

TE MAHERE MŌ TE POKAPŪ O
BROWNS BAY

Browns Bay Centre Plan



Browns Bay – Ā Ngā Tau ki Mua

Browns Bay – The Future

We are delighted to present the Browns Bay Centre Plan. This plan is a significant step forward in planning for the future of Browns Bay and how we envisage the development of the community over the next 30 years.

Browns Bay is one of the largest towns within the area of the Hibiscus and Bays Local Board and in common with many of the other beach side communities on the coast is a thriving community founded in an area of amazing lifestyle quality.

The town itself is the natural focal point for the surrounding residential community as well as a focal point for visitors to the area and this will continue into the future as Tāmaki Makaurau / Auckland continues to experience high growth and communities such as Browns Bay continue to draw additional residential development because of the lifestyle opportunities.

This Browns Bay Centre Plan is positioned within the town planning context of the Auckland Unitary Plan (AUP). The AUP provides the statutory planning document to inform development proposals in the future and ultimately help to shape our future community.

I would like to thank the local business community, key local government agencies and the local community for their contribution to the Browns Bay Centre Plan. We have had some valuable and informative feedback and as a result have a Browns Bay Centre Plan that we can all relate to and ensure delivers on the key actions and initiatives.



Julia Parfitt

Julia Parfitt, Chairperson
Hibiscus and Bays Local Board

Hibiscus and Bays Local Board adopted the Browns Bay Centre Plan in September 2016.

This plan has been prepared for the Hibiscus and Bays Local Board by ET Urban Design Ltd.

Rārangi kōrero

Contents

Introduction	4
The Strategic Context	6
The Local Context	8
Vision, Key Moves and Actions	18
Implementation Plan.....	38-39
Appendices	40



Browns Bay and surrounding residential area



Inverness pedestrian link to Beachfront Lane



Beachfront Lane Boardwalk



Clyde Road

Kupu whakataki

1. Introduction

Browns Bay in the Future

1.1

Auckland Council is developing a plan for the future development of the Browns Bay Town Centre led by the Hibiscus and Bays Local Board. The Browns Bay Centre Plan sets out:

- the desired outcome for the Browns Bay Town Centre
- key moves to get there
- agencies and public and private organisations who need to be part of the process.

1.2

The Browns Bay Centre Plan study area is shown in figure 1. This is the second centre plan for Browns Bay and follows on from the original study undertaken by North Shore City Council in 2001. This plan therefore functions as a review of progress since that time and provides updates for proposed changes. Updating and developing the earlier work at this time is especially important not only because of the intervening time period but also because of the changing circumstance of governance and development of a Tāmaki Makaurau / Auckland-wide development framework.

1.3

Whilst the governance and planning and development framework have altered, the physical circumstance and qualities of Browns Bay obviously remain. Topographical conditions have strongly shaped the planning and development of the Browns Bay Town Centre with all the commercial activities positioned on the flat land of the basin with a smaller building footprint of residential development mostly on the surrounding hillsides. Beach Road forms the spine for traffic movements through the Browns Bay Town Centre but also bisects the commercial area from the leisure uses focused on Freyberg Park, although of course the beach is the principal recreational area for the Browns Bay Town Centre. In terms of the broader setting the ridge line roads from East Coast Road provide attractive views to Rangitoto with the older suburban development in the foreground characterised by mature trees with houses situated amongst them. This 'traditional' suburban scene contrasts sharply with new suburban developments such as those at Oteha Valley where modern approaches to subdivisions results in high building coverage and very little opportunity for the establishment of mature trees.

1.4

This plan is focused on highlighting potential areas of change and improvement against the context of the Auckland Unitary Plan (AUP).

Draft Plan prepared and submitted to workshop process with local board before publication for public engagement.



Review the Browns Bay Centre Plan 2016 against developments to date including current or proposed planning documents and capital improvements.



Draft Plan released for public engagement (four week period).



Community and stakeholder engagement on draft plan completed.



Review of feedback and revise document for final approval by local board.



Final plan adopted and published for action.



Beachfront Lane improvements completed since 2001 study

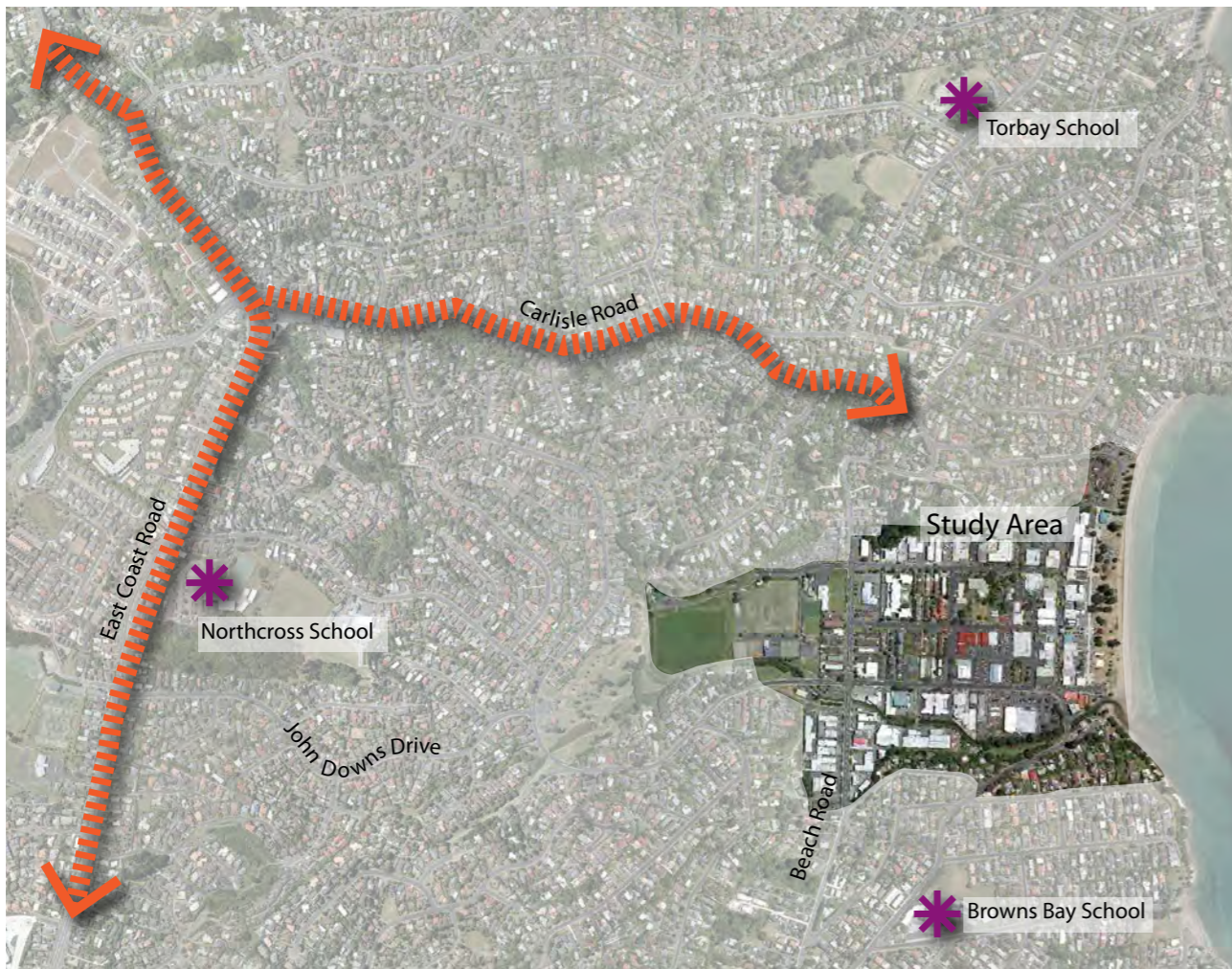


Figure 1: Browns Bay Study Area



Te Horopaki ā-Rautaki

2. The Strategic Context

The Browns Bay Centre Plan has been prepared within the wider context of the following plans.



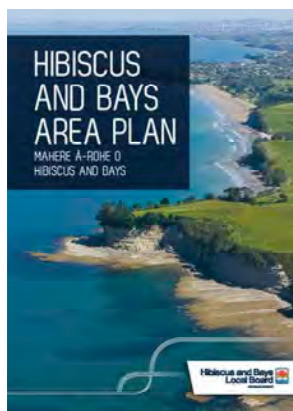
Auckland Plan

The Tāmaki Makaurau / Auckland region expects an additional one million people – that is, approximately 400,000 new households – by 2040. The Auckland Plan is a strategic document that provides guidance on how this growth is to be managed having regard to the attributes and qualities we value most about Tāmaki Makaurau / Auckland.



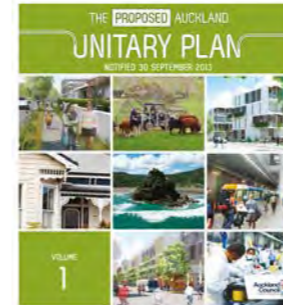
The Auckland Development Strategy

The development strategy contained within the Auckland Plan identifies the expected level of change and population growth across Tāmaki Makaurau / Auckland over the next 30 years, and where that growth is expected to be accommodated. According to the Auckland Plan the Hibiscus and Bays area could have about 10,000 new households and 40,000 new jobs by 2042.



Hibiscus and Bays Area Plan

The Hibiscus and Bays Area Plan presents a 30 year vision for the local board area, implementing at a local level the strategic directions of the Auckland Plan. This plan (adopted April 2013) identified the Browns Bay Town Centre as a priority area for further planning work because of its current and anticipated growth and its traffic problems.



