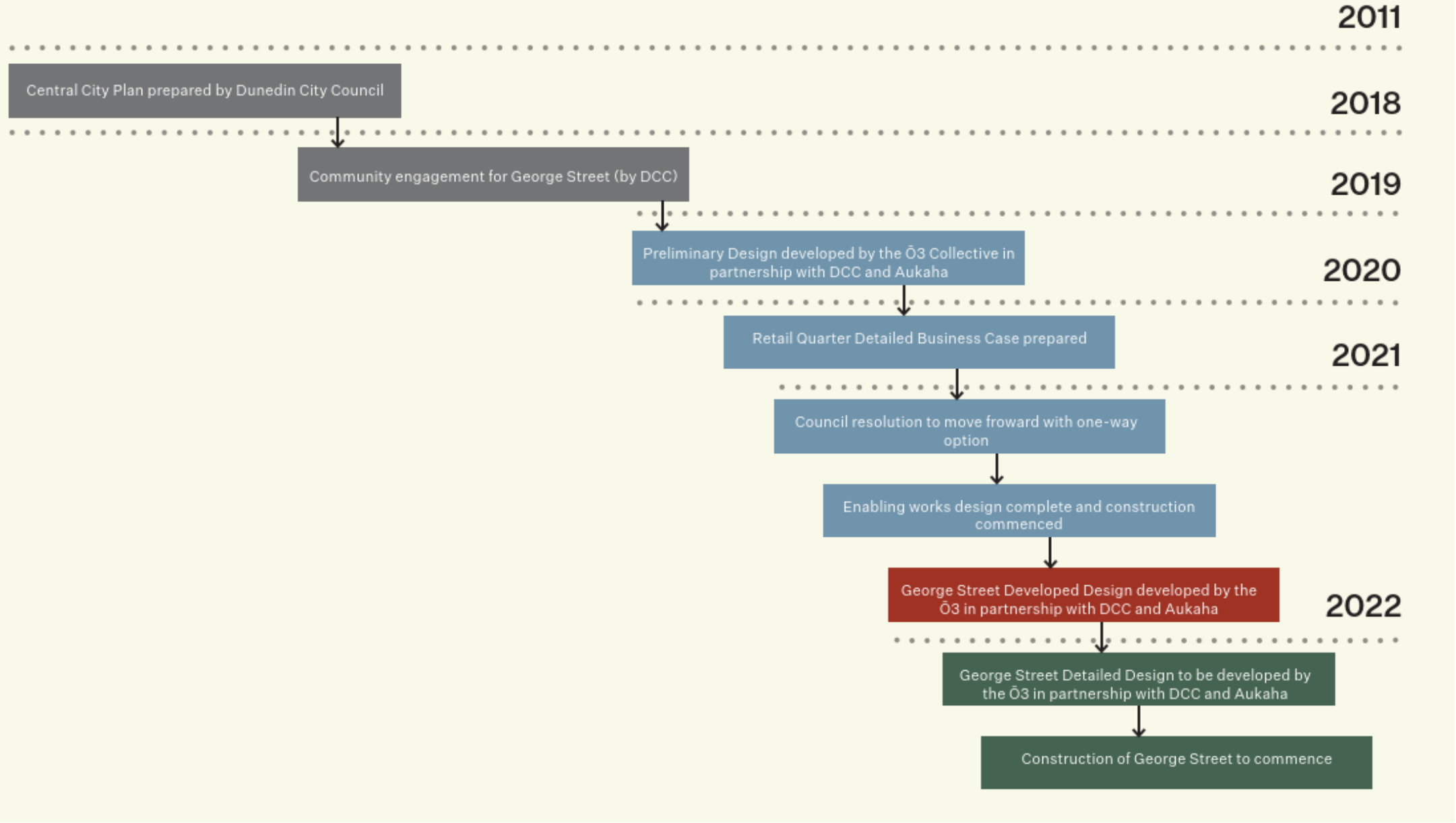
Ōtepoti | Dunedin
Retail Quarter Upgrade

“Dunedin City Council has a vision to make the city a distinctive destination and one of the world’s great small cities!”

Geoff Prince

Background


2011
Central City Plan prepared by Dunedin City Council
2018
Community engagement for George Street (by DCC)
2019
Preliminary Design developed by the Ō3 Collective in partnership with DCC and Aukaha
2020
Retail Quarter Detailed Business Case prepared
2021
Council resolution to move froward with one-way option
Enabling works design complete and construction commenced
George Street Developed Design developed by the Ō3 in partnership with DCC and Aukaha
2022
George Street Detailed Design to be developed by the Ō3 in partnership with DCC and Aukaha
Construction of George Street to commence

