

INNOVATING STREETS: WHANGANUI



@ODphotography96

90% Funded by Waka Kotahi with a budget of 380k!

- Already in councils plan developed by independent expert urban planners – Making Whanganui Visible 2016
- High target area for council anyway
- Good opportunity to use outside resource for something already planned for

CONTEXT: TOWN CENTRE



- Two Areas: Lower Victoria Ave & Drews Ave
- Interconnected areas with very distinct identities
- Key welcoming points into town centre
- Existing Town Centre Regeneration Strategy



CONTEXT: TWO STREETS

Drews Avenue

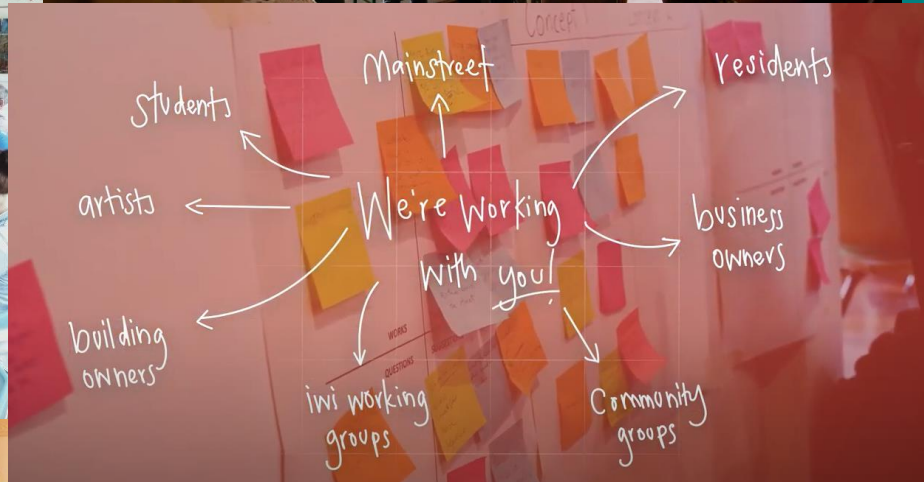


Lower Victoria Ave



Two very different stakeholder groups

CO-DESIGN PROCESS



Three co-design workshops
Per street



Co-Design Process

Drews Avenue

Lower Victoria Ave

WHAT DOES A COMMUNITY LIVING ROOM HAVE THAT IS INCLUSIVE / FOR / COMFORTABLE / REPRESENTATION ON Saturdays - Drews Ave on Saturdays

DUECC - Artistic Seating
- Place things against wall
- Plants in pots
- Shade - Kites - Terracotta
- Living room - bedding, ectopic
- Interaction with plants

WATERING CANALS (Live running water)
- Water play - Flaming water
- Dress up Box
- Water play - Flaming water
- Public Piano
- Community produce plants off water
- you could be fishing / supporting water
- Singing in the community

ENGAGE + PLAY
- Conversation Stations
- Photo booth - 2 ft out @ Green
- Water play - Flaming water
- Public Piano
- Community produce plants off water
- you could be fishing / supporting water
- Singing in the community

ABUNDANCE + GREEN
- Plant wall or chippings/draping from buildings
- Plants as focus around outdoor
- Garden boxes on walls
- Herbs
- Creative reflects Art
- New Plants in Existing planted areas
- REPAIRING
- URBAN AGRICULTURE
- PERENNIALS
- NATIVE VEGETATION

HOW DO WE CONNECT TO ...
Historic orchards of Jerusalem trees connected
River mouth in Roadway artwork
Water projection on Building
Eco
Urban (Project shared meaning)
Allophorizing river, Soundscape recordings
Lighting between Drews and Pakenham
Road art path - Visual connection
Cable car, Flying Fox, soapbox derby
Path through grass, in to Pakenham - stairs
Gateway to Pakenham

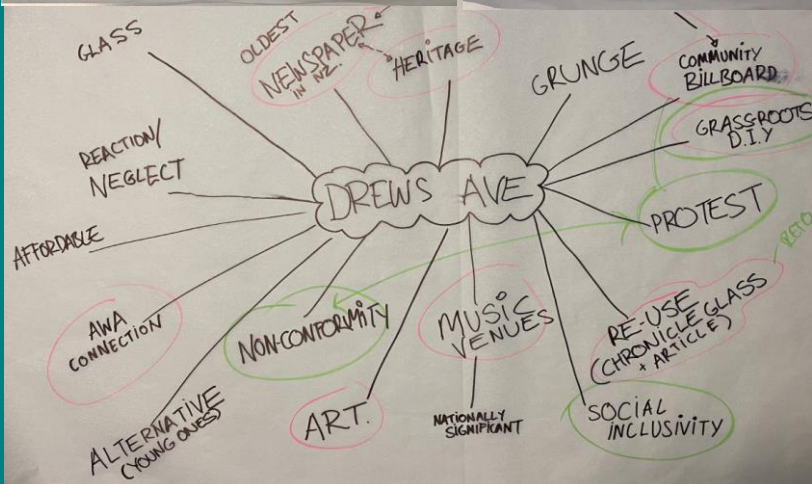
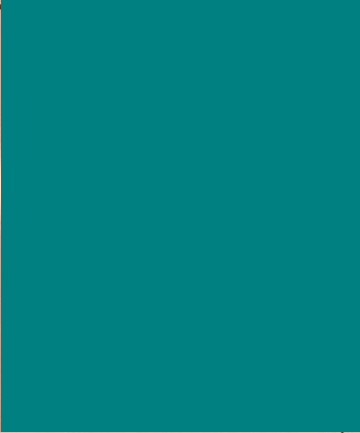
AWA
- River mouth in Roadway artwork
- Water projection on Building
- Eco
- Urban (Project shared meaning)

PURE NANO
- Lighting between Drews and Pakenham
- Road art path - Visual connection
- Cable car, Flying Fox, soapbox derby
- Path through grass, in to Pakenham - stairs
- Gateway to Pakenham

LOWSEE VIC
- Shade trail to link Drews
- Alley ways
- Lights
- Paint
- SHADE TRAIL TO LINK DREWS
- Alley ways
- Lights
- Paint
- CROSSING TO MARKET!
- Get the seed back to street in Drews

UCOL
- Basketball court
- Glass
- Road pavement art
- Talk to UCOL about this
- UCOL to draw this

INDUCTA
- Tram - link one
- Story telling - link non conformity of day
- Bike tool station
- Bike racks
- BUS STOP on Drews - night bikes from cars etc
- with space in desirable information
- spin rps
- 5/2PT station



- PAST MUSIC VENUES**
- 1ST: EVE OF NIGHT (CAVE)
 - 2ND: STINK MAGNETIC (CANTONMENT)
 - 3RD: THE ABC THEATRE (CHANDLER)
 - 4TH: SPACE MONSTER THE ZONE/MC GILLCUTTS ALSO THE MUSICIANS CLUB BANDS.
- GUITAR WOLF (JAPAN)
 - KING BROTHERS (JAPAN)
 - CAVE (CHICAGO)
 - THE NUDGE
 - SO SO MODEBN
 - ORCHESTRA OF SPHERE
 - ALL SEEING HAND
 - LIPS
 - Delaney Davidson
 - Mermaidens
 - Shacking phins
 - Die Die Die
 - Shendanoak Davis (Seattle)
 - Bonniwell's (AUS)
 - Sixty niner (Holland)
 - Barons of TANG (AUS)
 - 20 meter breit (Berth)
 - The postures
 - Anthonie Tomnon
 - ~~BRITISH~~ TINY RUINS
 - GLASS VAULTS
 - MR STERILE assembly
 - MANGLEWURZEL (AUS)
- HOW DO WE BRING MUSIC INTO THIS PUBLIC SPACE**
- RETAIN MUSICAL IDENTITIES!!!
 - INCORPORATE VENUE LOGOS INTO PHYSICAL SPACE
 - ELP POSTERS (STREET SURFACES)
 - PERFORMANCE SPACE (POWER/PLATFORM)
 - RECORDINGS OF PAST MUSIC
 - OUTDOOR SPEAKERS (DUKE BOX?)
 - OUTDOOR INSTRUMENTS (PIANO? etc)
 - OUTDOOR INSTRUMENTS (PIANO? etc)
 - (KIEBEN RELPTURAS) (CANTONMENT) (MUSICIANS)
 - SHOW BOX / LIVE PAUL
 - INTERACTIVE
 - WHEELED TRANSMIT
 - PASS HOLE?
 - THIS MUSIC VENUE SELF CATERING
 - Lpa a ooca
 - RECORDING LIGHT
 - PLANE STAND, LIVE STREAM
 - LIVE STREAM VENUE AND IT'S STRAIGHT AWAY FROM THE STAGE
 - SPACE INDIATOR MACHINE
 - PODCAST RECORDING
 - DANCE-DRAMATIC
 - CON OPERATED AMBIENT SYNTH
 - Star walk
 - *Hanging over road
 - *Interactive art

