

# Open Streets 2016

## Karangahape Road



DESIGN THINKING // ACTIVATION CASE STUDY

City Centre, Auckland



# BACKGROUND

Open Streets is a global initiative that temporarily transforms street spaces into public zones; where people can walk, cycle, socialise and celebrate, transforming the public's ideas around what community engagement is possible, and permissible in urban areas. The movement originated in Bogota, Columbia in 1974 as Cyclovia, and has become popular in the United States, Canada, Australia, Europe and South Africa.

Open Streets events are often driven by walking and cycling advocacy groups and/or local authorities. This type of community engagement is an innovative initiative of the 'Liveable Cities' movement - used in cities to achieve environmental, social, economic, and public health goals and objectives.



*Participants in Ciclovía, Bogotá, Columbia.*

# OVERVIEW

Open Streets was first launched in Aotearoa in 2014 as “Ciclovía on Quay”. The event was delivered by Auckland Transport in partnership with Auckland Council and had strong support from the Waitemata Local Board. In 2015 the event was rebranded as Open Streets.

The purpose of Open Streets is to open public spaces to other forms of transport beyond motorised vehicles, demonstrating a commitment to creating a greater balance in transport options city-wide.

Open Streets demonstrates an awareness of the importance of “people/community first” in the development of Auckland’s transport infrastructure and creates a positive opportunity to engage with targeted communities.

## PROJECT SUMMARY

In 2016, Open Streets moved to K Road where the community embraced the initiative, creating a memorable, unique-to-K Road-experience.

The shift from downtown Auckland up to Karangahape Road served to:

- Support transformation planning in the precinct
- Test, inform and share cycleway plans
- Celebrate and connect with recent cycleway infrastructure improvements: Te Ara I Whiti, Nelson Street and Beach Road Cycleways.
- Share information on the City Rail Link project and what this means for the local community.



*Ciclovía on Quay, 2014. Image courtesy of Auckland Council.*

# KEY PROJECT INFORMATION

## STREET TYPE

**REGIONAL ARTERIAL MEDIUM PRIORITY**

## PROJECT TYPE

### **ACTIVATION**

Open Streets is an international initiative which temporarily closes a road or area to traffic in order to reclaim it for walking, cycling, playing or socialising.

## LOCATION

**KARANGAHAPE ROAD (K ROAD)**  
**CITY CENTRE**  
**AUCKLAND**

## PROJECT DATE

**1 MAY 2016**

## ROAD CLOSURE

**8AM – 9PM** from Queen Street to Newton Road.

## PROJECT FUNDERS

### **AUCKLAND TRANSPORT'S WALKING AND CYCLING PROGRAMME**

with contributions from Auckland Council and The Karangahape Road Business Association (KBA).

## DELIVERY TEAM

### **AUCKLAND TRANSPORT'S WALKING AND CYCLING TEAM**

in collaboration with The Karangahape Road Precinct businesses, communities and organisations.

Specific initiatives were provided by New Zealand Transport Agency, Bike Auckland and Auckland Council.

## LESSONS LEARNT

### **STRONG SUPPORT**

was received from businesses and the public alike for frequent future activities similar to open streets, in particular those that are specific, purposeful and relevant to the community context.

### **PLACEMENT OF PROGRAMMING**

relative to local businesses is important.

### **AMPLE FOOD OUTLETS AND SECURITY**

for large numbers are important considerations when planning future events.

### **ROBUST MARKETING CAMPAIGN**

and effective communication, promotion and publicity should support open street type activation activities.