Auckland Unitary Plan

The Auckland Unitary Plan contains the land use zones and rules that will guide development in and around Browns Bay Town Centre. The pattern for future development is in place and is something to be positively responded to in framing ideas for future sustainable development.



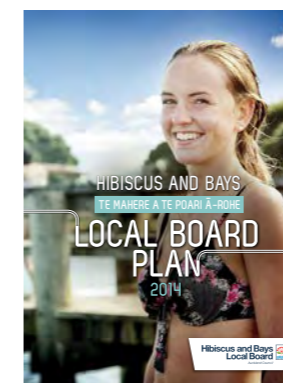
2012-2041 Integrated Transport Programme

Auckland's Integrated Transport Programme (ITP) sets out the 30-year investment programme to meet the transport priorities outlined in the Auckland Plan across modes covering the responsibilities of all transport agencies. Developed by Auckland Transport and the New Zealand Transport Agency in collaboration with Auckland Council and the Hibiscus and Bays Local Board, the ITP provides a consolidated transport investment programme across the transport system over the next 30 years. Auckland Transport's role as the Road Controlling Authority means that some of the proposed actions in the Browns Bay Centre Plan will require their funding and support.



The 10-year Budget Long-term Plan 2015-2025

The Long-term Plan (LTP) is council's main budgetary tool for all Auckland Council and council-controlled organisations. It sets out the projects and services identified for funding across Tāmaki Makaurau / Auckland over a ten-year period. Once completed, the Browns Bay Centre Plan may include some actions for the local board to advocate for LTP funding from the governing body or to reprioritise its own local board funding.



Hibiscus And Bays Local Board Plan 2014

The Hibiscus and Bays Local Board Plan 2014 guides the local board's decision making and actions for the next three years. The local board plan was developed after extensive consultation with the community and acknowledges the challenges and opportunities that a growing population presents. It recognises the importance of working with the community and volunteers to make the area a better place to live.

Te Horopaki ā-Rohe

3. The Local Context

Existing Context

3.1

In 2001 the North Shore City Council undertook a planning exercise to develop a Centre Plan for Browns Bay. The Browns Bay Centre Plan was adopted by the former North Shore City Council in September 2001. Some of the recommendations of that report have since been implemented such as the very attractive beach front boardwalk. Other recommendations however have not been implemented but remain just as relevant today and perhaps have become even more important given the ongoing urban intensification of the Tāmaki Makaurau / Auckland metropolitan area and the council's strategic policy of developing strong local centres for the surrounding communities.

Key elements of the 2001 Browns Bay Centre Plan were:

- Restoring the local environment, especially the Taiāotea Stream.
- Reconnecting the village and the beach with its surrounding residential areas.
- Revitalising the village by improving its physical appearance and extending earlier streetscape works (circa 1991).
- Repositioning Browns Bay as a commercial centre and establishing a unique market niche relative to Albany and competing commercial centres.

3.2

This plan therefore substantially reevaluates and develops earlier work with the purpose of ultimately acting as the guiding document for policy/plan development and budgeting to deliver improvements on the ground.

3.3 Assets

Similar to some of our other coastal settlements Browns Bay has great natural assets that can be utilised in the future planning and development of the town centre such as:

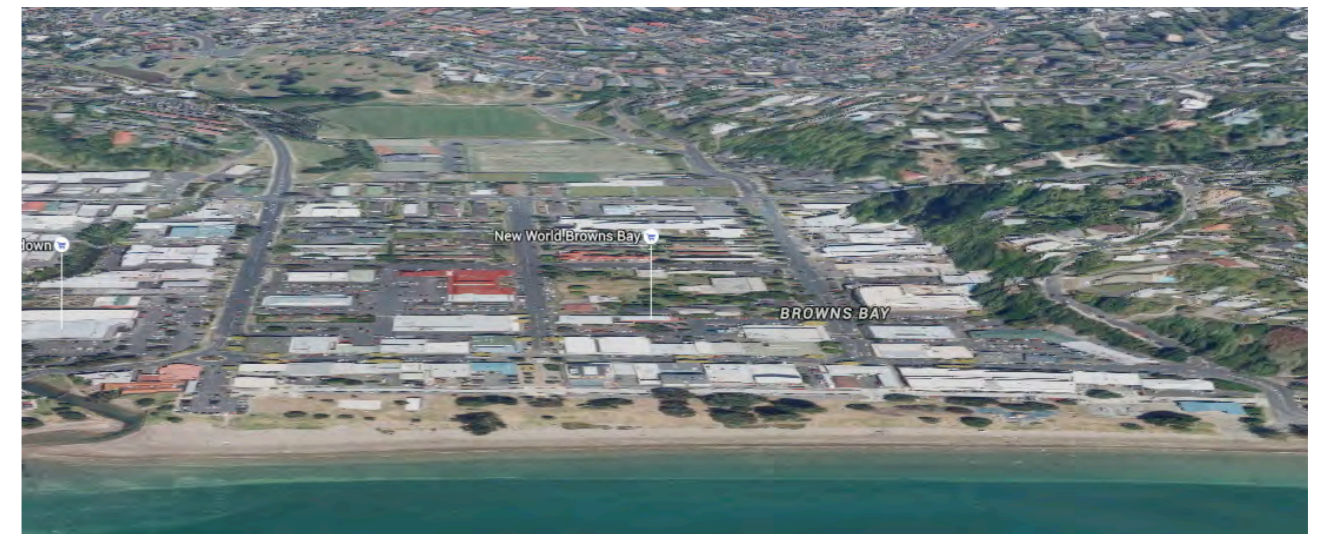
- The topographical character of the town that forms a definite 'bowl' with commercial areas forming the base. This means the town centre is precisely defined and does not 'sprawl'.
- The beach is a great asset and in recent years has been enhanced by the beach front boardwalk and development of adjacent cafes and apartments. Beach related living environments will always be desirable and command a financial premium because of the significant amenity. High amenity areas are those best suited to higher density development.
- The town has large blocks of land within the centre that are in public ownership and therefore may be pro-actively planned to shape development and provide related public services such as community facilities or additional car parking.
- The existing layout of the Browns Bay Town Centre is a regular grid pattern over flat land. Important community assets such as the Village Green, Freyberg Park and other community facilities are well established and remain critical elements in developing civic value and a sense of place.

- A well established traditional main street environment with many independent retailers as well as retail 'anchor' supermarket stores.

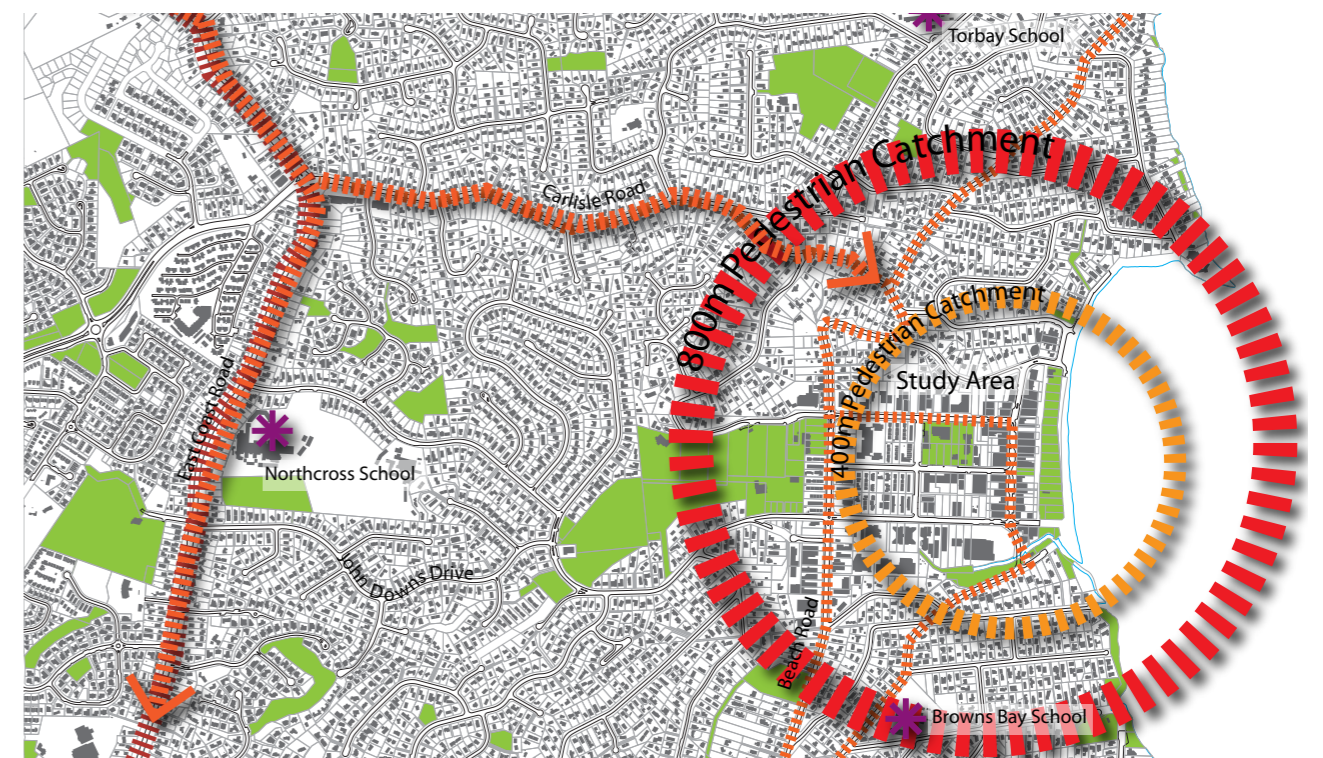
3.4 Liabilities

It is also important to recognise the less positive elements of the town as currently planned. Feedback from the recent consultation exercise has highlighted the following:

- Beach Road is a vital roading connection but significant obstacle to pedestrian movement between the Browns Bay Town Centre and Freyberg Park.
- The environmental quality of Beach Road is poor and gives a poor impression of the town.
- There is a lack of public toilet facilities in the Browns Bay Town Centre.
- Traffic movements in Anzac Street are perceived as confusing and potentially dangerous.



