

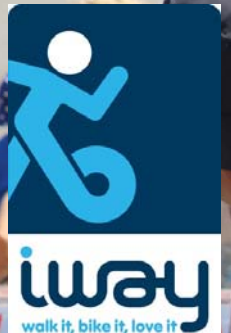


NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

OPEN STREETS IN SMALLER TOWNS

LYNDAL JOHANSSON

FEASIBLE APPROACH FOR CULTURE CHANGE?



NEW CONTIA

REPLACING CAR TRAFFIC WITH PEOPLE TRAFFIC



- Open streets events are often used to promote local culture change in a community, through encouraging people to see their street in a new light – without traffic but vibrant and full of people instead.



However, these kinds of events are rarely seen in NZ outside the bigger urban centers.



CHALLENGES FOR A SMALL TOWN

- Limited budget, manpower and resources
- Low population
- Conservative retailers





RETAILER ATTITUDES

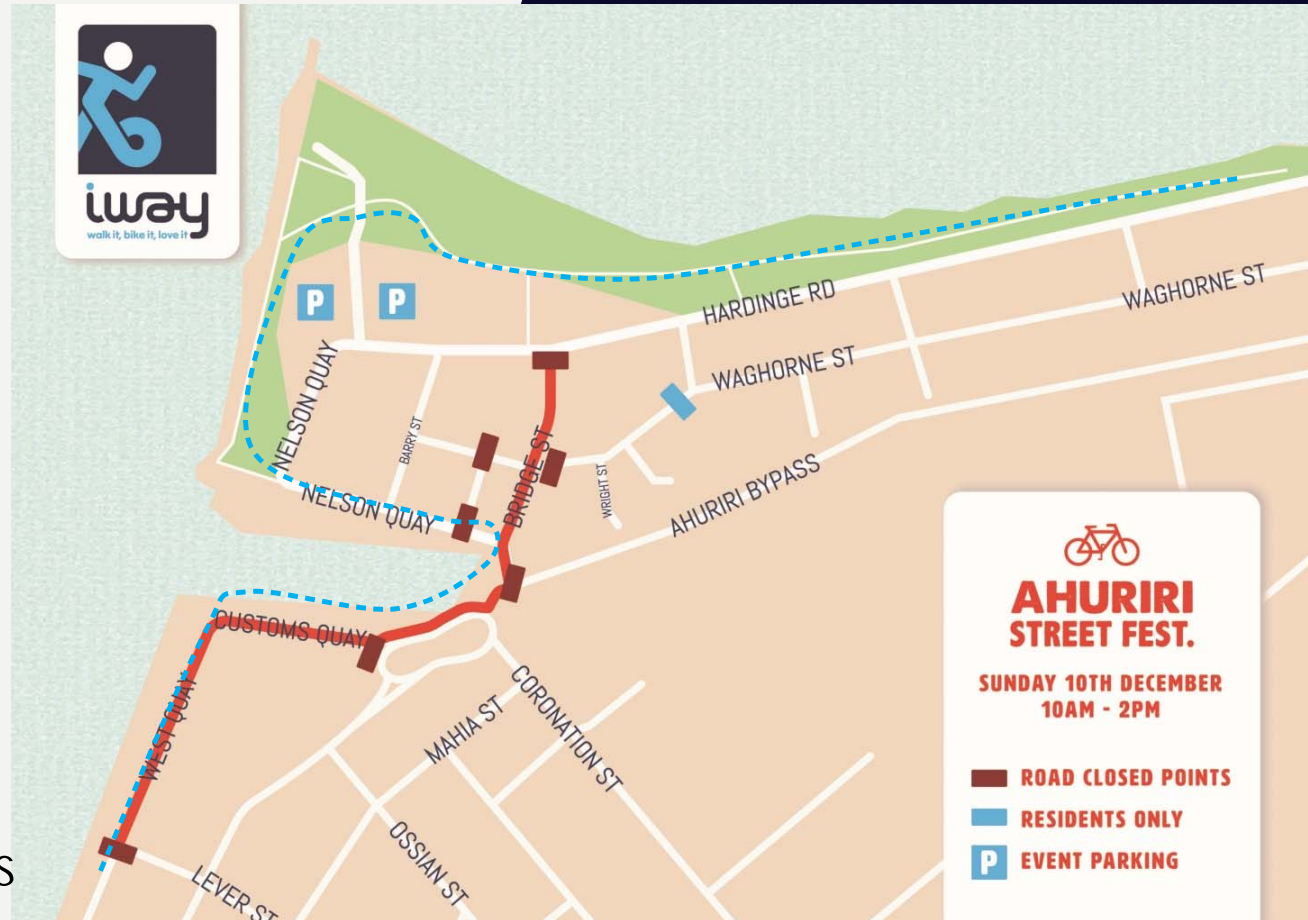
Have a huge
impact on the
future
development of
areas like this

FINDING THE RIGHT LOCATION

- The major turning point was finding a Business Association which was open to giving this a chance

Other Bonuses:

- Linking up with existing shared pathways
- Low residential area
- Local retailers wanting more weekend business





West Quay



Bridge Street



Route covered 2 distinct areas with different characteristics

These different areas produced very different results on the day – lessons learnt



THE PROCESS

A lot of one on one conversations with individual businesses.

A local retailer/business meeting was held every 2 weeks

Without this group, it would have been impossible



THE DAY!

- 4 hours – 3000 people
- 57 Businesses/organizations involved
- 38 Different activities on the streets
- 6 Local Clubs
- 1 Radio Station
- 1 Local Rotary Group





COST

Cost \$15,000

Team of 2!



RESULTS & LEARNINGS

- **Objective** – culture change.
- **Results and Learnings** :
Attitude of retailers is
KEY!!



CONCLUSION

Combination of right location, right retailers and commitment to make it work, makes this a feasible event for culture change, even on a shoestring budget for smaller towns

