is recommended that collocating the Polytechnic library and some Polytechnic design studio facilities should be investigated.

#### **Town Square**

Transitional hospitality ‘huts’ (West Coast Huts) could be located on the hotel side of the town square to provide north facing informal dining and visual containment. Permanent power and speaker facilities installed to make performance staging easy. The buildings on Mackay Street that back onto the town square should be encouraged to front the square with hospitality. Any future street furniture or planting should be consistent to maintain a clear town square theme. The gallery could mount a permanent 15,000 lumens projector for light shows and outdoor cinema. It is important to make this a space that there is always something happening to bring locals into town. There is substantial investment in this space and the Left Bank Art Gallery. It is time to take it to next level.

In the longer term, the redevelopment of the Hotel could allow for removal of parking from this area and provide hotel eating and dining opening out onto this space with accommodation above and balconies overlooking the square providing passive surveillance and vibrancy.



**Potential Concept**

- Double fronted Retail
- West Coast Huts

**Locations suitable for anchor, visitor attraction and accomodation**

**Potential Principles:**

- **Multifunctional Discovery Centre (i.e. including Conference Centre / Library / Polytech Space)**
- **Hotel with first floor hospitality**
- **Green Bridge to West Coast Wilderness Trail**
- **Double fronted retail with serviced accomodation above**
- **Inclusion of West Coast Huts**
- **Inclusion of verandas**

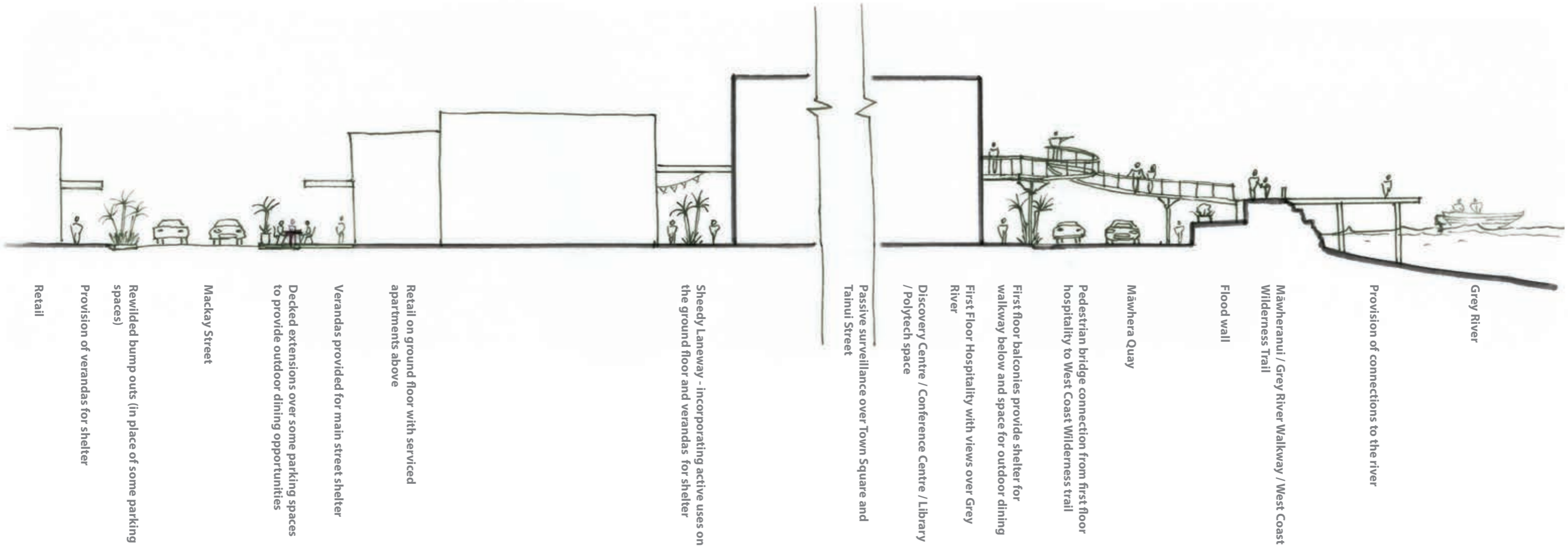


Figure 26 : Māwhera Quay Quarter cross section

## 2.1.4 Market Place Quarter

At the very heart of the town centre and supporting Mackay Street is the Market Place Quarter. Bounded by Tarapuhi, Guinness, Mackay and Tainui Streets this is perhaps one of the most intricate and potentially successful of the spaces.

The purpose of the Market Place is to become an attractor for local people to reform the habit of visiting the centre for food, eating, celebrating and buying local goods. It follows the huge success of markets around the country. Markets are experiential shopping and attract locals and visitors alike. They support local producers, manufacturers, arts and crafts, and create easy entry business developments (role of incubator). This area historically was a combination of retail and civic functions. This opportunity builds on this in a specific way. It is an incremental approach that may start with using vacant land and lanes to create temporary or weekly markets and 'pop up' shops (huts) working towards and helping tenants to exit from businesses or change their business to a more viable model. This is a project that needs a detailed study and strategy to compliment the Main Street and Hotel Redevelopment. It is essential that the visitor and local is given a better hospitality and retail offer in a compact area. This supports the hotel redevelopment as well as existing cinema.

Activation is the short term priority and redevelopment of the spaces to coincide with Hotel and Discovery Centre projects is a medium term priority.

The library brings people into this area. It is recommended that Albert Street and Waters Lane be closed to traffic, initially for events or market days, and transformed into an outdoor market and food street in the first instance. The Honda Garage would make a perfect indoor sheltered market similar to the Fremantle Market if the business decides to move out of the CBD. The old courthouse, if feasible, could provide a perfect space for Artisan Workshops. If the Courthouse is beyond repair it would be appropriate to keep its facade and build a simple shed structure to the rear as a permanent market and artisan centre.

This is the area that celebrates craft in the coast. Fresh food, meat, fish, artisanal salamis, cheese, beer, goldsmiths, jewellers, furniture makers, and all the bounty of the west. The intricate network of buildings lanes and courts give this area a special quality and intimacy with sheltered spaces not provided by the grid. It is recommended to close Albert Street through this Quarter to through traffic and encourage the growth of diverse eateries in this street - a food street. This can be done as an early move and provide a destination for locals building on the foot traffic generated by the library.



Figure 27: Photo of a market experience in a vacant space



## 2.1.5 Residential Quarter

It is recommended that the area bounded by Tainui, Boundary and William Streets and the rail line is encouraged to develop as a residential quarter. A preliminary demonstration project would assist in achievement of this vision and indicative drawings of the kind of housing environment opportunities for the area are provided. This initiative has the effect of reducing the scope of retail/service activities required for the CBD area, linking amenity of Victoria Park and the Lagoon with town, providing a different type of housing for young and elderly (compact townhouses) and when fully developed provides a residential community that will support business and hospitality in the CBD.

Intensification has been an informal strategy for small and large towns and cities in New Zealand for over twelve years. Small rural towns have not generally adopted 'inner town living' as a strategy primarily as there it has been given little thought. It does though, require facilitation and effort. Development of residential living above retail and other businesses in a CBD has been mostly in an informal way. This has occurred where individual commercial property owners have taken the initiative to develop second story apartments over typically a retail business. The space may be already in existence but used as storage. An example of this is Whanganui.

Residential living in Greymouth CBD could provide for a wide market. The *Tourism West Coast Summary of Marketing Plan 2017-2021 Strategy Rationale* identifies the expectation that visitors 'will stay longer, disburse to other places and encourage (longer) overnight stays'. This fits with the concept of Airbnb Apartments for people wanting to stay on the 'Coast', travel to destinations but not pack their bags on a daily basis so be based in Greymouth. Greymouth provides the opportunity for this group coming in on the TranzAlpine, to take an apartment

for a week, perhaps hiring a mountain bike or bringing their own and doing the trails or tramping. Within the township are opportunities for eye catching installations which portray interesting stories of people and the history of iwi, West Coast Māori, the industrial heritage including the cranes, the Grey Star newspaper, historic buildings and more. The BPA could deliver, utilising the Town Square for people to congregate, great food and dining opportunities. These activities will provide a reason for people to stay longer in Greymouth and using CBD residential space as a base to explore from.

Some students to the polytechnic may prefer to live off campus with many activities available. A cinema, Techspace, cafes, supermarket and walking and cycling trails in the immediate vicinity provide recreational activities. The opportunity to be off campus and independent will be preferable to some students. The Town Square provides an opportunity for students to hang out and the library can provide extra quiet space for students to study.

The CBD is also flat and compact. Providing an ideal living location for a cohabitation which has elderly and young living in close proximity with shared living space. There are many examples of this type of development where people are happy to have connectivity through a shared space or area. Developers providing for the elderly would be part of a strategy of engagement for residential living in the CBD.

For some, the Barber may detract from living in the CBD, but equally, some people love wild weather. The Barber would be a great watch and see from the pleasant surrounds of a residential second floor in Greymouth CBD. A strategy to celebrate this weather pattern - with glazing and outlook highlighting the dramatic weather patterns.



Figure 28 : CBD Residential Design by Walker Architecture & Design Ltd

### 2.1.6 Civic Quarter

This area has the jewel facility of the Cinema/theatre. The other proposals to increase hospitality and retail vibrancy must support the cinema and not compete with it. There is also a strong Government presence here with the Police and court buildings.

It is recommended to strengthen Mackay Street at this point through transitional landscape and pop up buildings. It is important to pull the theatre more into the core and building hospitality to support a night economy. A way of activating this area and building on the civic nature of the quarter – such as a basketball court or similar that would activate this area. There are opportunities for planting in interstitial (gap or vacant) spaces to visually improve the area but also introduce some other reasons to visit and dwell.



Figure 29 : Basketball Court

### 2.1.7 Green Corridors

The green corridors are based on the original pre-industrial landscape and are essential ecological spaces. The port and CBD area was almost an island. The river, stream, and lagoon were complimented by a watercourse that the railway line was built on. By wilding the lagoon, riverfront and the rail line it is returning the area back to a pre-industrial landscape to fit the post-industrial future of the town. The Green Corridors and trails are a way of getting people to explore the Town and its History. The trails should have special uses and moments at regular intervals.

