



PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS COUNCIL

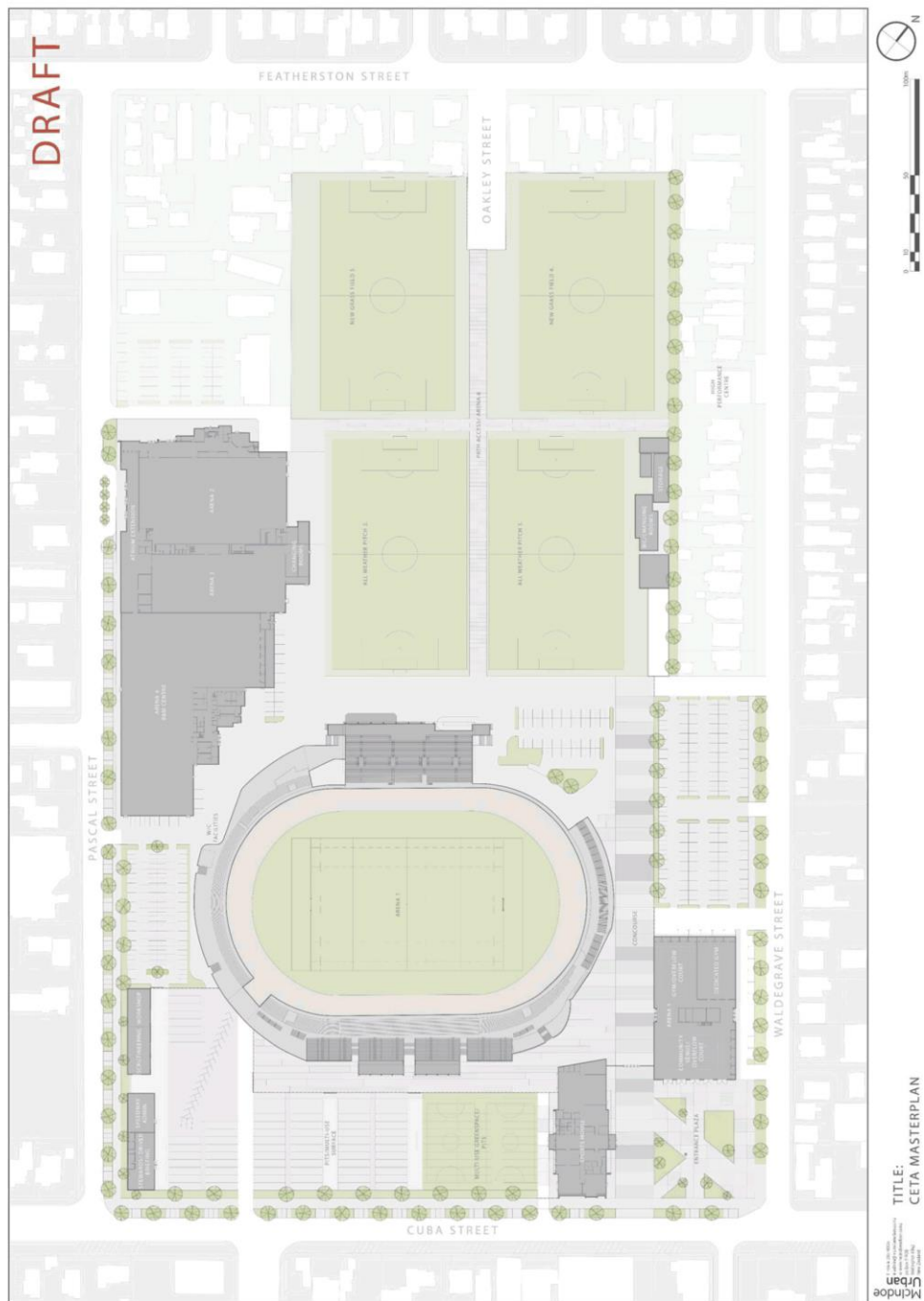
9AM, MONDAY 7 OCTOBER 2019

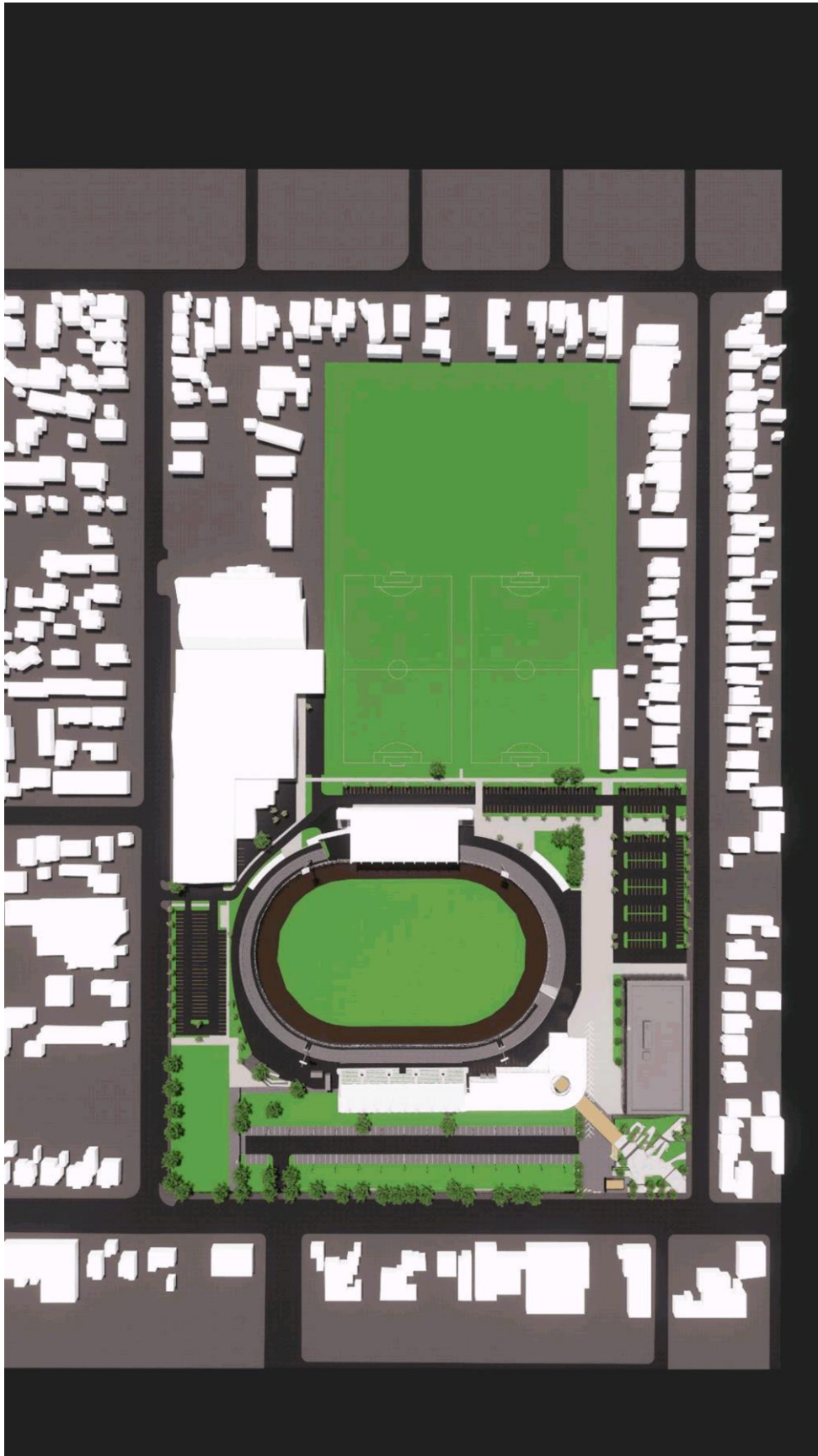
COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