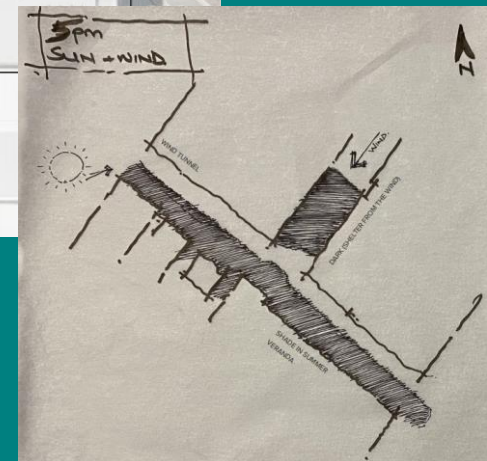
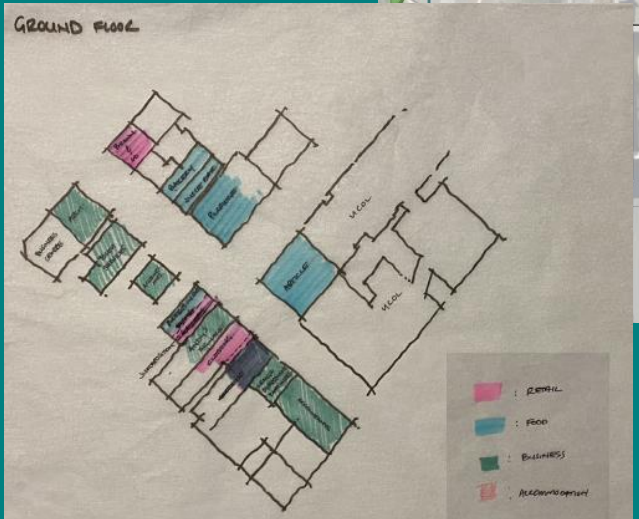
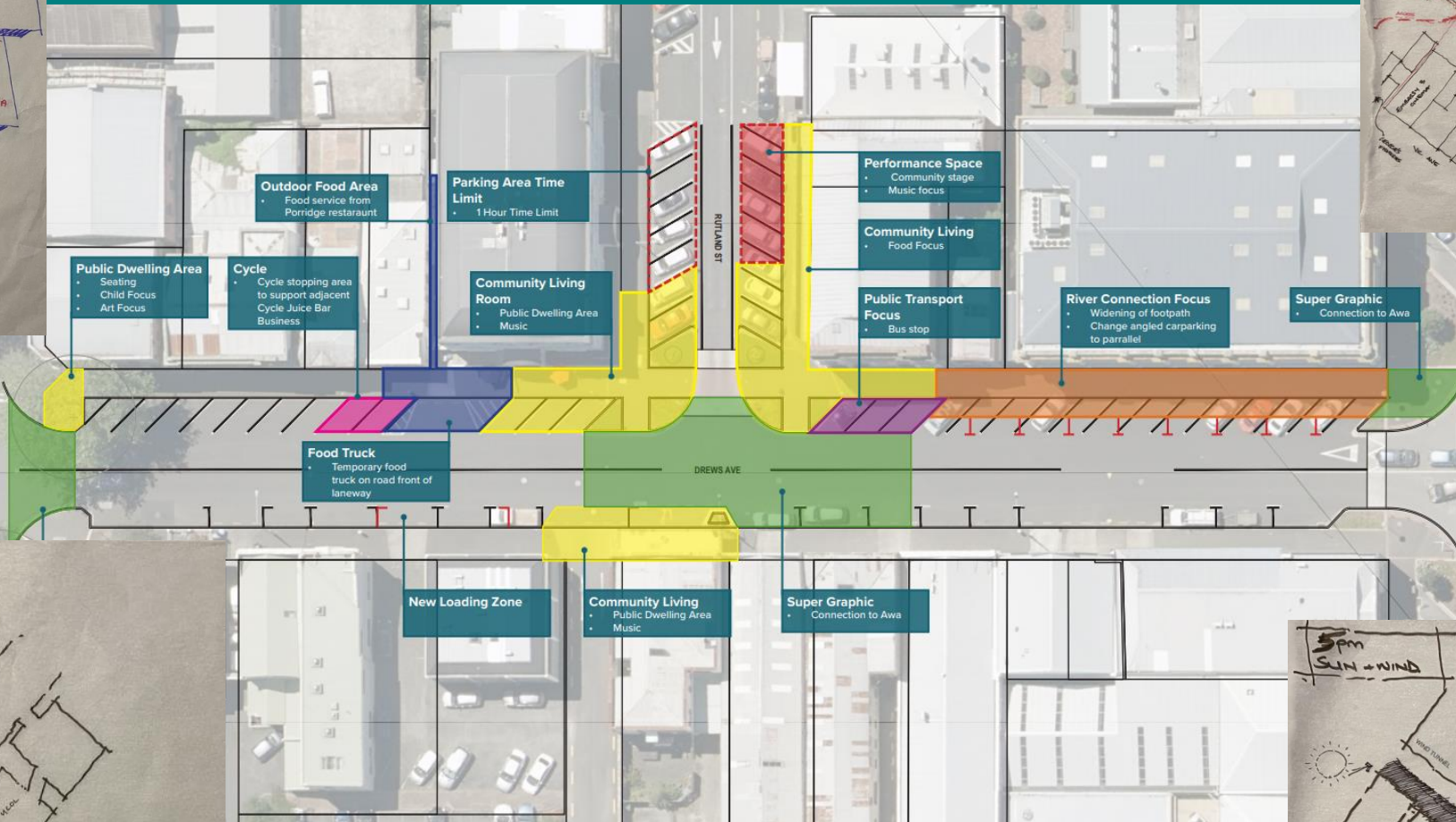
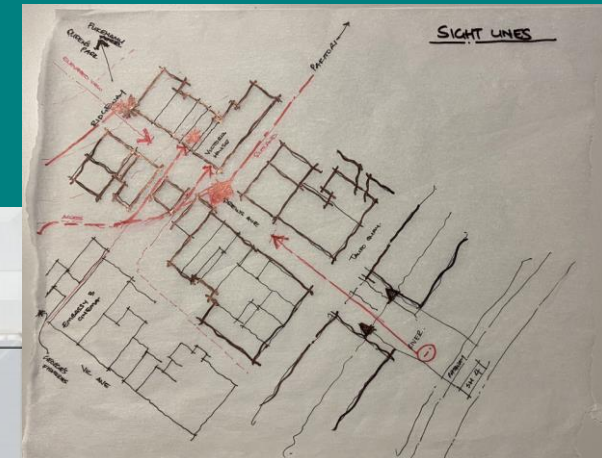
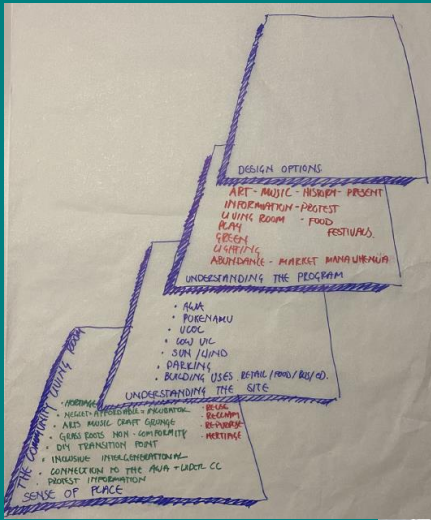
THEME / CHARACTER OF VIC AVE

