

INTRODUCTION

Alexandra has traditionally been the commercial centre for the Central Otago area.

This has been consolidated in recent years with continued redevelopment and new developments in the Commercial areas.

The town is experiencing increasing competition from other centres. It is essential for the future of Alexandra that moves be made to counteract any trends to remove the town's present status.

The prime requirement to ensure the continued functioning of Alexandra as the commercial centre for the Central Otago area is the consolidation of the retail and commercial centre of the town in the lower Tarbert Street area. To achieve this it is essential for redevelopment to occur so as to attract people to the town to shop and undertake their business in a safe and comfortable environment. This redevelopment concept was accepted in the reviewed Alexandra District Scheme.

FORMULATION OF DEVELOPMENT PROPOSALS

Following the acceptance of the need for redevelopment in the Town Centre area, an Investigations Committee was established, the membership of which consisted of an equal number of Borough Council and business people representatives. The approach of the Committee was to consider as many possible development options and ideas so that the proposal which is being put forward is the one which incorporates all of the most desirable elements of the options and ideas promoted.

Since its inception, the Committee has held several meetings at which detailed consideration was given to the options and ideas formulated.

The most significant factors which were identified by the Committee were:

1. The provision of significant and adequate areas of car parks to service the Town Centre area.
2. The establishment of rear servicing to commercial properties wherever practicable.
3. The provision of a roading pattern to provide safe and easy access to, from and around the town centre area.
4. The provision of a safe, pleasant and convenient retail and commercial centre for Alexandra.

THE PROPOSAL

The proposal presented exhibits all of the sought after criteria.

The significant features of it are:-

1. A total of 390 carparks are shown in the area. This number compares with a total of 270 carparks in existence.

The parking areas are strategically located along the rear of the properties on both sides of the existing Tarbert Street and will provide sufficient parking to cater for the entire area. Also access from the parking areas to the commercial properties will be safe and easy.

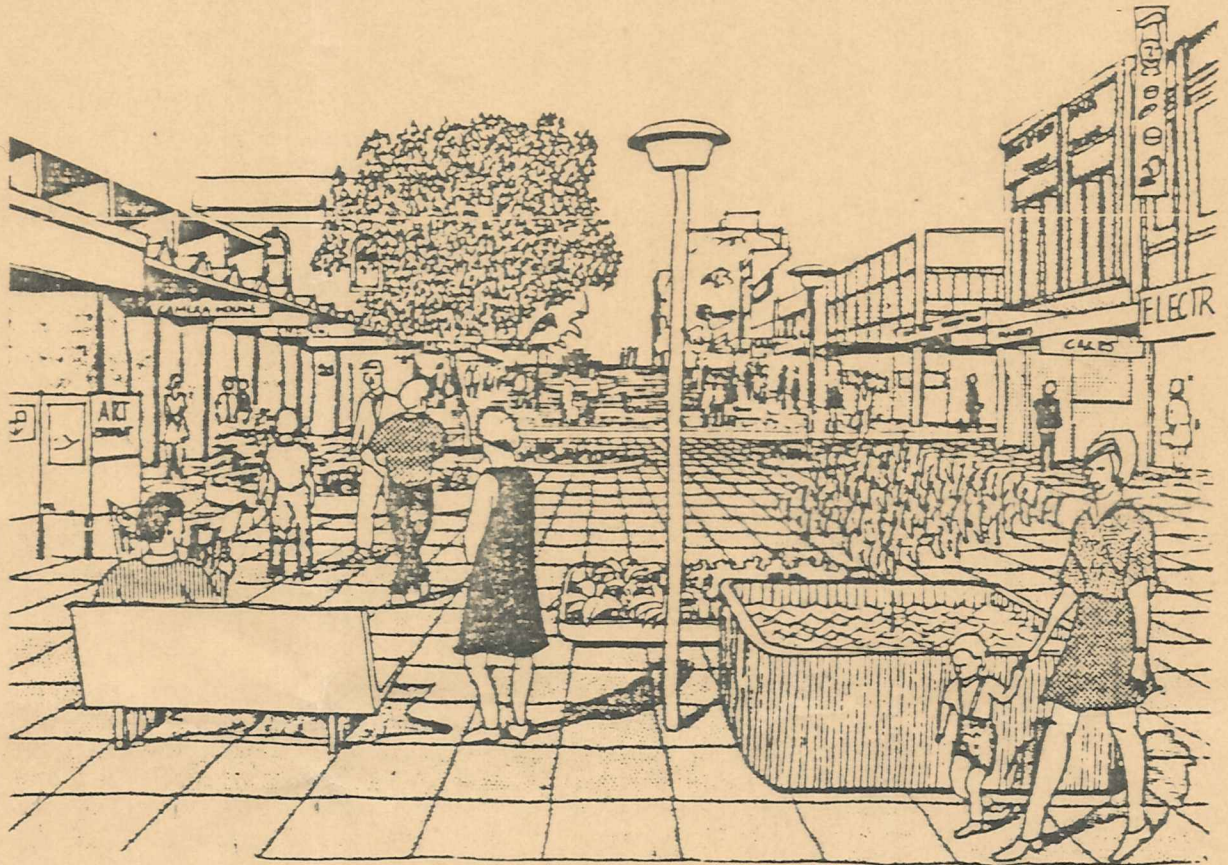
2. Service Lanes have been shown to provide access to the rear of all shops fronting on to the existing Tarbert Street. These have been created either as part of car park areas or as separate purpose built lanes.