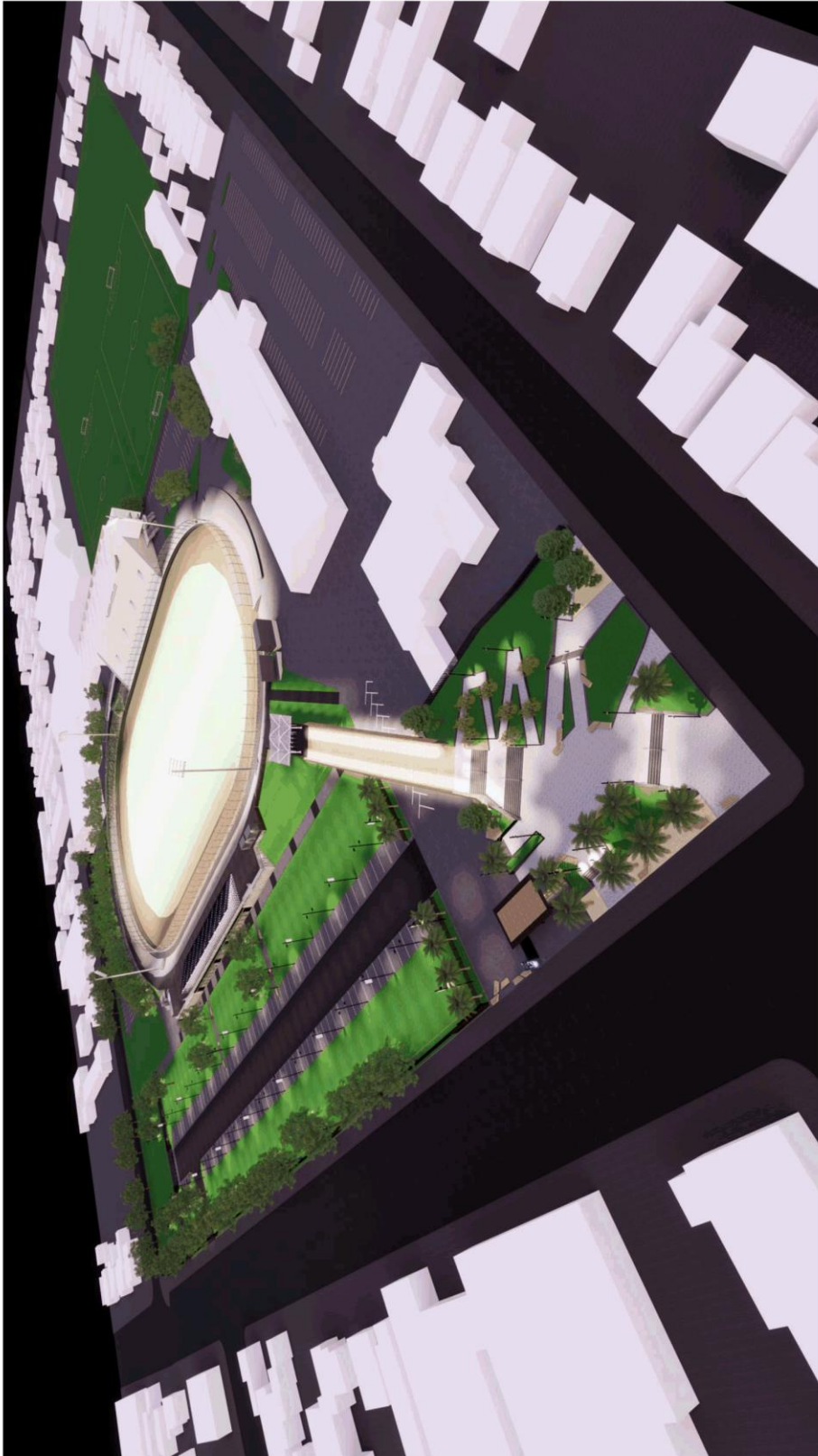
COUNCIL MEETING

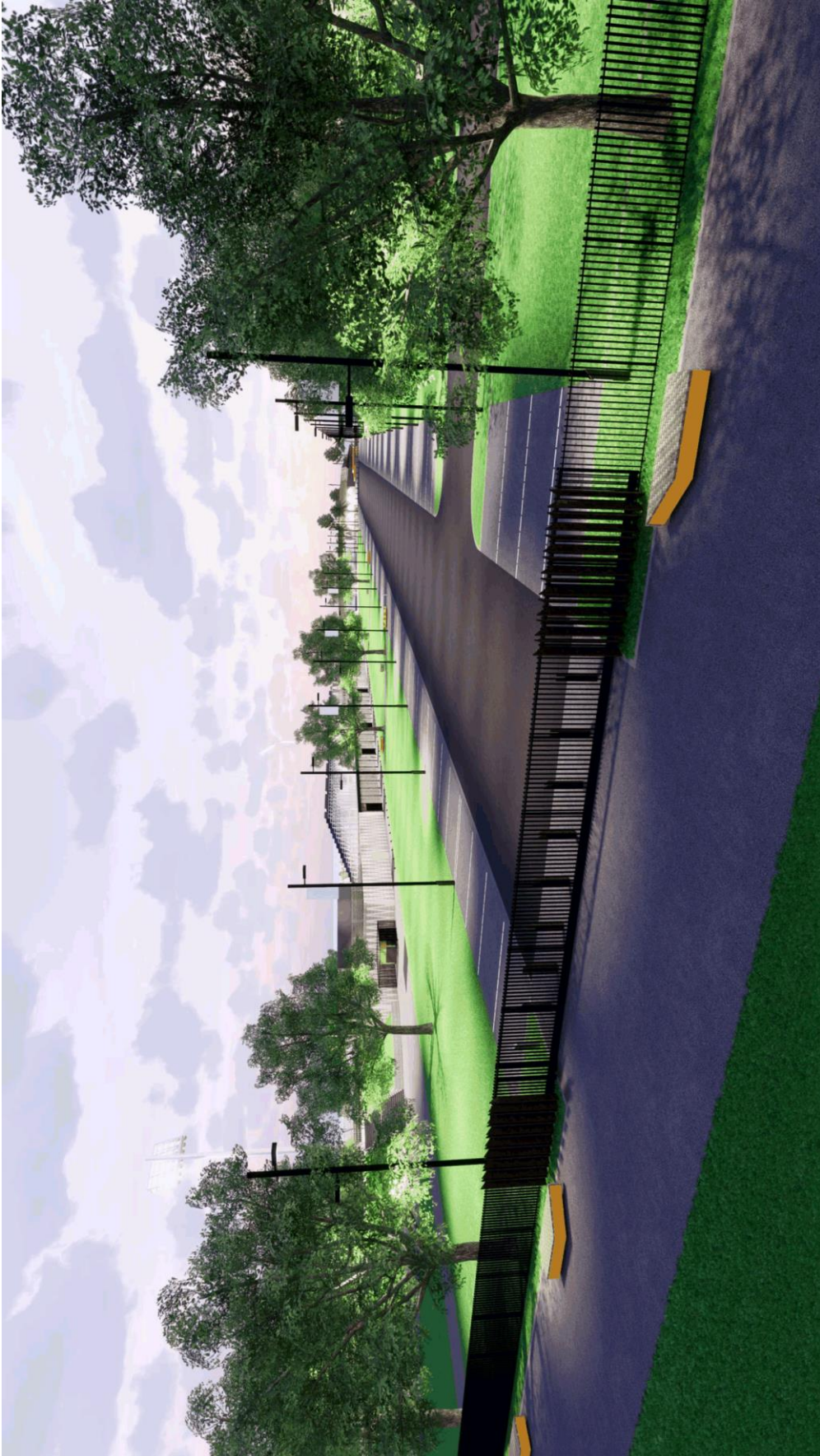
7 October 2019

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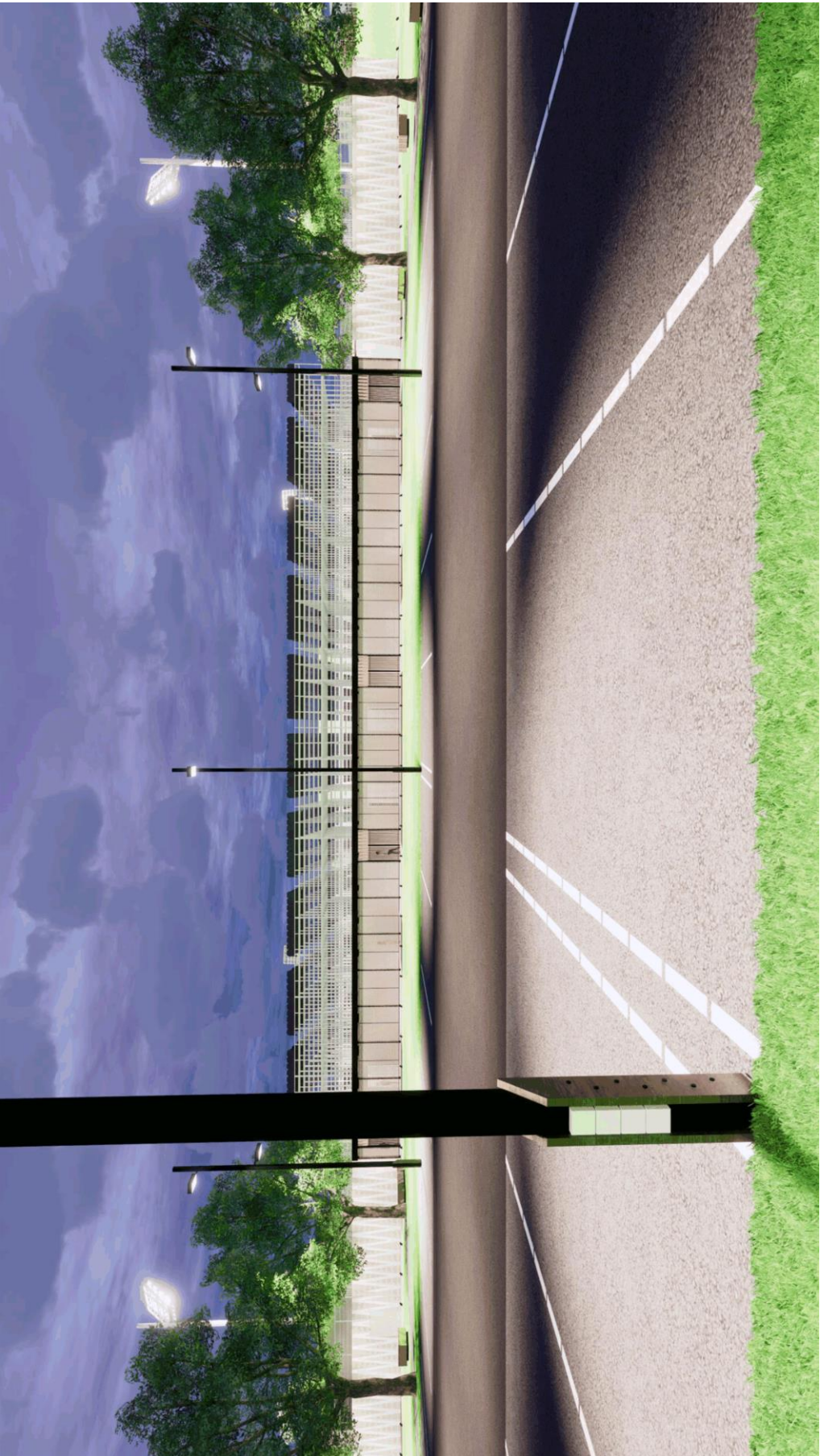