CONCEPT 1: SOFT TOUCH **CONCEPT 2: GATEWAY** **CONCEPT 3: TRANSFORMATIVE**

CONCEPT 1: SOFT TOUCH

WHAT WORKS **CHANGES / SUGGESTIONS**

DREWS AVE: DESIGN PROCESS



DREWS AVE DESIGN



Legend

- 01** Shelter structure
- 02** Bike racks
- 03** Timber decking
- 04** Existing garden beds with new plantings
- 05** Concrete troughs planted with edibles
- 06** Indicative street painting
- 07** Large shared table
- 08** Waste bins
- 09** Recycled hardwood sleepers

Designer: Ben Mitchell-Anyon

DREWS AVE DESIGN



Designer: Ben Mitchell-Anyon



Co-Design Process: Wider community



Letterbox Feedback and Online Survey

DREWS AVE PRELIMINARY DESIGN

BRING A LITTLE MAGIC TO OUR STREETS!

We have an exciting opportunity through funding from Waka Kotahi NZTA to experiment with our streets.

We're installing, quality, modifiable improvements to Drews Ave to make our streets.

Give us your ideas and feedback on the preliminary design! Write us a letter and post it in our Feedback letterbox.

- More comfy and safe for pedestrians
- Lively, interesting and unique place to hang out
- Responsive to climate change

Like what you see? Give us a heart <3

www.facebook.com/whanganuitowncentreregeneration/

FEEDBACK LETTERBOX

DREWS AVE PRELIMINARY DESIGN



FEEDBACK LETTERBOX



LOWER VICTORIA AVE CONCEPT DESIGN

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We have an exciting opportunity through funding from Waka Kotahi NZTA to experiment with our streets.

We're installing, quality, modifiable improvements to Lower Victoria Ave to make our streets.

Give us your ideas and feedback on the concept design! Write us a letter and post it in our Feedback letterbox.