George Street Before Improvements

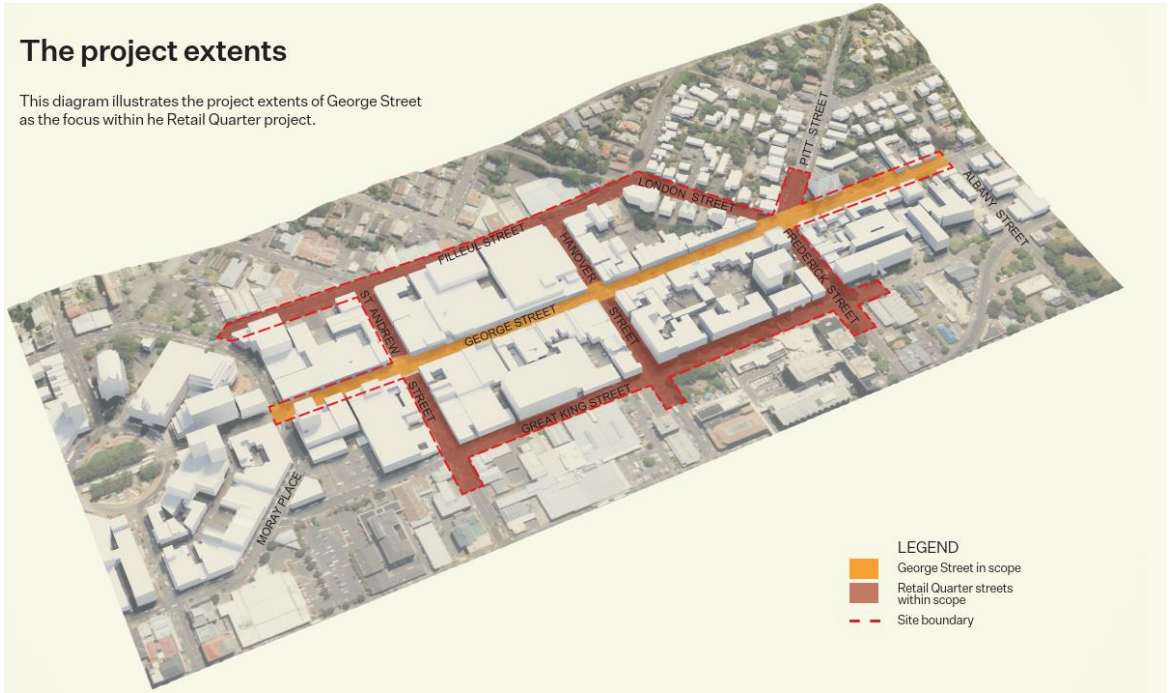
Project comprised of:

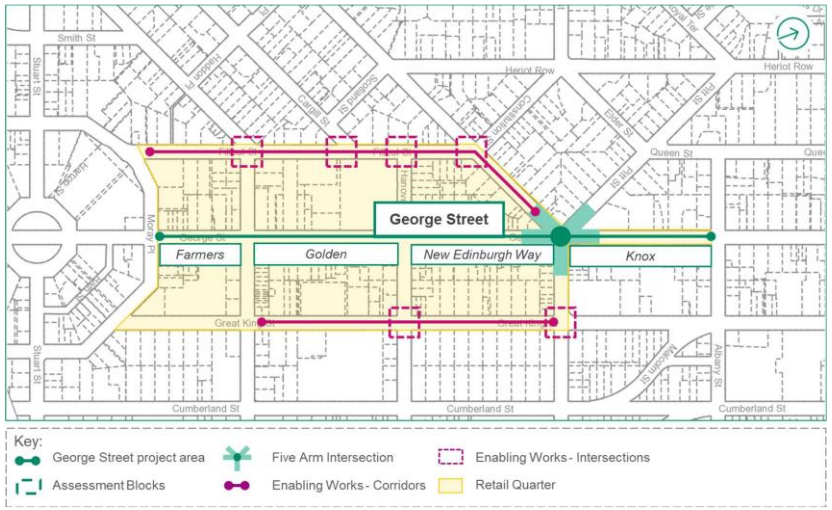
- **4 blocks** – Farmers, Golden, New Edinburgh Way & Knox.

- **Option included:** retaining two way vehicle movement, one way north or one way south.

- **Existing layout:** not great for anyone (except drivers). The design of the street felt very disconnected from the community. The design was not unique to Ōtepoti. Lack of recognition of local mana whenua in the design and sense of place

The Project Scope





- The upgrade of George Street sought **to improve safety, accessibility and amenity** for all modes and types of users along the street.

- Included a range of enabling works on surrounding streets and improvements at the 5-arm intersection of George St, Pitt St, London St, & Fedrick St. Collectively this is known as the **‘Retail Quarter Upgrade’.**

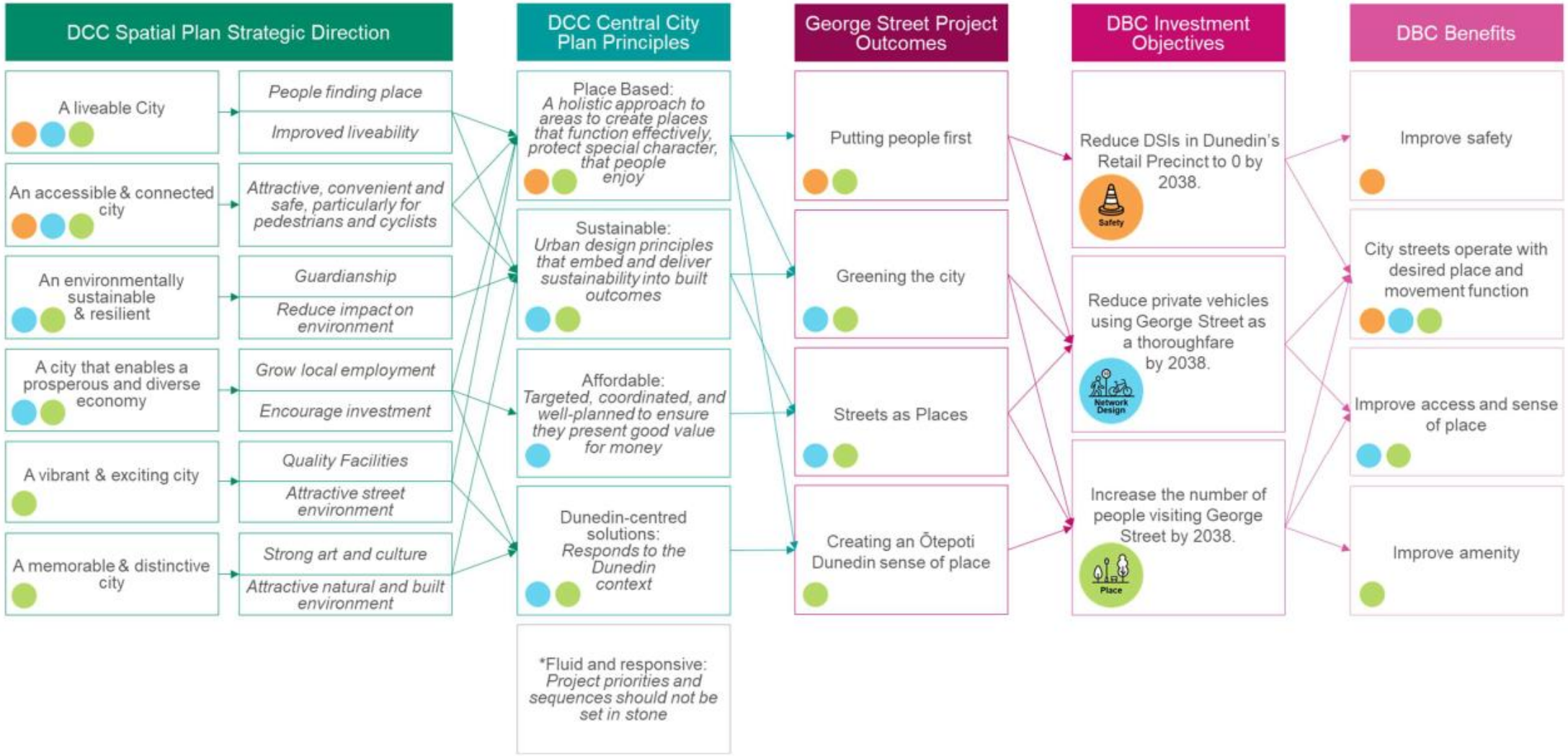
- The project was undertaken via a consortium known as the Ō3 Collective, made up of **AECOM, Jasmax and Isaac Constructions**.