Planting along the floodwall can be achieved within large planting containers – use of industrial concrete pipes can give a great large container look, celebrate the industrial heritage and provide a growing medium separate to the flood wall avoiding any issues with its structural integrity and elevating the vegetation from flood waters during major flood events. The use of native hardy species which can withstand winds and rainfall – Rewilding the town wall.



Figure 30 : Green Corridor creating ecological urban space

## 2.2 Accessibility & Permeability | He āheitanga me ngā tukunoa

### 2.2.1 Gateway Improvements

There are five gateways into the CBD: The Railway Station; State Highway 7 entrance to town; intersection of State Highway 6 and Tainui Street; State Highway 6 on the northern side of Cobden Bridge and the roundabout at the intersection of Boundary, Gresson, Herbert and Mackay Streets. These gateways should be dealt with in a package of work that includes a clear cultural, natural and historic narrative. The gateways need to show a clear identity and uniqueness which filters throughout the CBD - improving the perception, accessibility and permeability of Greymouth. Each entry point should then link to activities enabled in the CBD.

The State Highway effectively bypasses the old town. To capture tourists they must be directed along Māwhera Quay (whilst excluding heavy port traffic). The most

important gateways to funnel traffic into town is to the north of town; the intersection of State Highway 6 and Tainui Street; State Highway 6 and Herbert Street (to Boundary Street roundabout). The aim is to take traffic into and along Māwhera Quay. Whilst this goes against previous suggestions, it is imperative that visibility is given to the old town and its attractions. The disadvantage of Māwhera Quay is that it is a one sided street with the flood protection barrier at ground level making it difficult to activate the street. However this provides the opportunity to activate at the first floor level (e.g. The Terraces, Christchurch) where the upper floors are more attractive for activation in relationship to the river and view. The nature of the street is also suitable for increasing on road parking.

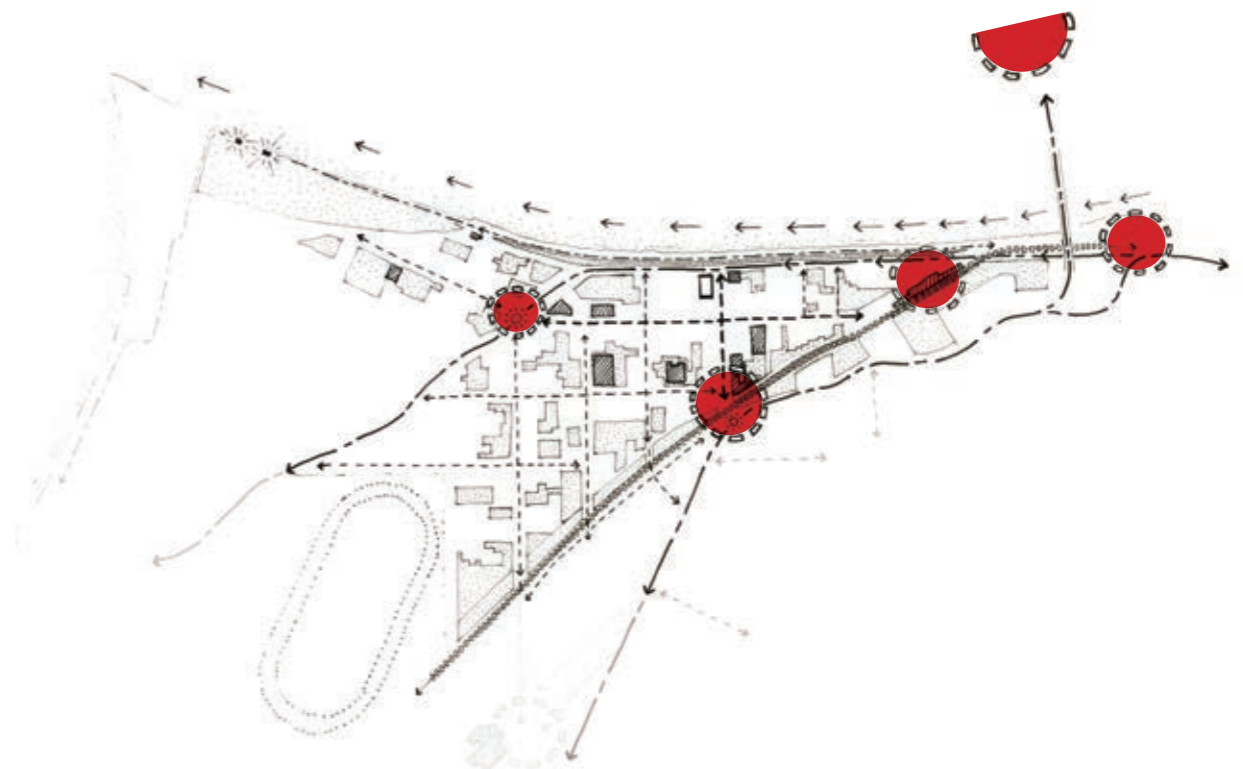


Figure 31 : Site Analysis - Gateways in red

It is recommended that when buildings are redeveloped along Māwhera Quay that green pedestrian bridges connect from the first floor to the cycleway/walkway along the flood protection wall and that a continuous sky (first floor) "pavement" be created along the redeveloped Kingsgate/ Discovery / Cultural Centre.

There needs to be a detailed Urban Design/ Traffic and Parking Study that includes NZTA in the discussions and Māwhera in relationship to the physical representation of the gateways. As well as the entry gateways, there are site specific gateways at the railway and the Boundary Street roundabout.

A workshop to define cultural narrative for CBD and Gateways considering potential gateway entrance near original Pā. Pou, Māori translation of signage, wayfinding, sculptural elements to celebrate post-

industrial past, mining and fishing/port narrative could be undertaken. Signage and natural narrative defined for each entry to ensure consistency and legibility, both of signage and species chosen for rewilding the streets. Significance of each entrance and timing for installation - the three state highway locations and Railway Station should be prioritised. Stronger integration for cyclists and pedestrians through each gateway, clear delineation and creation of shared spaces and links for adjoining green corridors.

The property situated at 20 Omoto Road / State Highway 7 needs consideration as it is a key site approaching Greymouth and forms part of the gateway into the town. It is recommended that GDC engage with owners to consider mitigating adverse visual effects this property presents at the gateway.

## Before



Figure 32 : Sketch of Greymouth Gateway from SH 7 - Before

## After

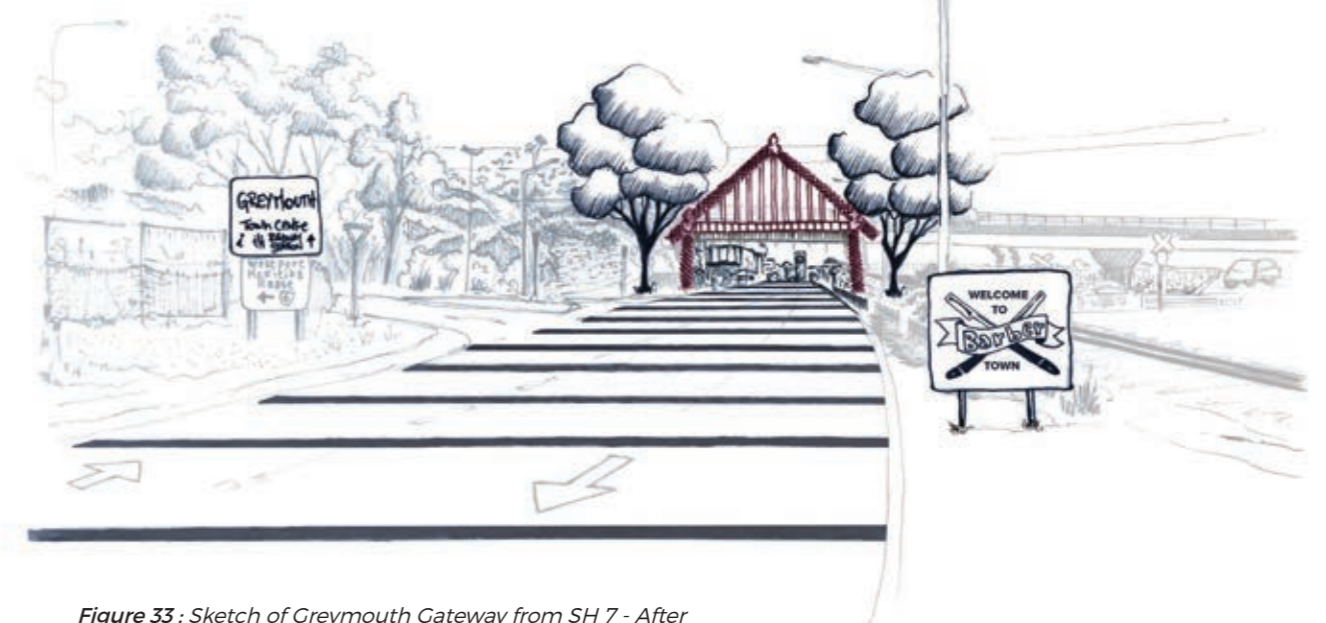


Figure 33 : Sketch of Greymouth Gateway from SH 7 - After



**Key**

- Existing roads
- New connectivity
- Improvements connectivity + Laneways
- West Coast Wilderness Trail

**2.2.2 Walking and Cycling**

Walking and cycling should be integrated into the condensed CBD. Laneways created throughout Māwhera Quay and Market Place Quarters and these only used for service vehicles or for special events, such as street markets during the summer months.

Initially it is recommended that Albert Street and Waters Lane to be closed to traffic (Albert Mall) and turned into a pedestrian friendly outdoor space which could be covered in part. Albert Mall needs to be developed as part of the Market Place Quarter. It should be a shared space and the buildings adjacent to it redeveloped to better front and use the outdoor areas. Continuous verandas as well as a market roof type structures should give

protection from the weather. The spaces must be developed in a way that through wind is filtered.

These streets could create space for an outdoor market or food street in the first instance. Throughout these two Quarters provision can be made for cycle bike racks, an electric bike charging station and cafes and West Coast huts provisioning intermittent shelter, spaces for local crafts and art to be sold. The use of tactical urbanism techniques (low-cost, temporary changes for gathering) and native planting on streets to encourage pedestrians and cyclists by providing a human scale to the streets and heart of Greymouth CBD.