3. The roading pattern is designed to provide a circular route around the town centre.

This will give safe and easy access to all the parking areas serving the Town Centre.

The roading pattern will provide a safe and convenient route to the Town Centre from all directions and a simple route for traffic wishing to pass through the area.

4. The proposal provides for the existing lower Tarbert Street area, to be developed as a pedestrian mall. This together with the other developments outlined above will provide safe and convenient shopping facilities for the users. It is envisaged that a relaxed, yet exciting, atmosphere will be created in the mall and that it will provide a positive incentive for people to come into the area to do their shopping and conduct their business.



Proposed Mall Development by the Dunedin City Council in 1968

COSTS

One of the most important factors in the total redevelopment concept is the costs which will be required to be met to fully implement it.

The estimated total development costs for all of the road construction and upgrading, car park and service lane development and development of the mall area is in the vicinity of \$2.5 million.

Clearly as part of the investigative process, detailed consideration will need to be given to funding methods.

PROGRAMME

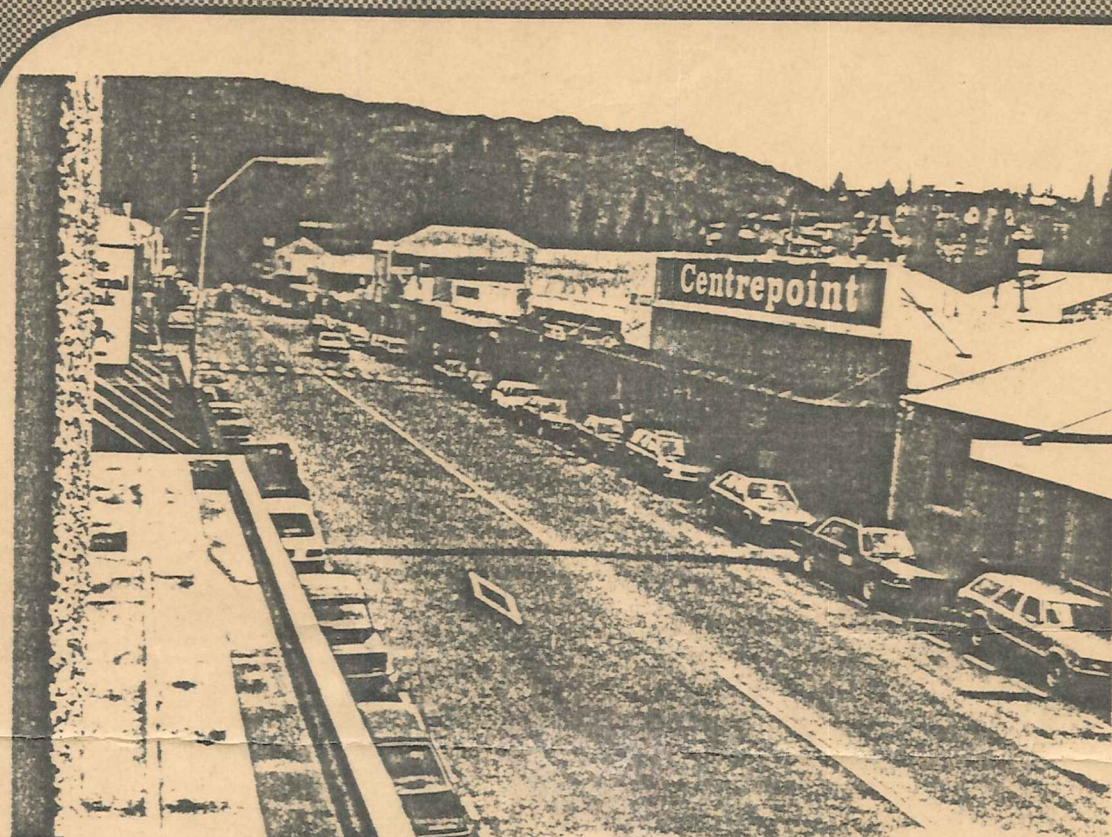
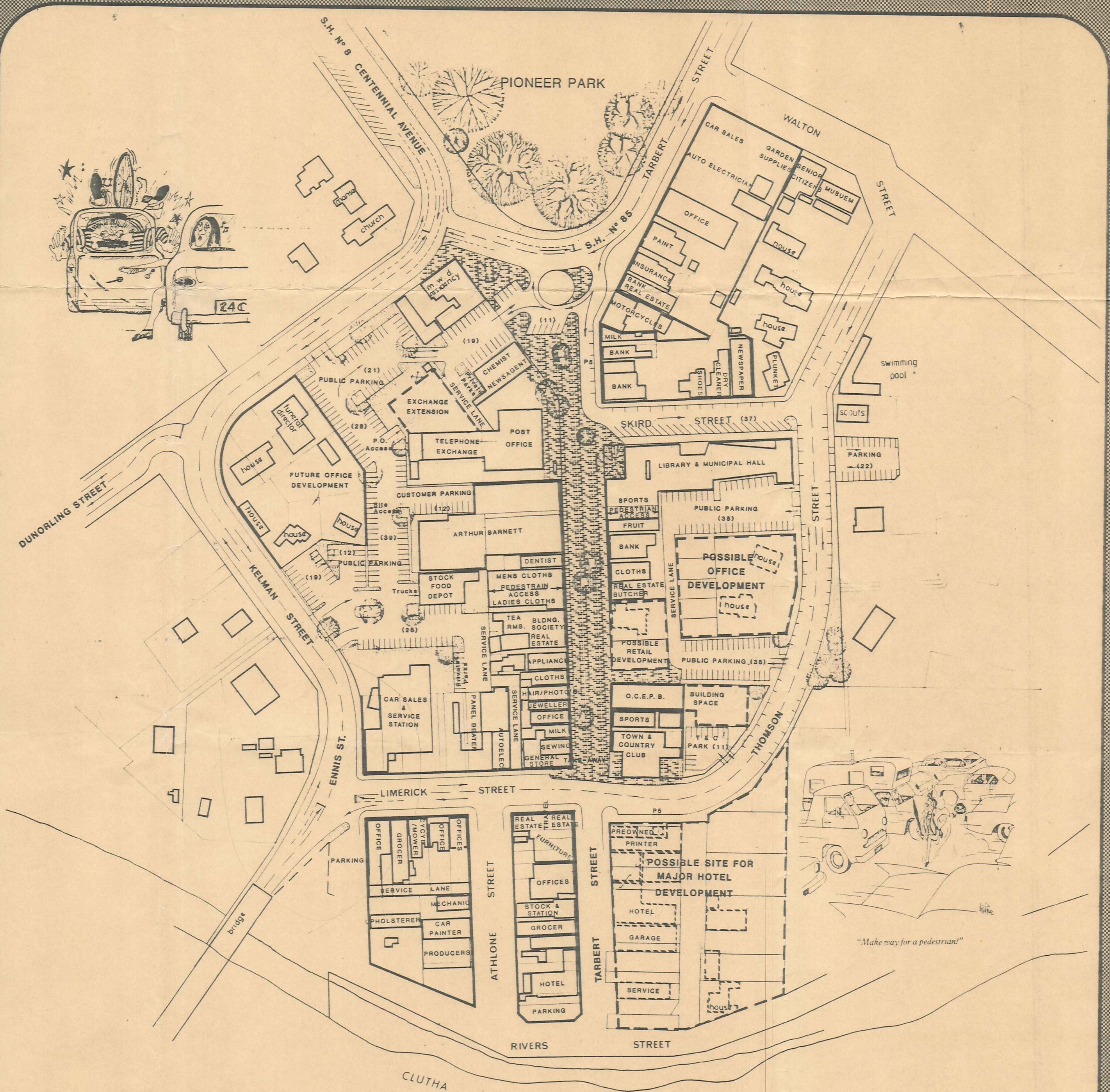
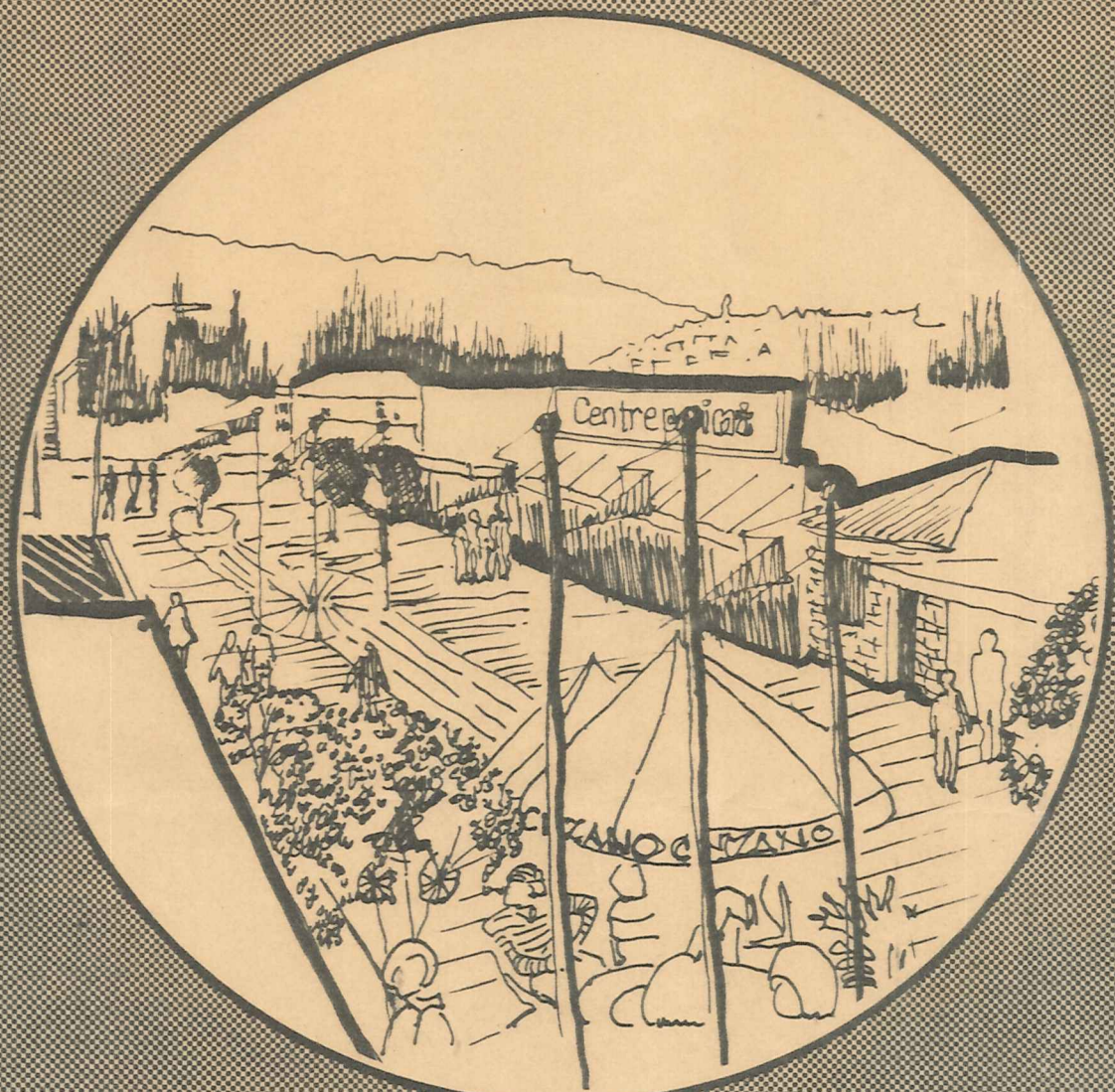
As a part of the further details of costing of the proposal, a logical development programme will be required. This will be necessary to ensure that the implementation of the scheme will be undertaken to provide the altered facilities in the order required.