- AECOM’s key roles included Geotechnical, Transport Modelling, Transport Planning, Transport Engineering and Business Case Development.

- Ultimately the upgrade created a **people-friendly space** with new paving, street furniture, lighting & public art.

Strategic Case

Changing the Benefits



Problem Statement Evidence

Problem 1 – Safety

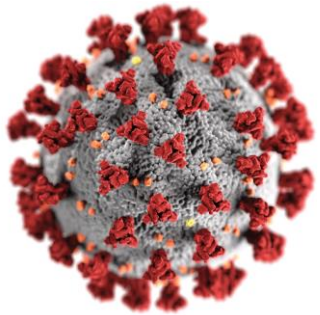
- Changes from IBC to DBC in the network (How, why and now we don't align to the IBC):
    - Changes in Travel behaviour leading to reduced crashes
- What else can we use to highlight safety concerns?
    - Dunedin Network Operating Framework – Highlighted George Street as a primary pedestrian and cycling route
    - One Network Framework – Changing the nature of the road from a Main Street to a Activity Street.

Summary Problem statement 1 – Safety

Updated crash statistics since the IBC indicate a possible improvement in DSIs in the Retail Quarter. This is likely a consequence of safety improvements from the introduction of Barnes Dance crossings at many intersections in the Retail Quarter, although changes in travel behaviour since the COIVD-19 Level 4 and 3 lockdowns are likely to be a factor.

The NOF and ONF, indicate there is currently mismanagement between aspirations for George Street and the existing use and layout of the road corridor. The risk of intermodal conflict therefore is still high and may be amplified in the future with a move to increased use of active modes and other forms of micro-mobility in the area.

Historical crash data does not capture risk or near misses and whilst some safety improvements have been made, safety risks could become more pronounced in future as more vulnerable road users are attracted to the area. Safety risks are amplified through the poor allocation of space as outlined further under problem three.



Problem Statement Evidence

Problem 2 – Network Design

- George Street is classified as having a future high place and low movement function in ONF
- Factors leading to increased traffic circulation hence compromising place value:
  - Inadequate parking wayfinding
  - High levels of parking occupancy
  - Prioritisation of vehicle space and movement
  - Public perception of George Street as an efficient route (viable throughfare) – shown by the traffic model

	AM peak	Interpeak	PM peak
George Street Northbound			
Total flow	170	245	351
Total through flow	17	26	45
Through flow %	10%	11%	13%
George Street Southbound			
Total flow	135	147	190
Total through flow	106	80	90
Through flow %	79%	54%	47%

Summary Problem statement 2 – Network Design

Poor information in the form of a lack of adequate directional wayfinding and the visually direct network design of George Street results in many private motor vehicles choosing George Street to move through the central city, despite slower travel times than the State Highway. The additional lack of parking wayfinding, car park entrance design and high levels of parking occupancy encourages traffic to circulate, which significantly compromises the amenity and place value of the George Street.

Problem Statement Evidence

Problem 3 – Place an Amenity

- Poor space allocation and supporting infrastructure adversely impacts modal choice, activity, accessibility, culture and amenity within the Retail Quarter

Space

- User tension
- Cyclists competing for space with car, parking, bus stop, pinch points
- Restricted footpath space
- Cluttered sidewalks
- Congestion – risk taking, red light jumping, jaywalking

Safety

- Students don't feel safe
- Many disabled and elderly people do not visit due to feeling unsafe, conflict with other modes, lack of amenities.
- High crime statistics to back this up
- Sexual harassment

Culture

- Does not reflect the diversity, culture and sense of place
- Does not reflect the diversity, culture and sense of place
- Opportunity to change that
- Opportunity to change that