### 2.2.3 Car Parking Areas

Cycleways should be introduced alongside bike racks into the streetscape to provide tourists with the ability to park right next to shops, eateries, pubs and the Town Square. Tourists who enter the CBD will see clear signage to public car parking which could be free of charge and encourage people to walk through the CBD – giving a slow experience of Greymouth on foot encourages people to wander, explore and experience all the shops and activities the CBD has to offer.

It is recommended that a parking study be undertaken that concentrates on on-street parking and key periphery parking sites. These edge of CBD parking areas could include EV charging stations and be linked the Two Trails Experience – with signage and information on the trails allowing visitors to park, charge and walk around the town.

On street car parks in front of existing or proposed eating establishments or bars should be converted into outdoor seating areas. This transitional measure, alongside rewinding the CBD streets, will create more pedestrian friendly and active streets. Simple decking of the car parks and installation of cost effective handrails will create spaces which prioritise people over vehicles and encourage activities within the street – creating a more vibrant town centre. Safety in terms of decking and handrail design for the parking/road interface would need to be addressed – yet many streets are already 30km/hr.

On a wider scale considering the towns vacant sites – these could become an asset. There are many vacant sites in the CBD yet a weak economy and therefore no real demand to build on these sites. Conversely there is a lack of small outlets that do not tie new businesses into a long-term lease.

Therefore a Parking and Traffic Study would investigate issues such as:

- Angle parking in some areas along with tree planting and widening pavements in sunny sheltered areas to encourage the hospitality industry.
- Consideration of more off-street parking areas supported with appropriate signage and removal of rental car parking from forecourt of Railway Station to provide space for more planting and pedestrian orientated space.
- Investigate Māwhera Quay to become the tourist route through town but not heavy vehicles.
- Māwhera Quay currently is the access route for heavy transport to the Port. Notwithstanding, Council should commit to looking at alternatives.
- Consideration of cycling including parking of cycles and cyclist's needs.
- Carparking and pedestrian use within the CBD.

#### Campervans

There are provisions around freedom camping already in place in the District. It is important to create a better hospitality offer and night time economy to attract the young freedom campers to spend their time and discretionary spending in the Town. Within the centre as a transitional accommodation use there may be an opportunity to provide facilities for paid campervan parking (power, water, sewage disposal) complemented by some of the huts. A low cost but more sustainable offer with showers/toilets and power will encourage freedom campers to pay a little for a town centre location.

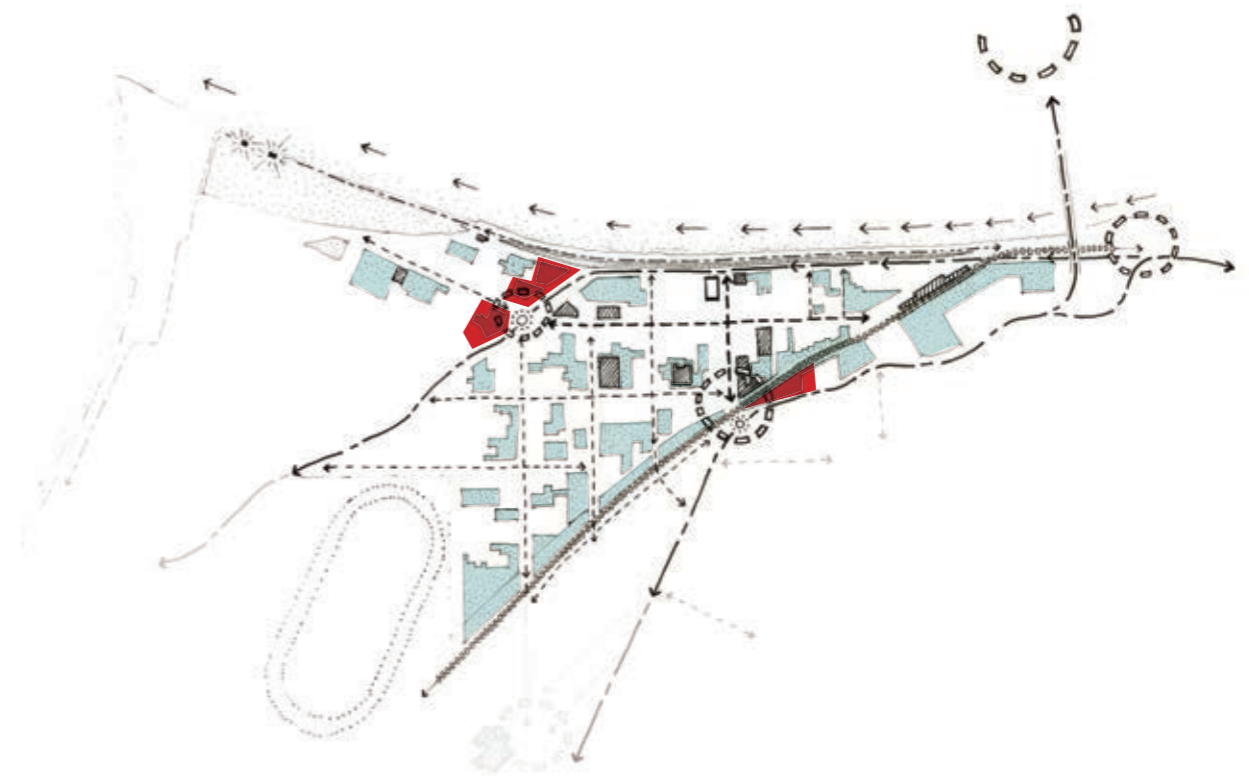


Figure 35 : Sketch of Greymouth CBD + vacant spaces & buffer parking

## 2.3 Concentration / He whakapūmau

### 2.3.1 Compact CBD

One of the principles in creating vibrant and successful town centres is compactness. By reducing the area of the Retail and Tourism core there is an associated intensification of the activity and footfall for businesses. By fully utilising the existing building stock by populating the upper floors with offices, guest accommodation or residential apartments it brings day and night time activity to the centre.

A dynamic mixed use centre requires strong local support enriched by visitors and tourists. New buildings in this area could provide a mix of uses with retail or hospitality on ground floor and residential or commercial in upper floors. The mixed-use centre has been reduced and other uses for the surrounding areas have been proposed.

### 2.3.2 Increasing the Residential Population in the Centre

An obvious use for the area to the west of the new CBD is to introduce (or reintroduce if you look at the historic maps) residential neighbourhoods. The land is flat, largely underutilised industrial and commercial, and is close to all the facilities of the CBD. There are many forms of residential. What attracts residential is amenity.

and demand. It is also possible to repurpose some of the commercial buildings to apartments, tourist accommodation, student accommodation, retirement accommodation and backpackers hostels. This may encourage further investment in a town centre supermarket, medical provision, kindergartens and other services that create good urban living.

There needs to be master planned residential neighbourhoods delivering compact affordable well designed townhouses that encourage investment

It is recommended that a pilot exemplar project be developed to lead the market.





## 2.4 Identity & Sustainability | Te tuakiri mā te whakauka

### 2.4.1 Improving Perceptions

#### Celebrate Culture and History

This is a celebration of the West Coast, rugged, mystical, spiritual, gritty, peaceful and diverse. Development of an Iwi narrative to guide the interpretation and landscape delivery of the CBD is recommended.

Identity creates a sense of place and if strong, is reflected in everything that the town does and is made up of all that went before and will come in the future. It is a rugged but at times bountiful environment. Starting out as

a true untouched wilderness developing as an important Māori settlement controlling the treasure of greenstone and enjoying the bounty of plentiful food resources. Then, the pioneering era of gold, coal, timber, fishing and farming.

The Māori and Greymouth narratives must be strong and look to a new sustainable future. This incorporates the reflection of iwi design in elements of the built environment.

## Art, Cultural Heritage and Community

All regeneration projects are successful only when the community is totally engaged in the process and outcomes. With ownership comes loyalty and use. The Māwhera story needs to loom large alongside colonial history and the history of the environment as something that is easily comprehended. One of the easier ways to do this is by engaging with local and other artists to reimagine the town both through temporary activation and longer term important works including large scale murals and a major children's play area.

It is strongly recommended that the development of the following is undertaken in the short to medium term:

- Cultural Narrative,
- Interpretation Strategy,
- Arts and Events Strategy, and
- Community Engagement Strategy.



Figure 38 : Photo of Street Art, Dunedin



Figure 39 : Photo of Street Art, Dunedin





Figure 40 : Photo of Destination Playground, New Brighton, Christchurch



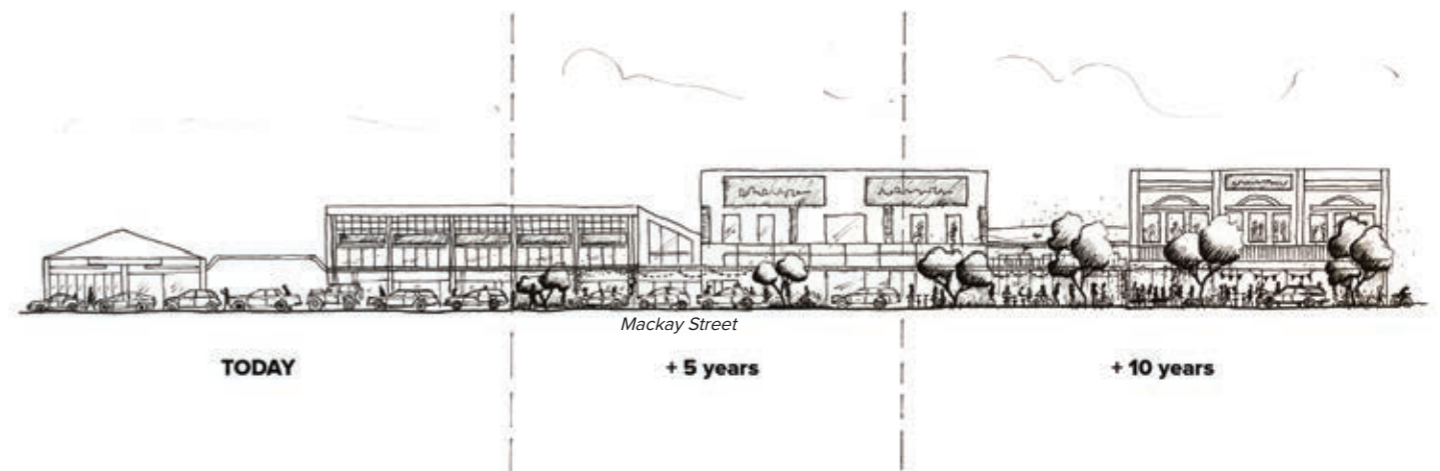
Figure 41 : Photo of Destination Playground central Christchurch



## Rewilding the CBD / Whakamarohi ki ngā taiao Māwhera

Rewilding is both bringing the West Coast biodiversity, identity and landscape back into the town, following streams and roads but also as a way of actively enhancing many vacant sites and car parks - as either a permanent or temporary measure. Rewilding can also accommodate food forests / permaculture, a major childrens playground and West Coast Huts to create something actively used by the community whilst reducing the impact of vacant sites and creating shelter. This will also help with climate change adaptation, providing more green space and stormwater attenuation within the core CBD.