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FEEDBACK LETTERBOX

LOWER VICTORIA AVE CONCEPT DESIGN



FEEDBACK LETTERBOX



DREWS AVE: Community Planting



DREWS AVE: Community Planting

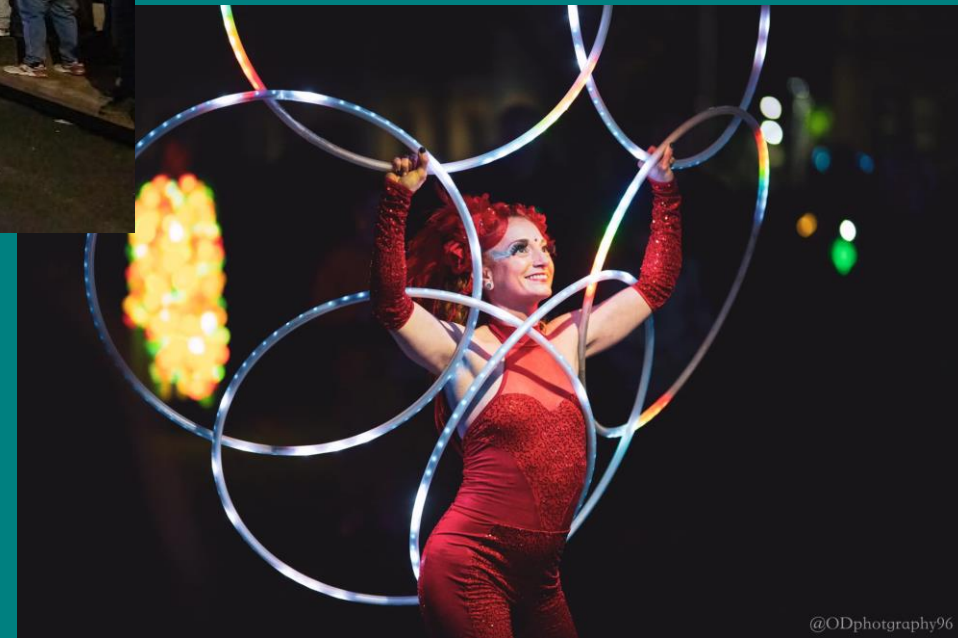


DREWS AVE OPENING: LIGHTS ON BIKES



DREWS AVE OPENING

LIGHTS ON BIKES



DREWS AVE OPENING LIGHTS ON BIKES



DREWS AVE: BEFORE/AFTER



Before

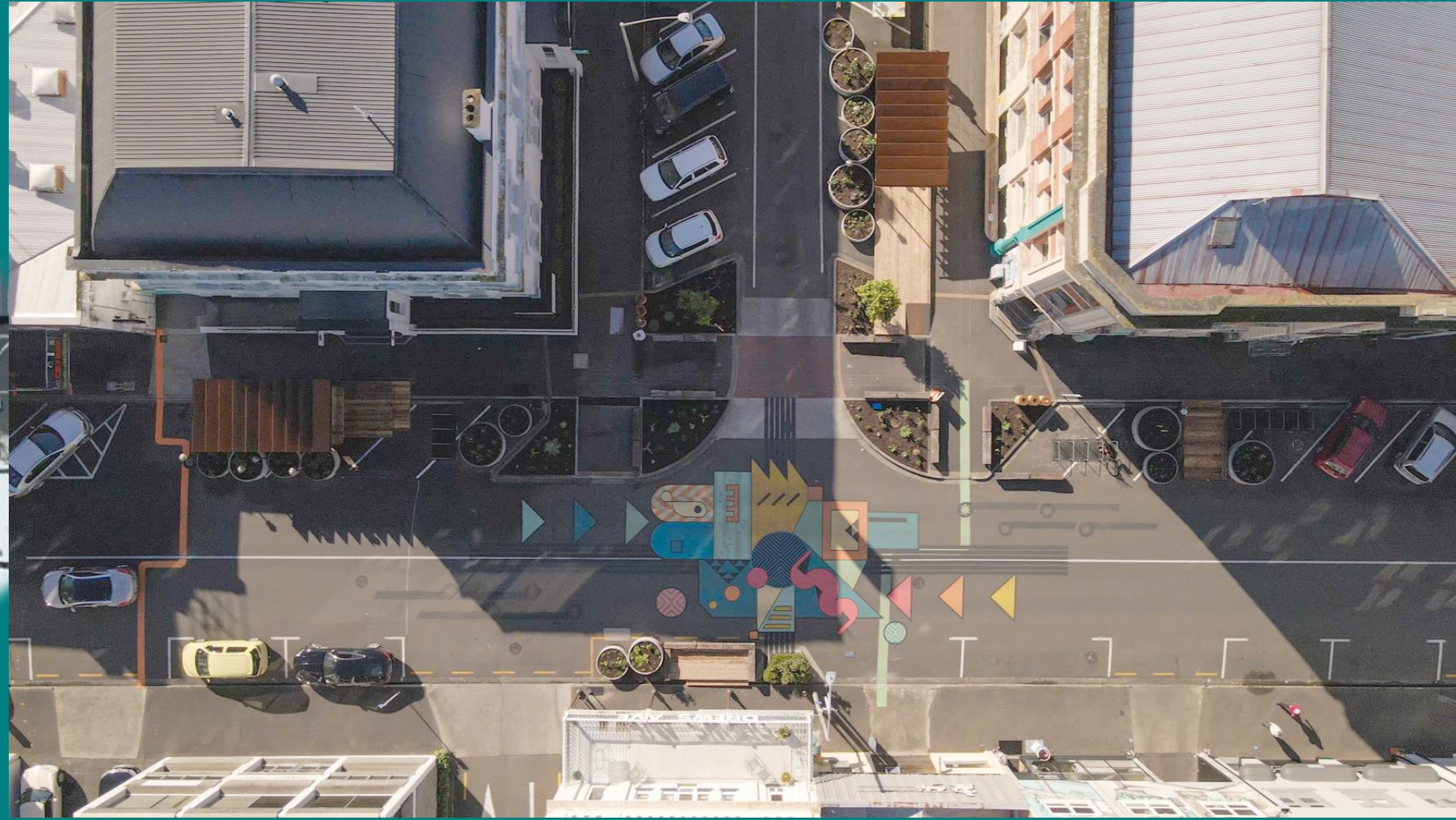


After

DREWS AVE: BEFORE/AFTER



Before



After

DREWS AVE: BEFORE/AFTER



Before



After

DREWS AVE: BEFORE/AFTER



Before



After



Design

VIEW b

DREWS AVE: DAYTIME



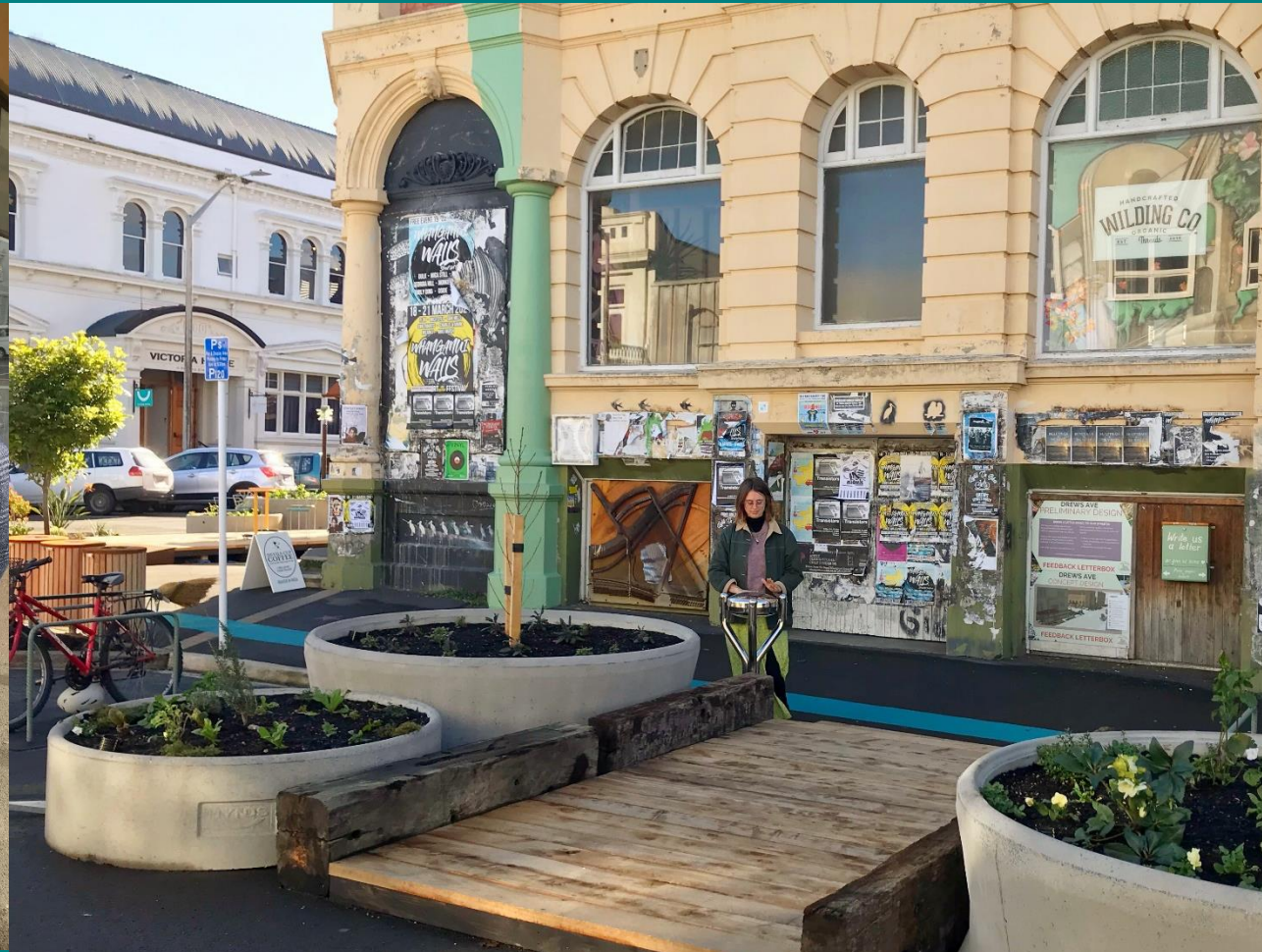
DREWS AVE: NIGHTTIME



DREWS AVE: ART



DREWS AVE: ART



DREWS AVE: Marble Race



LOWER VICTORIA AVE: CONCEPT

LOWER VICTORIA AVENUE EXISTING LANDUSE

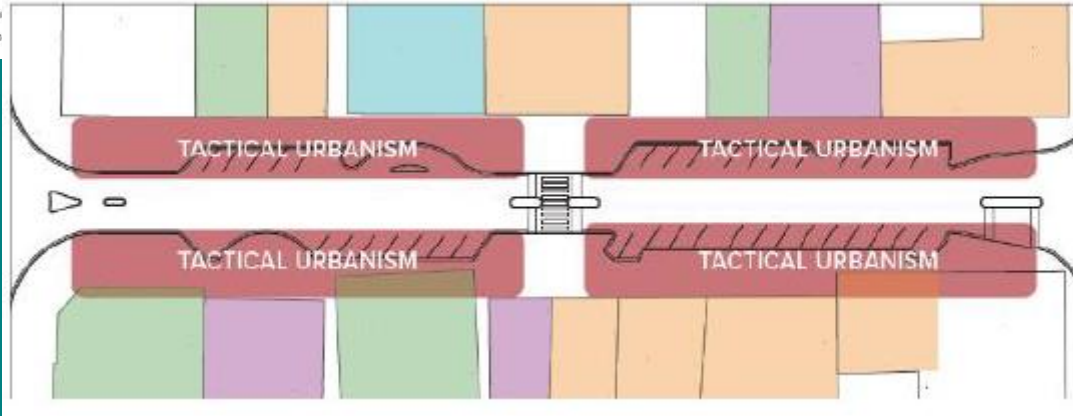


CONTEXT

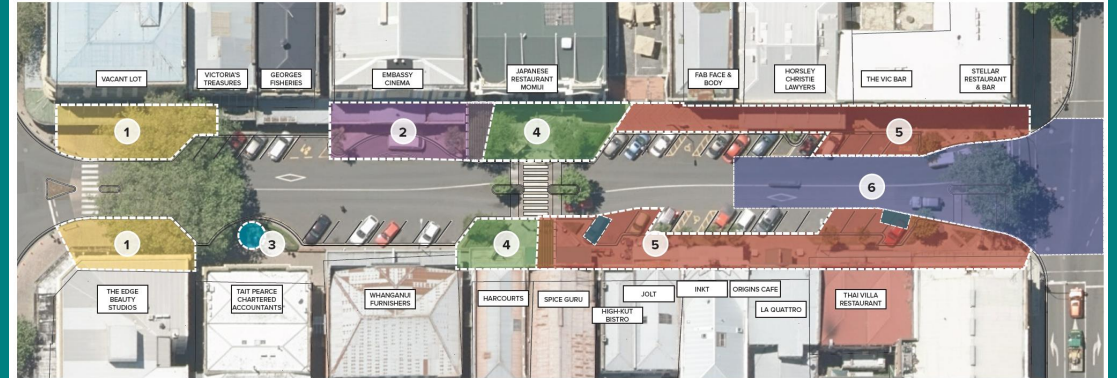
- Food & Beverage
- Entertainment
- Retail
- Commerci
- Visual Get