Amenity

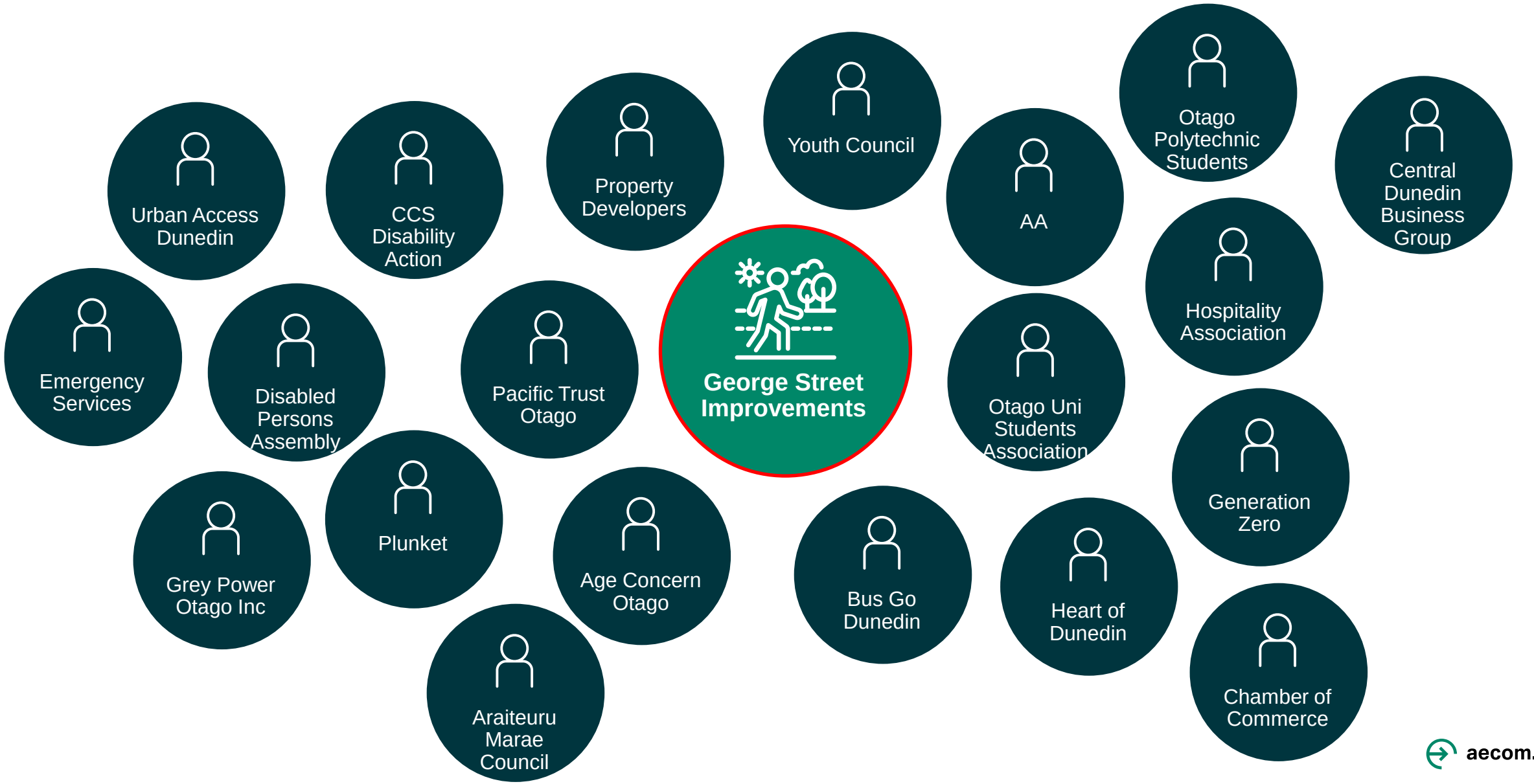
- Poor Space allocation
- Users don't like the city centre
- Cluttered
- Uneven surfacing

Retail and Economic

- Retail spending down 20% in central area
- Retail quarter lagging compared to rest of NZ
- Empty buildings increasing with increased duration of vacancies


Consultation

Numerous parties involved in consultation



Stage 1 – Listen and digest

Problem

The previous consultation left people feeling like they had no say. Group discussions led to those with the loudest voice (detractors) dominating meetings

Solution

Break the initial consultation down to a 1 on 1 with each party. Listen to them, understand their fustration, what was their real issue. DON'T discuss the option or solution, just undersand their concerns and worries

Why should students have a voice, they don't live here

Can we not just close the roads?

If you take away parking no one will come and you cannot convince me they will

Don't want green zones, creates loitering, detracting customers

We need change, its old, doesn't fit in and needs a complete revamp

10kmph wont work, I cant drive a manual car at 10kmph its not safe

We don't want cars in our retail centre

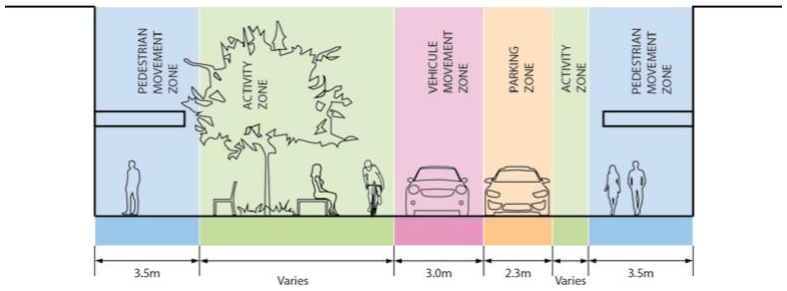
I don't feel safe at night in the area, I am constantly verbally abused.

