

**Committee:** Strategy & Policy Committee

**Date:** 22 September 2015

**Report Name:** Central City Transformation Plan

**Author:** Sean Murray

<b>Report Status</b>	<i>Open</i>
<b>Strategy, Policy or Plan context</b>	<i>Hamilton Plan, Hamilton City River Plan, Economic Development Agenda</i>
<b>Financial status</b>	<i>There is budget allocated of \$80,000 to develop the Plan.</i>
<b>Assessment of significance</b>	<i>Having regard to the decision making provisions in the LGA 2002 and Councils Significance Policy, a decision in accordance with the recommendations is not considered to have a high degree of significance</i>

## 1. Purpose of the Report

2. To approve the recommendation from the Business and Investment Subcommittee to approve the draft Central City Transformation Plan for public engagement.

## 3. Executive Summary

4. The Central City Transformation Plan is an action focused practical approach to transform Hamilton's central city into a more vibrant and prosperous centre for the Waikato.
5. It is a long term plan to guide the central city.
6. The Vision of the Central City Transformation Plan is: "A prosperous commercial centre with a vibrant metropolitan lifestyle."
7. The Business and Investment Subcommittee approved the draft Central City Transformation Plan for recommendation to the Strategy and Policy Committee for public engagement at its meeting on 15 September 2015.

## 8. Recommendations from Management

- a) That the report be received.
- b) That the Committee approves the draft Central City Transformation Plan for public engagement, noting that the final plan will be reported to the Committee for approval on 8 December 2015.
- c) That the Committee approves the timetable for public engagement.

## 9. Attachments

10. Attachment 1 - Report to Business and Investment Subcommittee - 15 September 2015
11. Attachment 2 - Draft Central City Transformation Plan *(Under Separate Cover)*

## 12. Background

13. The terms of reference approved by Council for the Business and Investment Subcommittee tasks it with developing a Central City Transformation Plan (CCTP).
14. The Business and Investment Subcommittee met on 15 September 2015 and resolved the following:
- i) *That the Subcommittee approves the draft Central City Transformation Plan and recommends it to the Strategy and Policy Committee for approval for public engagement, noting that the final plan will be reported to the Committee for approval on 8 December 2015.*
  - ii) *That the timetable for public engagement is approved and recommended to the Strategy and Policy Committee for approval.*
15. Last week the Waikato Branch of the Property Council held an event to release their Central City Manifesto entitled 'Hamilton: Reviving the CBD'. This manifesto contains recommendations that came out of a function held by the branch at Wintec in 2014.
16. A lot of the manifesto points are contained in the CCTP. Some Councillors and staff attended the function last week, which was held after the Business and Investment Subcommittee Agenda had been released. There was a positive feedback from those present on the draft CCTP.
17. Attached is the staff report from the Business and Investment Subcommittee 15 September 2015 which sets out the information on the development of the CCTP.
18. A copy of the draft CCTP is also linked [here](#).
19. On approval by the Strategy and Policy Committee, the draft CCTP is now ready for public feedback and response to the plan's proposed direction and implementation over the coming years.
20. It is proposed to provide a period of three weeks for feedback on the plan commencing on Monday 28 September and a public open day is to be held.
21. The timetable for public engagement is:
- Public Engagement commences Monday 28 September 2015
  - Online feedback on the council's website commences Monday 28 September 2015
  - Public Open Day 12.30-7.30pm Wednesday 30 September 2015
  - Public engagement finishes Friday 16 October 2015
22. The intention is for the Business and Investment Subcommittee to consider the feedback and make recommendations to the Strategy and Policy Committee meeting on 8 December 2015 where the final plan will be reported to the committee for approval.