POSSIBLE TACTICAL URBANISM RESPONSE

- ENGAGE**
 - Food & Beverages
 - Tactical Urbanism focused on seating, shade and lighting to support food and beverage businesses
- PLAY**
 - Retail + Commercial / Office
 - Tactical Urbanism focused on play and recreational interventions
- PAUSE**
 - Entertainment
 - Tactical Urbanism focused on static and projected art and film with the intent of slowing down the street



LOWER VICTORIA AVENUE SOFT TOUCH APPROACH



THE NUMBERS

36	EXISTING CAR PARKS
11	CAR PARKS REMOVED
25	CAR PARKS REMAINING
257m ²	TOTAL COMMUNITY AMENITY SPACE ADDED

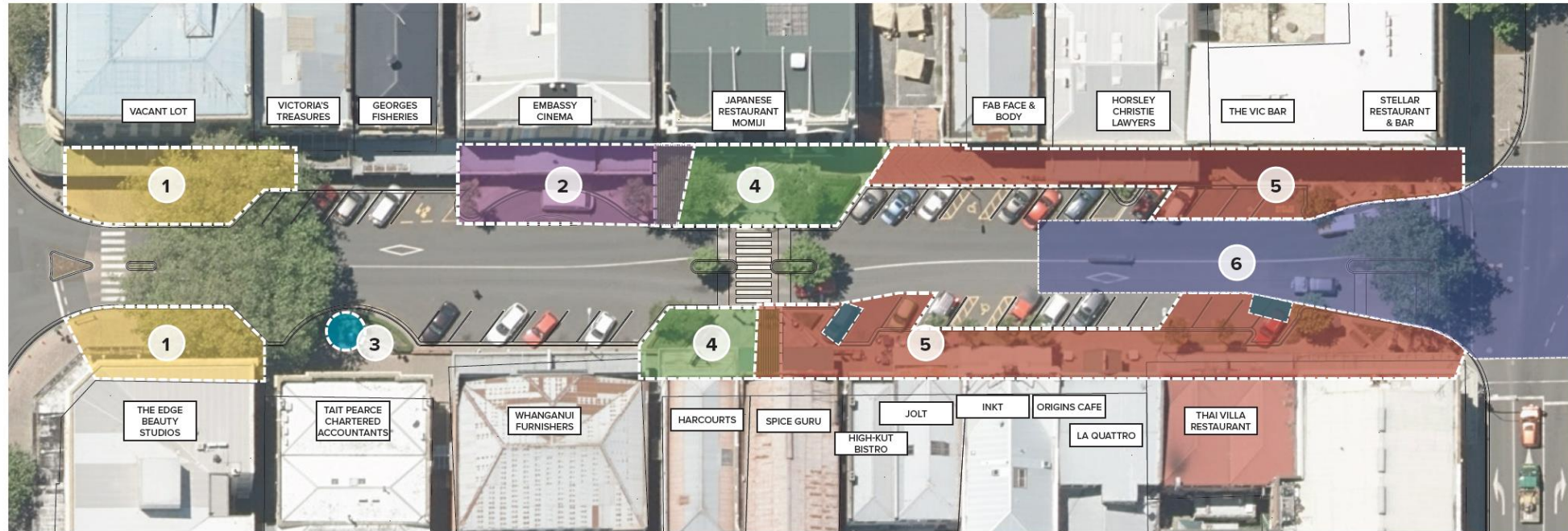
TACTICAL URBANISM KEY

- 1 YOUTH - FAMILY FOCUSED SPACE PLAY**
Tactical urbanism approach focused on seating, play, shade, lighting and vibrancy
- 2 YOUTH - FAMILY FOCUSED SPACE - THEMED**
Tactical urbanism approach concentrated on play and seating with a particular focus on movie and pop culture
- 3 STREET ART - PLAY**
Building around existing sculpture to create a gateway to lower Victoria as well as creating a play area from temporary earth mounding and landscape
- 4 CASUAL MEETING + EATING UNDER TREES**
Creating unique spaces gathering and meeting people with a focus on lunchtime greeting and eating space
- 5 DINING + EATING**
Tactical urbanism approach focused on seating, shade and lighting to support day and night business. Respite dining arrangement in support of adjacent business
- 6 STREET SURFACE ART**
Supergraphic artwork on street surface to form a strong visual gateway to Lower Victoria Avenue

Temporary Bike Stands



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TACTICAL URBANISM KEY



1 YOUTH + FAMILY FOCUSED SPACE: PLAY
Tactical urbanism approach focused on seating, play, shade, lighting and vibrancy



2 YOUTH + FAMILY FOCUSED SPACE - THEMED
Tactical urbanism approach concentrated on play and seating with a particular focus on movie and pop culture



3 STREET ART
Focused on encouraging pedestrian movement from mid Victoria Avenue towards Lower Victoria Avenue



3a STREET ART - PLAY
Building around existing sculpture to create a gateway to lower Victoria as well as creating a play area from temporary earth mounding and landscape



4 CASUAL MEETING + EATING UNDER TREES
Creating unique spaces gathering and meeting people with a focus on lunchtime greeting and eating space



5 DINING + EATING
Tactical urbanism approach focused on seating, shade and lighting to support day and night business
Bespoke dining arrangement in support of adjacent business



6 STREET SURFACE ART
Supergraphic artwork on street surface to form a strong visual gateway to Lower Victoria Avenue

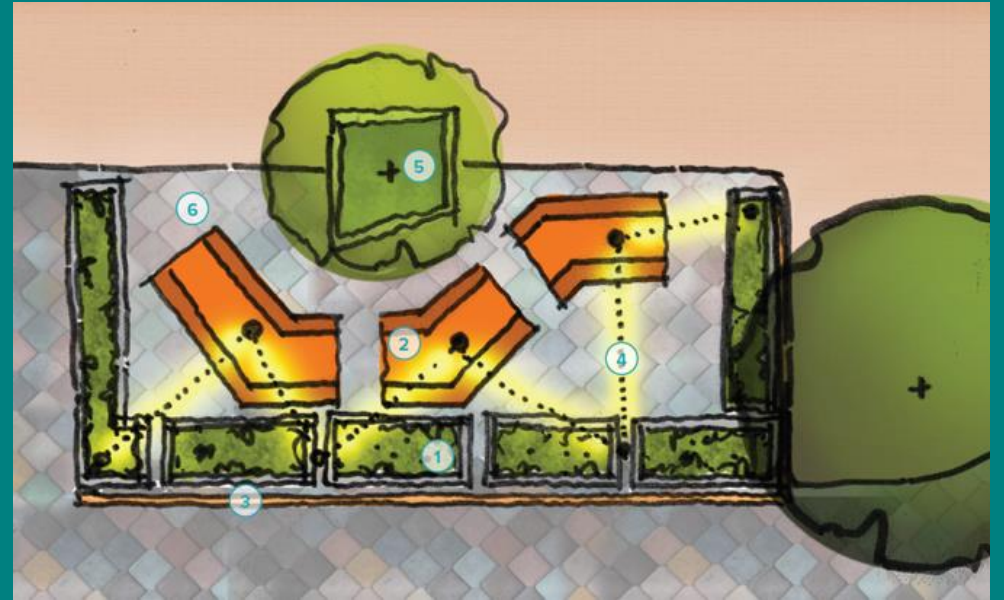
Temporary Bike Stands

Stakeholder Priorities

- History
- Story telling
- Heritage architecture
- Iwi presence
- Information sharing - signage
- Pedestrian access - easement