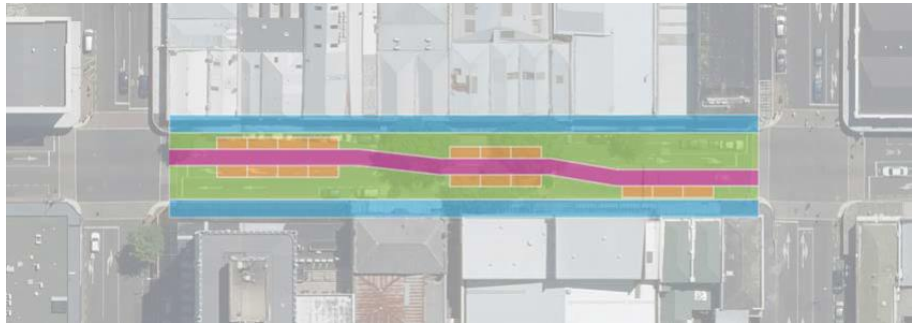
Stage 2 – Getting people on board

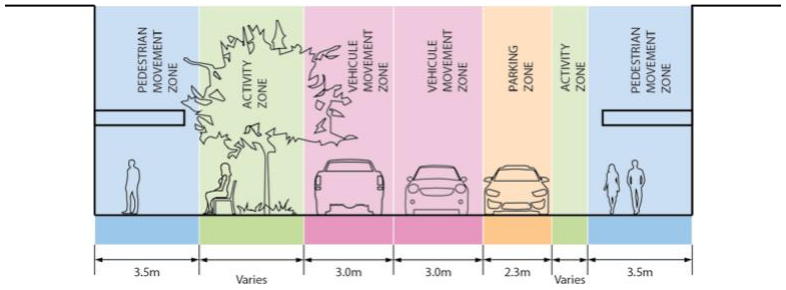
In person consultation was broken into four sections:

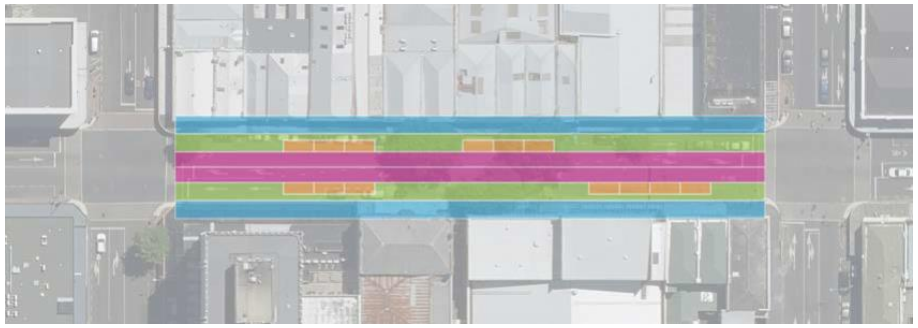
1. **Brought together** parties at the opposite ends of the spectrum who were vocal of their views
2. **Put the designs on the walls –** it allowed these people see & feel the design. We explained how we listened. **We showed we listened**
3. **Present –** what did people want to know from the listening sessions. We targeted their concerns with evidence i.e. transport modelling, parking, access.
4. **Questionnaire -** focus on existing. What is good about it? Why not change it? If we did change it, what option would you want & why? Rank your priority