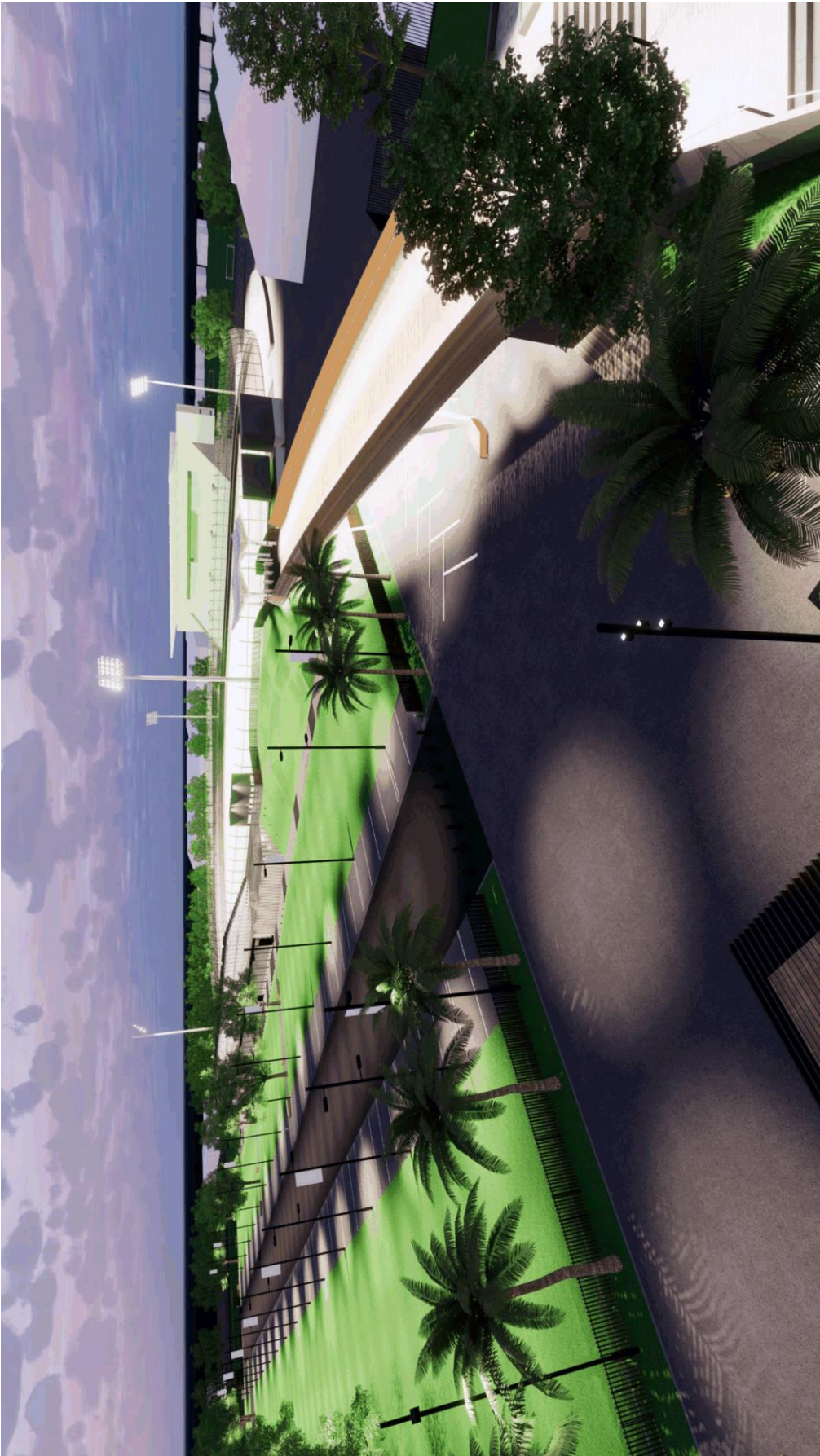




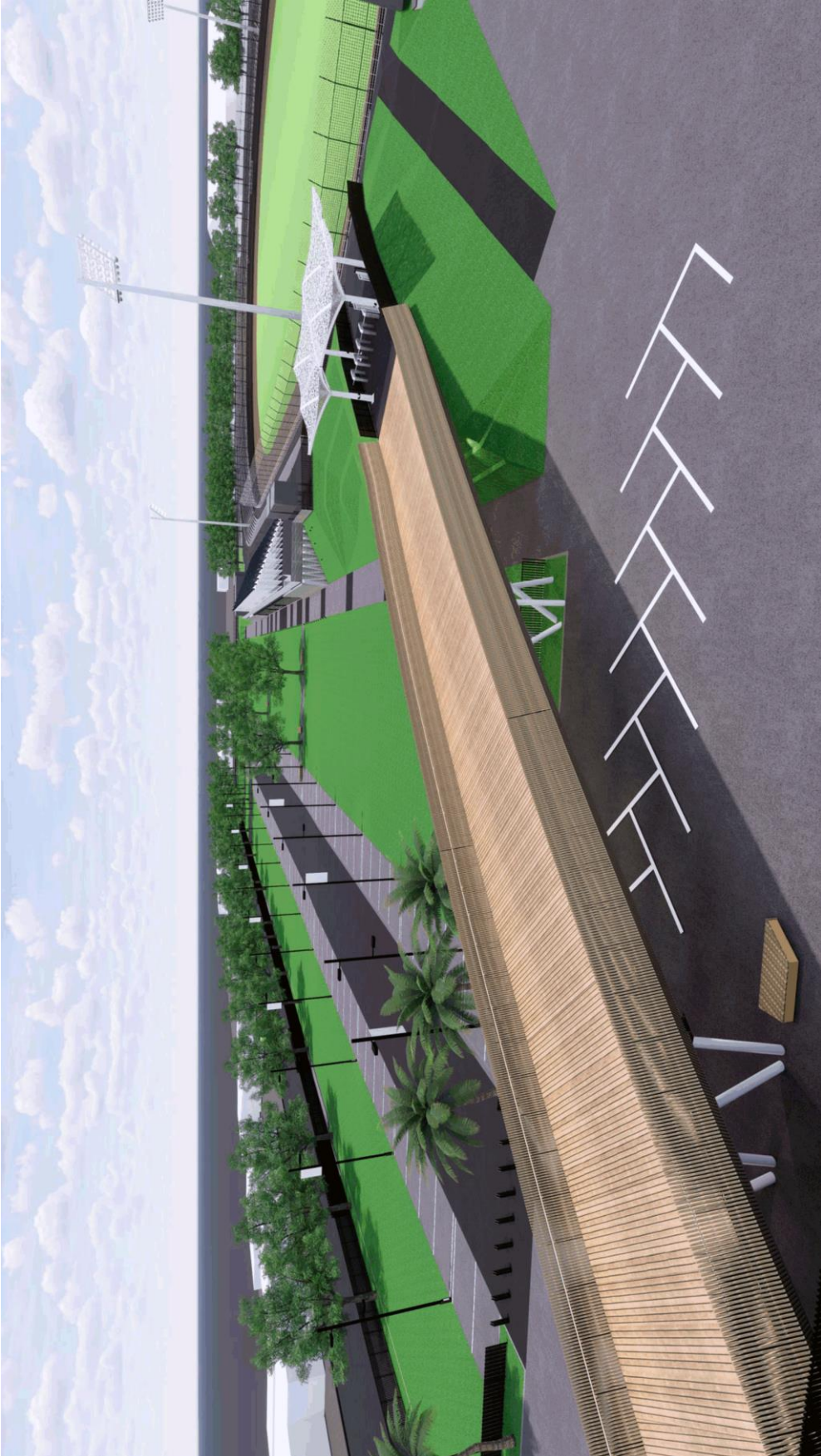


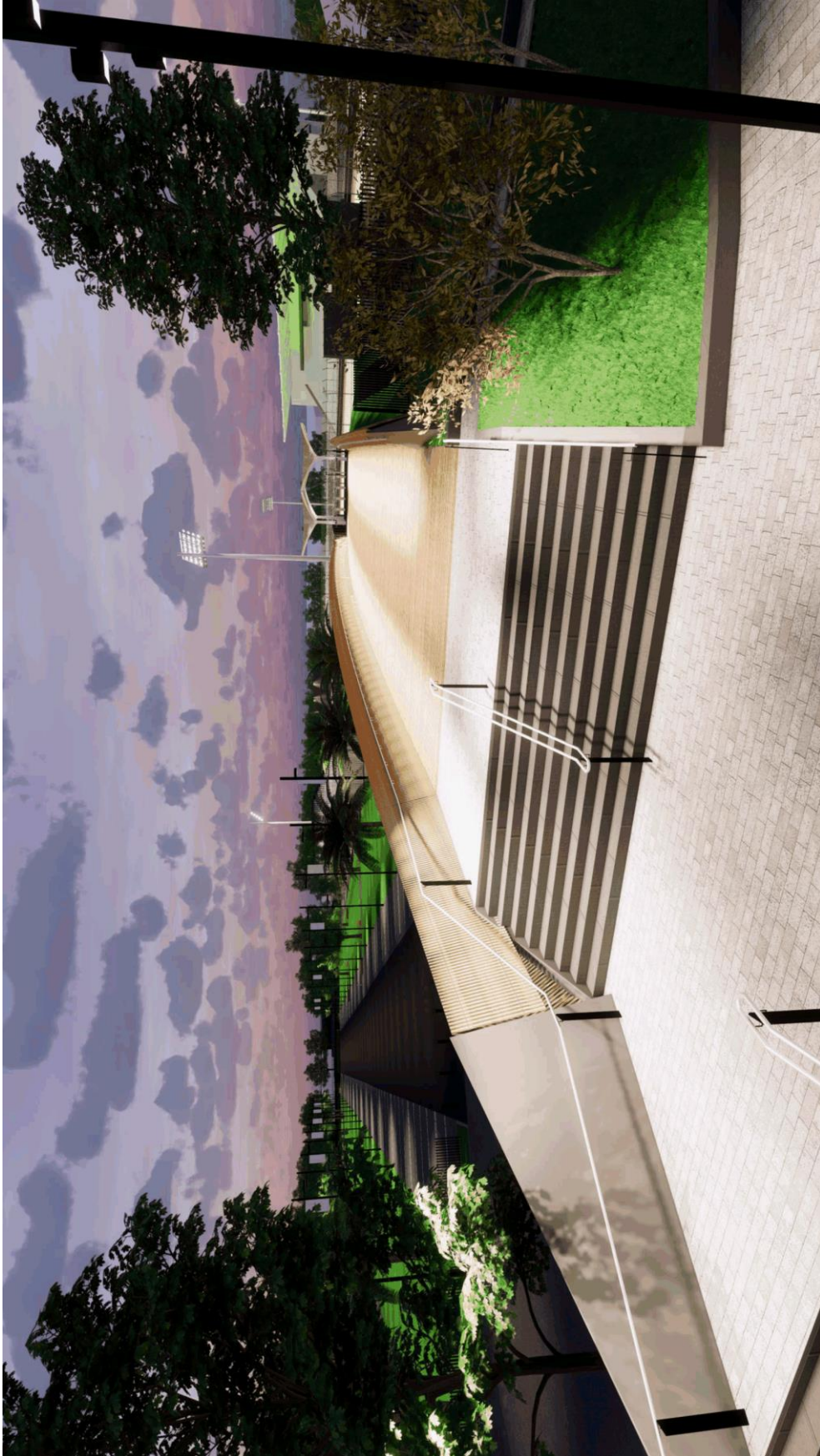










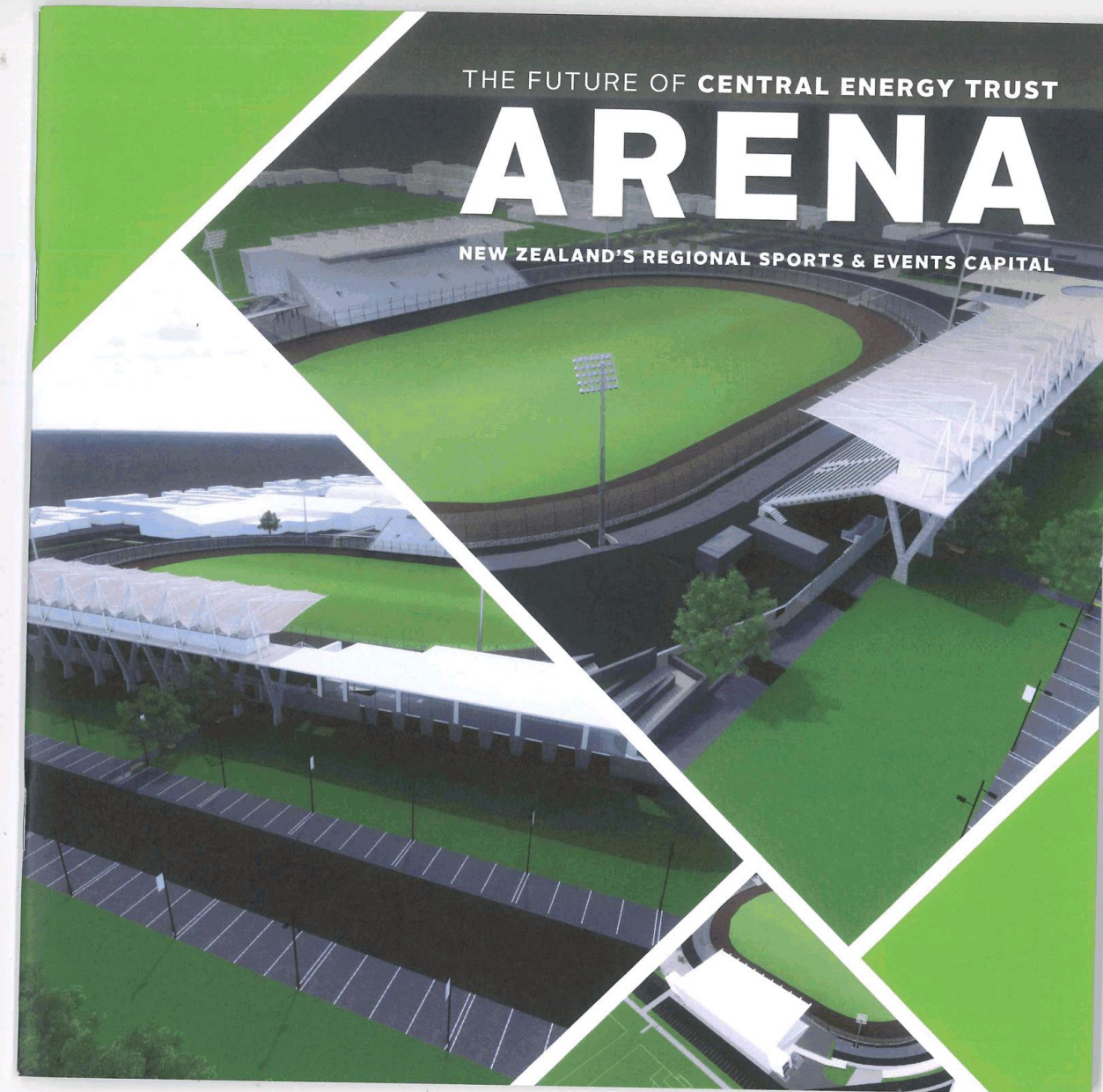


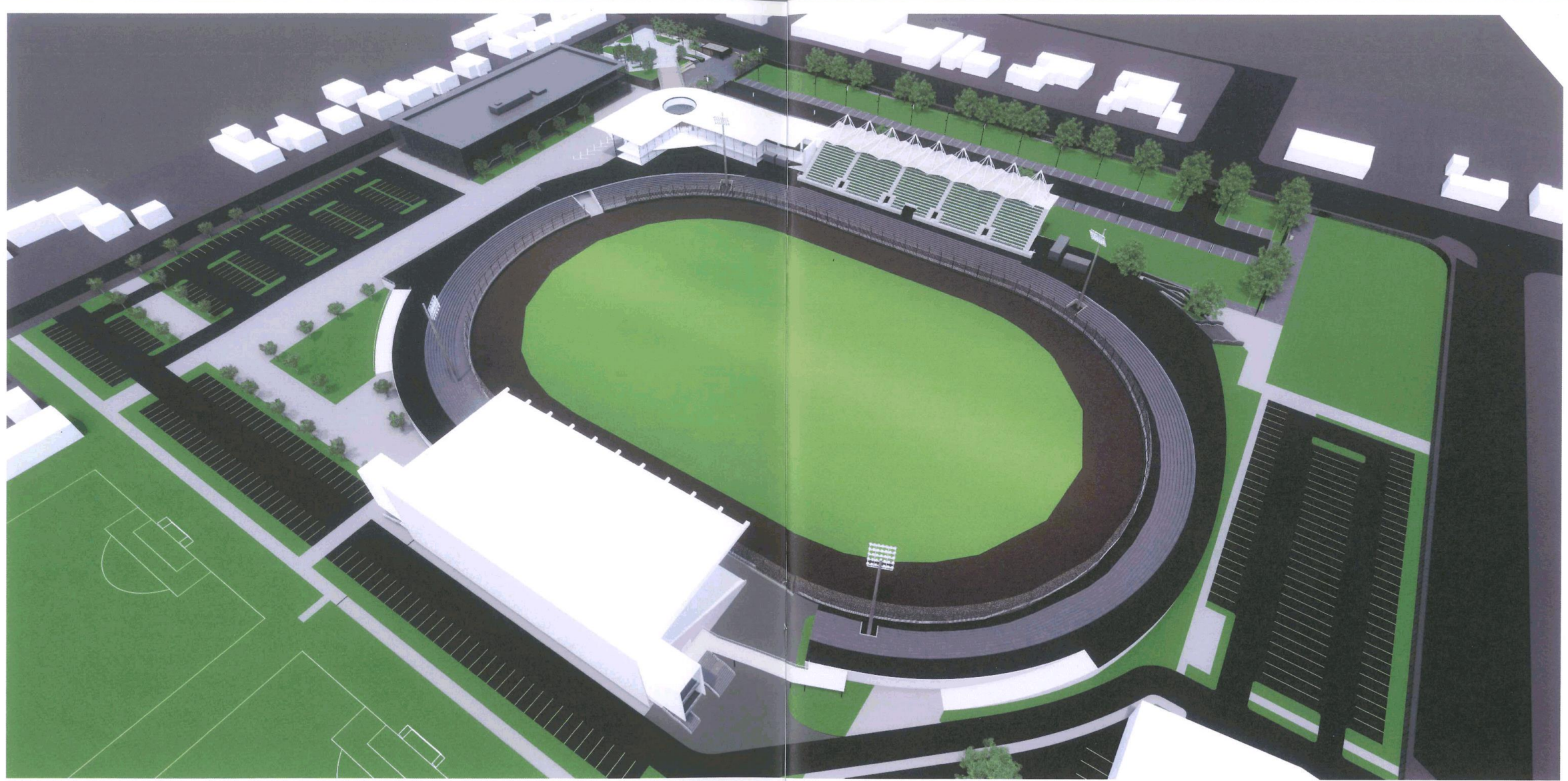












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EXECUTIVE SUMMARY

CENTRAL ENERGY TRUST ARENA MASTERPLAN

Palmerston North City's vision - "small city benefits, big city ambition" is already being realised with the Arena Masterplan.

