

# GROWTH



# A CBD that takes a balanced approach to prosperity and growth for total wellbeing.

## In 2030:

We take pride in our **balanced approach** to economic and population growth, taking into consideration the total wellbeing of our people, communities, businesses and the environment.

Our CBD is a “**valley of local businesses**”. As a successful commercial centre, we foster the development of small and large businesses that support our local economy and enhance our pool of local talent. There are mentorship and support programmes available to help small businesses grow and thrive.

Some communities have pooled their resources to set up enterprises supplying locally produced products and services. Locally owned businesses are growing due to the increasing demand from people wanting to buy local products and services.

We are proud of our science and art sectors. Our CBD, like other areas of the city, contributes successfully towards research and development in the fields of medicine, biotech, natural health and beauty, marine, information technology, earthquake engineering and environmentally related technologies. We continue to attract

and cultivate successful **partnerships** in growth areas that are complementary. Partnerships add to the creative and entrepreneurial workforce that sustains and renews our economy.

We have managed to accommodate economic and population growth through redeveloping sites in the CBD. In addition to protecting our green and open spaces within the CBD, **commitment to good planning** for growth has ensured that natural areas and outdoor recreation are easily accessible to everyone. Buildings and areas that are unique in terms of features, character and views are kept to complement the new developments.

Changes in **demographics** add to the economic vitality of our CBD. With diverse international cultures, local communities are benefiting from the rich assortment of musical, arts and cultural talents. The over 50s are a growing sector, contributing towards the pool of skills and experience available in the CBD.



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## OUTCOMES AND SUGGESTED INITIATIVES

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

OUTCOMES	SUGGESTED INITIATIVES	LIKELY PARTNERS
<b>a.</b> Encourage business growth through partnerships	<ul style="list-style-type: none"> <li>• Encourage business growth in targeted sectors</li> <li>• Target partnerships that complement and assist CBD businesses, including partnerships with sister cities</li> <li>• Establish a showcase exhibition and education facility in the CBD to promote our successes</li> </ul>	Educational institutions, research and development, creative, iwi, environmental organisations, Hutt sister cities
<b>b.</b> Grow the number of commercial businesses in the CBD	<ul style="list-style-type: none"> <li>• Promote the CBD as a key destination for a skilled workforce and visitors</li> <li>• Encourage development of commercial buildings to suit a range of potential users</li> <li>• Provide good public spaces for office workers</li> <li>• Reduce amount of retail space overall</li> <li>• Look at opportunities for mixed use developments</li> </ul>	Business Hutt Valley, Grow Wellington (Regional Economic Development Agency), developers, investors, business, recruiting agencies
<b>c.</b> Focus on entrepreneurial growth	<ul style="list-style-type: none"> <li>• Continue to encourage and nurture an entrepreneurial and innovative culture</li> <li>• Improve mentorship and support for small and start-up businesses, e.g. in marketing and product development<sup>3</sup></li> <li>• Support and encourage active community participation and leadership in creating local enterprises</li> </ul>	Business Hutt Valley, Grow Wellington, business, community, TheNewDowse, Central Library
<b>d.</b> Develop business conference and exhibition facilities	<ul style="list-style-type: none"> <li>• Encourage the development of quality conference and exhibition facilities and suitable accommodation within the CBD</li> </ul>	Educational institutions, business, developers, investors, TheNewDowse
<b>e.</b> Identify strategic sites	<ul style="list-style-type: none"> <li>• Investigate and identify potential sites for reuse and development in the CBD</li> </ul>	Developers, investors, architects, business, community, iwi, planners, urban designers

Note 3: This is in line with the Wellington Regional Strategy June 2007.

"We need to encourage our young people and new immigrants that Hutt City is a great place to live, work and play"

"Ageing population is a growth sector"

"Make Lower Hutt a destination - Specialise in something!"

"Redefining 'growth' that is not purely monetary or wealth consumption - based more on total wellbeing"

"Science is a key under-utilised asset for the city, and students would support the science sector"

"Technology Valley"

"We need to believe in our city ourselves as local residents"