How we presented the design options



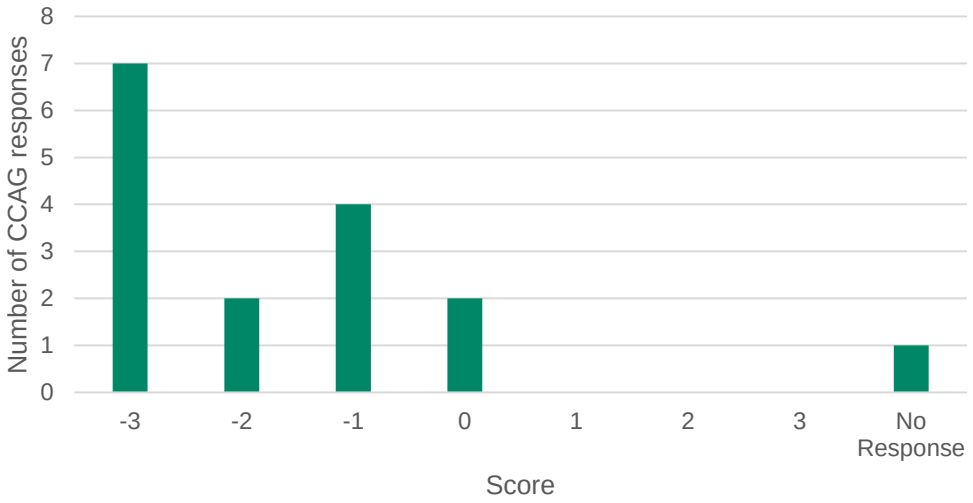




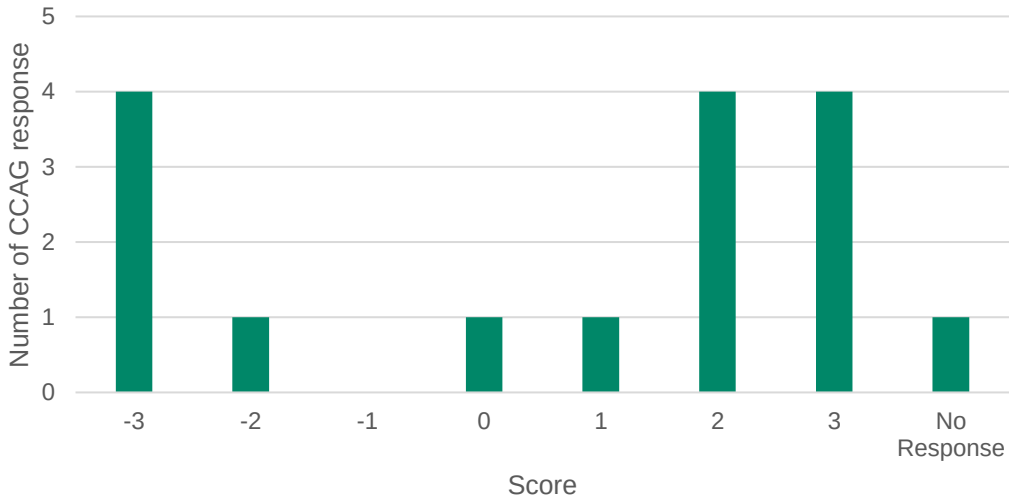


Key feedback from the consultation

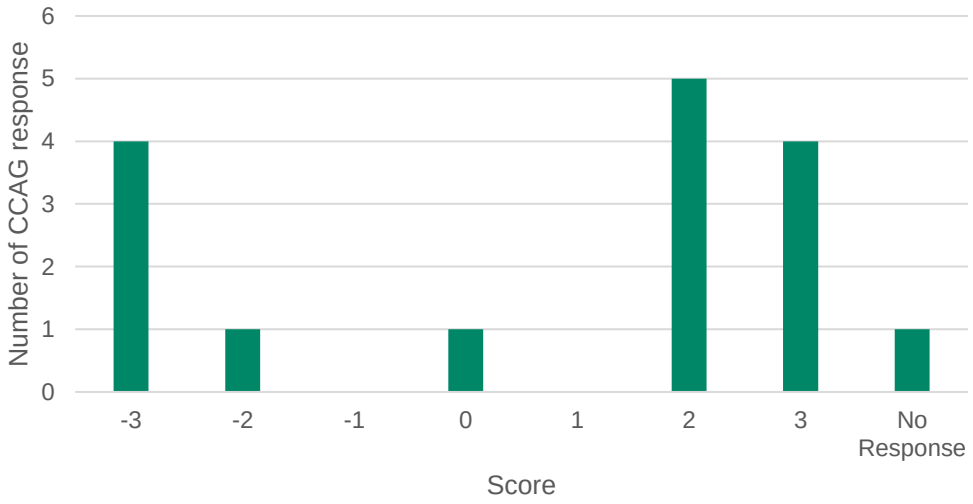
Do Minimum



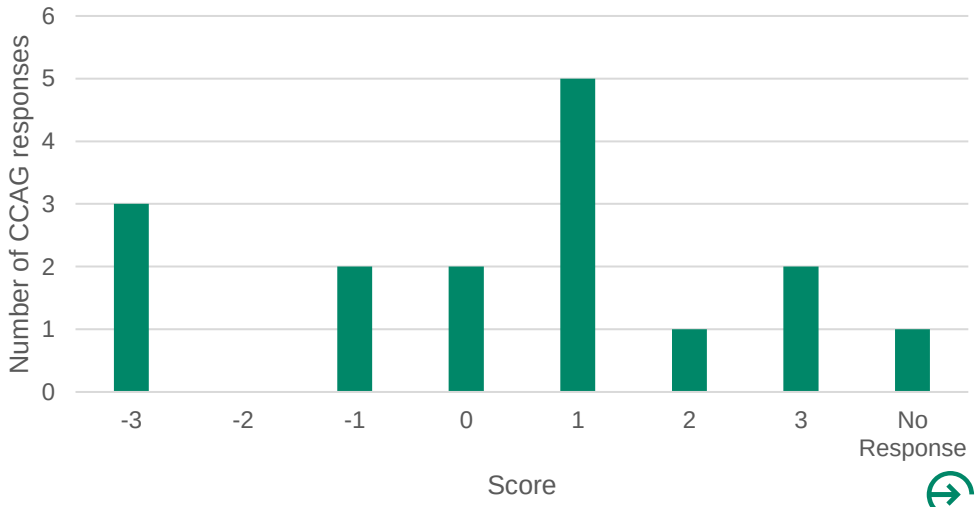
Option 1

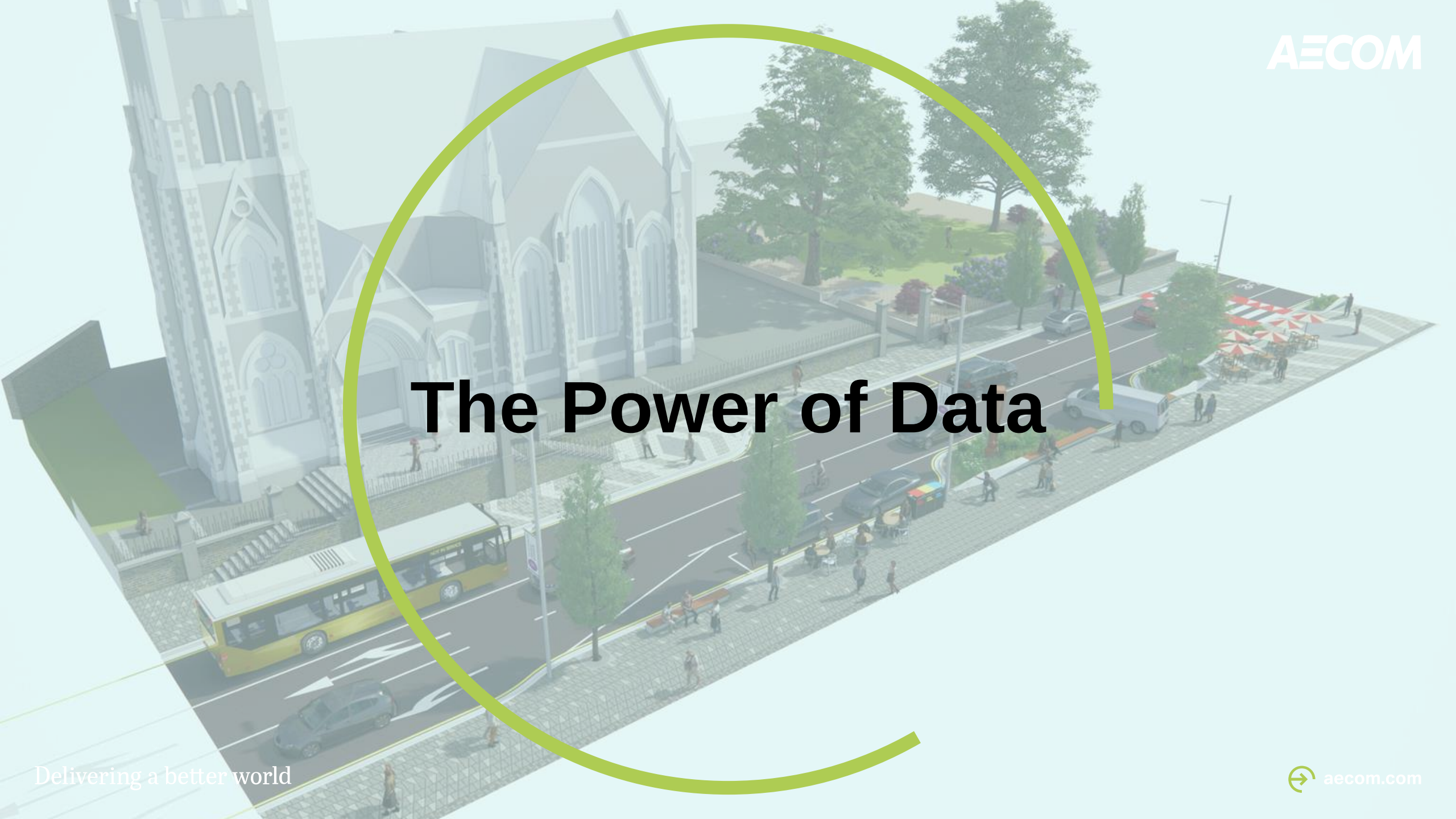


Option 2



Option 3