A development programme could take the form of:-

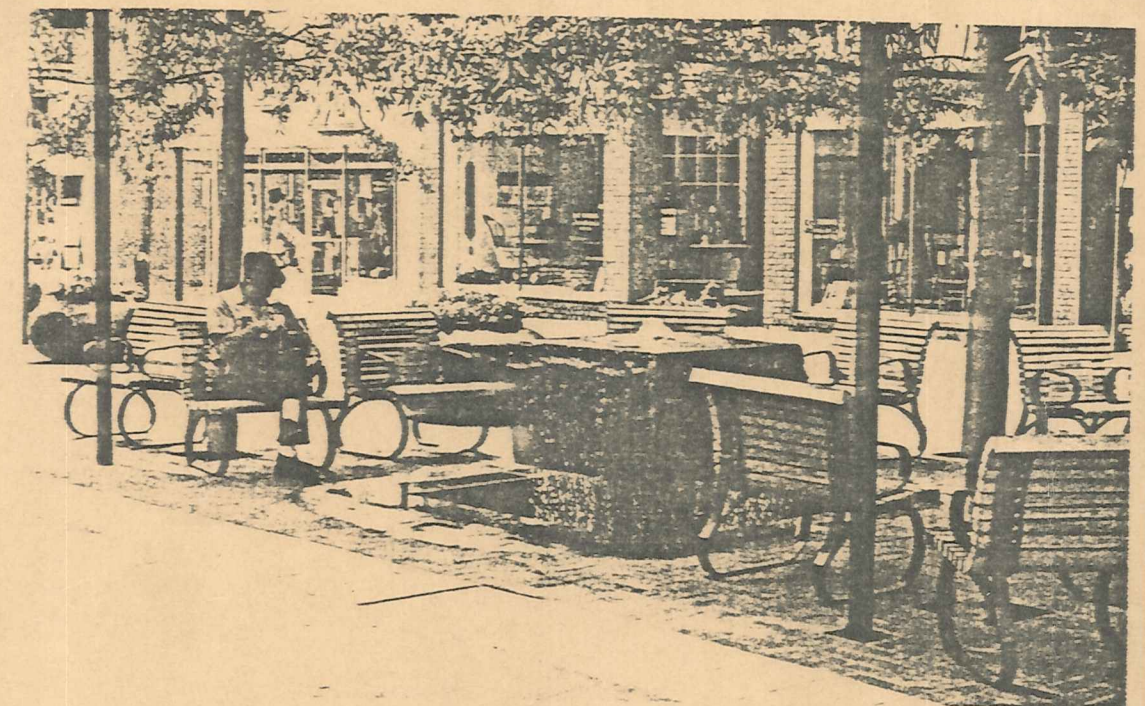
1. Realignment of State Highway 8 along Kelman and Dunorling Streets.

2. Development of intersection and paved areas adjacent to the Ministry of Agriculture and Fisheries Building.
3. Close Ennis Street, develop parking areas on the closed street and other areas, the associated service lanes shown on the proposed plan.
4. Construction of the proposed new road linking Limerick Street with Thompson Street to complete the roading network.
5. Close Deel Street, develop the parking area on the closed street and other areas, and the associated service lanes shown on the proposed plan.
6. Close Tarbert Street between Monument and Limerick Street and develop the mall area.

The above possible programme is intended to give an indication only of the order in which the proposal could proceed. The main point to note is that the development must proceed to provide the roading and parking proposals before the ultimate creation of a mall.