Topographic 'bowl' defines the Browns Bay Town Centre. Image by: Google Maps



Plan showing pedestrian and cycle 'catchment' areas from the Browns Bay Town Centre

- There is no identified cycle infrastructure presently.
- Pedestrian movement between the retirement villages are identified as difficult and potentially dangerous for residents.



Clyde Road shops



Future residential development on Anzac St



Established residential apartment living on Bute Street

3.5 Future Change and Development Character

In recent years the Browns Bay Town Centre has experienced some change with the redevelopment of both supermarkets within the centre and some additional apartment developments – most recently the development at 17A/19 Bute Road. This continues the past trends for higher density development in the Browns Bay Town Centre with the earliest examples being 'sausage shaped flats' and the later being larger scale and more integrated developments such as the 'Palms' on Bute and Inverness Roads.

3.6

This trend towards higher density development in the Browns Bay Town Centre aligns with the envisaged development outcomes discussed in the Auckland Unitary Plan:

- A strong network of centres that are attractive environments and attract ongoing investment, promote commercial activity, and provide employment, housing and goods and services, all at a variety of scales.
- Development is of a form, scale and design quality so that centres are reinforced as focal points for the community.
- Development positively contributes towards planned future form and quality, creating a sense of place.
- Business activity is distributed in locations, and is of a scale and form, that:

- provides for the community's social and economic needs
- improves community access to goods, services, community facilities
- opportunities for social interaction
- manages adverse effects on the environment, including effects on infrastructure and residential amenity.

3.7

Other residential projects within the Browns Bay Town Centre are currently under development with the Anzac Road townhouse development currently selling off the plan and redevelopment of the former New World Browns Bay site in design stage.



Illustration of business centres built scale for future town centre developments. Source Auckland Unitary Plan.

3.8

All of these developments broadly fit a similar 'mid rise' development solution of apartment development some with ground floor commercial uses and of up to five storeys in height. This is consistent with the direction of the Auckland Unitary Plan that proposes Town Centre and Mixed Use zoning with a 16.5m height limit generally with some other sites – such as those on Beachfront Lane of 12.5m. These height limits seek to ensure a human scale is maintained in the centre consistent with the small town beach side character that is distinct from larger centres or metropolitan areas. The plan on the following pages illustrates the Auckland Unitary Plan zoning approach.



Older and more recent apartment development on Bute Road close to the amenities of the Browns Bay Town Centre.

Mixed Housing Suburban Zone extends over the majority of existing residential areas.

Higher density Mixed Housing Urban Zone along East Coast Bays Road and residential areas south of Freyberg Park and Browns Bay Town Centre.

Northcross Shops (pink zone) Area of high density Terraced.
Houses and Apartment Zoning (orange zone) close to shops. A further THAB zone features on Beechwood Road.



Special Zones – Schools, Colleges, etc.

Mixed Use Zone allows for similar uses to the Browns Bay Town Centre (commercial activities at ground floor) with height limits of 12.5m where areas adjoin residential zones and 16.5m elsewhere.

Town Centre Zoning allows for 12.5m (3-4 storey) development along beach front and up to 16.5m (4-5 storey) development elsewhere.

Single House Zone extends along the coastal fringe and applies sporadically within certain residential areas e.g. Oban Road or Stapleford Crescent.

Buildings on Reserves, Village Green.



Former New World site. Planned for redevelopment for apartments.

3.9

Other elements of the Auckland Unitary Plan that are likely to significantly influence future development is a more relaxed position on parking supply in future commercial development. Parking requirements are often cited as a reason mixed use development has not been able to proceed in the past. The new position, advanced in the Auckland Unitary Plan, of adopting parking maximums for centres will introduce more flexibility in the way development is configured and delivered in the future.

3.10

The possible impact of this to future parking demand and supply will need to be carefully reviewed. Whilst alternative transport modes are part of the overall argument for reduced parking supply the present position and level of service means that for most people the car remains the favoured choice of transport and the most convenient; certainly for weekly grocery shopping trips. Given this position it is important that a measured approach to future parking provision is made and that supply is not reduced. The character of the present supply however is largely surface car parking with very few developments integrating parking within the building volume. Large supermarket car parks often disguise lack of supply with shoppers often using them for convenience parking.



Recent development of the New World supermarket on Anzac Road

This can lead to private enforcement and monitoring by the supermarket management to ensure the patronage of their car parks is not abused.

Street parking is clearly convenient if correctly controlled in terms of parking restrictions but for longer term parking off street is the best solution.

3.11

Achieving good off street parking with other 'place making' objectives of continuous and pleasantly designed buildings at the back of footpath naturally means car parking should be located behind the building line. Alternatively a further option could be to incorporate parking within the volume of the building – combining parking with other uses.

3.12

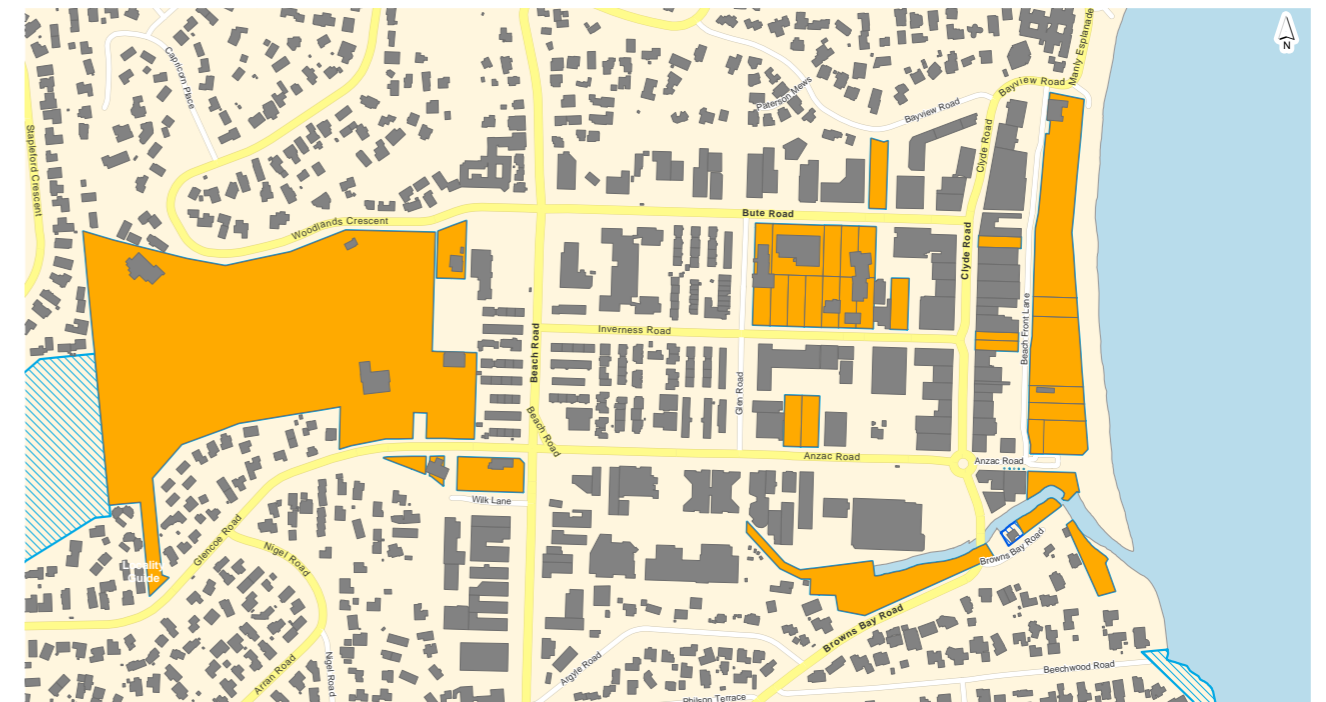
The concept of 'sleeving' car parking buildings with other commercial and/or residential uses has been successfully delivered many times and has the benefit of maintaining high levels of parking whilst disguising the fact in terms of visual appearance. The council owns a number of sites within the Browns Bay Town Centre used for car parking and it is important these areas are not lost through sale without carefully considering parking supply for the future and against the policy context of the Auckland Unitary Plan.

3.13

The 2001 Browns Bay Centre Plan compared car parks at that time with the total m² of commercial activities in the town and concluded there was a surplus of car parks. That survey has not been updated but Auckland Transport have confirmed they are to undertake a car parking survey.

3.14

It is important that the local board is fully engaged in this work to ensure that predicted levels of development are reconciled with parking demands.



Plan showing areas of Auckland Council ownership. Apart from the reserves note the town centre land parcels.

3.15

In terms of social infrastructure the town benefits from established services co-located around the Village Green. This is an unusual occurrence but a very desirable one in terms of town planning and civic focus. Unlike the majority of towns that have a fairly distributed pattern of community buildings Browns Bay has a concentration and therefore focal point for the towns civic function. In terms of future planning the pattern measures favourably against Auckland Council's Community Network Plan for community facilities that favours co-location and ideally an integrated service delivery i.e. one building that can perform a variety of needs.

- Future role of council-owned assets within the Browns Bay Town Centre and how they may be utilised to support the further growth of the town centre into a high quality coastal town.
- Ensure community facilities are of a suitable level and type that supports the town's future development. It should be noted that other studies such as the plans for the bowling club and sports hub are important initiatives in promoting a sustainable urban centre.