Rewilding of the CBD and the wider town is important to heal the rift between urbanisation and nature. By bringing nature into town through wilding vacant sites (interstitial planting), green corridors, ecological corridors, wetlands and street planting a more visually appealing offer is created that works towards a more ecologically sustainable future. Protecting and repopulating birdlife and wilderness in town will preserve mahinga kai and reintroduce the dawn chorus to the CBD. This is a low cost high impact strategy and can be done through engaging the community to join in the planting and the maintenance of sites.





# Existing situation



## Rewilding the CBD

## Embracing The Barber

The Barber is a natural phenomenon, that in New Zealand, is unique to Greymouth. This uniqueness can be embraced and its legend built upon. This can be achieved through storytelling, with the narratives threaded throughout the landscaping, urban design interventions and artworks that respond to the wind and temperature drop. Opportunities can be created to sit in shelter enjoying hospitality around a fire.

A competition could be held to find the best logo representing the Greymouth / Māwhera Barber that can be easily stencilled and painted on elements of the CBD (e.g. on shelters such as West Coast huts - giving the idea of a shelter from the Barber with information won boards within - all being linked to the Two Trails; footpaths; Railway platform; sides of buildings; and floodwall façade). This could show Tāwhirimātea (Māori God of the wind and storms) blowing wind and clouds.

The Barber logo could then be used for merchandise and sold in the Market Place and Māwhera Quay Quarters shops, such as handmade beanies, umbrellas and red wet weather jackets which features "The Barber of Greymouth / Māwhera".

The floodwall statue could have a colourful knitted coat as an art installation and linked to the Urban Trail described on page 91.



Figure 46 : Colourful Knitted Art Installation



Figure 47 : Photomontage of a Greymouth floodwall painting intervention



Figure 48 : Photo of the Barber Statue on the floodwall of Greymouth



## Colour the Town

The CBD is lacking in colour at present. An affordable and quick transformation is the creation of a palette of colours and to work with building owners in painting the fronts of their buildings and encourage art on vacant wall space.

Rather than a riot of colour this palette celebrates the history and nature of Greymouth and provides a cohesive and integrating intervention. It is a peaceful demonstration rather than a riot. The Grey District colour palette should be included and used (where appropriate), along with appropriate New Zealand Heritage colours.

### Heritage NZ Colour palette Resene

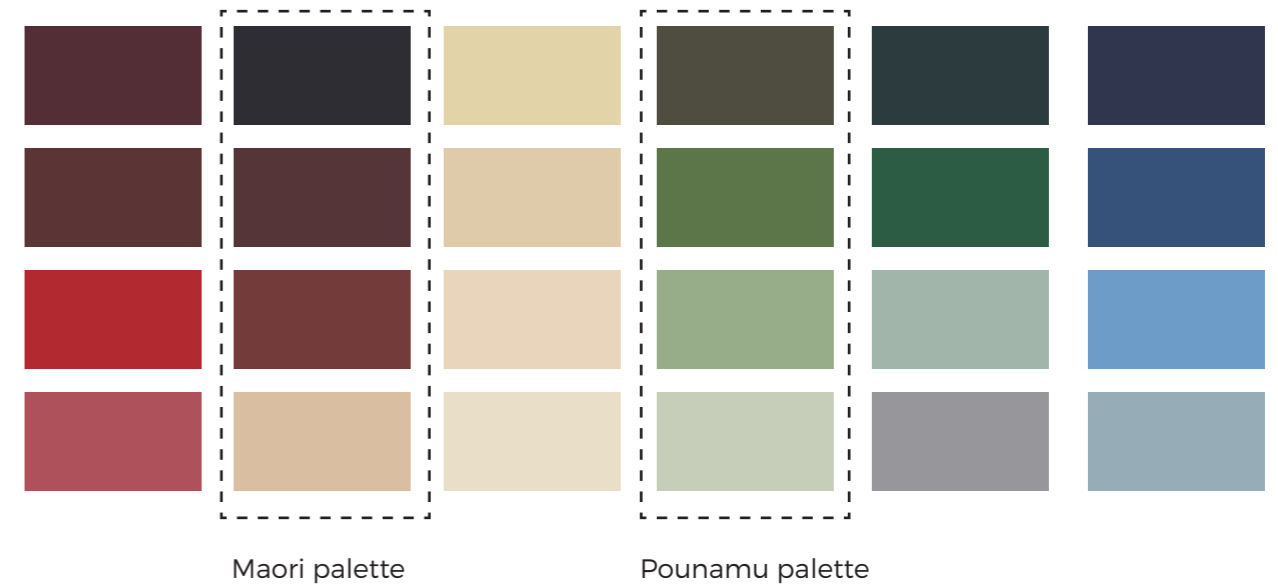


Figure 50 : Heritage colour palette



Figure 51 : Example of a colour streetscape type

## Light Up the Town

Light is one of the quickest and most creative ways to transform an environment. A great lighting strategy includes good warm street lighting (energy efficient), architectural and feature lighting and light installations.

People should be drawn to the CBD and waterfront at night through creative lighting supporting the evening economy.

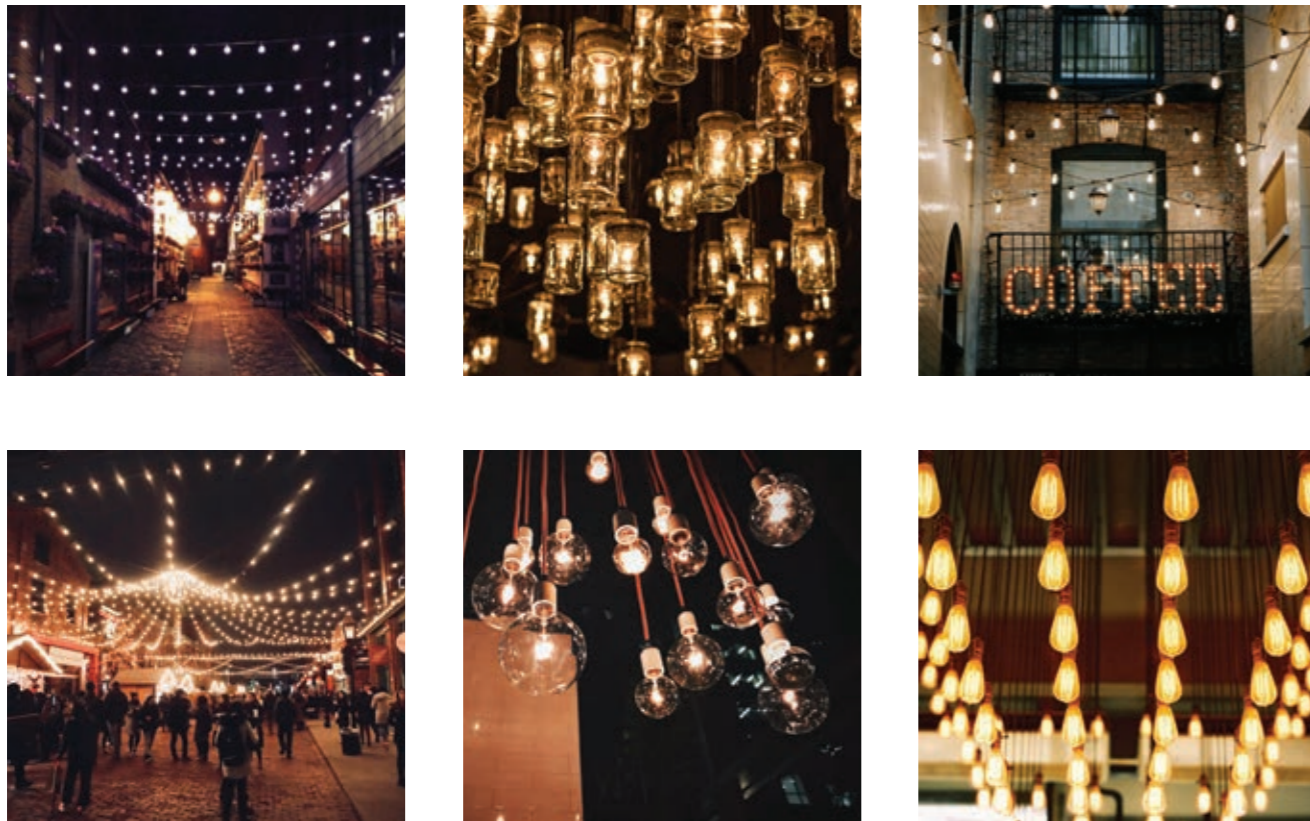
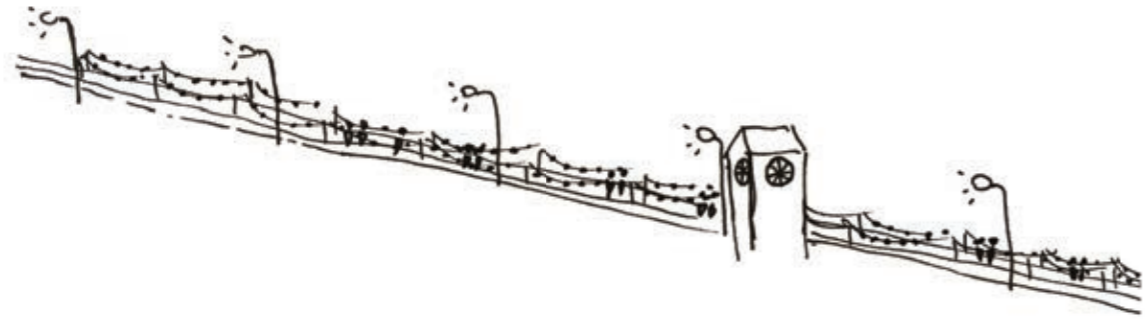


Figure 52 : Sketch and concepts for lighting the floodwall



Figure 53 : Photo of the last Auckland 2018 "Bright night"



## 2.4.2 Enabling Activity in all Weather

Everywhere you go you always take the weather.... Weather is a fact, everywhere. Places that people love, embrace the weather of that place. With rain comes moody skies. With the sun breaking through, there are great sunsets and sunrises. Wind creates movement and cleanses the air. However, there are some things that can be done to create comfort as well as character amidst the weather conditions specific to Greymouth.

