



# Centrestage

Keeping you up with the play in the Central City.

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March 7th 2010

CENTRAL CITY BUSINESS ASSOCIATION

What sort of city do you want....



... this  
or this?



## A City for People

Our city has economically declined greatly over the last 20 years and we need to ask why. What are the issues and what is being done to remedy the problems? To find out we need to go back a number of years to when the decline started.

Do you remember Friday shopping in the city 20 years ago? Retailers made half their weekly turnover on Friday, which included late night closing at 9pm. Do you remember New Brighton Mall on Saturday? It was one of the few places where you could shop on Saturday; it was a hive of retail and social activity. To complete, the city and other suburban centres opened on Saturday and that changed things dramatically.

In the following years, the suburban shopping centre sprawl was allowed to happen with no apparent restrictions - and still none in sight. Our council needs to develop clear policies that restricts further expansion of existing centres and the

development of new centres if the city is to survive. The reality, how much retail do we need and have we already got far too much?

Where have all the city businesses gone? Again, there have been no policies put in place to restrict suburban business park developments, weakening the city. Central city property owners now struggle to fill their aging buildings and declining revenue makes it harder to renovate and restore these buildings, hence the downward spiral. Loop-holes in the Resource Management Act need to be tidied up so planners can future-proof our city and halt the decline.

Cathedral Square is apparently the heart of the city but it interrupts the central spine, Colombo Street. Removing private vehicles will not change the issues but removing the majority of buses and bus stops will remedy many problems faced by pedestrians, cyclists and businesses in Colombo Street. Making the square more attractive and usable will help but it needs to connect better with its 'spine'. Returning one-lane highways that impinge on city traffic and pedestrian flows, effectively cutting the city in half, will also help.

Improving our CBD is a social and economic issue affecting everyone. Our city centre reflects who we are as a community and what we stand for. Do we want a vibrant city? Do we want to create an environment that attracts our young and older people to take part? Then we need to fix policies to allow positive changes to take place. There needs to be a clearer understanding and line of communication between the people who make the decisions and the people who have to live with them.



Paul Lonsdale  
Central City Manager  
Business Association

*A celebration of everyday walking*

### WALK2WORK

Wednesday 10<sup>th</sup> March  
7 - 9am Cathedral Square

**Free breakfast treats**  
**Spot prizes**

Christchurch Walk2Work event is one of over 15 W2W Day events nation-wide. These are coordinated by Living Street Aotearoa, a walking advocacy organisation [www.livingstreets.org.nz](http://www.livingstreets.org.nz)

## Brave new store

A new store has opened in the Triangle Centre, High Street, City Mall, highlighting European fashion, elegant casual wear, jeans and dresses from fashion houses in Italy and Europe.

Gary Wright, who has been in the fashion industry for 25 years, set up the first Brave Store eight years ago in Auckland and the business has now grown to five stores nationwide. When I asked Gary why he opened in the city, he said he did not like the mall mentality and wanted to be in the city for its vibrant feel, which aligned closely with his brand.



**ELLERSLIE INTERNATIONAL FLOWER SHOW CHRISTCHURCH NEW ZEALAND**

HAGLEY PARK  
10-14 MARCH 2010

Don't forget the Ellerslie Flower show starts this week.

Thank you to those who made the effort to enter the window display competition to support the event.

I hope you find time to visit the show and view the range of exhibits.