3.16

Clearly the circumstances of the Village Green and its surrounding buildings presents an ideal situation upon which to plan for future service delivery in a coordinated way that can meet service delivery goals and broader 'place making' objectives for the town.

Some of the key opportunities highlighted in this plan are to be investigated further include:

- Assessment of public realm improvements to create high quality streets that are safe and attractive for all user groups.
- Assessment of the provision for enhanced pedestrian movement, cycling and public transport to and from the Browns Bay Town Centre to support its town centre role.



Leisure Centre and library buildings are located on the Village Green



Clyde Road, Browns Bay



Phoenix Plaza, Clyde Road, Browns Bay

Te Tirohanga Whānui, Ngā Panonitanga Matua me Ngā Mahi

4. Vision, Key Moves and Actions

4.1 Defining Vision

Browns Bay will develop to provide a vibrant and accessible town centre for everyone. The beach side character and human scale of the town will be protected and enhanced by new development and improvements to streets and other public spaces. Commercial and residential development will be high quality and provide a full range of services, residential choice and employment opportunities for the community.

4.2

Similar to other beach side communities within the Hibiscus and Bays Local Board area, Browns Bay has a tightly focused community and character and identity that need to be developed sympathetically. These physical and social qualities are:

- The coastal environment and beautiful beach.
- The human scale and relaxed quality of the Browns Bay Town Centre.
- The flat topography of the Browns Bay Town Centre that makes walking and cycling easy for most people.
- Well developed community and recreational facilities.
- A busy and diverse retail and commercial sector.

4.3

Looking critically at the town it is clear there are areas that require significant investment to provide the framework for high quality future growth. The following 'Key Moves' are therefore suggested:

- Improve Beach Road and enable easier pedestrian and cycle connections from the east across Beach Road to Freyberg Park and surrounding residential areas.
- Enhance the amenity and safety of Anzac, Inverness and Bute Roads as the primary pedestrian and cycle routes to the beach from the surrounding residential areas into the Browns Bay Town Centre and to the beach.
- Introduce secondary street design for cross block connections and drive through car park connections. This will enrich pedestrian, cycle connections and possibly enable the development of additional commercial development beside these 'Laneway' connections.
- Introduce gateway design elements to support the Browns Bay Town Centre's identity and character.
- Encourage precinct planning for sites adjoining the Browns Bay Creek with the objective of achieving enhanced connections and environments, values and sense of place.

'Key Moves' Overview



Strong pedestrian and cycle connections between key locations



Beach Road forms the spine of the town but must be planned to deliver a better quality visual and physical environment befitting the Browns Bay Town Centre



The notion of creating 'Gateways' should be developed as part of creating higher quality connections and reinforcing sense of place, arrival and identity

Freyberg Park

Freyberg Park and the beach are outstanding resources for the community and deserve to be connected by high quality safe streets for pedestrians and cyclists

Beach



Review the Village Green Management Plan and the role and function of the surrounding Community Buildings and relationship to open space



Improve the potential for cycling in the Browns Bay Town Centre. This will demand an effective means of managing motor vehicles – presently the town centre is dominated by motor vehicles



Develop safe crossing points for pedestrians and cyclists moving between Freyberg Park and the Browns Bay Town Centre. Enhancement of Beach Road can help with this.



Assess play area provision throughout town to determine level of service for age groups



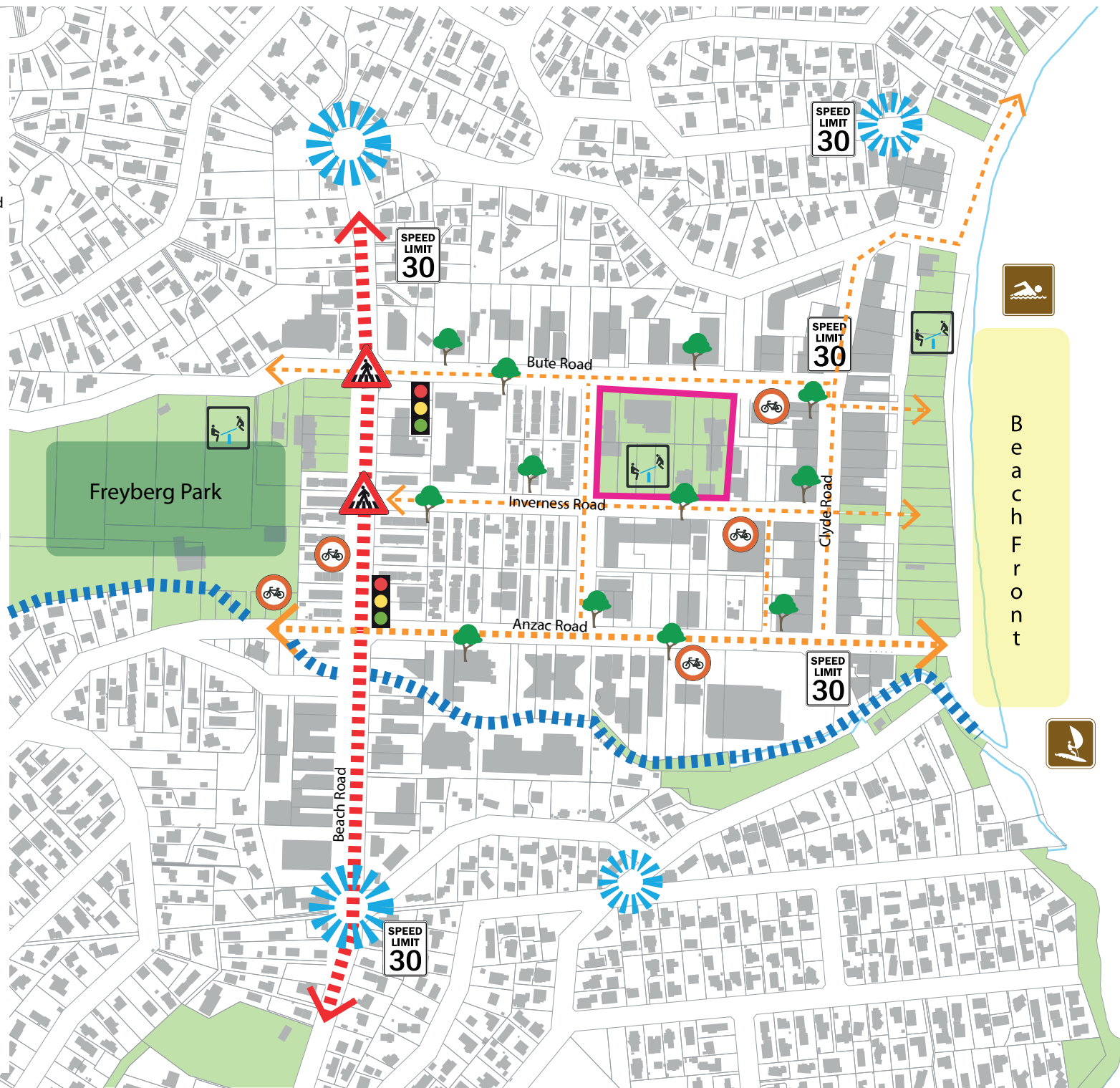
Introduce more trees into the town as part of the enhancement of the visual and physical quality of the streets



Investigate signal control with phased priority for pedestrians on Beach Road and Bute Road



Develop precinct planning for properties bordering the Taiotoea Stream to ensure any future development responds positively to this asset



4.4 Key Move 1

Improve pedestrian and cycle connectivity to and around the town and in particular between the recreational opportunities of the Freyberg Park, the Browns Bay Town Centre and beach front.

4.5

Browns Bay Beach and Freyberg Park are outstanding assets but the quality of the streets and ease of movement for pedestrians and cyclists is variable but often difficult and unpleasant. Undersized and poor condition footpaths are frequently evident and there is no consistency of treatment and material finish. Combined with piecemeal landscaping the quality of the street environment beyond Clyde Street and Beachfront Lane is generally poor and not at all appropriate for a town of Browns Bay's importance.

4.6

To further compound the low quality of the streets the local connector Beach Road is an obvious barrier to ease of pedestrian movement and also presents a low amenity street scene and creates a poor first impression for visitors to the town.

4.7

The retirement village at Aria Bay has highlighted the difficulties some of their residents have with crossing Beach Road. This is also true for the Maureen Plowman Retirement Village where concerns have been expressed with regard to the vehicle speeds at Valley Road and Manly Esplanade. In light of these comments the Key Moves Plan has been updated to suggest Gateway markers and signposted speed of 30km/h is repositioned to reflect this entrance to the town.

4.8

Poorly planned and positioned utilities including power supply contribute to the cluttered visual quality and at times impede ease of pedestrian movement. This is one element that should be addressed with a comprehensive improvement plan for this key route and introduction to the Browns Bay Town Centre.

4.9

The current position denies the obvious advantages where flat topography and simple grid plan of the town should promote walking and cycling for people. The first suggested 'Key Move' for the town is to develop a design response to improve the quality of Beach Road and the ease of pedestrian and cycle connection to the Browns Bay Town Centre.



Beach Road has very low visual quality and in places presents a physically difficult environment for pedestrians.



Poorly maintained and dimensioned footpaths in the Browns Bay Town Centre require improvement to modern standards.



Example of a 'Copenhagen' cycle path that segregates cyclists from vehicles. Photo courtesy of Clare Graham.

4.10

Submissions from Bike Auckland have been supportive of the overall direction planned and provided valuable comment on the options for achieving better cycle connections. On a strategic level Bike Auckland point to the need to work with Auckland Transport to establish:

- Designation of Beach Road as an Auckland Cycle Network Connector (ACN) and extend this framework to link with Carlisle Road.
- Designate Anzac Road as the primary connector for the east west link and Bute and Inverness as secondary routes.

