Sustainable Urban Development

Research Report

can facilitate development and attract outside interest whilst long term planning and development unfolds. This first stage in development is referred to as the °®§ª ¯¥¥ªš¨¬¤š¯¡ šªŸ¥ ²¥š¨¥ §¡¡¬¥£ productive residents in an area, attracting new productive residents and visitors, in testing out and experimenting with ideas and in revitalising areas to make them commercially viable once again. (¤¡®¥ª« «ª¡ ¯¶¡ ¢¥¯ š¨¨ œ®ªœ¬°±š¨Œ®§©¡³«®§œ«® redevelopment, as so much depends on context, however there are international trends that help to facilitate it.

Disasters such as the Northbridge, California earthquake of 1994 and the Kobe earthquake of 1995 provide us with key information on how to begin the transitional process in the immediate years following an earthquake. Resident

The development process itself is largely out of the hands of residents themselves, however a good relationship with the local governing body will enhance the decision making process for streetscapes and projects. One way in which the community members can influence development is to attract potential business and landowners that would benefit and contribute to the street. This can be done through initiatives used in the transitional phase, including branding and temporary re-start projects.

There is no simple formula to produce a creative city. Wide speculation of the appropriate mechanisms have led to critical discussions and contrasting ideas. ! šᵃ µ ¤«¨Ÿ °¤¡ «¬¥ ¥ᵏ ª °¤š° °¤¡ ²¡ ®µ šœê «₵ ¬¨šᵃ ª ¥ £ ¥⁻¡ ¨Ÿ¡ ⁻°®µ⁻ °¤¡ oê¡ š°¥¥µ «₵š Ÿ¥°®ₖê ž¡ ⁻¨¥   (¤¡ ®› ±¥Ÿ¥ £«₵C¤®Ÿ°œ±®œ C¥µ ¤š⁻ ¡ Ÿ to a proposed cultural quarter; potentially located around Victoria District. The creation of such areas leads to debate from government officials, in particular concerns focus on how tolerance, diversity and innovation can be operationalised (Leslie, 2005). City governments have the power to impose a monolithic notion of what a city should reform to, and able to decide what is included under the bracket of culture.

Iᵃ   &¥œš®Ÿ F¨«®Ÿš ¬±› ¨¥¤¡ Ÿ š ¬š¬¡ ®C¥¥ ⁻ šᵃ Ÿ °¤¡ C®¡ š°¥¡ C¨š¯¯ °¤¥ acted as a catalyst for the study of *creative cities* and has received many contrasting reviews. Florida (2003: 11) argues that creative people are the Ÿ®¥¥ £«®œ¡ «₵¡ œêᵃ «©¥œ£®³ °¤ šᵃ Ÿ °¤š° ¬¨šœ̧ê⁻ °¤š°š®® «¬¡ ª šŸ ¬«⁻⁻¡ ⁻⁻ «³ entry barriers for people gain creativity advantage from their ability to attract ¬¡ «¬¨¡ ₵®© š³ ¥¡ ®šᵃ £¡ «₵› šo§£®«±ᵃ Ÿ⁻ (¤¡ ®¡ «¥ š¨¨¬«¡ ›¡ ¥£¡ ±š¨ areas that hold open and diverse qualities will be more likely to attract larger quantities of talented and creative people – it is these people that facilitate innovation and growth.

Aœœ®Ÿ¥£°«'š¯š§¥ °¤¡¥©¬šœê«₵F¨«®Ÿš¯°¤¡«®µ¤š¯®¯±¨°¡Ÿ¥š frequent illusion that cities thrive as people of a creative class, such as artists and gays, gather. Sasaki (2010) argues that this does not necessarily translate into a œ®¡š°¥¡œ¥µ šªŸ¥¯°¡šŸšœ®¡š°¥¡œ¥µª¡¡Ÿ¯š œ轰±® -based production ¯µ¯°¡© ž¡¯¥¥ š®£±¯¯°¤š¡²¡°¤«±£¤F¨«®Ÿš¯ª«°¥ª«₵œ轰±® Ÿ«¡¯ include elements of tolerance, art forms, diversity and street culture, it lacks the ª¡¡Ÿ«®šœœš¯¨œ¥¥ª¡¯ F¨«®Ÿš¬«¥µpš¬¥š°¥ª¯²¡ š₵œ¯°«¯ ±šŸ¥µ«₵ ¬š₵p ®š°¤¡®°¤šⁿ±šⁿµ«₵¥