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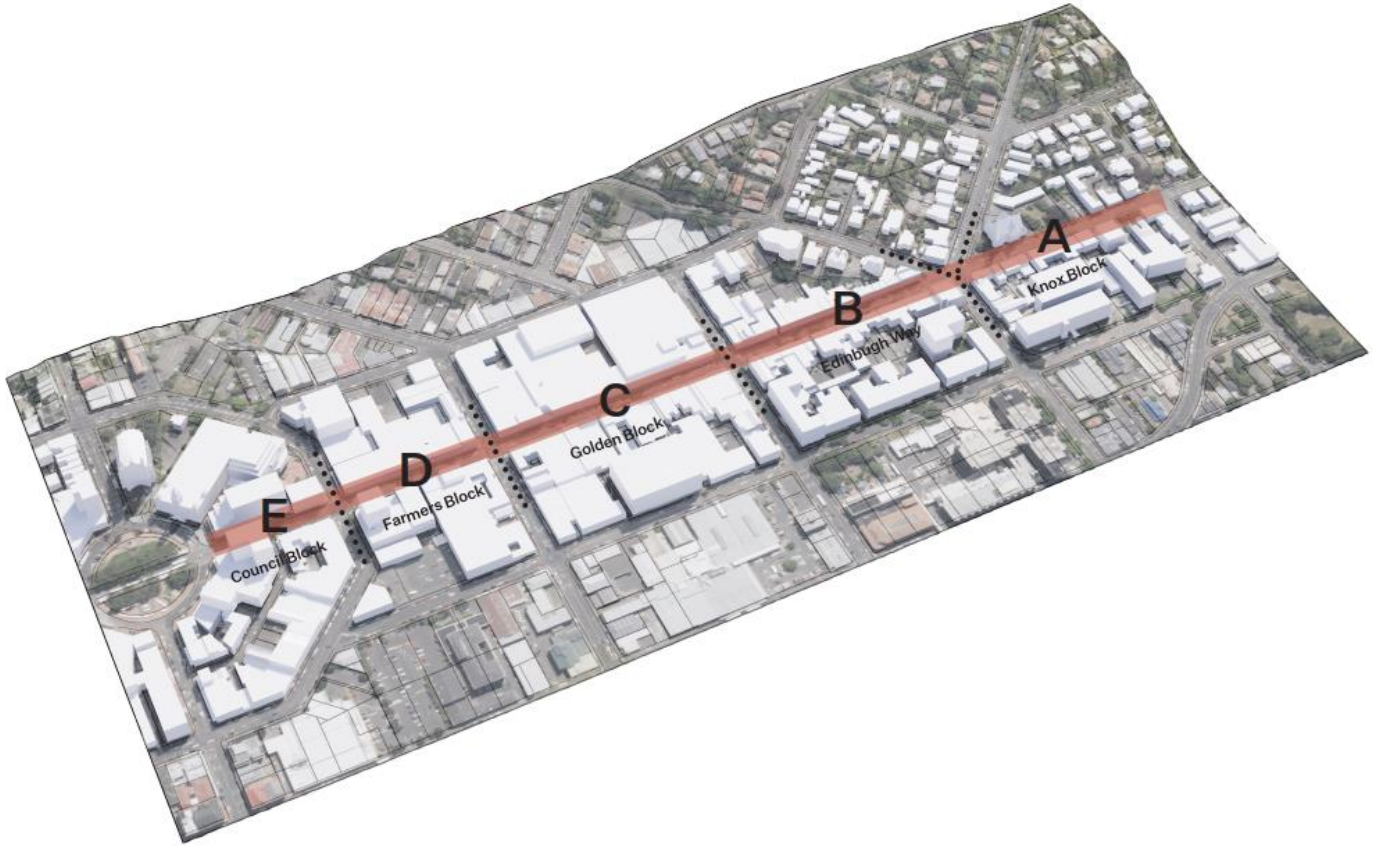
Data Sources – PERS

PERS = Pedestrian Environment Review System

PERS is a system developed by TRL to evaluate and assess the quality of pedestrian environments. The assessed scores of each environment are based on Convenance, Connectivity, Conviviality, Coherence and Conspicuity.