### Signatory

Authoriser	Sean Murray, Executive Director, H3 and Events
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**Committee:** Business and Investment  
Subcommittee

**Date:** 15 September 2015

**Report Name:** Central City Transformation  
Plan

**Author:** Sean Murray

<b>Report Status</b>	<i>Open</i>
<b>Strategy, Policy or Plan context</b>	<i>Hamilton Plan, Hamilton City River Plan, Economic Development Agenda</i>
<b>Financial status</b>	<i>There is budget allocated of \$80,000 to develop the Plan.</i>
<b>Assessment of significance</b>	<i>Having regard to the decision making provisions in the LGA 2002 and Councils Significance Policy, a decision in accordance with the recommendations is not considered to have a high degree of significance</i>

## 1. Purpose of the Report

- To approve the draft Central City Transformation Plan for recommendation to the Strategy and Policy Committee for public engagement.
- The draft plan will be circulated as a separate item.

## 4. Recommendations from Management

- That the report be received.
- That the Subcommittee approves the draft Central City Transformation Plan and recommends it to the Strategy and Policy Committee for approval for public engagement, noting that the final plan will be reported to the Committee for approval on 3 November 2015.
- That the timetable for public engagement is approved and recommended to the Strategy and Policy Committee for approval.

## 5. Attachments

- Attachment 1 - Draft Central City Transformation Plan (*Under Separate Cover*)

## 7. Background

- The terms of reference approved by Council for the Business and Investment Subcommittee tasks it with developing the Central City Transformation Plan (CCTP).
- The budget approved for this work is \$80,000.
- Attached is the draft CCTP for approval and recommendation to the Strategy and Policy Committee.

11. For over a year now significant work has been undertaken by staff in the development of the CCTP. This has included a high degree of desktop research and investigation about successful central city transformations, economic reports and evidence gathering, advice from experts and a range of formal and information discussions and engagement across Council and with external stakeholders including HCBA, the Chamber of Commerce and the Property Council. There has been a high level of support from stakeholders for the development of the CCTP.
12. Members of the Subcommittee have been involved in stakeholder sessions and provided a significant amount of feedback to assist with developing the plan. During development of the plan an opportunity arose with the VOTR site and Subcommittee members participated in a planning session to provide input into a long term solution for that site, which has been incorporated into the CCTP. (Note the Council will receive a report and recommendations on the remedial work required at the VOTR site at the November meeting).
13. Council Briefings seeking input into the CCTP from all councillors have been held.
14. Development of the CCTP identified that despite the public perception of the central city, its economic performance in recent years has been good and there is investment and development occurring. Both retail and hospitality spend is increasing and during stakeholder sessions, business owners, property owners and developers confirmed that there is confidence in the central city's future.
15. The draft is now ready for public feedback and response to the plan's proposed direction and implementation over the coming years.
16. The CCTP highlights that sustainable changes to Hamilton's central city require more people living and working in the central city and delivery of the outcomes will take some time. Many of the actions and initiatives are already occurring or are part of existing Council plans and work programmes, and some are being delivered by HCBA. Larger projects will require business case proposals to the Council for approval and budget.
17. The budget for development of the plan is \$80,000 and expenditure to date is:

Activity	Amount
Research	\$ 33,900
Consultation	\$ 6,900
Plan production	\$ 29,000
<b>Total Spend to 31 August 2015</b>	<b>\$ 69,800</b>

## 18. Public Engagement Plan and Timetable

19. A comprehensive public engagement plan has been prepared which includes print (including City News) and social media to raise awareness about the CCTP and to provide information for the public to have a say. Council will work with the HCBA to ensure the widest possible group is aware of the plan, particular including central city businesses, commercial and residential property owners and investors.
20. It is proposed to provide a period of three weeks for feedback on the plan commencing on Monday 28 September and a public open day is to be held. The intention is for the Subcommittee to consider the feedback and make recommendations to the Strategy and Policy Committee at its meeting on 3 November 2015 for the final CCTP to be adopted.

21. The timetable for public engagement is:

- Public Engagement commences Monday 28 September 2015
- Online feedback on the Council's website commences Monday 28 September 2015
- Public Open Day 12.30pm – 7.30pm Wednesday 7 October 2015
- Public engagement finishes Friday 16 October 2015

### Signatory

Authoriser	Sean Murray, Executive Director, H3 and Events
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## Placeholder for Attachment 2

ITEM 9 Central City Transformation Plan.DOC

Draft Central City Transformation Plan  
(Under Separate Cover)