# UNDERSTANDING THE OBJECTIVES

## AUCKLANDTRANSPORT

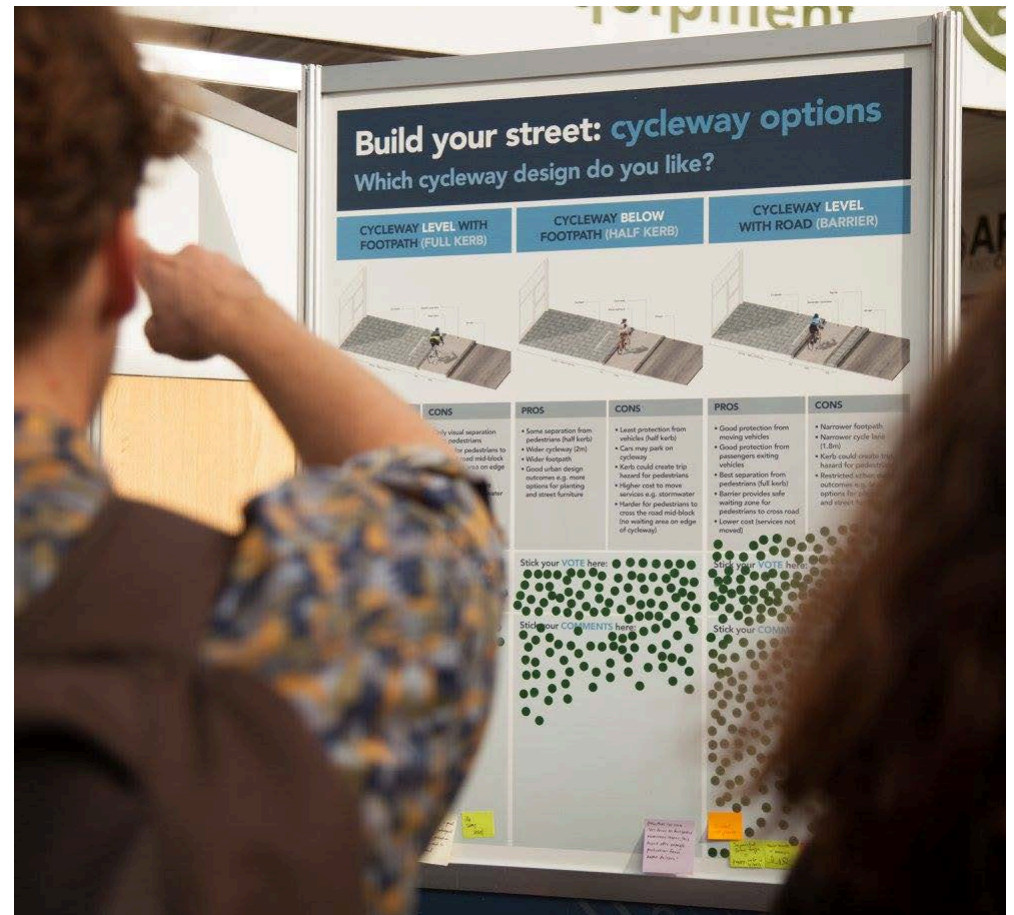
By inviting Aucklanders into the city and offering glimpses of the future through interactive and fun experiences Auckland Transport wanted to:

1. Generate excitement for infrastructure investments amongst residents and visitors.
2. Create opportunities to observe user-behaviour and inform infrastructure design.
3. Demonstrate support for business precincts as dynamic and future-facing destinations throughout transformation periods.
4. Generate goodwill in advance of the disruption associated with transformation projects.

## THE KARANGAHAPE RD BUSINESS ASSOCIATION

The Karangahape Rd Business Association viewed Open Streets as an ideal opportunity to:

1. Showcase K Road to the city (and beyond) as a vibrant and creative destination.
2. Engage K Road's many diverse communities in delivering a placemaking event.
3. Stimulate economic activity for its businesses.



Community consultation during K Road Open Streets (Photo: Dan Davis, Dandy & Co).

## GETTING IT RIGHT DESIGNING SPACES AS PUBLIC SPACES



*Intersection of K Road and Queen Street, open to motorised traffic.*

### Before

Karanghape Road is a four lane road, utilised as a major vehicle connection between the city centre, the southern and western motorway networks and western inner city suburbs

# GETTING IT RIGHT DESIGNING SPACES AS PUBLIC SPACES



Sign posted area in front of St. Kevin's Arcade, K Road (Photo; Dandy & Co, Dan Davis).



Looking west along K Road to the motorway over-bridge during Open Streets 2016 (Photo; Dandy & Co, Dan Davis).

## After

- ① K Road is split into 4 regions, each with a unique purpose and experience.
- ② Allocated areas for street performers and audience members are created



# GETTING IT RIGHT DESIGNING SPACES AS PUBLIC SPACES



(Photo; Dandy & Co, Dan Davis).



(Photo; Dandy & Co, Dan Davis).

## After

- ③ Businesses were encouraged to open up into allocated space on the street to take advantage of road closure.
- ④ A market area was created for retailers and hospitality business to trade on the street for the day.



# MEASUREMENTS OF SUCCESS

Feedback was hugely positive. The event was very well attended, with more than 30,000 people visiting across the day.

The 70 programmed activities involved over 400 people delivered along the 800 metre stretch of road. Some of these were businesses who opened specifically for the event, others reported they had taken on additional staff for the day.

A survey summary with businesses and organisations that participated reported that there was a 95% increase in foot traffic on Sunday 1 May. The closure of the street to automobiles was widely celebrated. The organisation and security at the event was also commended.

The Open Streets event brought an economic rush to the Karangahape Road precinct. Marketview reports that spending increased by 77% for the Open Streets event and the number of transactions increased by 98% (compared to Sunday 3 May 2015).

The average transaction value was \$30.26 (the weekly average for that week was \$33.57).

83% of businesses reported an increase in takings for the day, with increases reported ranging from 15% to 1000%.

90% of business owners said it was likely or highly likely that they would get repeat business from those new customers.





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- Understanding the rules
- Writing your brief
- Developing a design
- Hiring your design and build team

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