

CELEBRATE Nelson

An art project for Civic House

The opportunity...

- Civic House provides the opportunity for a prominent art project to celebrate Nelson
- Applied to the building exterior, the artwork gives Civic House the attention its location deserves, creating local interest and broader promotion for Nelson
- A transparent design selection process to engage the wider community.

Why?

- Our built environment shapes us, affects our mood, our energy. It communicates who we are as a community, what we value and aspire to
- The artwork's prominent site will enhance Nelson's retail centre and promote the region, eg: potential holiday makers, business opportunities, conferences, etc.

Objectives

- The Civic House presents a special opportunity to celebrate Nelson. What is it that we love about this place and how can we demonstrate it in our built environment?
- Civic House as a catalyst for more buildings to also celebrate Nelson.

The purpose of this submission is to request that Council gives initial support to "CELEBRATE Nelson: Art project for Civic House".

This support will enable Council staff to assist in the initial stages of the project, including iwi engagement and working with the Arts Selection Panel.

No funding is sought from Council at this time.

I wish to speak in support of this submission.

Bevan Woodward.



The following pages outline how CELEBRATE Nelson aligns with NCC's LTP and Annual Plan 20/21 and provide the project plan outline.

Alignment with NCC's LTP and Annual Plan 20/21.

"CELEBRATE Nelson: Art project for Civic House" aligns well with the following Council's objectives:

1. COMMUNITY OUTCOMES:
 - a. Our urban and rural environments are people friendly, well planned and sustainably managed
 - b. Our communities have opportunities to celebrate and explore their heritage, identity and creativity
2. MAITAI RIVER PRECINCT: Civic House is generally the most visually prominent building to users of the Maitai River Precinct.



3. PRIORITY 3: CITY CENTRE DEVELOPMENT

3.

CITY CENTRE DEVELOPMENT

Whakahoū tāone

Our aim for Nelson's central business district is for it to be attractive to businesses, residents and visitors, with an exceptional mix of events, civic facilities and retail. We are working to build an environment that supports commerce, encourages inner city living and is a catalyst for private sector investment. The Top of the South, Te Tau Ihu, needs a strong commercial centre to thrive. We want our city centre to enrich and build our local culture - the bustling meeting place for everyone who lives, works and visits here.

4. City Centre development



1. DESTINATION NELSON

A people-focussed City Centre expressing its unique identity hosting major events, and supporting and growing existing precincts including The Haven/ Waterfront, Maitai River, Civic, Justice, Medical/Professional, Arts, Learning, Shopping/Hospitality.



5. LIVEABLE CENTRE

Trends across New Zealand show a desire by some to live in close proximity to safe urban centres that offer a diverse selection of amenities including retail, restaurants and bars, and cultural and arts facilities.

CELEBRATE Nelson: Art project for Civic House

Project Plan phases (Initial DRAFT only)

- i. Research and discussion:
 - a. The opportunity and objectives – talk to experts
 - b. Background information on Civic House
 - c. Form a working group
- ii. Formulate the plan
Appoint steering committee, representing:
 - NCC
 - Wakatū Iwi
 - Artists
 - Fundraising
 - Promotion
 - Project management
 - Art Selection Panel
- iii. Socialise the idea
 - a. Media: Nelson Mail, Weekly Community Paper
 - b. Online: website, community surveys
- iv. Develop the Brief
- v. Solicit design ideas
- vi. Art Selection Panel to oversee selection process and community consultation to choose the successful design
- vii. Secure funding (sponsorship, Government grants, etc.) and final approvals
- viii. Implement
- ix. Celebrate