

# UNIQUE



# A CBD with a creative, vibrant and cultural heart.

## In 2030:

Our city has a vibrant and thriving heart – a central space or piazza where people congregate, sit, work and have an inspiring and enjoyable time.

Our CBD is a **central point** for businesses and communities. Our heart is an attractive centre that complements our surrounding neighbourhoods, drawing together the distinctive qualities of each, to ensure that Hutt City becomes a unique destination of choice.

When entering the CBD, we see characteristic art and **cultural presence** that represents the uniqueness of our city. We provide for artistic expressions throughout the CBD. Māori, Pasifika, contemporary and other cultural artwork reflect the people of the place.

**Creative energy** is felt everywhere – from people discussing ideas in cafés, to murals, sculptures and community gardens. Artists live and work in the CBD in galleries and workshops. During the weekends, the CBD is buzzing with different types

of markets. Cultural performances are valued, with our communities enjoying performances throughout the year. We are also known for hosting unique festivals, events and conferences. Our 1950s style annual festival attracts both local residents and visitors from afar.

Our heart connects to our river. The **River Heritage Trail**, rich with stories and history, is a major attraction to local residents and visitors. With the protection of habitats and native flora, the river corridor has become the pride and joy of Hutt citizens. In addition, people enjoy strolling along the river promenade with its cafés and restaurants.

As well as our unique surroundings, our CBD is a thriving commercial centre where we value and give recognition to our various business and educational sectors. Science, research, engineering and creative businesses are just some of the important players that make our CBD a “centre of excellence”.



# UNIQUE



## OUTCOMES AND SUGGESTED INITIATIVES

The suggested initiatives listed below are ideas developed from Council and community engagement.

OUTCOMES	SUGGESTED INITIATIVES	LIKELY PARTNERS
<b>CBD heart</b>		
<b>a.</b> Create a CBD heart or centre	<ul style="list-style-type: none"> <li>• Dedicate a public theatre space for cultural performances and activities</li> <li>• Develop a square or piazza area for public festivities and gatherings, e.g. New Year's Eve celebrations</li> <li>• Connect the heart to the river promenade</li> <li>• Celebrate the uniqueness of our heritage buildings where applicable</li> </ul>	Artists and creative organisations within the community, iwi, business, architects, urban designers, planners, developers
<b>b.</b> Incorporate a creative environment in the CBD	<ul style="list-style-type: none"> <li>• Explore the potential of the Civic precinct including TheNewDowse Museum and how it can connect with the rest of the CBD</li> <li>• Place iconic artwork that reflects local artistic and cultural expressions, including expressions of mana and tangata whenua, at main entrances to the CBD and throughout the CBD</li> <li>• Create a community market space for artists to work, display and sell their art</li> <li>• Encourage community self-expressions throughout the CBD, e.g. mural wall paintings, street corner sculptures and carvings, pavement art</li> </ul>	Local artists, Dowse Art Museum Board, Friends of the Dowse, Hutt Valley Community Arts Inc, Te Awakairangi Community Arts Council, E Tu Awakairangi Hutt Public Arts Trust, Hutt Valley Community Arts, iwi, community, urban designers
<b>c.</b> Develop unique outdoor events and festivals	<ul style="list-style-type: none"> <li>• Allocate space for outdoor events and festivals</li> <li>• Create unique cultural and art festivals in the CBD, e.g. 1950s Classic Festival, Annual River Heritage Festival</li> </ul>	Local community, iwi, businesses, events and tourism providers, Friends of the Library, Settlers Museum Library Advisory Group, Hutt Ethnic Council
<b>River corridor</b>		
<b>a.</b> Establish an ecological and cultural corridor <sup>1</sup>	<ul style="list-style-type: none"> <li>• Protect and preserve the natural environment of the river and along the river corridor with natives and wildlife habitats, e.g. kōura, whitebait and trout spawning grounds</li> <li>• Explore opportunities for traditional cultural access and use of the river, e.g. for waka and eel fishing</li> <li>• Create a River Heritage Trail with boardwalk</li> <li>• Preserve river views</li> <li>• Clean up river banks</li> </ul>	Greater Wellington, iwi, Hutt Rotary, community, Department of Conservation, local Māori and eco-tourism providers, Fish and Game NZ
<b>b.</b> Develop a river promenade	<ul style="list-style-type: none"> <li>• An elevated promenade for public enjoyment with cafés, galleries and restaurants connected to the CBD heart</li> </ul>	Iwi, community, businesses, developers, architects, urban designers

Note1: Recognising that the Hutt River corridor offers the best opportunity for creating a functioning ecological corridor – from the Hutt River Environmental Strategy 2001.

"River City of New Zealand"

"Why should the CBD be one size fits all? We can have a shopping mall and the piazza near the river!"

"Reclaiming the CBD, changing it from a shopping emphasis to a place for social and cultural events"

"Art will always be up-to-date!"

"Civic area is a little out - out of sight, out of mind"

"Highlight the surroundings, highlight science, art, nature at street level in the CBD"

"River must be seen as an artistic resource with stories"

"City needs to face the river - get away from 'river is the problem' to 'embracing the river'"