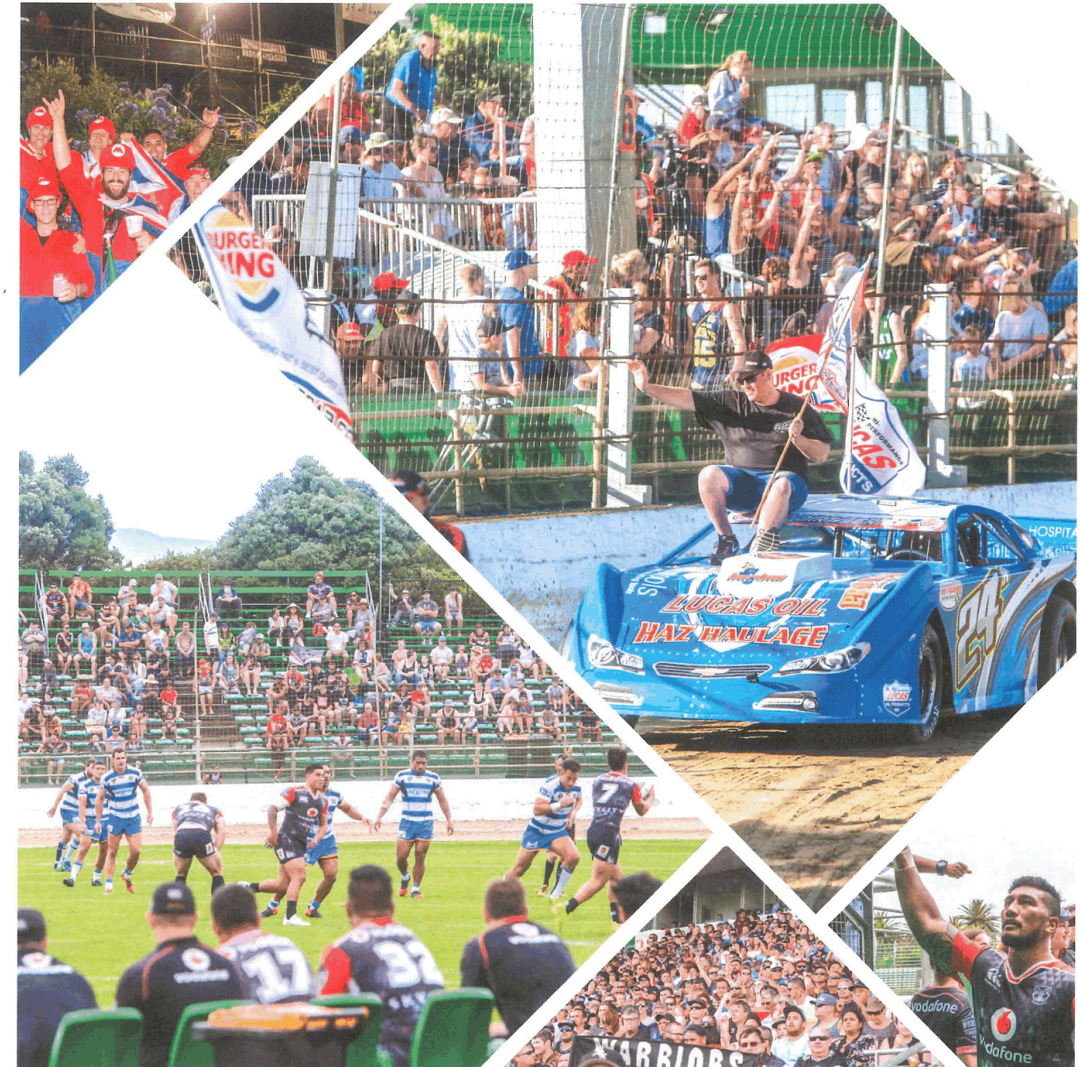
Delivering a big-city ambition means taking action now. The time is right to invest in Central Energy Trust Arena for future generations.

This masterplan outlines Council's intention to develop a quality, fit-for-purpose regional sporting and entertainment hub.

Central Energy Trust Arena is a unique sports and entertainment facility, with a multitude of indoor and outdoor facilities located in the heart of the city. It is unparalleled as one of the most flexible, multi-purpose sporting and entertainment complex in the country.

Incorporated in the masterplan are a new Arena grandstand, corporate suites, an all-weather artificial turf, a new plaza and commercial entranceway, and purpose-built speedway pits. These facilities build on the existing success of Central Energy Trust Arena as a community and commercial venue worthy of attracting and delivering major events to entertain and activate a growing population.

Central Energy Trust Arena is a regional icon with a proud legacy. This masterplan showcases a big city ambition Palmerston North City will be proud of.



CENTRAL ENERGY TRUST ARENA MASTERPLAN

CENTRAL ENERGY TRUST ARENA MASTERPLAN

“If we don't invest now, it will have an impact on our children and future generations.”
- GRANT SMITH PNCC Mayor



Regional Population
240,000



Annual Patronage
105,000



Capacity
14,000



Covered Seating
3,400

RATIONALE FOR THE MASTERPLAN

Palmerston North City Council commissioned McIndoe Urban to develop a comprehensive masterplan in 2014/15. This resulted in changes to the District Plan and funding allocation within Council's 10-year plan. This preferred plan was identified at a PNCC Councillor workshop on 14 August 2017.

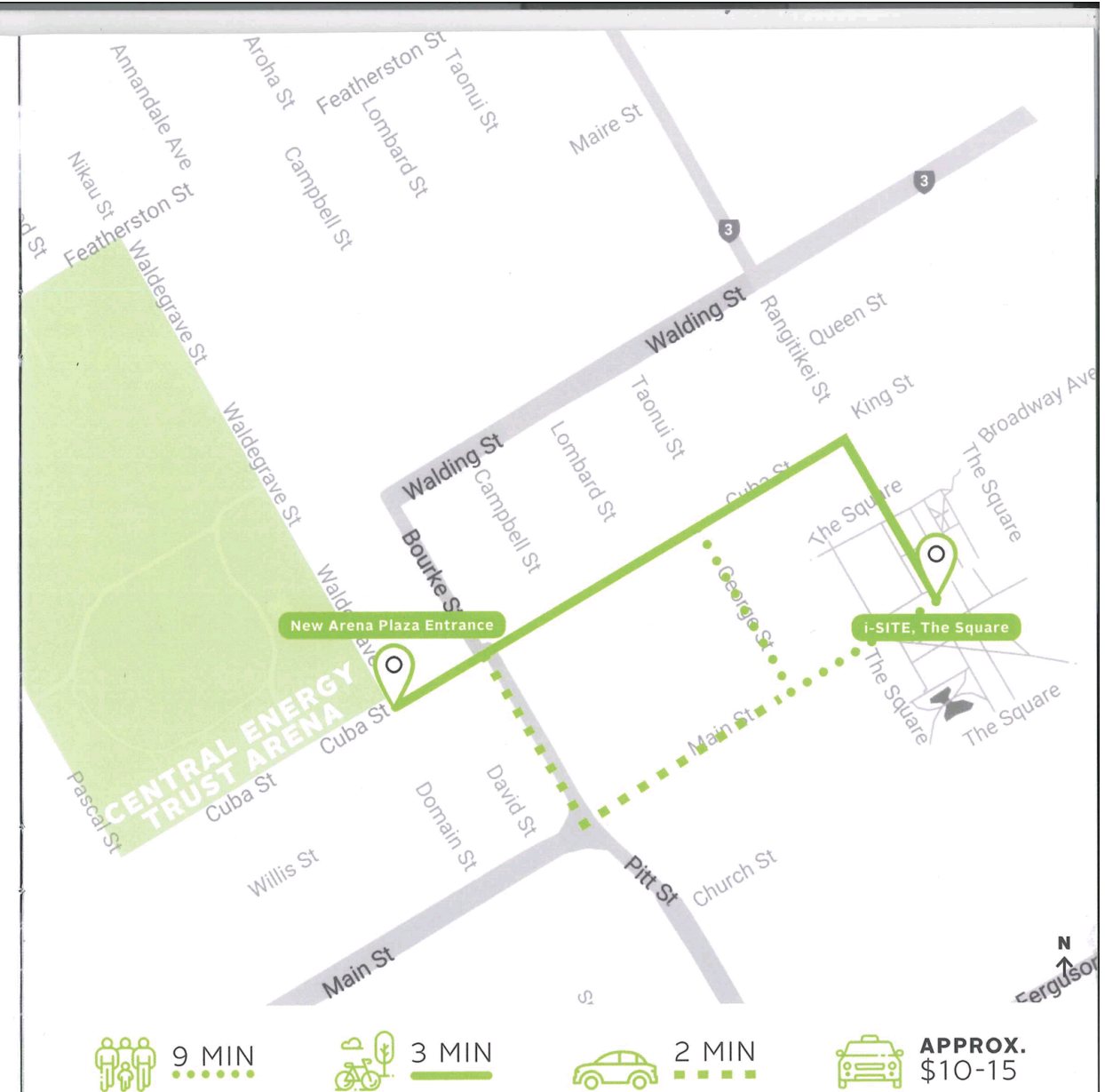
The masterplan enhances and secures the Arena's future as a high quality, fit-for-purpose regional and city sporting hub.

While some of the Arena's facilities are operating well, others need improvement. The introduction of all-weather surfaces dramatically enhances the usability of these spaces.

Improved capacity of Arena 1 is also required along the southern and western embankments. The use of modular seating no longer required within Arena 2 (Fly Palmy Arena) is to be re-used.