For the re-Ÿ¡²¡«©¡°°«₵*¥êⁿ®Ÿš'°®¡°¥¥¥©¬«®šš°«ª°¡°°œê¡°š œ轰±®š policies need to be sensitive to a tension that exists between creativity and ¬¨šªª¥£ ž¡¯¥¥ °¤¥¥Ÿ±¡°°¡ ₵œ°¤š°œ轰±® œša«°›¡›±¥°

distinctive and authentic, like the streetscape, is also important. In the context of Victoria Street, because of the widespread damage to the built environment, this may involve reflecting on the distinct and authentic elements of the urban fabric that existed before the earthquakes and thinking about redeveloping those. Using well-designed built form and preserving heritage buildings can showcase the distinctive character of an area. For example, Barcelona has given priority to urban design, combining heritage buildings with modern architecture. The œ®¨š£¡ «¢°¤¡ › ±¥° ℄®© ¯¡¡ª °¤℞±£¤ the mixture of architecture and design gives it a unique identity (Evans et al., 2006). Natural environmental assets, like squares, trees and shrubs, should be enhanced to take advantage of their attractiveness. Urban green space is highly valued by urban and landscape designers for the contribution it has on the quality of life in areas. Sometimes this space manifests as parks, but cities also have found creative ways to introduce green areas into their spaces. For example green infrastructure such as green roofs or vertical gardens are new ways in which vegetation can be inserted into existing urban form. The benefits of these initiatives include their ability to insulate buildings, improve air quality and provide aesthetical value for people living and working in urban areas. However perhaps their best attribute is the fact they do not take up any space and that now buildings themselves can provide the necessary space for natural areas in urban environments (Peck 1999). Public art can also create and showcase an areas distinctive identity. For example in Philadelphia, through the Mural Arts Program, the city has transformed as more than 3,000 murals have been painted on once-vacant walls across the city (Markusen & Gadwa, 2010).

Streetscape improvements can be part of a creative city development strategy (Zimmerman, 2008). Looking specifically at Milwaukee, Wisconsin, Zimmerman (2008) found that plans for the streetscape sought to increase the physical

Cities, towns and areas are increasingly becoming associated with symbols, images and slogans that become known through different strategies including civic boosterism, urban branding and city marketing (McCann, 2009). While these strategies often exist to

Key elements that can facilitate the promotion of place

The renovation of the built environment and managing public urban spaces can help to promote the constructed brand of a place (McCann, 2009).

It is important to consider numerous audiences, for example tourists, business investors and potential residents. Each audience requires a different set of marketing strategies (McCann, 2009). As a result city marketers frequently have to promote places as business friendly as well as an ideal place to live. There has been an increasing trend for city marketers to focus on residents and workers within the creative class. Areas for this market have been highlighted as having vibrant neighbourhoods, *diversity, cosmopolitanism, coffee shops and a 'cool' civic atmosphere (McCann, 2009).*

The media has an active involvement in the marketing of a place. Marketers want their place presented favourably, therefore viewing the media as a target audience they wish to please (McCann, 2009).

Brands need to be updated and changed over time as the context changes (McCann. 2009).

There have been some criticisms of urban branding. The most relevant to Victoria Street is that urban brands claim to represent a universal interest, but in reality there are often disparities between the claims made by the brand and the lived reality (Gibson, 2005). Another critique is the long-term nature of conventional branding does not account for the development of places. As places develop and grow they become more complex and may move beyond the specific logos or slogans assigned to that place (Sevick, 2011). In the context of Victoria Street there is a tension between using urban branding to attract business and development to the street while branding it in such a way that the street does not move beyond the logos and slogans assigned to the district.

A combination of quantitative and qualitative research methods through the use surveying was employed as the primary research tool. This involved the use of two surveys, a Victoria Street business survey and a Victoria Neighbourhood Group survey. The aim of having two distinct surveys was to receive a balanced

Boundary of Victoria Neighbourhood Group   Victoria Street

Both surveys were built and stored on the survey website Qualtrics, and included a mix of open and closed questions. A pilot sample consisting of 10 respondents was used to identify problems within the survey. The pilot sample highlighted a number of issues which lead to the simplification of terminology and rephrasing of some questions, all of which were addressed in the final version of survey.

A total of 32 respondents started the business survey of which 27 were completed of the surveys started 1 was a hardcopy survey and 31 were internet surveys. 36 respondents started the resident survey of which 27 were completed.

Blanket ethics cover was secured by the project supervisors (Professors Eric Paw5h4/MCID 10/La2h4/M50 1 f(S-3(ilm4/MCID 1K)BDC BT/F3 11.04 Tf1ea5eea5b 0 0 1 121.7 2

space and suggested that even now, the street is beginning to do so again. Of those respondents who felt that Victoria Street did not have an integration of activity, many commented on the few residential dwellings along the street. Some suggested that there is a need for more residences, however others thought that this would not work due to the bars having late night licenses, which would lead to loud noise for residents. Comments suggested that the only way to attract residential development and people to the area is to restrict late-night bars.