The CBD should reinstate continuous veranda coverage to provide shelter for shoppers from the rain. Find sheltered spaces and create pocket parks facing the sun activated by a small hut or two providing food, coffee or snacks and a reason to dwell.



## The Huts - “West Coast Huts”

It is proposed to create a theme of small structures mimicking traveller’s cribs, whitebait huts and small cottages. Huts can form small respite shelters along the flood prevention wall. The West Coast Huts can be spaces for mini retail, historic and tourist interpretation, shelter, storage or hospitality opportunities. West Coast Huts set in a landscape of bush and, when grouped together, can provide unique accommodation complete with fires.

An additional recommendation is that first floor hospitality is encouraged on Māwhera Quay to create elevated views above the flood wall and embrace the Barber whilst having a whiskey in front of a fire behind glass. A unique offer.

A clear maintenance plan will be required from the land and building owners.



Figure 55 : Indicative sketch showing proposition for Greymouth's West Coast Huts



Figure 56 : Hut on the water



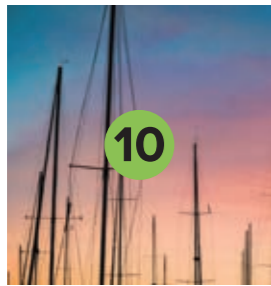
WEST COAST  
CYCLE TOUR  
EXPERIENCE  
DISCOVER



BARBER  
LINES  
ART  
DISCOVER



COMMUNITY  
GARDEN  
NATURE  
DISCOVER



POUNAMU  
MUSEUM  
CULTURE  
DISCOVER



## West Coast Wilderness and Two Trails Experience - The Wild West Coast + Culture Project

The West Coast Wilderness Trail has the ability to transform the CBD if it is attractive enough for people to halt their journey, explore the town and perhaps stay. The core pivotal point of the wilderness trail should be the Old Town. It should service it in every way from equipment, clothing, bikes, hospitality, accommodation, cultural experience and entertainment. The effect of the trail and opportunity should not be under-represented.

To capture the trail customers consideration could be given to the introduction of side trails. Two cultural heritage trails within the town centre are proposed for walking or cycling. This should be seen as an addition to the West Coast Wilderness trail. A reason

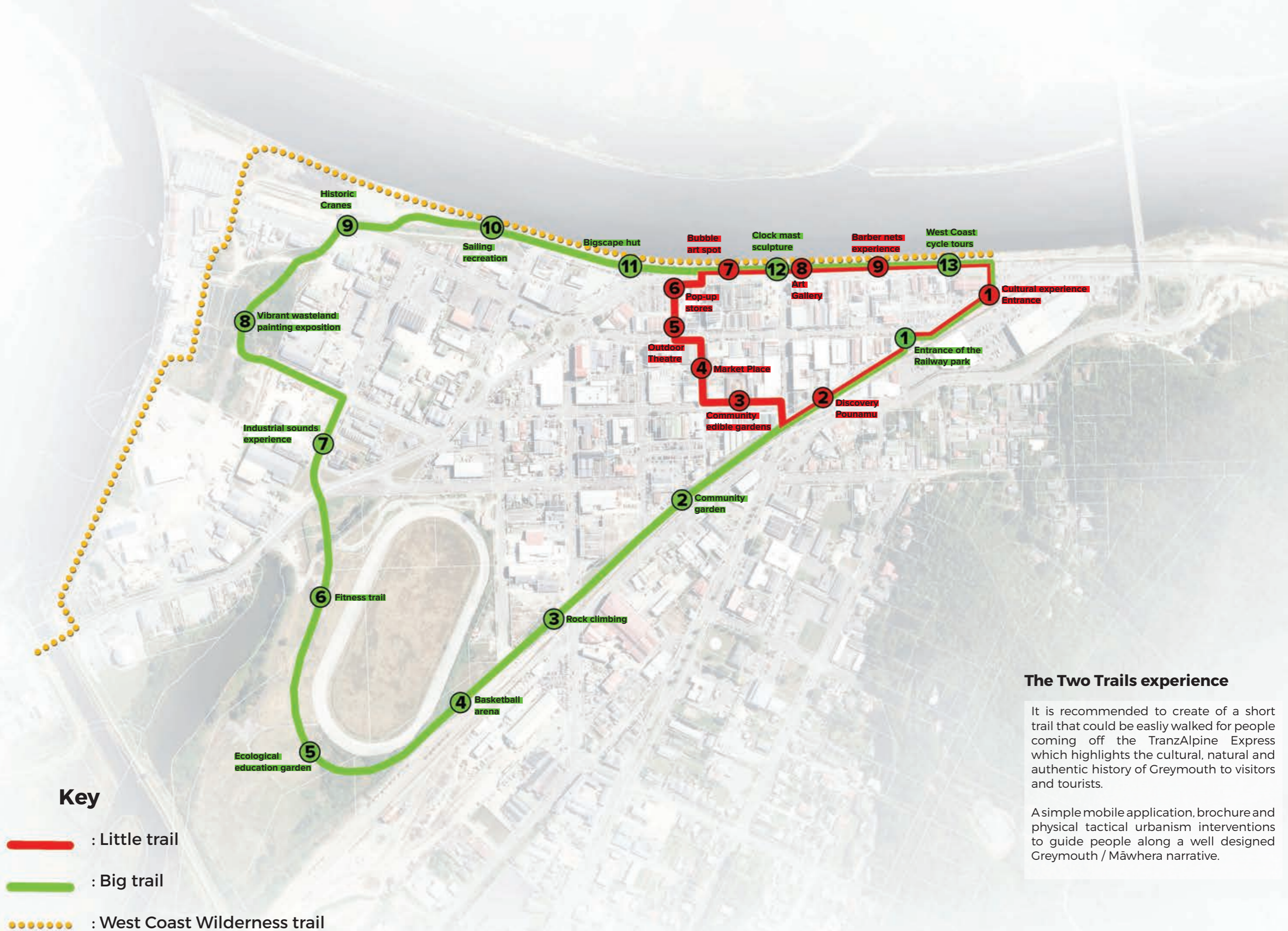
to stop. Something a short trip train visitor can do. The trails should open up retail and interpretation opportunities.

Creating urban trails ('The Two Trails') where Iwi, Māori, locals and the colonial industrial history, stories and art are reflected through well designed installations. These trails can be designed and revealed on a specific mobile application and website.

This is a quick win for locals and visitors alike and, when coupled with rewilding, creates a special and educational journey as well as a good walk. The trails are also a physical way to tie all the projects suggested together with activities and unique moments at regular points along the trails.



Figure 58 : Art Installations to Inspire tourists



**The Two Trails experience**

It is recommended to create of a short trail that could be easliy walked for people coming off the TranzAlpine Express which highlights the cultural, natural and authentic history of Greymouth to visitors and tourists.

Asimple mobile application, brochure and physical tactical urbanism interventions to guide people along a well designed Greymouth / Māwhera narrative.



**2.5 Opportunity Area Masterplans | Te whakamahere o ngā āheinga ki te wā**



### 2.5.1 West Coast Discovery Centre

This is a truly 21st century experience using display, art, virtual reality and theatre to tell the story of the West Coast environment, culture and history. It should also be a centre for research and learning so that the knowledge from nature and the past can be distilled into solutions for our future. It is appropriate that it be located in Māwhera Quay Quarter, The Tainui Gateway Quarter or the Royal Hotel/ Railway Gateway. The Discovery Centre should be looked at as part of a wider development opportunity.

**Why Repurpose Existing Buildings:** The cultural and natural heritage is of course the foundation of discovery, but the built heritage is fundamental to the Greymouth story. The buildings have stories to tell. The mass of these buildings would be difficult to reproduce economically with a new build. The prime location opens-up other economic uses in the buildings which will subsidise opex.



### 2.5.2 Railway Gateway Improvements

The development and extension of the Railway Station Platform and surrounds to accommodate increased capacity on TranzAlpine needs to be accompanied by a major improvement in the surrounding environment.

The area is not welcoming at present and dominated by cars. This is an important area to Māwhera and Iwi and offers up the opportunity to capture visitors and encourage them to stay and explore the town.

Figure 62 : Opportunity Area Masterplan - Railway Quarter



### 2.5.3 Māwheranui / Grey River Walkway

A jewel in the crown when you get on the ramparts. It creates the feel of a medieval fortified town or fortified Pā. This should be played with in form of art, landscaping and structures. It is the town's protection, so should be celebrated, creating access points to wharfs on the river, re-landscaping of the ramparts, greening the wall and creating an amazing lightshow on it at night.

An easily implemented urban design narrative would be painting lines to celebrate the Barber on the wall - creating some interest when viewed from street level.

## 2.5.4 Māwhera Quay

Māwhera Quay streetscape should be designed in terms of activating at both the street level and within buildings. Creating first floor activation with decks over the footpath, linking with views over the Grey River whilst providing shelter for the public below.

In many ways the floodwall whilst saving the town has destroyed its connection with the Riverfront. There should be a renewed emphasis on developing tourism and hospitality along the riverfront with more direct connection between the buildings and the walkway/cycleway on top of the floodwall. This will be a unique point of difference. Other things to look at along floodwall is kinetic artwork, lighting and the potential for floating wharf/piers to give access to the river for people and boats.