The current sense of arrival at the Arena is poor, with ill-defined entrances, poor-quality fencing, plantings, gates and building frontages. Land on the corner of Waldegrave and Cuba Streets will become a welcoming entrance and meeting place.

The Cuba Street streetscape redevelopment greatly enhances the connection between the city centre and the Arena.





NEW ZEALAND'S SPORTS AND EVENTS CAPITAL

“Palmerston North wants to be the most active community in New Zealand.”
- HEATHER SHOTTER PNCC CEO



Conferences
Regional and National



Tournaments
Professional and Amateur



Trade Shows and Exhibitions



Concerts and Shows



Sports
Indoor and Outdoor Sporting Codes

A MULTIPURPOSE FLEXIBLE FACILITY

Palmerston North City Council's Central Energy Trust Arena is the regional hub for sports in the lower North Island, located in the heart of the city.

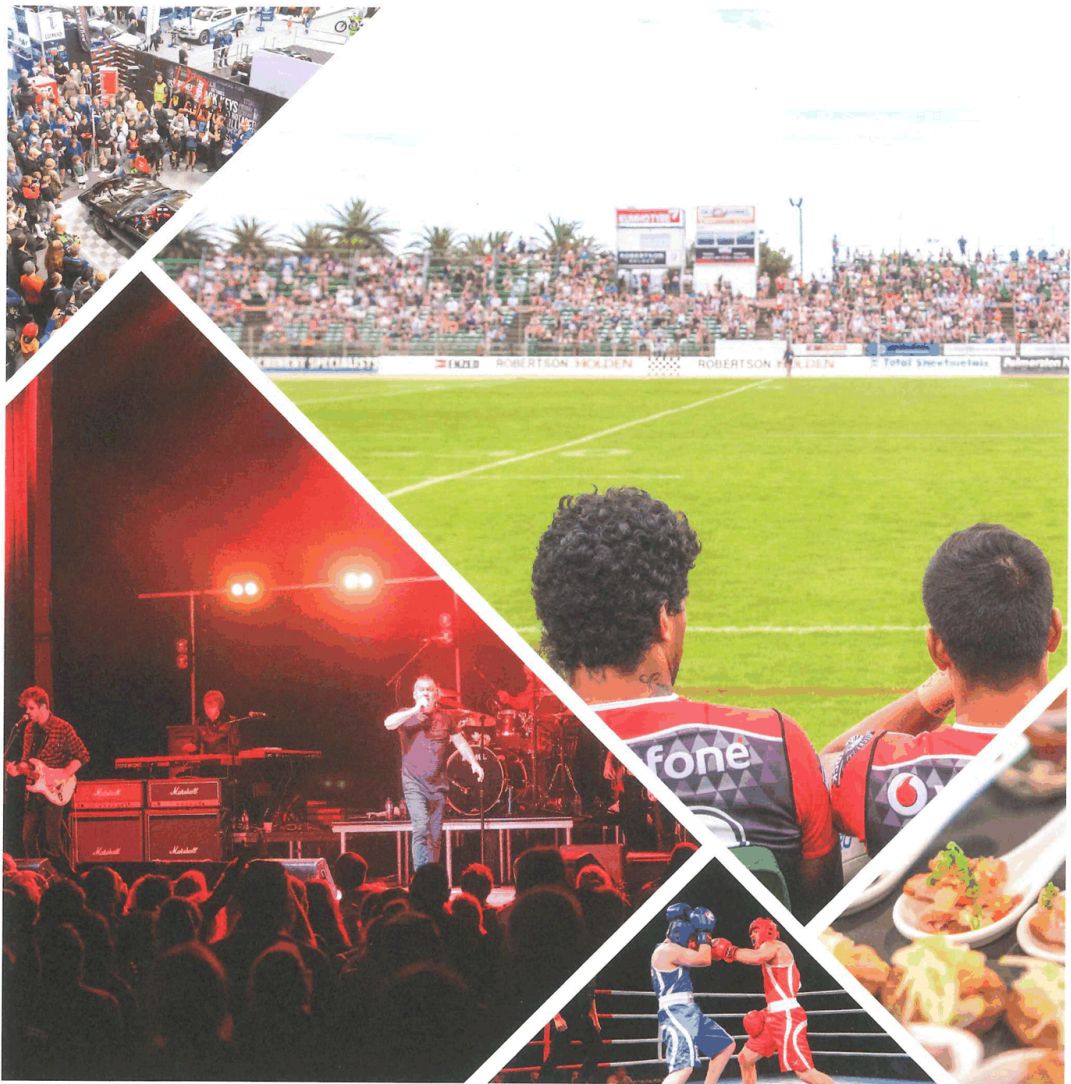
Central Energy Trust Arena serves a regional population of 240,000 and caters for 36 sporting codes in eight indoor and numerous outdoor facilities.

As well as being a sports hub, the Arena accommodates a range of community activities, trade shows, exhibitions, conferences, concerts and many other leisure and recreational activities.

Its central location is within walking distance to a vibrant city centre, making it a popular venue for hosting large sports events and tournaments.

National and international speedway events are catered for 23 times a year and occupy a large proportion of the Arena with spectators, extensive parking and pit requirements.

The 'open pit' arrangements are one of the few available internationally allowing public to come into close contact with the stock cars and teams.





THE ARENA MASTER PLAN

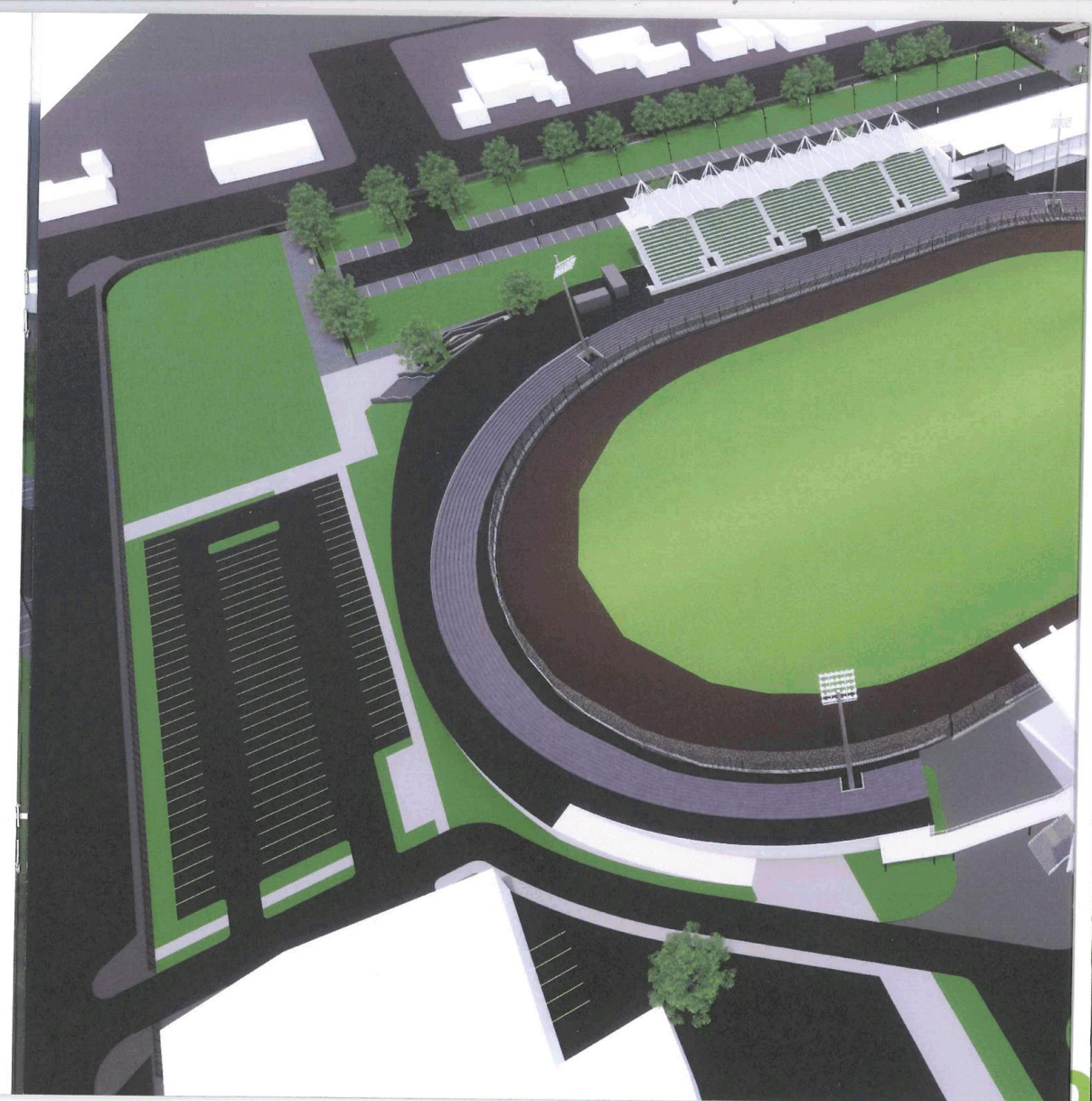
CENTRAL ENERGY TRUST ARENA MASTERPLAN

KEY BENEFITS

- Increased participation in sport and recreation
- Showcases how the city and region values sports, activity and social connection
- Reinforces the Arena as one of the best multi-sport facilities in New Zealand
- A fit-for-purpose facility with overlapping functions
- Increased capacity to support sell-out Speedway events
- An attractive facility that will encourage promoters to bring high profile entertainment events to Manawātū
- Improved seating standards and capacity that meets high profile events needs and provides an improved viewing experience for fans
- Attracts international, national and local sports competitions and tournaments for all ages

WHAT WILL THIS ACHIEVE?