LOWER VICTORIA AVE : DESIGN 1



Response to feedback:

- Soft Touch Approach has been developed
- Highlighting Heritage, history and architecture
- New designer and new design
- Plan for wayfinding and signage to parking for drivers
- Plan for a parking map for pedestrians and online
- Plan for the alleyway next to Momiji
- Loading zone added on southern side next to Thai villa
- Safety of play spaces
- Is transformative yet functional

LOWER VICTORIA AVE

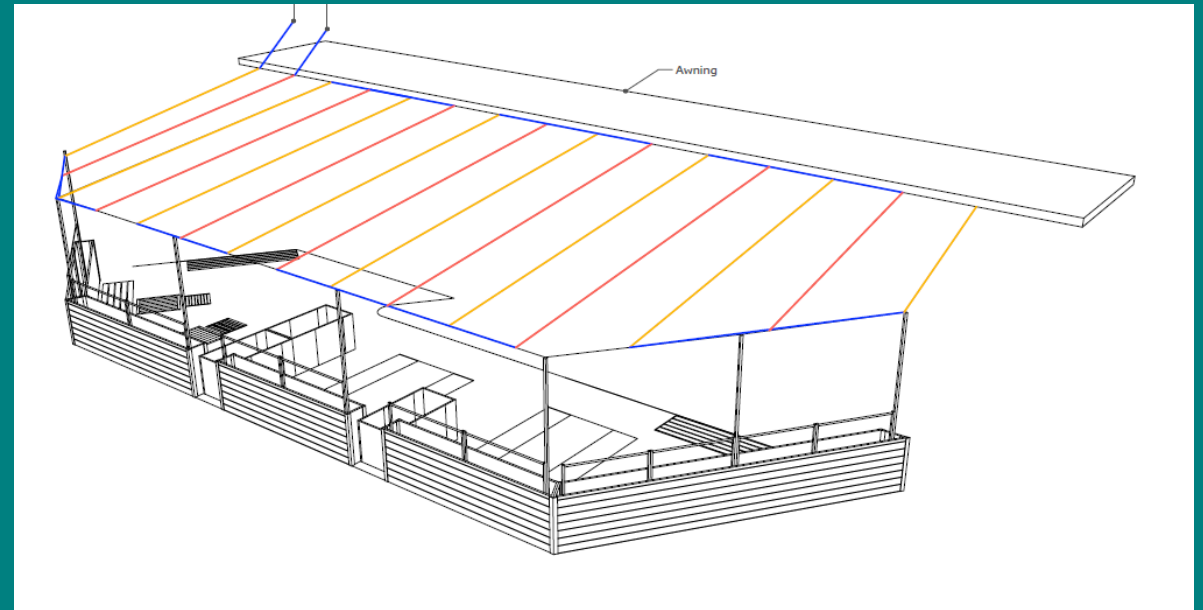
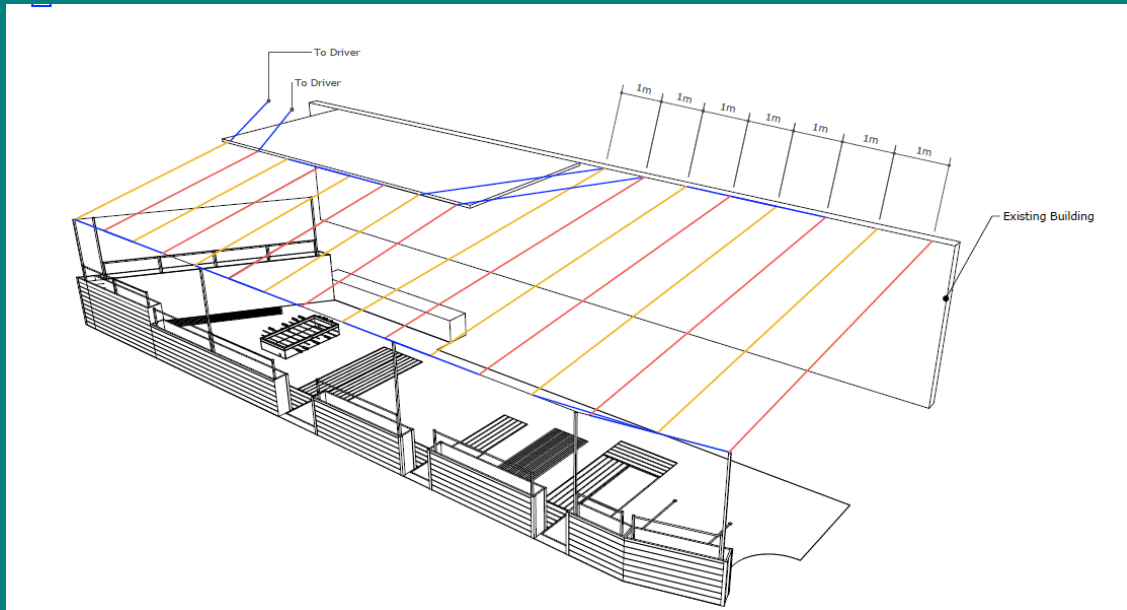
Inspiration: Meristem Design, London