4.11

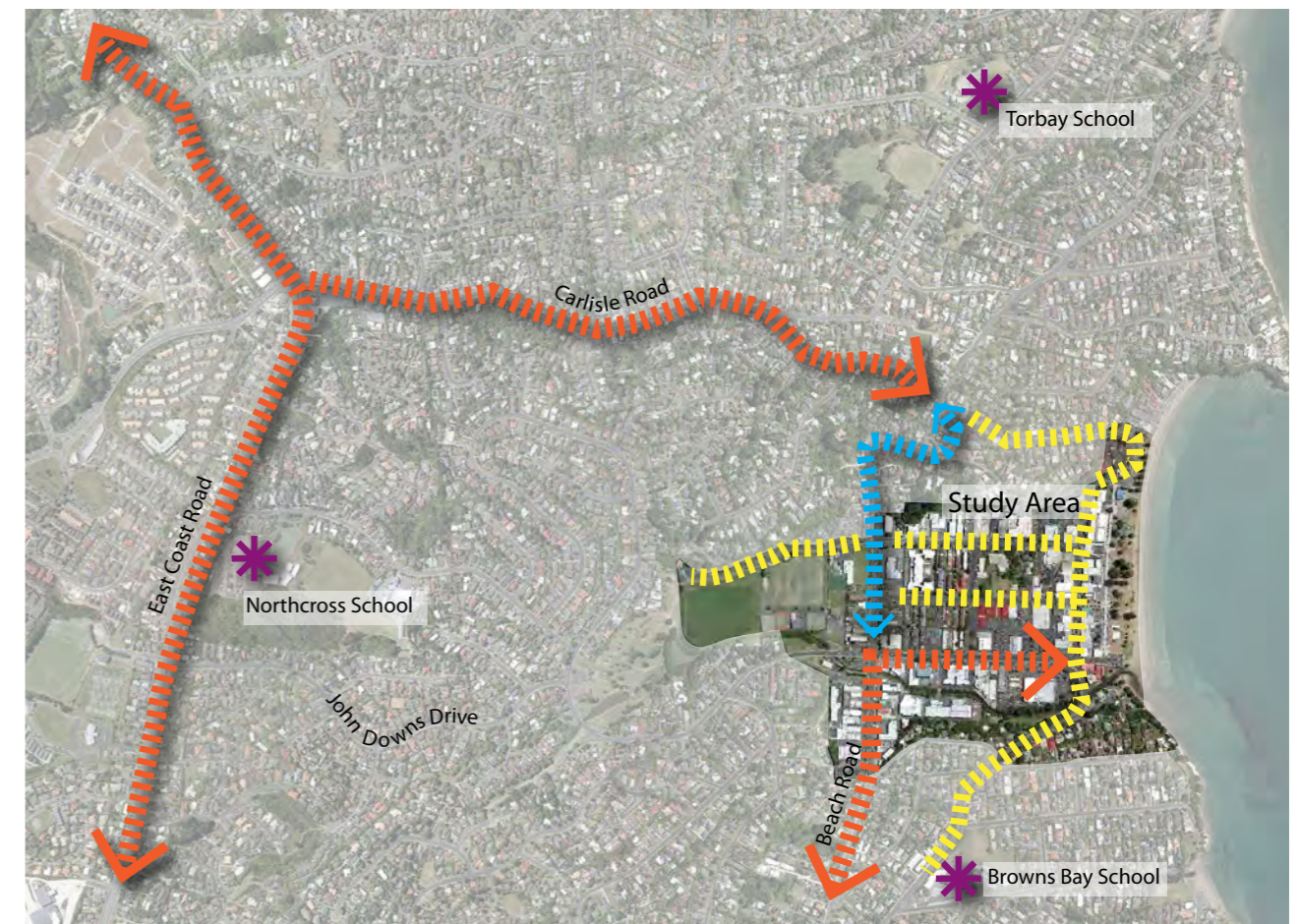
The Outline Cycle Network Plan represents a first step at defining better routes for discussion and development with Auckland Transport.

4.12

Existing garden areas along Beach Road are drab and poorly maintained. These existing assets should be replanted to provide more colour and supplemented with street trees to help maintain a human scale for the Browns Bay Town Centre and enhance the quality of introduction.

4.13

Submissions also provided plans completed by Boffa Miskel Landscape Architects that primarily focus on the environs of the Taioatea Creek but also highlight in part the potential for environmental improvements. These plans illustrate very well the potential for the connection and are reproduced in Appendix 1.



Outline Cycle Network Plan for discussion with Auckland Transport. New ACN connection along Beach Road shown in blue and additional 'secondary' routes indicated in yellow. Note these correspond to other street upgrades.



Key Move 1 – Improve connectivity to and around the town and in particular between the recreational opportunities of the Freyberg Park and the beach front.

Browns Bay is a town centre identified for significant growth in the future and will continue to be a destination for visitors also. Improving the entrance to the Browns Bay Town Centre has been identified as an important issue for some time. Consultation has confirmed support for improving the physical quality, appearance and function of Beach Road and in particular the need to improve pedestrian and cycle connections between the Browns Bay Town Centre and Freyberg Park and beyond.

This concept suggests:







Introduction of pedestrian controlled crossing at the intersections of Beach Road and Anzac and Bute Roads to 'calm' traffic entering the edge of the Browns Bay Town Centre and facilitate more convenient pedestrian and cycle connections.

Investigate raised table crossing points at the three intersections.

Introduce structured planting to provide more human scale to Beach Road and soften the visual effects of the surrounding commercial businesses. Enhancement of the existing 'gardens' would also assist this key move.

Improve the footpath specification and finish to achieve an 'up to code' standard and connect this to the remainder of the Browns Bay Town Centre by adopting a common materials palette.

Key:

-  Signal controlled crossing points with phasing to favour pedestrians (to be discussed and agreed with Auckland Transport)
-  Pedestrian crossings (number and design to be agreed with Auckland Transport)
-  Trees planted to provide human scale, enhance visual appearance and assist with perceptive narrowing of the route
-  Raised Table crossing areas to assist with speed restriction and pedestrian priority
-  Footpaths designed to be up to standard and built to an agreed material palette for the rest of the Browns Bay Town Centre
-  Incorporation of the Auckland Cycle Network link

4.14 Key Move 2

Review and develop the role of the Village Green and surrounding community service buildings for the Browns Bay Town Centre.

4.15

The Village Green is an outstanding asset for the town and one that requires considered planning to ensure the maximum benefit is made of the area for the community. Recent developments in terms of possible sale of council assets including the proposed sale of 19 Anzac Road car park areas have highlighted the need to plan for future community events on a more certain and longer-term basis. Presently the Village Green is already used for the Cairo to Capetown event that proves to be a very enjoyable and popular event but more can be done to ensure the Village Green remains the principle civic focal point of the Browns Bay Town Centre and provides a point of contrast with the beach front reserve.

4.16

The Village Green area requires the development of a management plan to provide a coordinated vision of the various community buildings and their future needs.

4.17

Council's strategy for the provision of community facilities favours a clustering approach. This desired outcome is already evident at the Village Green but could be improved upon in time to provide good quality community services and enhance open space. It is suggested that in considering future planning and development that replacement or extensions to buildings be positioned towards the street boundaries north, east and west and that some of the present encroachment into the open space of the Village Green be reversed. Adopting this simple approach will ensure that buildings are positioned to overlook both the adjacent street environments and the valuable open space of the Village Green itself.



Cairo to Capetown Festival.
Photo courtesy of Bill Ellis



Bute Road

Inverness Road

Key Move 2

Review and develop the role of the Village Green and surrounding community service buildings for the Browns Bay Town Centre.

The existing concentration of community buildings on the Village Green is unusual but very beneficial in clearly defining a civic centre for the town that is complementary to the recreational centres of the Browns Bay Beach and Freyberg Park and the commercial centre largely anchored on Clyde Road, Inverness and Anzac Roads.

Future planning for improvement or renewal of community buildings should ensure trees are retained as much as possible and development restricted to the road boundary edges of Glenn and Bute roads. Adopting this approach whilst restricting building heights will ensure the maximum amount of open space is preserved.