Figure 64 : Photomontage of Māwhera Quay and floodwall with planted concrete pipes and painting interventions

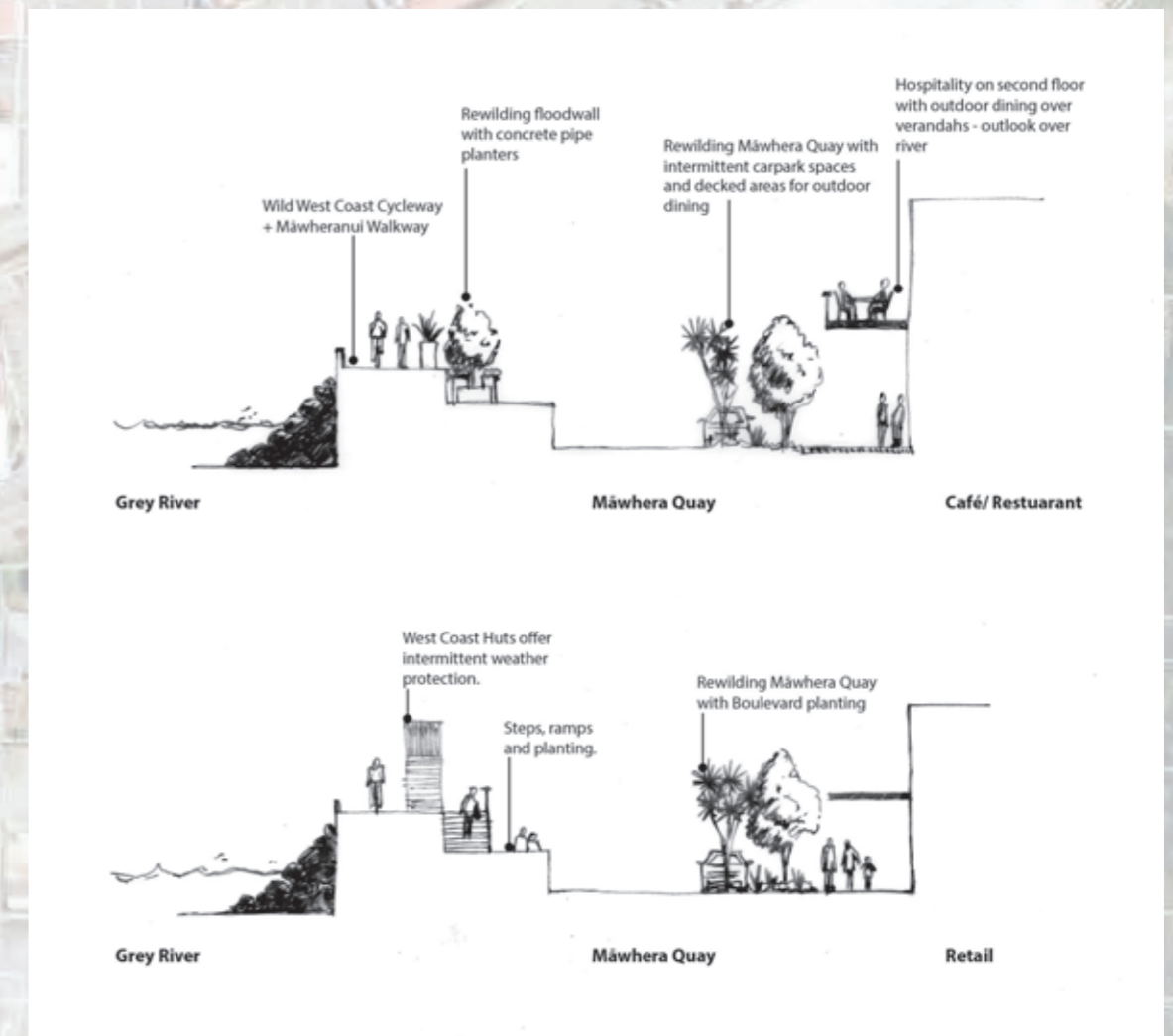


Figure 63 : Cross sections of Māwhera Quay and floodwall interventions





### 2.5.5 Market Place Quarter

This is an important project that will, at the heart of town, celebrate, art, craft, food and hospitality in a largely pedestrian friendly, sheltered environment. Key to future success is provision of incubator business facilities and a covered market hall. Opportunities are at various scales from closing the existing lanes once a week for a farmers and craft market, creating a market pedestrian lane with shelter, through to larger projects such as a permanent farmers market, and artisans centre. A West Coast focal point and must visit opportunity.

The Market Place also could be a transitioning showcase for Start Up business intervention and assistance from DWC. There needs to be engagement with this entire process across the Greymouth community.

The Old Court building and its surrounding lanes and courtyards provide an immediate opportunity for the provincial fund to create the market building and studios that will drive the quarter. This should provide for the day to day needs of the community for food and fresh produce, a market environment as well as specialised food and art/craft products. This should be a Regional facility and a showcase for products, training and business start-up.

The Market Place area and buildings should be investigated, secured and buildings restored or developed as appropriate for purpose. Simultaneously, engagement of the West Coast community to identify different local businesses or artisans including through existing courses in TPP and others to begin participation.



### 2.5.6 Green Corridors

As discussed, the Green Corridors are based on the original pre-industrial landscape and are essential ecological corridors.

The port and CBD area was almost an island. The river, stream, and lagoon were complimented by a watercourse that the railway line was built on.

By wilding the lagoon, riverfront and the rail line it is returning the area back in many ways to a pre-industrial landscape to fit the post-industrial future of the town.



### 2.5.8 Transitional Space Anchor

#### **Transitional modular buildings and West Coast Huts**

The purpose of the transitional developments is to use a more affordable form of retail and (visitor) accommodation and to develop sites where a conventional development is not feasible at present. This would provide a point of difference for Greymouth. It also emphasises a small footprint typology that isn't available at present in Māwhera. This will enable the opportunity for decanting retailers during the refurbishment and redevelopment of the Māwhera Quay Development Proposal.

The huts form several roles. They become a specific attractor for Greymouth/Māwhera. They are moveable and can be used to activate and compliment rewilding on vacant sites. They can be used in conjunction with the trails to provide unique town crib accommodation particularly important during refurbishment of the Hotel. Feedback has shown strong public support for the Huts to perform this role as it would be uniquely West Coast and easily implemented. It is recommended that a full architectural and costing study be undertaken on transitional huts to reinforce streetscapes and activate vacant sites.

## 2.5.10 Residential Exemplar

Residential is key to re-invigorating the CBD. Looking at historic maps, residential was a major component of the town centre.

This can be achieved through zoning, structure planning to create integrated open space amenity and development incentives. Development incentives can include leasehold land, reduced development contributions and rates rebates for early movers.

There is a major opportunity for Greymouth to become a more compact town that appeals to young and old alike. Forming a partnership with a major landowner and designing an exemplar project could galvanise the private sector to join.





### 2.5.11 Civic Quarter Activation

Activation takes form in many ways. Art in the lanes, lighting installations, street theatre. It is a good way to connect with the youth of the town in a positive way.

Stimulating and supporting street theatre and art not for profits (NFPs), wilding vacant sites to breathe life into these underutilised spaces. It is for the Council and the Development agency not to do all of this but to support the community in delivering through more formalised NFPs.

A need to grow the next community activists and leaders. It is capacity building. A recommendation is that before spending large amounts on publicrealmimprovements(streetscape and landscape improvements) that tactical urbanism methods (collection of low-cost, temporary changes to the built environment or pop-up urbanism) are used to trial and test changes at a much lower cost whilst funding is directed towards the buildings and vacant sites.



# **3.0 THE ROAD MAP | WHAKAMAHERE RORI**

## 3.1 Implementation Approach | Ngā kaupapa whakatinana

### 3.1.1 Strengthening the Business Association

More than 52 countries internationally recognised town and city centres as economic generators in their own right. The CBD development model adopted is Business Improvement Districts which provides a professional, self-funding Business Associations (BA) which engages in a collaborative manner with its local council. Strong BAs must be structured in a way that provides:

- Self-funding - through a targeted rate
- Strong governance, transparency and accountability
- Engagement of members
- Strategic or action planning
- A sense of collaboration with local government and others to achieve economic and other outcomes.

Typically, a BID would undertake to ensure vibrancy of the CBD and also be engaged with stakeholders. CBD's could be likened to any building - always something to repair and do. A BID should be looking at the following when strategic planning and become a strong champion to keep the pressure on the delivery agents to return:

- Events, promotions and marketing
- The Environment, both natural and built
- Business improvement - for every CBD this will be different. The Building Amendment Act 2016 is a key issue for most towns.
- Heritage - includes existing buildings, Industrial heritage, people and stories. Protecting and enhancing these to underpin a town's ambience, brand and character are fundamental.
- Landscaping - Planting relevant to enhance the local character. Building on existing strengths of landscape both through planting and topography.
- Urban design - accessibility connectivity and resilience.

### 3.1.2 Vibrancy

Vibrancy can be recognised by:

- Numbers of people in the streets of the CBD
- A sense of activity and engagement of people
- Lack of empty shops and upper floors occupied
- New Business starts
- Number of consents
- What can be seen, whether other people, beauty, interesting art, activities.
- What engages intellectually to hold interest, such as great stories and physical reflection of local culture and history

### 3.1.3 Funding

Funding will come from:

- Long Term Council Plan making sure there are regeneration items in the budget, public realm, anchor projects, marketing and activation. These along with affordable housing should be seen as infrastructure.
- Development West Coast (DWC) with existing and future funds can invest in developments directly or to a revolving CBD investment fund. In addition, DWC can look to attracting new businesses related to visitor experience and new residents.
- Crown through its various agencies targeting funds towards a major regeneration programme that will create more sustainable jobs to the Coast and set Greymouth up as an asset to the increasing demands of Tourism.
- Substantial economic regeneration package targeted to the Provincial Growth Fund.
- Private sector partnerships.
- Iwi partnerships.
- Trust Funding.