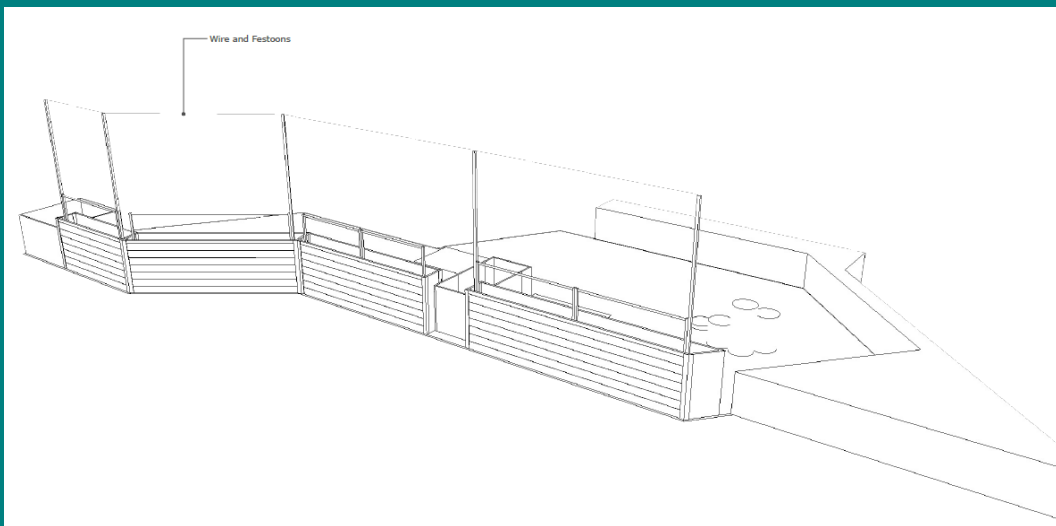
LOWER VICTORIA AVE: DESIGN



LOWER VICTORIA AVE: DESIGN



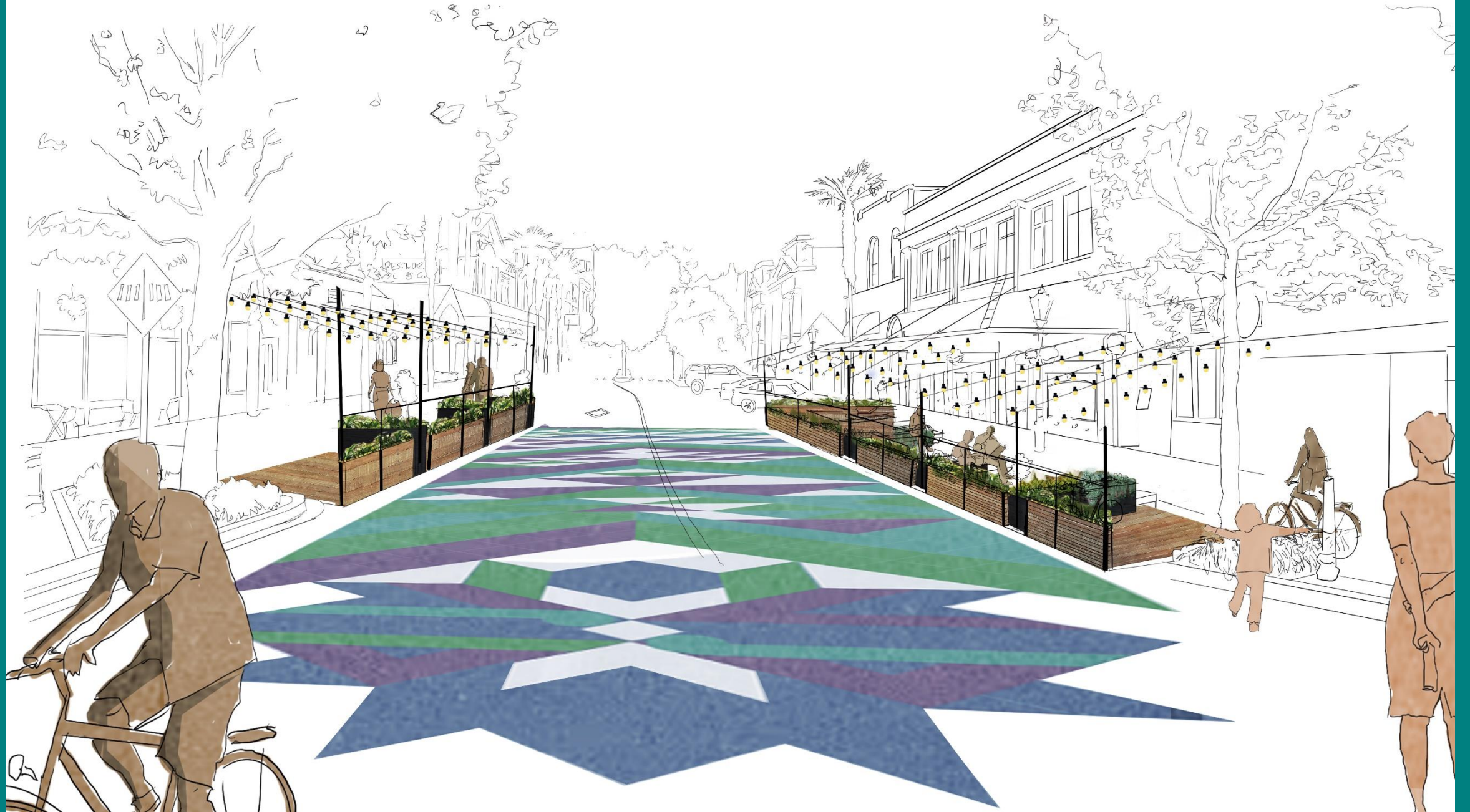
LOWER VICTORIA AVE: DESIGN



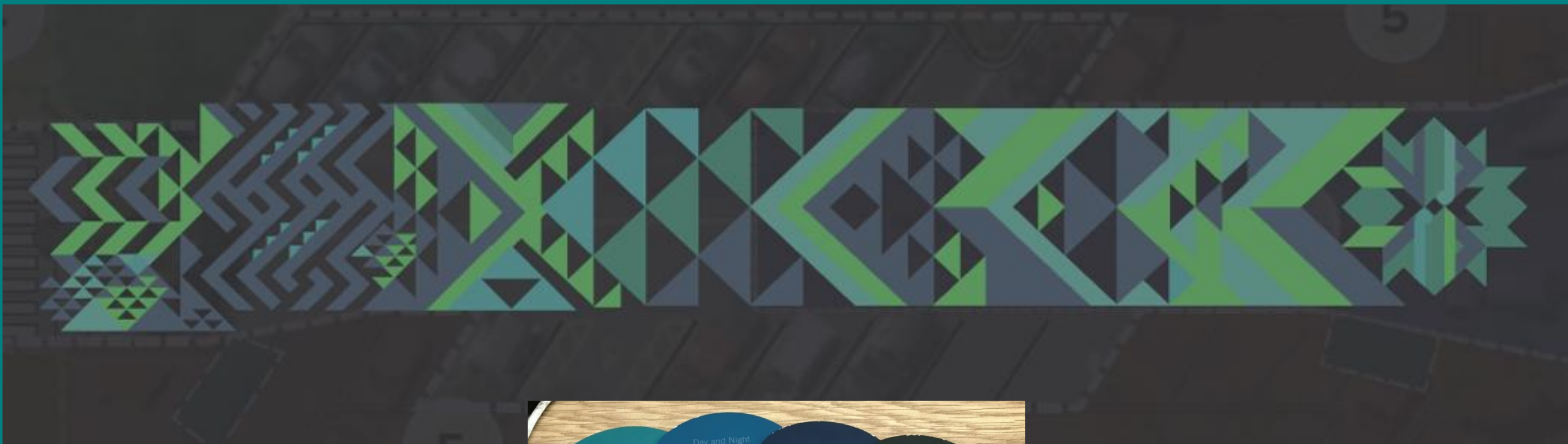




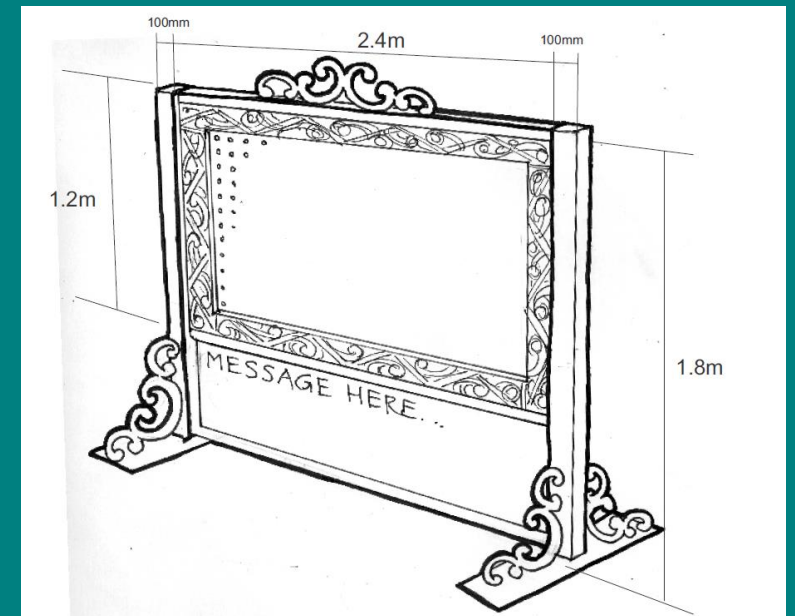
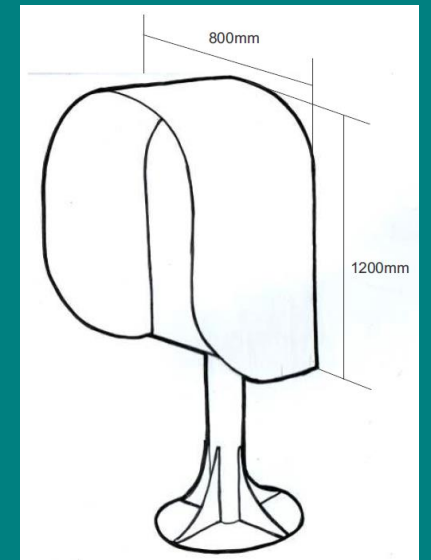
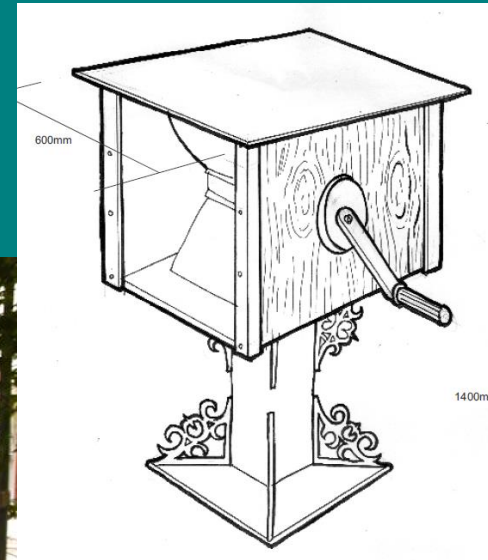