- Those working closely with sports and entertainment will be amongst all the action. A multi-purpose hospitality and commercial office space building located near a welcoming visitor entrance plaza will also allow for a ticketing office and activation space
- Fans of local, national and international speedway competitions will enjoy new facilities designed to allow easier access and public viewing, workshop and scrutineering spaces. New buildings will also provide acoustic mitigation along Pascal Street
- Improved Pascal Street frontage to Arenas 2 (Fly Palmy Arena), 3 and 4 (B&M Centre)
- The new south grandstand will create a greater visual presence of the Arena. With improved food and ablution services and space for multi-purpose indoor activity spaces
- Western concourse upgraded embankment will provide usable seating areas, improve public movement around the venue and a level connection into the first floor of the existing grandstand







CUBA STREET ENTRANCE

A welcoming attractive entrance plaza will draw visitors to the main Central Energy Trust Arena entrance and ticket gates. A landscaped pedestrian concourse will connect with the potential hospitality and commercial office space building and Arena 5.

ARENA 1 - SOUTH GRAND STAND AND WESTERN EMBANKMENT CONCOURSE

The new covered grandstand's ground level will have space for services, toilets and food carts, while the upper level will house corporate space and speedway control. The reconfigured western embankment will create an extended concourse. The concourse will have a bridge link to the Arena Grandstand.

ARENAS 2,3,4

A new atrium frontage/canopy and combined entrance into Arenas 2, 3 and 4 will face Pascal Street. This space will include a kitchen/bar, public toilets, first aid and ticketing facilities. Allowances will be made to re-organise vehicle drop-off. Improved planting to Arena 4's blank wall will create a more positive relationship to adjacent housing areas. A new internal concourse connection to the rear of Arenas 2 and 3 will provide space for changing rooms and toilets.

ARENA 5

Arena 5 will be redeveloped as a new facility benefiting multiple sports and community groups.

ARENA 6 - PITCHES

Reconfigured to provide two new all-weather pitches at Fields 2 and 3. Fields 4 & 5 will have two grassed pitches (drained) established and new lighting appropriate to the residential context. Existing service sheds will be relocated to the eastern side of Field 3. New north-south pedestrian links will form a connection and new entry at Oakley Street.

SPEEDWAY & PITS

New speedway pit facilities will be developed along the southern side of the Arena complex behind the proposed new grandstand, directly adjacent to Cuba Street. These facilities will include a mixture of green space, concrete and asphalt areas suitable for speedway operations. Services paramount to successful speedway operation such as water, power and lighting will be included. The green space can also be used as a multi-purpose recreational area when not in use by speedway.

MULTI-PURPOSE HOSPITALITY AND COMMERCIAL OFFICE SPACE BUILDING

A multi-purpose building is being investigated and a feasibility study is in progress to look at various options for hospitality and commercial building.

CENTRAL ENERGY TRUST ARENA MASTERPLAN

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THE SOUTH GRAND STAND

“CET Arena is a versatile regional venue, that serves the largest regional population, has the greatest usage days per year, and attracts the largest number of paying patrons.”
- SACHA HASKELL PNCC General Manager Marketing and Communications

CENTRAL ENERGY TRUST ARENA MASTERPLAN

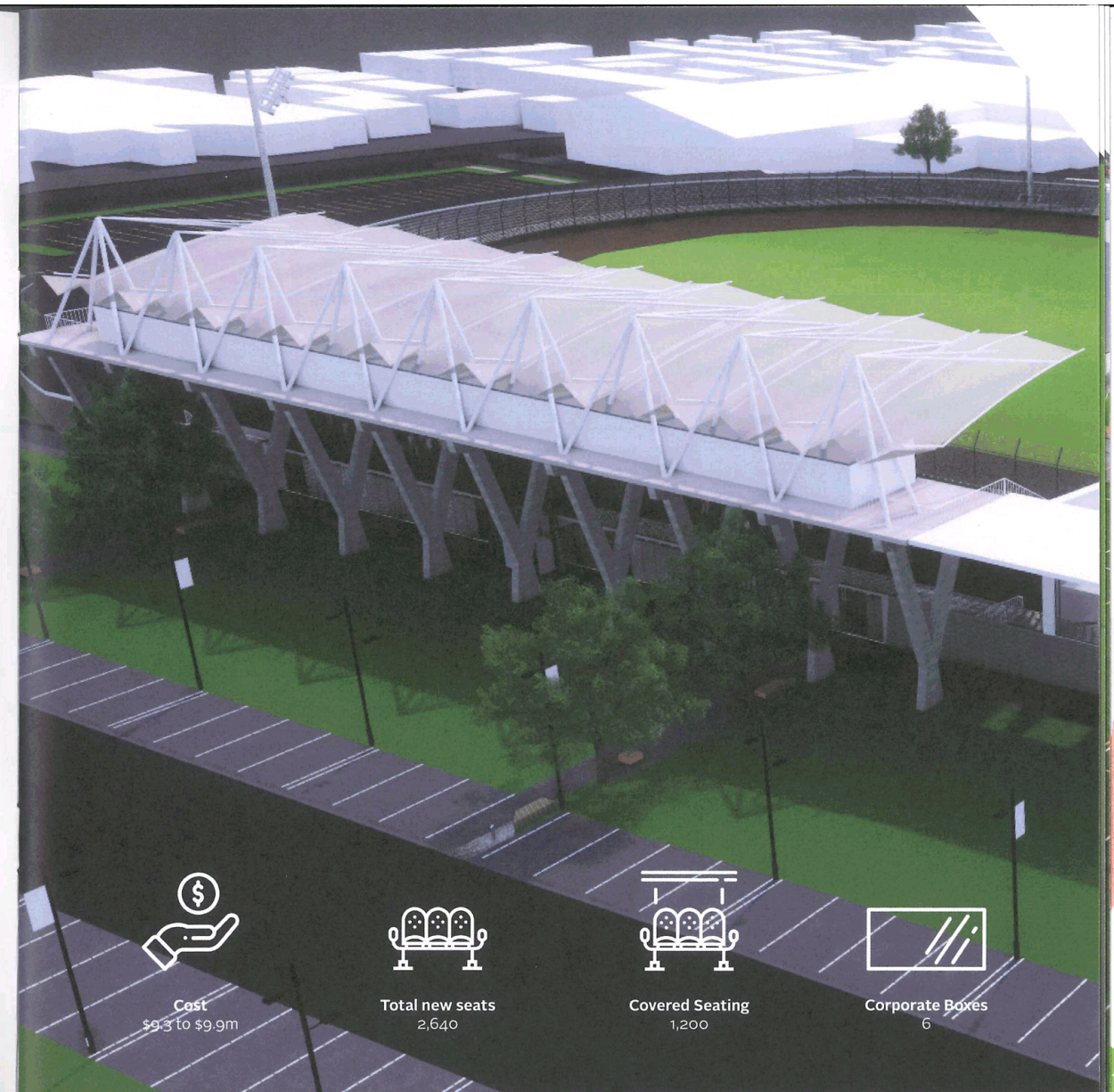
The south grandstand will re-form the embankment on the southern side of Arena 1. The existing upper-level bench seating will be removed and replaced with a covered stand that will use the existing portable seating from Arena 2.

With additional covered seating this will attract more spectators and events. The grandstand will provide an additional 2,640 new seats with a net increase of 1,200 seats, increasing stadium capacity to 14,000.

The southern embankment (Stage 1 grandstand) will create a platform to retain and support seating and enable an extended concourse area (Western concourse) connecting to a bridge link into level 1 of the existing grandstand.

At ground level there will be space for new public toilets, food stalls and other facilities. On the upper level there is a planned corporate space and a speedway control box.

Currently, speedway is the biggest user of Arena 1, followed by Manawātū Rugby Union. However, PNCC expects an increase in promoted events and concerts at Arena 1 and other sporting events such as Super Rugby, rugby league, concerts, entertainment events and a greater variety of first-tier sporting fixtures from a number of codes as a result of these improvements.



Cost
\$9.3 to \$9.9m



Total new seats
2,640



Covered Seating
1,200



Corporate Boxes
6



THE SPEEDWAY PITS

CENTRAL ENERGY TRUST ARENA MASTERPLAN

The Robertson Holden International Speedway is one of the larger activities at Central Energy Trust Arena and generates significant revenue for both the Arena and the City.

The creation of purpose-built speedway pits and services will enable the growth of large national speedway events.