Figure 73 : Stakeholder engagement





### 3.1.4 Engagement

In the first part of this plan, 28 individual interviews and discussions were held. Ongoing emails and telephone conversations were undertaken with responses provided for enquiries and requests. A public presentation organised by Greymouth Business and Promotions Association (GBPA) resulted in approximately 70 people attending. That meeting engaged the business sector primarily in strengthening their BPA but also to give a sense of going forward with the CBD plan. There was also a presentation of the draft Redevelopment Plan to GDC and stakeholders in December 2018.

Throughout this process, it has been recognised that there is significant expertise and resource within the community.

Engagement with the CBD Business Sectors is different from others. Businesses in the CBD are often expected to be open for business 7 days a week and also with extended hours. Meetings held in regular work hours are often not compatible with this sector.

Engagement with commercial property owners and tenants of businesses could be undertaken by people with experience of SME's. Confidential or commercially sensitive information needs to be sought, to gain this, one to one interviews and connections should be undertaken.

The Business Association could have a strategic plan undertaken which includes CBD businesses and commercial property owners.

Figure 74: Stakeholder engagement

## 3.2 Planning Framework Requirements | Ngā tikanga hei pou tarāwaho mō ngā whakamahere

### 3.2.1 Issues with the current Grey District Plan provisions

The Grey District Plan (the Plan) is the key planning framework that guides development in Greymouth. While the Plan is very permissive, it does not actively support the goals of the Development Plan.

The West Coast is moving to a Combined District Plan for all three local authority areas. This process is underway, and it is important the issues identified in this plan are raised and considered through that process or individual plan changes will be required.

In some cases, it promotes outcomes that are contrary to what we are trying to achieve, e.g. it promotes excessive on-site parking in the CBD and discourages medium density residential activity.

A supporting review of several sections of the Plan, including the zoning of the CBD, heritage and transport provisions will ensure the policies and rules align with the Development Plan goals.

There are also other planning framework documents, such as local bylaws and non-statutory policy documents that may support implementation of the Development Plan. It is recommended that these documents are also included in future reviews.

### 3.2.2 Key policy projects required

The following policy projects are required to implement the Development Plan. These projects could all be undertaken as distinct exercises and advanced in any order, depending on the priorities of the Council and stakeholders.

It is anticipated that each policy project will inform the development of a plan change or a series of plan changes, depending on the project findings.

Each policy project should be guided by the overarching Development Plan goals to ensure a coherent vision for Greymouth is achieved.

The table below outlines the goals of each policy project and the key actions required including:

- Concentration on developing the zone rules and character of the new Urban Quarters defined in this report. The change of zoning will not stop existing uses but prepare the town for long term change.
- Look at how to create more and varied residential opportunities in the CBD and surrounds through zoning and incentives.
- Creation of guidelines to encourage and support recommendations - such as activation of first floor of buildings along Māwhera Quay to take advantage of views of the River.
- Build on the Heritage Values of the existing buildings and industrial heritage of Greymouth through protection and improvement of heritage buildings, wharf and industrial structures like the cranes and Coathanger bridge.
- A review of the relevant CBD bylaws to enable and encourage hospitality in the CBD is required.

Policy Project and Objectives	Key tasks
<b>Heritage and Special Character</b> <ul style="list-style-type: none"> <li>• Ensure all critical buildings/structures are adequately protected</li> <li>• Promote adaptive re-use of existing or special character buildings/structures</li> <li>• Include objective supporting earthquake strengthening of existing buildings</li> <li>• Identify specific character areas</li> </ul>	<ul style="list-style-type: none"> <li>• Audit existing buildings/structures.</li> <li>• Investigate appropriate rules to encourage adaptive re-use e.g. development incentives for retaining heritage features.</li> <li>• Design guidelines for specific character areas.</li> </ul>
<b>CBD Residential</b> <ul style="list-style-type: none"> <li>• Create a separate zone for the Residential Quarter</li> <li>• Encourage higher density, innovative residential housing and accommodation options with some mixed use within well landscaped quality residential environment, inner city neighbourhood.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop clear objectives and policies to encourage desired residential and accommodation development.</li> <li>• Develop design guidelines to support good architectural design and urban design outcomes, linked to district plan rules.</li> <li>• Keep rules simple and permissive.</li> <li>• Investigate implications of converting commercial/ industrial land to residential use e.g. contamination issues.</li> <li>• Consolidate land into developable land lots or an Outline Development Plan.</li> </ul>
<b>Central Business District (CBD) Zone</b> <ul style="list-style-type: none"> <li>• Create a new CBD zone for the commercial core - Māwhera Quay, Railway Quarter, Tainui Gateway Quarter, Civic Quarter, Market Place Quarter</li> <li>• Create simple and permissive zone provisions linked to a Quarters Plan Overlay to ensure each quarter develops a distinct character and purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate appropriate rules to activate the CBD e.g. verandas, street activation with windows, laneways, controls on residential at ground level (would be applicable CBD wide), and activation of upper floors along Māwhera Quay to encourage hospitality (i.e. restaurants and bars on the first floor to overlook the flood wall and water).</li> <li>• Review relevant CBD bylaws to enable and encourage hospitality in the CBD.</li> <li>• Develop a Quarters Plan Overlay that signals key development projects such as lane pedestrianisation.</li> <li>• Use objectives and policies to outline the sort of development encouraged in each quarter.</li> <li>• Review of documents such as the Amenity Protection Bylaw, Signage Interpretation and Public Art Framework to see how they can better support Development Plan.</li> <li>• Consider development of a CBD urban design manual linked to district plan assessment criteria.</li> </ul>
<b>Open Space Management</b> <ul style="list-style-type: none"> <li>• Create a suitable framework for managing open spaces in the CBD, particularly Green Corridors and its links to Victoria Park</li> </ul>	<ul style="list-style-type: none"> <li>• Consider options for the on-going management, maintenance and use of CBD open spaces. This could involve the creation of open space or community space zones, or the creation of reserve management plans for these areas.</li> <li>• Undertake a review of the Freedom Camping Bylaw and Traffic and Parking Enforcement Bylaw, to ensure they are fit for purpose and meet the needs of the community.</li> </ul>
<b>Transport</b> <ul style="list-style-type: none"> <li>• Ensure the transport provisions of the Plan align with the urban design goals of the CBD Development Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Review the parking, loading and access transport provisions to ensure they align with the CBD Development Plan and take into account the findings of the Greymouth Parking Strategy (reviewed 13 August 2018)</li> </ul>

# **4.0 CONCLUSION | KUPU WHAKATEPE**



## 4.1 Action Summary

This Development Plan identifies:

A clearly articulated spatial vision for the area to guide regeneration and attract interest and investment. This needs to be bold, aspirational and flexible

A programme for upgrading the public realm and vacant sites and buildings that makes the area attractive to visit and invest in.

- Commercially attractive investment/ incentive actions to unlock private capital
- Planning changes and statutory/ policy tools to bridge implementation gaps as necessary
- Recommendations of potential structures, uses and activation initiatives to bring people back into the town now.
- Enable more informed planning and programming of available or further public investment within the area

(Central Government as well as Local)

- Work with existing landowners and developers to collectively deliver an international quality town centre environment.

This Development Plan should result in an action plan that identifies roles and responsibilities for implementation of the vision, objectives and actions.

Many of these will require further consultation and studies at a detailed level. This further consultation and engagement is important to get the detailed planning right and to ensure buy in and involvement from the community as a whole. Many will involve a strong mix of public and private sector finance and some form of Government Financial support will be essential to replace the employment opportunities lost.

ACTION	WHAT IS INVOLVED	BY WHOM	SUPPORTED BY	INDICATIVE TIMING	COMMENT
<b>UNDERTAKE A TRAFFIC AND PARKING STRATEGY</b>	1. Renew approaches to NZTA for financial assistance to undertake a Traffic Study. If unsuccessful, form a committee consisting of Council staff, GBPA, Mawhera Inc., Transport Contractors, Police and Emergency services to develop a Transport Strategy	GDC	MI, GBPA, Police, NZTA, Emergency Services	Short term	
	2. Work with GBPA, Police and MI to develop a Parking Strategy taking cognizance of the development proposals in the final Redevelopment Plan.	GDC	MI, GBPA, Police, NZTA, Emergency Services	Short term	
<b>ENHANCE GATEWAYS AND ENTRANCES</b>	1. Visually enhance the entrances to the CBD with planting and structures.	GDC	NW, GBPA, MI, NZTA	Short term	
	2. Address physical detractors around Gateways	GDC	Property owner, NZTA	Short term	
	3. Focus on station area as gateway and address: - lack of undercover shelter - lack of temporary luggage storage - lack of landscaping - lack of wayfinding - lack of screening of adjoining Warehouse carpark - improve pedestrian access from Mackay Street to the Warehouse/ Countdown.	GDC	GBPA, Station owner	Short term	
<b>DEVELOPMENT OF IWI NARRATIVE</b>	1. Work with NW to develop: - Iwi narrative - How to best display it - Where to display it	GDC	NW	Short term	
	2. Work with NW to develop a strategy of incorporating Iwi narrative, architecture and symbolism into the built environment	GDC	NW	Short term	
	3. Work with NW to provide a stronger Māori cultural presence in the CBD.	GDC	NW	Short term	
<b>HERITAGE STRUCTURES AND EXISTING BUILDING STRATEGY</b>	1. Adopt the philosophy that the older buildings represent Greymouth's heritage and that they should be used into the future.	GDC		Short term	
	2. Undertake a full survey/audit of existing and heritage style buildings in the CBD in relation to ownership, earthquake Regulation compliance, current occupation status and the longevity thereof, short to medium term future intentions of the owner.	GDC	GBPA, Building owners, MI, Landowners, HNZ, GHT	Short term	