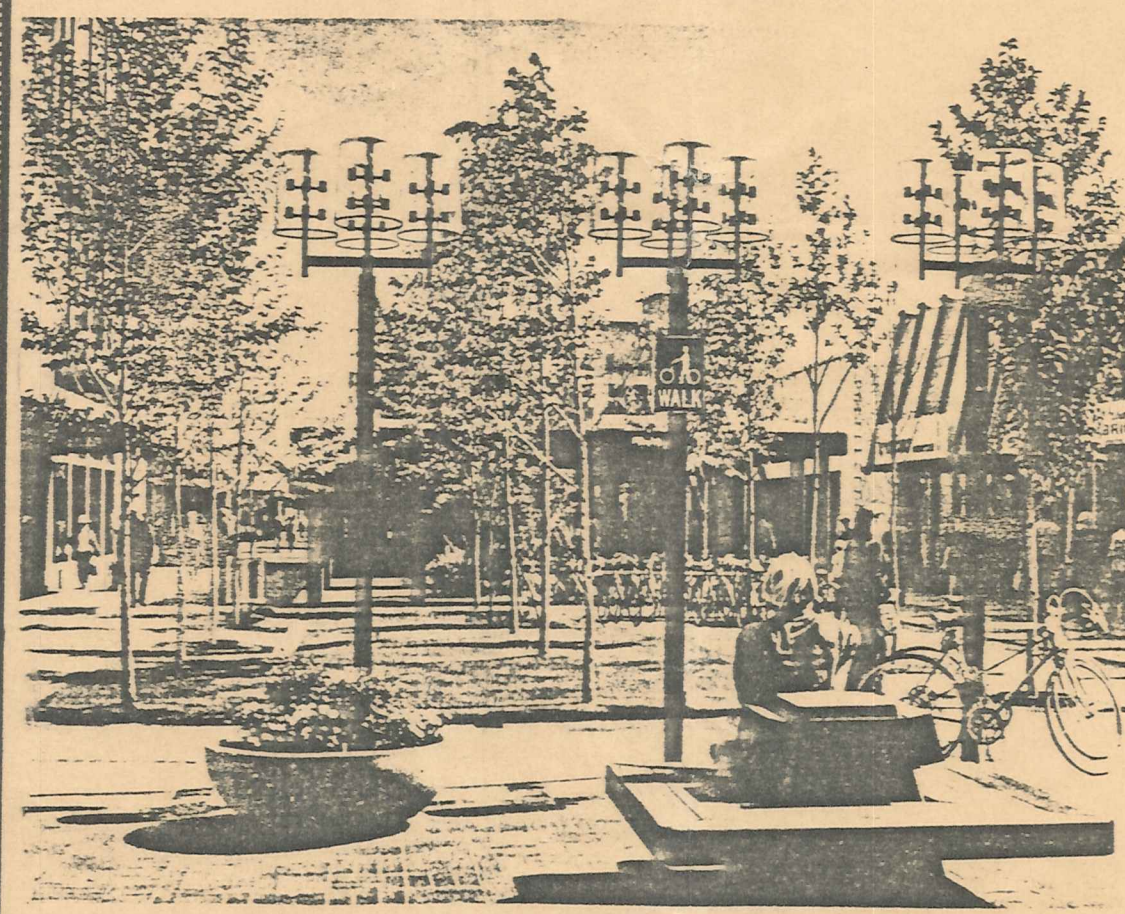


Tarbert Street at Present



Some examples of malls found elsewhere

The mall creates a pleasant place for a variety of activities. Shaded sitting areas, especially those with fountains, create an inviting environment for people to relax, and benches can be arranged for ease of conversation.



CONCLUSION

The Reviewed Alexandra District Scheme provides that:-

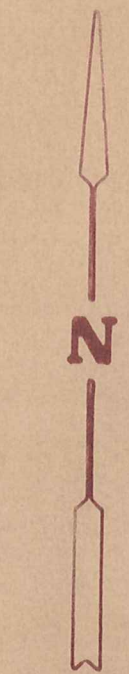
"Firstly, Council will promote the continued development of regional services within the town. Secondly, Council in conjunction with Commercial property owners and their tenants will investigate the means whereby the Town Centre can be developed to provide an improved shopping environment which is pleasant, safe and convenient to the user. The detailed implementation programme has not yet been determined and will therefore be included into the District Scheme by way of subsequent change."

The process of investigating an improved shopping environment has been commenced by the extensive work which has been undertaken by the Redevelopment Committee (which is made up of representatives of the business community and the Council).

The proposal now presented by the Committee is seen as the basis on which to seek feedback and a full response from the residents and ratepayers of the town and the owners and operators of business within the town, particularly those located in the Town Centre area.

ALEXANDRA TOWNCENTRE

CONFIDENTIAL



SCHEME 'A'