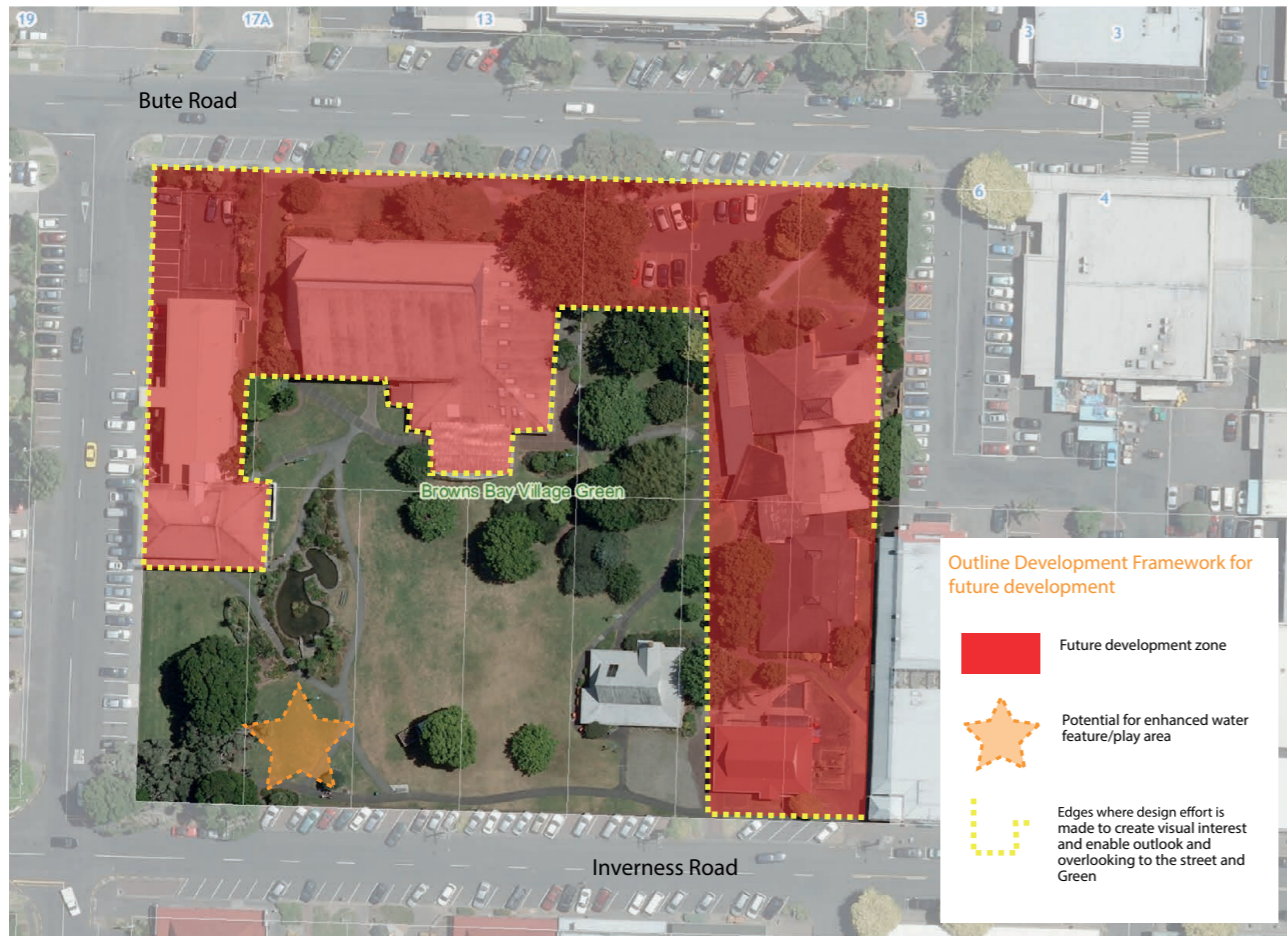
The senior citizens centre building presently projects in to the open space of the reserve. Future planning of the Village Green should ensure buildings are located to the boundary and do not project in to the open space.



The East Coast Bays Community Centre should be restricted to expansion to the north to ensure the corner of Glenn Road and Inverness Road remains an 'open edge'.



The mature trees on the Village Green add significant character to the area and future plans for new buildings should be positioned to preserve these trees where possible. A detailed survey to record value and health of each tree should be undertaken as a part of a management plan for the Village Green.



Plan indicating an approach to future development that is limited to the edges of Village Green



4.18

The recent report by Be Accessible for the Local Board has also highlighted the need for additional public toilet facilities within the Browns Bay Town Centre. One option canvassed is to highlight the availability of toilet facilities in public buildings. This seems a practical approach but will require agreement with the management of any public buildings identified.



Corner of Glen Road and Inverness Road



More active and different sorts of play activity should be investigated to help define the Village Green as a destination and focal point.
Photo credit: Kids First Pediatric Partners



Cairo to Capetown Festival.
Photo courtesy of Bill Ellis

4.19 Key Move 3

Consider the future role for farmers markets in the town and how this and other special street events can be planned for in the longer term.

4.20

Farmers markets are very popular events that many visitors treat as a leisure destination for their weekends. Apart from the obvious benefits for the temporary retailers other retailers in the town can also benefit from the extra people visiting the town for the market. The present market venue has been jeopardised by the council's proposed sale of 'surplus' assets and a future long-term prospect remains unidentified.

4.21

It is suggested that improvements to Inverness Road could facilitate a longer-term solution for a market venue whilst also contributing to an improved pedestrian and cycle environment for the town. Carrying out environmental improvements to Inverness Road will:

- Deliver a space that could be used on a weekly basis as a Farmers Market. The roading structure enables the road between Glen and Clyde Roads (if required) to be closed off as required but access to car parks would be unaffected
- Improve an area of road that is adjacent to the Village Green and community facilities and supports a logical community focal point
- Create a space that is flexible in use and when not being used for specified events can function as a normal route for vehicles
- Inverness Road aligns directly in access terms with the beach front and reinforces the connectivity of the Browns Bay Town Centre with the beach.

4.22

The illustrations on the following page show how the areas could be planned to deliver a flexible multi use urban space.



Ōrewa Boulevard Festival. Alternative use of the Hibiscus Coast Highway enabled by flexibility in design approach.



Key Move 3


Consider the future role for farmers markets in the town and how this popular activity can be planned for in the longer term.

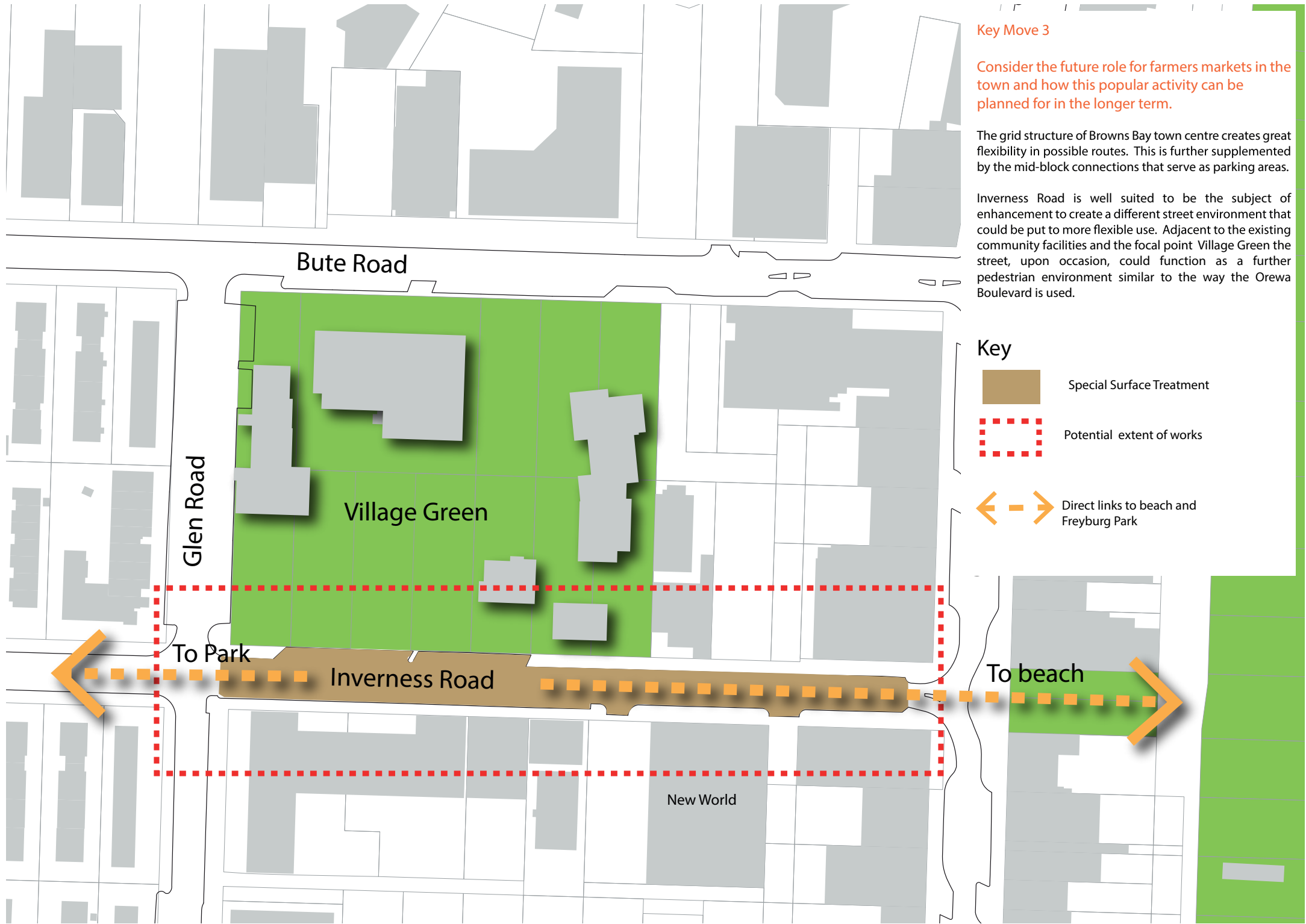
The grid structure of Browns Bay town centre creates great flexibility in possible routes. This is further supplemented by the mid-block connections that serve as parking areas.