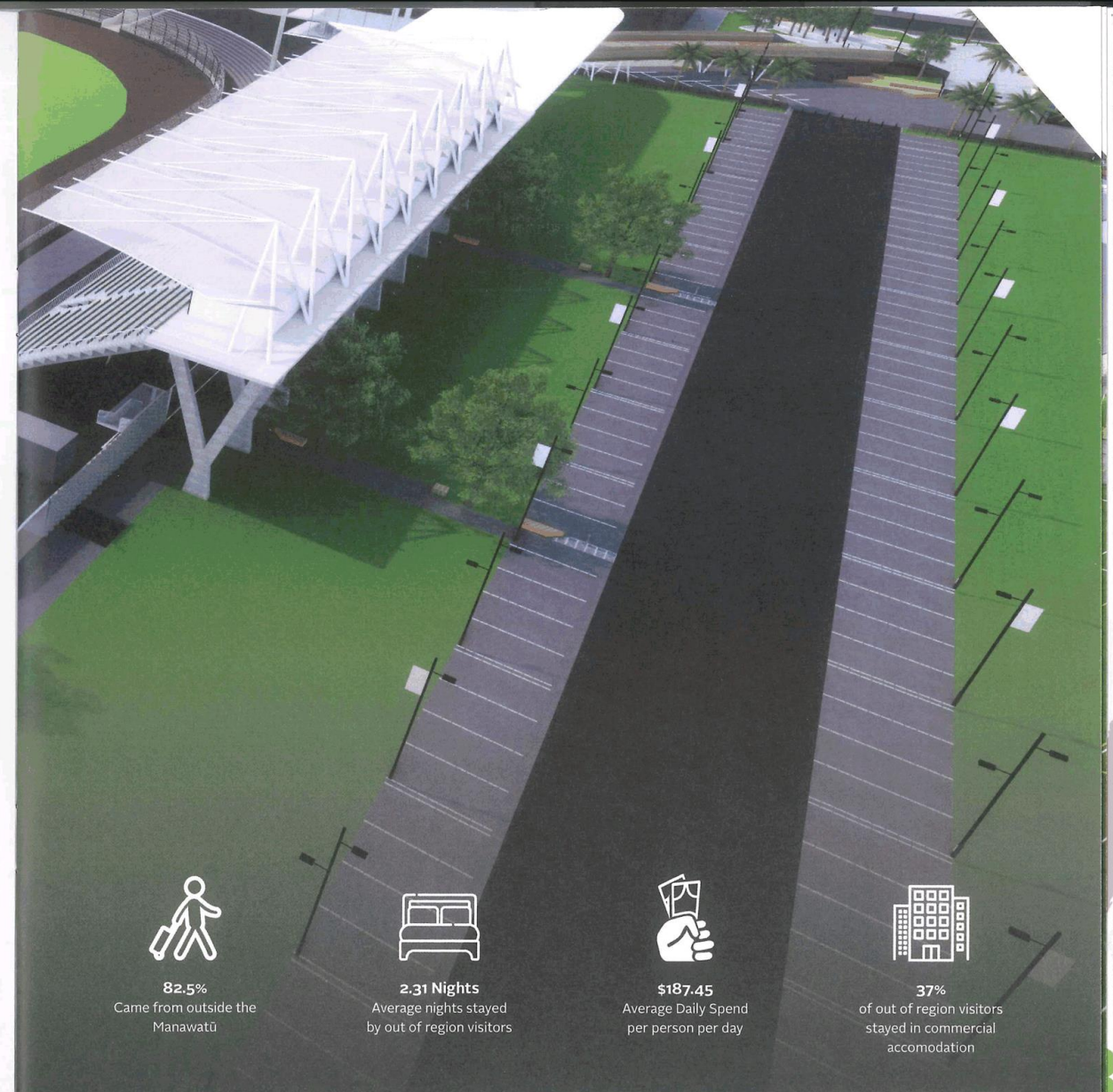
The plan 'disentangles' speedway from the Arena entrance, sports and community facilities by locating all facilities adjacent to Cuba Street behind the proposed new Grandstand.

The 2018 ENZED Superstock Teams Champs alone contributed an estimated \$5.2 million to Manawatu's economy and the speedway season contributed more than \$25 million. As the current support facilities for speedway are poor quality, they are not commensurate with the level of revenue these events generate for the city.

The Teams Champs is one of the biggest events on the New Zealand motorsport calendar and has a strong loyal following. It also attracts international spectators and competitors.

The \$5.2m is the direct expenditure by out-of-region visitors and relates to the actual spending on event tickets, food and beverage, accommodation, transport, shopping and more. It was a \$1.5m increase on 2017's event and does not include the flow-on effects of other expenditure for the local trades services connected to the event.

14,500 people attended each day's racing event over the weekend with an estimated 82.5% of event-goers coming from out of the region - an increase from 69% the previous year.





THE MULTICODE PITCHES

CENTRAL ENERGY TRUST ARENA MASTERPLAN

Arena 6 will be reconfigured to provide two all-weather pitches at Fields 2 and 3 and establish two grassed pitches (drained) at Fields 4 and 5.

A new north-south pedestrian link will be created to form a connection and new entry to the Arena at Oakley Street.

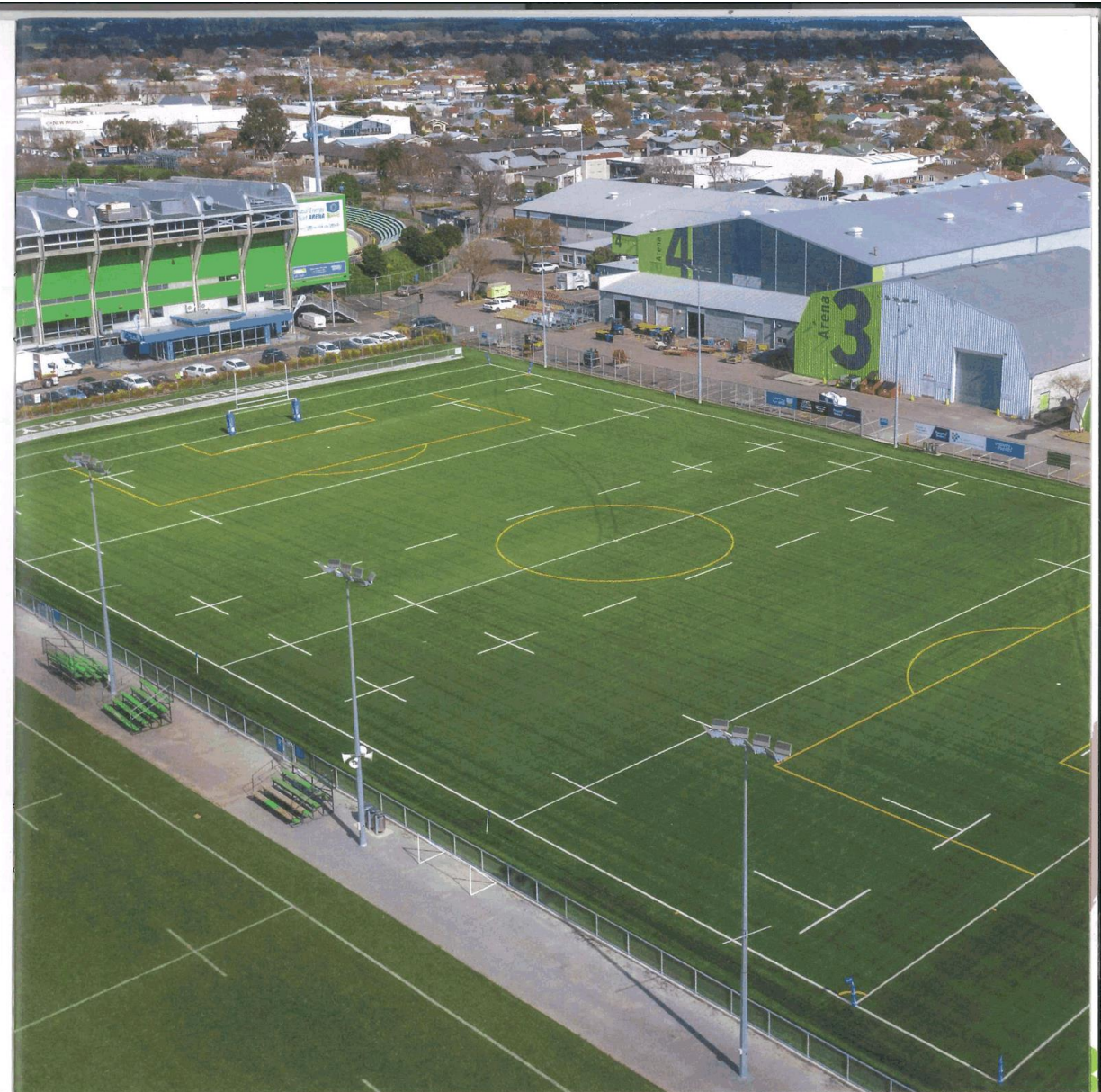
New lighting to Fields 4 and 5, appropriate to the residential context will be installed.

Existing service sheds will be relocated to the eastern side of Field 3.

Two new artificial pitches will provide Arena users with certainty of playing conditions and the ability to attract tournaments, competitions, training and coaching events where timing is crucial and will increase capacity usage by 350-400%.



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THE BENEFITS

ANTICIPATED OUTCOMES

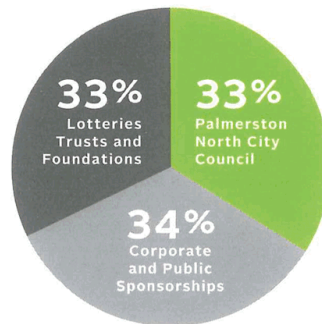
- Improved seating and viewing experience for fans
- Improve seating standards and capacity that meets high profile event needs
- Increased capacity to support sold out speedway events
- Attractive facilities that will encourage promoters to bring high profile entertainment events to the Manawātū region
- Increase economic contribution by bringing events to the city
- The ability to bid for international sports events, resulting in more money coming to the region
- Sports fields open and usable all year, including lighting which enables evening sports and recreational events.
- Bigger and better speedway pits which will allow car enthusiasts to enjoy stock cars in a safe environment with on-site scrutineering.
- The improved and attractive look and feel of the Central Energy Trust Arena will improve Palmerston North's image.

THE SUPPORT THAT IS REQUIRED

The City needs corporate and public sponsorship. There are fantastic opportunities to get in early to secure commercial tenancies, corporate partnership rights and benefits to promote your business - naming rights, corporate signage and hosting packages.

Council is applying to Trusts and Foundations for support and will also require corporate and public sponsorships and/or partnerships.

ANTICIPATED FUNDING SPLIT



CURRENT REGIONAL COMPARISONS

Central Energy Trust Arena is the **smallest venue**, yet it serves the **largest regional population**, has the **greatest usage days per year**, and attracts the **largest number of paying patrons** in New Zealand (even without hosting an international fixture). This reinforces the need for the Arena Masterplan to be delivered.