Road Art



LOWER VICTORIA AVE: ART



HIGHER SPENDS



High street walking, cycling and public realm improvements can **increase** retail sales by up to **30%**

Source: Lawlor, 2013

Cycle parking delivers



5x

the retail spend per square metre than the same area of car parking

Source: Raje and Saffrey, 2016

People who walk and cycle take more trips to the high street over the course of a month

Average number of visits to local town centre each month, by mode



16 visits



12 visits



8 visits

Source: TfL 2014

Over a month, people who walk to the high street spend up to

40% more



than people who drive to the high street

Source: TfL, 2013

Walking and cycling helps create
thriving high streets



As well as more customers, this brings benefits to the local community



Making it easy to walk and cycle to high streets means that more Londoners can enjoy these opportunities

SOCIAL VALUE

45%

of visitors to London high streets visit for **social and community** reasons



Source: Hall et al, 2017

Improving London high streets for walking and cycling led to a

216%

increase in people **stopping, sitting or socialising**



Source: Carmona et al, 2018

THRIVING HIGH STREETS

Retail
vacancy
was

**17%
lower**

after high street
and town centre
improvements...



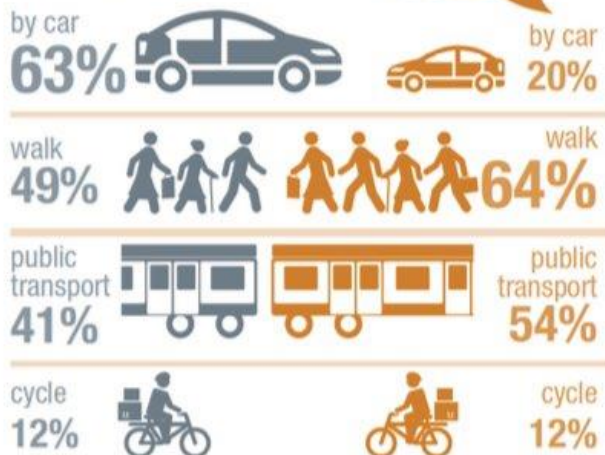
...and retail rental values **rose by 7.5%**

Source: Carmona et al, 2018

Businesses may overestimate their customers' car use

Businesses on Lea Bridge Road think their customers travel to the area:

However, visitors said they travelled:



Source: London Borough of Waltham Forest

What do BIDs say?

9 in 10

say walking and cycling creates vibrant areas

83%

say it attracts more customers

Source: Aldred & Sharkey, 2017



Innovating Streets – Flow on Effects

- Enabling broader conversations – Parking strategy/Town Planning etc
- Bolstering push for better public transport in Whanganui
Highlighting bus stop and pushing conversations with regional council
- Creating new parking signage to shift behaviour incrementally
- Sparking conversations about alternative transport
Future tram routes
- Proving the benefits of living streets through experience and gently warming critics to the idea
- Discussions about regular food truck nights and more road closures off the back of a successful event
- Alternative planting and compost trials



NEXT STEPS

Drews Avenue

- Finishing touches
- Responding to feedback as people interact
- Continued monitoring & evaluation
- Continued activation – food truck night, market, more events



Lower Victoria Ave

Options:

- Install smaller parts of the project over the next few months
- Revisit the conversation with the wider community
- Invite First Retail to workshop advantages of projects like this with business's



KEY LEARNINGS

- Value of co-design
- Power of meaning
- Power of interactive Art - Bread crumbs
- Designing around building use is important
- Enough degree of change is important
- Getting creatives involved makes project come alive
- When it is created by whole community, everyone is proud
- Semi-permanent approach vs temporary has been one of the key success factors.
- Project management team having broad range of skills is an advantage
- Contractor buy-in and project ambassadors

Lower Vic

- If we had more time we could have done more consultation in the wider community.
- We also could have met stakeholders more often, face to face – Although we did more co-design workshops for Lower Vic than Drews Ave. And conducted individual meetings
- More public political support earlier on
- It would have been good to get Retail First in as part of the workshopping process.
- But, we knew this project was going to be difficult due to the context and getting to the position we did was an achievement



1870

FOUNDERS
FOUNDERS

PLAS
RES



...of White Horse under
...and July 1901 by
photographers Nesbitt and Ready,
...hangar...
snowball fights along the Avenue
during that winter...

"First the early-rising young bloods,
then the seven o'clock men, who
waited for and peppered the eight
o'clock men, fought to a finish, came
to terms, joined forces, and waited for
the nine o'clock contingent of
business men, shop girls, and the
office brigade... The air was thick
with the smell of shells, frankincense,
opporious laughter, and boiling
victim.

Snowballs fell down from second-
storey windows, snowballs flew up
from the road, snowballs rained hard
and fast from and to every point of the
compass. Business stood adjourned.
Snow-storms may be as common as
cabbages in Merry England, but here
they are as rare as angels' visits — and
when the heavens provide the
ammunition, who wouldn't fight.

Well, some of the city magnates
wouldn't — at least, they didn't want
to. They were the ones who provided
the most fun. The danger could be
scented a mile off... Medicine should
be taken without sniffing, and
swallowed quickly, and those who
followed this rule in yesterday's noisy
carnival were the wisest and the
happiest...

However, the snow has gone, the
frolic is over, and now all that
remains to be done is to put sticking-
plaster on the scratches, mend the
windows, smile, and be friends. We
shall all remember Friday, the 5th of
July, 1901.

Most of us with pleasure,
A few of us with gain;
But all of us with longing
For such to come again."

From the Whanganui Chronicle, 6.7.1901, via paperpast.co.nz
More recently, Whanganui experienced similar frolic in 1973 and 2011. Image
via Whanganui Regional Museum, reference W-08-05.

1901





The shores of the lower reaches of the Whangarei river have been places of trading, settlement, defence, food cultivation, contact and exchange for many hundreds of years. Who transported passengers and goods along the area, both short and long distance. Locally, Puroa Stream and downstream of Pūkaiore was a popular connecting route, as was Pūkaiore-Pūtiki Wharangi which remains a well-travelled route.

After the arrival of European sailing ships and steamers, small jetties and wharves appeared along the shores of

at the end of a railway yard and station. The Town Wharf was a major boost to the economy of the growing town, and ships large and small plied the area. Excavations were built close to this area to take advantage of the wharf.

This growth had significant negative impact on the health of the area, and its function as a food source was reduced as pollution worsened. The Town Wharf area remained a busy hub of activity, even beyond its closure in 1961 after the Colburn Bridge at Pūtiki closed off the river from shipping activities.





Next Projects

- Hanging Lights refinements
- Momiji Alleyway
- History/Arts Audio Walking Tour
- Tram Feasibility Study
- Guyton Street