A PERS assessment was conducted on different sections of George Street



Data Sources – VURT

VURT = Valuing the Urban Realm Toolkit

VURT is a tool developed by TFL, which provides evidence-based justifications to give monetary value to public environments. In monetising some of the less tangible benefits of better streets and spaces, it enables the quality of the pedestrian environment to be considered on equal terms with conventional benefits.

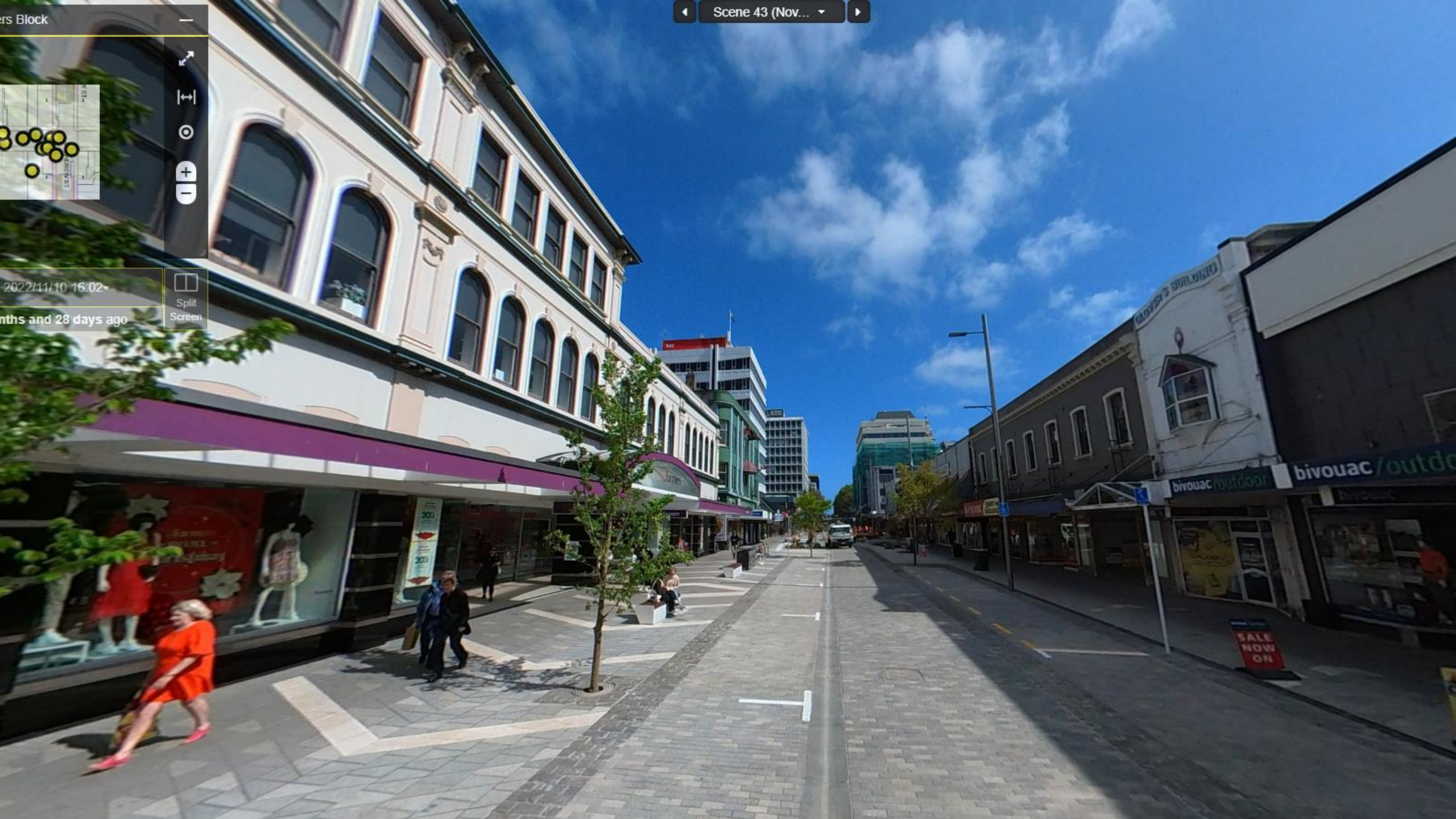
VURT can convert any changes in PERS scoring from existing to proposed conditions to a monetary value.

Key findings from VURT

- Base Year - 2021
- Construction of improvements - 2024
- First year benefits occur - 2024
- Pedestrian numbers increased to grow by 0.4 p.a
- Street asset improvement life – 30 years
- Real discount rate – 4%

Street Section	$ Millions
A Knox	$4.3
B Edinburgh	$12.1
C Golden	$16.2
D Farmers	$9.8
Total	$42.5


rs Block
GEORGE ST
2022/11/10 15:59
nths and 28 days ago
Split Screen
Scene 57 (Nov...
Farmers
Farmers
Farmers
30%
20%
RUBBISH
RĀPIHI
RECYCLING
HAKARUA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nths and 28 days ago
Split Screen
bivouac outdoor
bivouac /outdo
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