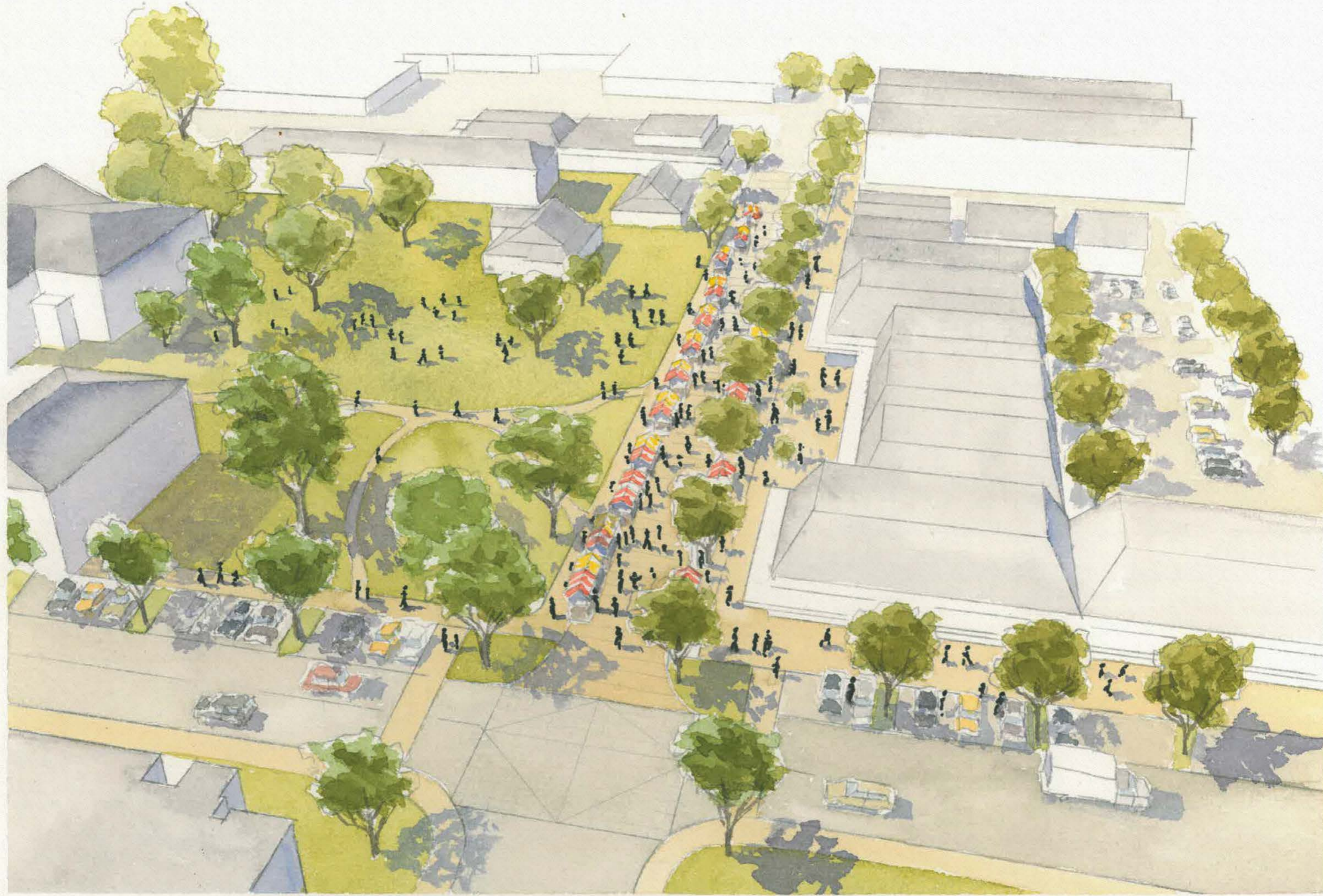
Inverness Road is well suited to be the subject of enhancement to create a different street environment that could be put to more flexible use. Adjacent to the existing community facilities and the focal point Village Green the street, upon occasion, could function as a further pedestrian environment similar to the way the Orewa Boulevard is used.

Key

-  Special Surface Treatment
-  Potential extent of works

-  Direct links to beach and Freyburg Park





Proposed Farmers Market, INVERNESS ROAD, BROWNS BAY.

JEWELL 10

4.23 Key Move 4

Consider the role of public car parking provision and council owned sites in the Browns Bay Town Centre to determine whether parking can be provided in a more sympathetic manner to the physical environment whilst maintaining or improving supply.

4.24

The proposed sale of 19 Anzac Road is significant given the current lack of information of parking requirements for the town in the future. Whilst improvements in public transport provision are significant, towns like Browns Bay are likely to always require significant parking provision because they are destination towns as much as they are local centres. The importance therefore of providing for public parking are unlikely to be substantially diminished by improvements in public transport provision albeit those improvements are very welcome.

4.25

Presently the Browns Bay Town Centre has approximately 800 car parks available on street with a similar number available in private car parks such as the supermarket car park areas or in private lots to the rear of shops.

4.26

Auckland Transport are to undertake a parking survey (2016) to consider overall supply for the town. In the context of the Auckland Unitary Plan however it is clear that parking requirements as a part of any proposal are likely to be less than under the operative District Plan. Whilst in one sense the reduced requirements for parking are likely to encourage development in the Browns Bay Town Centre it is also likely to have some effect on parking demand. In this context therefore it is important that the council consider carefully options around future car parking provision and what possible role council assets could play in helping to ensure adequate supply but also meet the objective of enhancement of the Browns Bay Town Centre for the pedestrian.

4.27

Numbers 29 and 31 Anzac Road have previously been suggested as a possible site for a car parking building. The site has recently been declared surplus and certainly presents a significant opportunity to both improve the visual character of the street and potentially maintain the existing levels of car parking through redevelopment. The site is the only one within the centre in council ownership that has the necessary shape and dimensions to accommodate an efficient parking building. Undertaking a feasibility study to determine development potential and provision of car parking should be undertaken prior to disposal to ensure potential civic benefits through the sale of the site do not present a missed opportunity.




4.28

In addition to these site specific development opportunities a broader parking management plan should be developed for the town that provides a rational approach to the the provision of time restricted parking zones and investigates the potential for the creation of additional car parks (whilst meeting other environmental outcomes) for development and redevelopment sites in the Browns Bay Town Centre.



Anzac Road: Presently the lowest quality street in the Browns Bay Town Centre for pedestrians.

Parking Provision – Browns Bay Town Centre

-  On Street Public
-  Off Street Public
-  Off Street Private (commercial)





Recent development on Anzac Road provides additional retail choice but the format achieves poor environmental outcomes. Vehicle access is prioritised over the pedestrian.

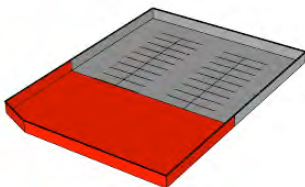


The numerous public lanes connecting the main streets are very useful for achieving access to the middle of the block. This is not only useful in transport terms but also offers in some cases latent potential for the development of a Laneway strategy.

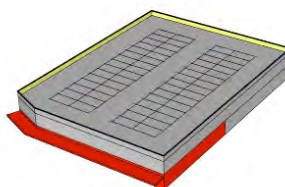


Laneway development provides another scale of pedestrian activity and focus for cities and towns. The different dimensions when compared to main shopping streets give them an inherent human scale and they are further often characterised by independent retailers that complement the main street stores. Photo Credit: Zoe Forbes

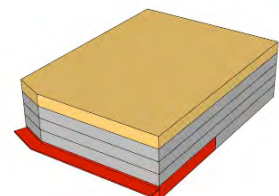
These examples demonstrate how parking can be positioned at Anzac Road



Simplified illustration showing retail development (coloured red) to the Anzac Road and parking servicing behind.



Parking shown in grey and provide 60 spaces for each floor over three storeys.



Overall massing of the developed site to a maximum height of 16.5m in accordance with the provisions of the Auckland Unitary Plan.

29 and 31 Anzac Road are presently owned by Council. The sites presently provide 60 marked car parking spaces that are well located to the Browns Bay Town Centre. The site by itself or when considered as a part of a wider redevelopment package has the capacity to deliver additional parking and commercial activity.

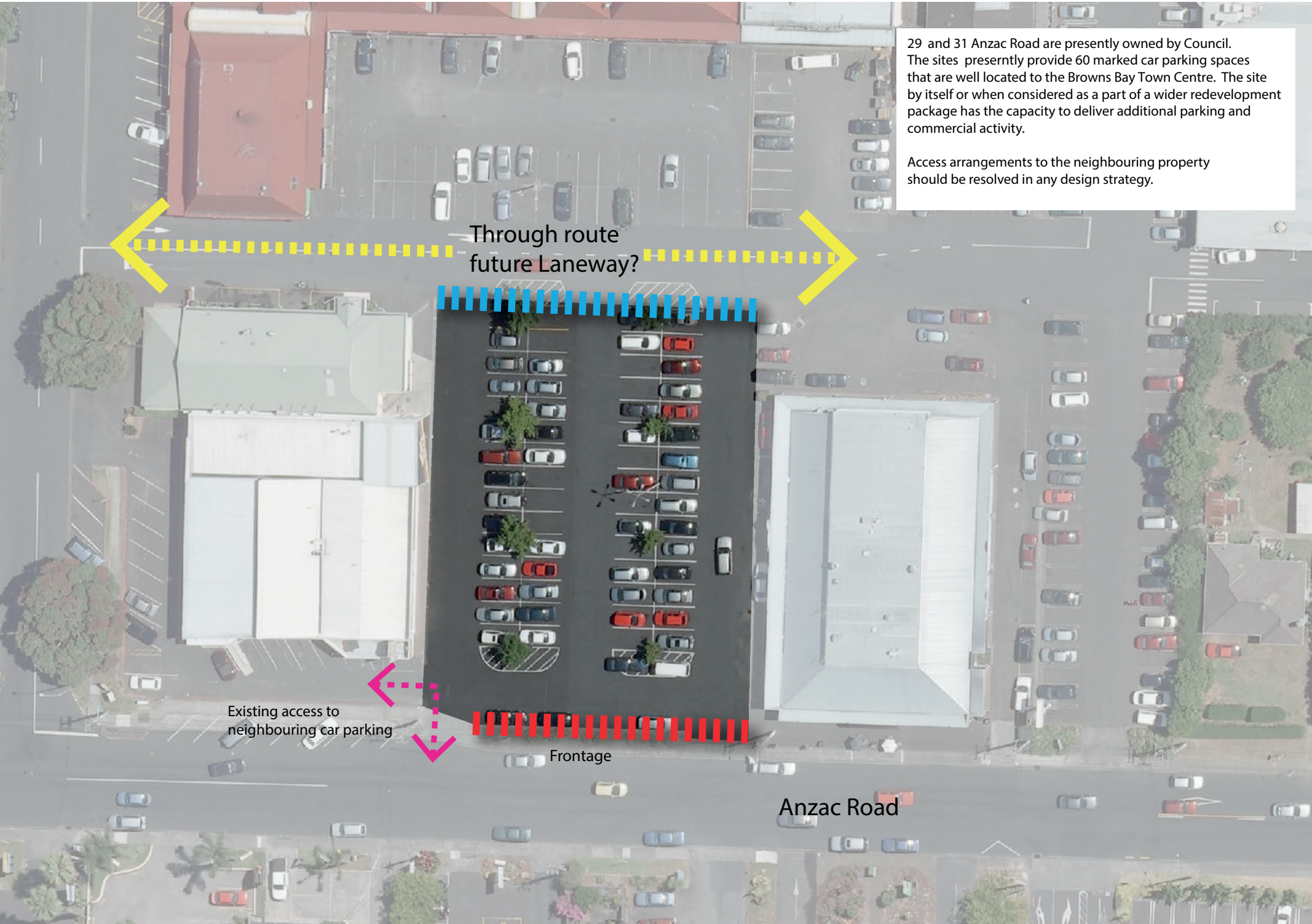
Access arrangements to the neighbouring property should be resolved in any design strategy.