ACTION	WHAT IS INVOLVED	BY WHOM	SUPPORTED BY	INDICATIVE TIMING	COMMENT	
<b>EXISTING BUILDING STRATEGY</b>	3. In consultation with GHT and GBPA develop an Existing Building and Structure Strategy for formal approval by Council.	GDC	GHT, GBPA, MI	Short term		
<b>A SMALLER, MORE COMPACT CBD</b>	1. Identify the smaller, more compact CBD as outlined in the report.	GDC	MI/GBPA	Short term		
	2. Undertake the necessary District Plan changes in the Combined District Plan and provide for a suitable transition.	GDC / WCRC	Combined District Plan	Short - long term		
<b>GREYMOUTH'S IDENTITY: IMPROVING PERCEPTIONS AND ENABLING ACTIVITY</b>	<b>Rewilding:</b> 1. Create a Rewilding Strategy to ensure planting throughout CBD is coherent and follows a theme so as to avoid sporadic or inappropriate planting/use of different types of containers throughout town. 2. Plant trees in suitable containers on the floodwall 3. Plant trees/climber living wall (using mesh fence) along the railway corridor. 4. Plant trees in suitable containers around the railway station. 5. Plant trees/plants in vacant sites, green corridors and streets in line with the Rewilding Strategy 6. Work with the West Coast Community Food Forest to investigate edible planting and urban food hub initiatives within the CBD.	GDC, MI	GBPA, NW	Short-long term		
	<b>Development of the Two Trails concept:</b> 1. Develop a clear purpose statement for each of the trails. 2. Identify the location of each of the trails and develop an action plan how to establish and maintain them (i.e. signage and interpretation, digital means such as phone apps or QR code, other information sharing initiatives, static displays).	GDC	GBPA, GHT, NW, MI, LBAG, TPP, WCSA, Techspace, EPIC		Short-medium term	
	<b>Colour the CBD:</b> 1. Encourage building owners to paint their buildings in colours using the Greymouth palette. 2. Display motifs that align with the Town Square motif and colour on the planters.	GDC			Short term	
	<b>Light up the CBD:</b> 1. Investigate a unique style lighting fixtures 2. Lighting on the floodwall.	GDC	MI, GBPA, GHT, WCSA	Short-long term		

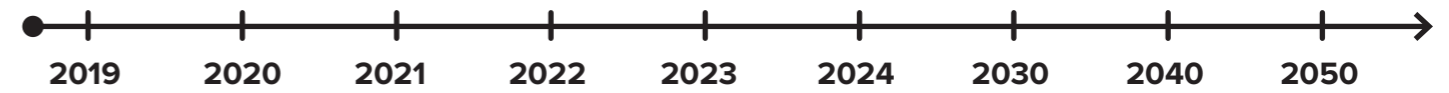
ACTION	WHAT IS INVOLVED	BY WHOM	SUPPORTED BY	INDICATIVE TIMING	COMMENT
<b>GREYMOUTH'S IDENTITY: IMPROVING PERCEPTIONS AND ENABLING ACTIVITY</b>	<b>Encourage West Coast Huts:</b> 1. To create identity as form of shelter and accommodation	GDC	MI, GBPA, WCRC, NW, TWC	Short-long term	
	<b>Embrace the Barber:</b> 1. as key narrative and character element throughout the CBD	GDC	MI, GBPA, NW	Short-long term	
	<b>Enhance the Pedestrian Experience and Shelter:</b> 1. Provide for shelter from the station into the CBD 2. Provide for shelter in Albert Mall. 3. Provide for shop verandas, notably in Mawhera Quay and provide the necessary regulation in the Combined District Plan. 4. Provide small West Coast huts for shelter 5. Undertake work to enhance footpaths as outlined in the Urban Design Framework.	GDC, MI	DWC, GBPA	Short-medium term	
	<b>Provide for the establishment of Residential accommodation in the CBD:</b> 1. Encourage the establishment of residential accommodation in the CBD. 2. Provide accordingly in the Combined District Plan. 3. Potential to undertake a HAIL assessment of CBD to facilitate future residential development	GDC, Building owners, WCRC	GBPA, MI, Landowners, TPP	Short - medium term	
	<b>Provide for outdoor dining:</b> Provide for the ability of eateries, pubs and such to occupy the parking bays immediately in front of their shops as outside dining areas, hospitality on first floor along Mawhera Quay and undertake the necessary legislative and regulatory amendments. Ensure liaison with with Greymouth Street Race organisers on race needs and any associated design implications.	GDC, WCRC	GBPA, MI	Short term	
	<b>Develop a Arts and Events Strategy</b>	GDC	LBAG, GBPA, WCSA, TWC	Short-medium term	
	<b>Identify a location for a major children's play area in the CBD utilising the cultural narrative (e.g. New Brighton Beachside Playground)</b>	GDC	MI, DWC, GBPA, NW	Short term	

ACTION	WHAT IS INVOLVED	BY WHOM	SUPPORTED BY	INDICATIVE TIMING	COMMENT
<b>GREYMOUTH'S IDENTITY: IMPROVING PERCEPTIONS AND ENABLING ACTIVITY CONT.</b>	<b>Develop a CBD Laneways Strategy</b> 1. Assess laneways to encourage active lanes where businesses front the road with retail and hospitality 2. Encourage art, lights and lane events 3. Environmental enhancement of lanes	GDC	MI, TWC, DWC, NW, GBPA	Short-medium term	
<b>STRENGTHEN THE GREYMOUTH BUSINESS AND PROMOTIONS ASSOCIATION</b>	1. Council to formally confirm the need for an active, representative and inclusive GBPA and offer to assist.	GDC	Business owners	Short term	
	2. Confirm Council's intention to work closely with the BPA in implementing the Redevelopment Plan.	GDC	GBPA	Short term	
<b>ESTABLISH ANCHOR PROJECTS</b>	<b>Discovery Centre:</b> 1. Develop the concept urgently 2. Secure the land needed 3. Funding and build. 4. Establish cooperative arrangements with other regional facilities, i.e. Coal Museum, Westport.	GDC	DWC, MI, GBPA, WCSA, Other Coast local authorities.	Short term	
	<b>Market Place Quarter:</b> 1. Activate with events, pop ups and markets. 2. Close Albert Mall to traffic and create a share space (pedestrian and cyclists). 3. Close Albert Street in part. 4. Close Waters Lane. 5. Provide for roofed area in Albert Mall 6. Create Indoor Market/ Roofed Market Space	GDC, MI	GBPA, WCSA, DWC, NW	Short term  Medium - long term	
	<b>Transitional Buildings development:</b> 1. Create container mall/small unit development on Mawhera Quay to contain small retail, art, studio units and hospitality	GDC, MI	GBPA, DWC, NW	Short-medium term	
	<b>Residential Exemplar:</b> 1. Create container mall/small unit development on Mawhera Quay to contain small retail, art, studio units and hospitality	GDC, MI	DWC, Other Coast local authorities.	Medium-long term	

Note: An entity being listed as “lead” or “supported by” does not mean that the organisation will necessarily be required to contribute funding.

Abbreviations:

BPA	Greymouth Business and Promotions Association
CBDRF	CBD Redevelopment Forum
DWC	Development West Coast
GDC	Grey District Council
GHT	Greymouth Heritage Trust
HNZ	Heritage New Zealand
LBAG	Left Bank Art Gallery
MI	Māwhera Incorporation
NW	Te Rūnanga o Ngāti Waewae
NZTA	New Zealand Transport Agency
PGF	Provincial Growth Fund
TPK	Te Puni Kokiri
TPP	Tai Poutini Polytech
TWC	Tourism West Coast
WCRC	West Coast Regional Council
WCSA	West Coast Society of Arts



# **APPENDIX 1 POTENTIAL FUTURE STEPS**



#	Project Name	Leads	Partners	Shareholders: potential funders	Developed Timing
<b>Potential Future Next Steps</b>					
1	Pedestrian Bridge connecting the Supermarket/Warehouse with Town	GDC	NZTA + BPA + MI + Landowners	NZTA + DWC+ DWC	TBA
2	Undertake a Victoria Park Development and Landscape Plan	MI	GDC + TWC + DWC	PGF + MI	TBA
3	Port Strategy	GDC	MI + TWC + DWC + NW + BPA	GDC	TBA
4	Victoria Park Events Strategy (i.e. The Barber Festival)	TWC	GDC + BPA + WCRC	TWC + BPA + GDC	TBA
5	Wharf Development & Tourism + Hospitality Village (miners cottage)	MI + DWC	GDC + BPA + TWC	PGF + DWC	TBA

Figure 78 : Potential Future Next Steps Summary Action Plan

Abbreviations:

BPA	Greymouth Business and Promotions Association
CBDRF	CBD Redevelopment Forum
DWC	Development West Coast
GDC	Grey District Council
LBAG	Left Bank Art Gallery
MI	Māwhera Incorporation
NW	Te Rūnanga o Ngāti Waewae
NZTA	New Zealand Transport Agency
PGF	Provincial Growth Fund
TPK	Te Puni Kokiri
TPP	Tai Poutini Polytech
TWC	Tourism West Coast
WCRC	West Coast Regional Council
WCSA	West Coast Society of Arts



## Potential Next Steps

## Wharf Quarter

The wharf provides an excellent opportunity for unique tourist experience with the Coal River Heritage Park. This space could provide an amazing space for people to experience the post-industrial past. It is recommended that container, shed or hut type buildings are provided along the wharf for restaurants, bars and cafes.

A playground in the post-industrial theme with a collection of vintage fairground rides can be developed overtime. A sort of faded glory Coney Island built in theme of coal, timber and gold. Small miners cottages along Gresson Street for self-contained tourist accommodation where people embarking on the West Coast Wilderness Trail can stay adjoining the trail, especially when the weather turns.

The industrial cranes are a landmark and should be retained and celebrated. Recommend the opportunity to explore opportunity of a maritime Museum with Riverboats tied up to wharf and River Boat tours. Views of the working Port and fishing fleet adding vibrancy to the continued industry in the CBD.



Figure 80: Active Waterfront

## Victoria Park

This is an amazing asset for the town both today and in the future. It can be developed in a variety of ways, such as to provide amenity, a large place for festivals and events, events centre, tourism attractions (fun fair), a public green space. As the residential area fills out and the future of Port land unfolds this will provide much needed green space for a more intensive and lived in town centre.

The lagoon provides an important wetland habitat and cultural importance. This can be enhanced and alongside the rail green corridor, wilding of the flood defence, and street tree planting will bring native flora and fauna (in particular birdlife) into the centre of Greymouth. The lagoon is the key to restoring the importance of mahinga kai to the central town along with the ecological green corridors and river.



Figure 81: Event in Park



**Victoria Park**



**Wharf Quarter**