ALEXANDRA BOROUGH COUNCIL CENTRAL AREA REDEVELOPMENT

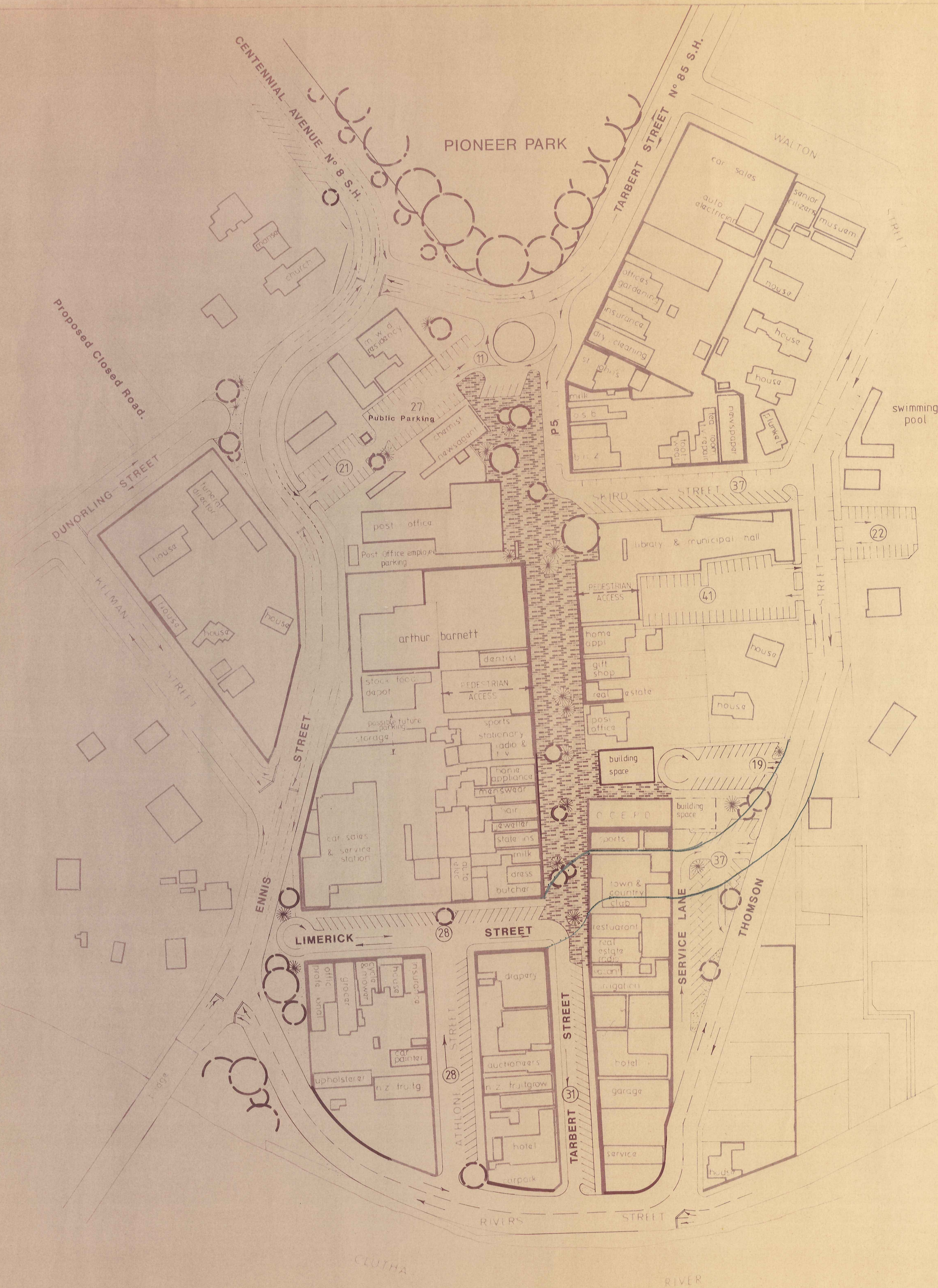


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Design	AMENDMENTS	SCALE	JOB No.
Drawn	Proposed Building Max 28' 8"	1:1000	
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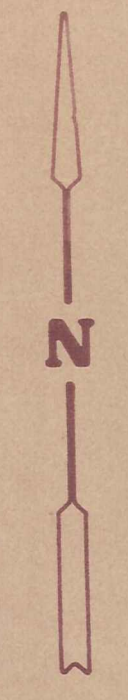
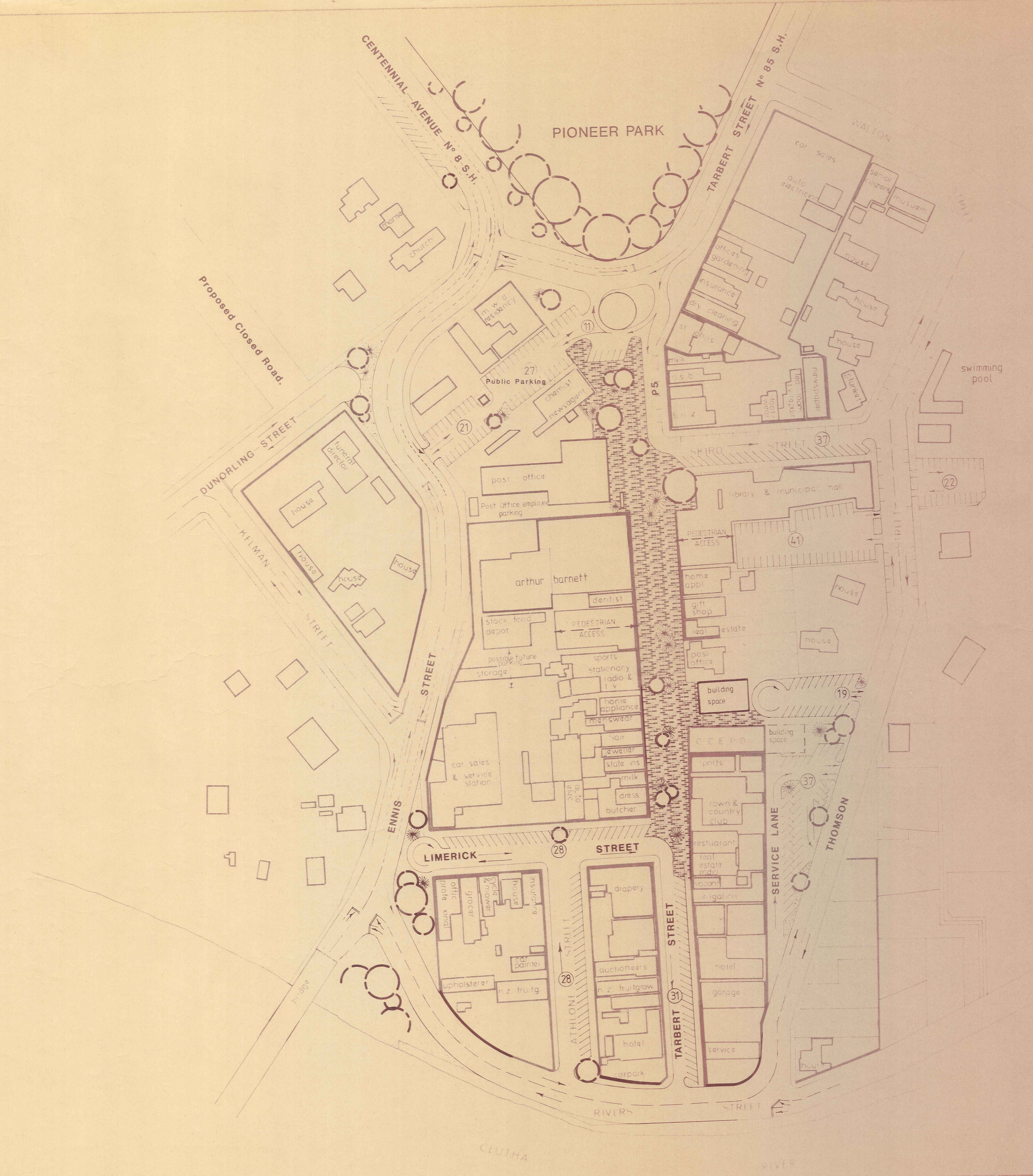
SCHEME 'B'



JOHNSTON HATFIELD & PARTNERS
PLANNING & SURVEYING CONSULTANTS
REGISTERED ARCHITECTS

ALEXANDRA BOROUGH COUNCIL CENTRAL AREA REDEVELOPMENT

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SCHEME 'B'



JOHNSTON HATFIELD & PARTNERS
PLANNING & SURVEYING CONSULTANTS
REGISTERED ARCHITECTS

ALEXANDRA BOROUGH COUNCIL CENTRAL AREA REDEVELOPMENT

DATE	
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DATE OF CANCELLATION	
DATE OF DELETION	
DATE OF ARCHIVE	

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SCHEME 'A'

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ALEXANDRA BOROUGH COUNCIL CENTRAL AREA REDEVELOPMENT

Design	AMENDMENTS	SCALE	JOB No.
Drawn	Proposed by: J.H.P.	1:1000	
Traced	Checked by: M.H.		
Check	Date: Mar 29/82		
Survey			
Level			
		DATUM	SHEET No.



SCHEME 'B'

ALEXANDRA BOROUGH COUNCIL CENTRAL AREA REDEVELOPMENT



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