Through route
future Laneway?

Existing access to
neighbouring car parking

Frontage

Anzac Road



4.29 Key Move 5

Consider the role of the Taioatea estuary connections to the beach front. Work with surrounding landowners to put in place a plan that can produce an attractive and high quality outcome for the public and benefit private investment.

4.30

Works to improve the quality of the Taioatea Stream have been undertaken since the 2001 Browns Bay Centre Plan but the concept of delivering a physical connection for public access has not yet been developed. Substantially this requires a close cooperation with the neighbouring land owners to develop a practical response that benefits all.

4.31

Considering the limitations on the ground; there are constraints on both sides of the stream bank that are likely to demand a further crossing of the stream to connect the north bank to the south and link up with the Browns Bay Creek Reserve. Working with the owners of the properties north of the stream to develop a public access route could have benefits for both the public and private interests. In terms of public benefit a further route to the beach that avoids the urban routes could be provided whilst in terms of private benefits these could be the creation of additional commercial frontage, potential reduction of riparian margin and/or enhanced visual amenity.

4.32

Developing a mutually beneficial solution is the key to realising the potential benefits of the route to enhance the town's identity and quality.



Taioatea Stream



Concept Plan prepared by Boffa Miskell Landscape Architects. Full plans detailing the enhancement concept for Taioatea stream are reproduced at Appendix 1.

Key Move 5

Consider the role of the Taiaotea Creek connections to the Browns Bay beach front. Work with surrounding landowners to put in place a plan that can produce an attractive and high quality outcome for the public whilst adding value to any redevelopment proposal.



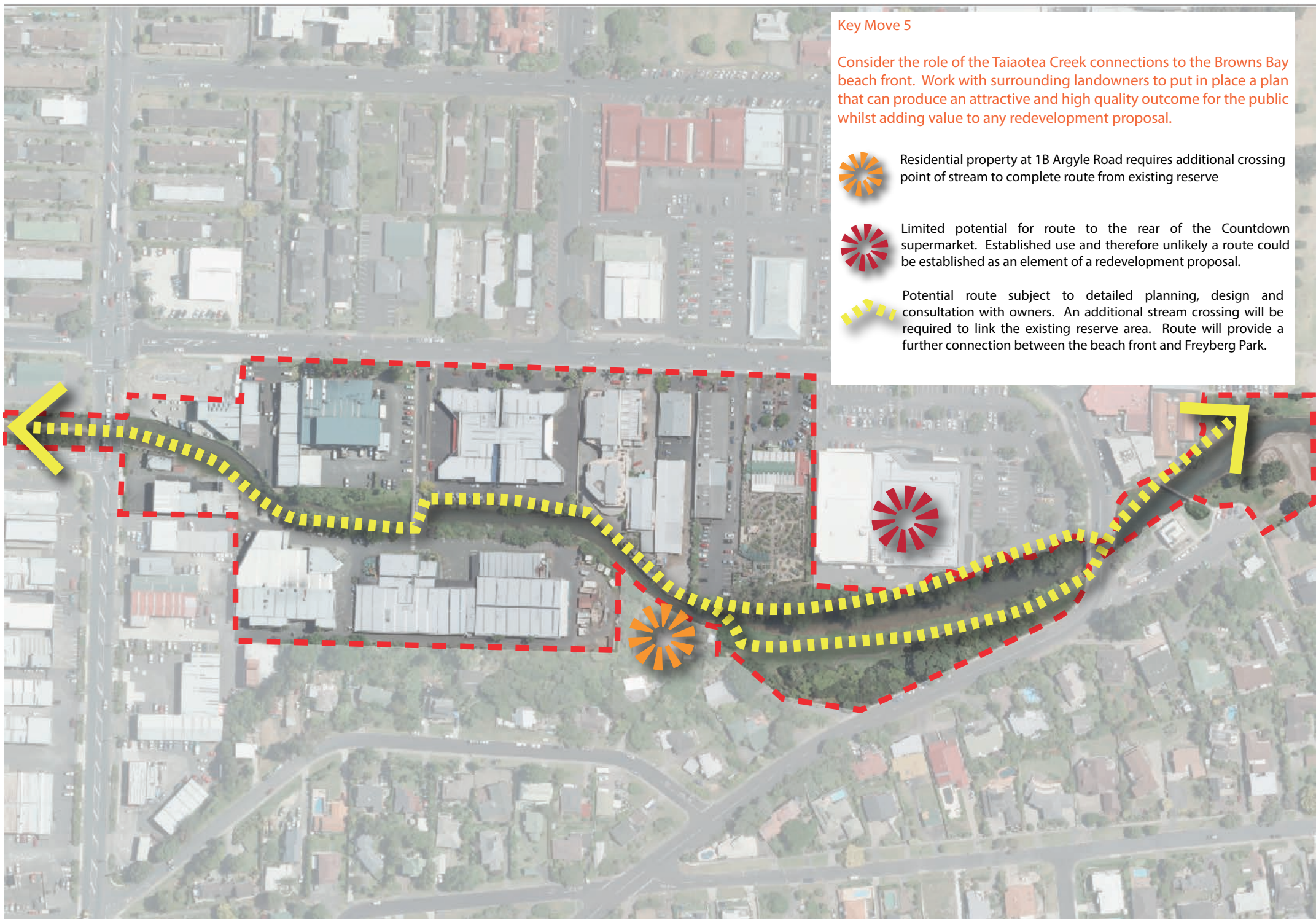
Residential property at 1B Argyle Road requires additional crossing point of stream to complete route from existing reserve



Limited potential for route to the rear of the Countdown supermarket. Established use and therefore unlikely a route could be established as an element of a redevelopment proposal.



Potential route subject to detailed planning, design and consultation with owners. An additional stream crossing will be required to link the existing reserve area. Route will provide a further connection between the beach front and Freyberg Park.



Te Whakatinanatanga

5. Implementation

Key Move	Page Reference	Action	Agency	Short Medium/ Long-Term Delivery Plan
Pedestrian and Cycle Connectivity/ Safety	Page 25	4.10 Identify, design and implement route along Beach Road for connecting presently defined Auckland Cycle Network	Auckland Transport	Medium (3-5 years)
Pedestrian and Cycle Connectivity/ Safety	Page 24	4.7 Identify, design and implement Gateway markers	Auckland Transport	Medium
Pedestrian and Cycle Connectivity/ Safety	Page 24, 26-27	4.9 Identify, design and implement pedestrian crossing routes at junction of Beach Road, Inverness Road. Anzac Road with Beach Road	Auckland Transport	Medium
Pedestrian and Cycle Connectivity/ Safety	Page 24	4.8 Investigate and implement policy for undergrounding power supply along Beach Road		Long (over 5 years)
Pedestrian and Cycle Connectivity/ Safety	Page 25	4.12 Implement repair and replanting of existing 'gardens' along Beach Road.	Browns Bay BID, Auckland Transport, Auckland Council	Short (1-3 years)
Pedestrian and Cycle Connectivity/ Safety	Page 24, 25	4.5, 4.12 Design and implement environmental improvements to footpaths including additional tree planting where practicable along Beach Road.	Auckland Transport	Medium
Pedestrian and Cycle Connectivity/ Safety	Page 24, 25	4.9-4.11 Identify, design and implement cycle routes for Anzac Road, Inverness Road, Clyde Road and Bute Street.	Auckland Transport	Long
Village Green	Page 28	4.16 Develop management plan for the Village Green to coordinate various community building activities. A simple first step could be to better coordinate signage.	Auckland Council, Local Board	Short

Key Move	Page Reference	Action	Agency	Short Medium/ Long-Term Delivery Plan
Village Green	Page 31	Evaluate further opportunities to make the Village Green a focal point space through the provision of destination all abilities play equipment for younger children	Auckland Council, Local Board	Medium
Inverness Road Enhancement	Page 32	4.21 Identify, design and implement shared surface concept for Inverness Road to enable the use of the roadway for special events/ weekly Farmers Market.	Auckland Transport	Medium
Car Parking	Page 36	4.28 Develop car parking management plan for Browns Bay to define and coordinate car parking and public transport planning and delivery.	Auckland Transport, Business Community, Local Board	Short
Laneway Plan	Page 38	Investigate potential for laneway development and enhancement.	Auckland Transport, Auckland Council, Browns Bay BID, Local Board	Long
Taiāotea Stream Enhancement	Page 40	Incorporate the designs for the Taiāotea Stream enhancement into the council 'Greenway' project.	Auckland Council	Short