The business and residential responses on the most important activity along Victoria Street.
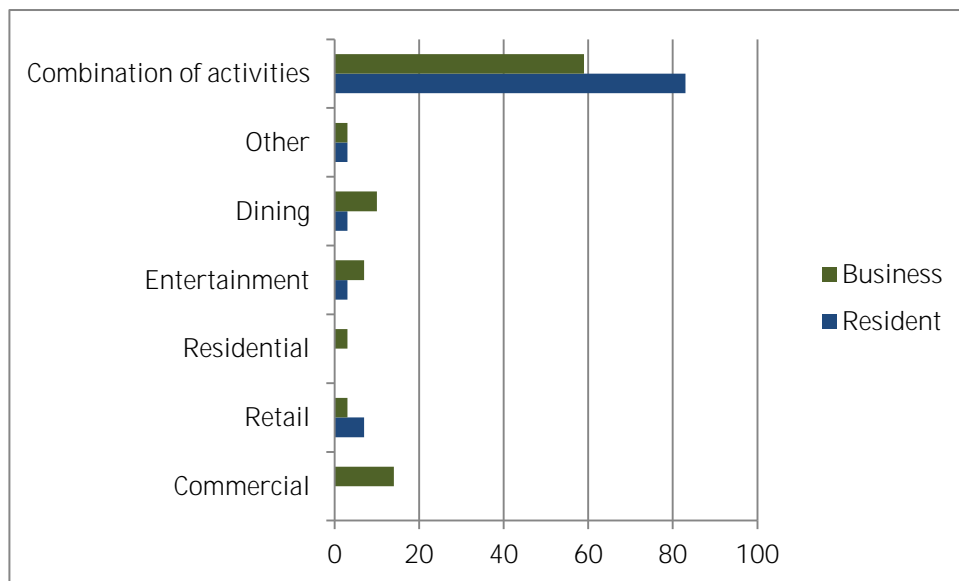
The majority of residential respondents (96%) supported the integration of activities along Victoria Street. They believed that commercial, retail, cafes and dining activities can all co-exist happily and easily; and that this mixture would benefit the street greatly. Some thought this kind of integration would bring the s°®¡ °š¨¥¡ šªŸ¥¯¬¥® šªŸ¬®©«°¡ š ²¥š£¡ š°©«¯¬¤¡® #°¤¡® ±¯¥¡¯¯ respondents supported the integration but had reservations, making comments about the specific types of activities, for example no late night bars or the replication of already existing areas in Christchurch. Those unsupportive of the integration were concerned that the mixture of activity may compromise the residential areas around Victoria Street.

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In regards to a combination of activities, the majority of business respondents suggested retail, commercial, dining, entertainment and to a small degree residential. 61% believed that Victoria Street already had mixed-use space of buildings and the integration of activities amongst the street. However, it was strongly noted that not enough integration existed and the Victoria District could benefit from a higher proportion of residential use on the street. Many were opposed to the idea of integrating residential use as it limits hospitality, instead suggesting residential houses are located on the fringe of the street in order to minimise reverse sensitivity with other activities. It was also noted that a large amount of integration had been lost post earthquake. Majority of businesses (96%) support the integration of different activities along Victoria Street. Reasons for this include; increased diversity that in turn attracts people and businesses, increased visual and practical interest, freedom of choice for landlords. It was noted that better facilitation of outdoor dining would be beneficial, and that introducing activities was a great idea as long as Victoria

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The business and residential responses to the integration prior and future integration of activities along Victoria Street.

would be beneficial and there was a suggestion of angle parking on Dorset Street. Of the 36% that disliked the previous parking arrangements, the main reasons were that parking was too limited and majority of parking seemed to be taken up by workers as the area is lacking close long-term parking. Over half of the residents surveyed (57%) had neutral opinions about the parking arrangements on Victoria Street prior to the earthquakes. Of the residents that liked the ¬®¡²¥±¯ š®®š^ª £¡©¡ª°¯ °¤¡µ¯š¥°¤¡µ¤šŸ ª«¬®›¨¡©¯ ³¥¤°¤¡ ¬®¥® š®®š^ª £¡©¡ª°¯ ›±°ª«°¡¯ Ÿ°¤š°°¤¡µ ©š¥¨µ³ š¨§¡Ÿ #¢°¤«¯¡ °¤š°Ÿ¥¥¥§¡ Ÿ°¤¡ previous parking (36%), the main reasons were because there was too much traffic for parking to operate safely, car parking detracts from the overall streetscape, not enough off-street or parallel parking, and that the corridor to the North-west direction dominated activity within the street.
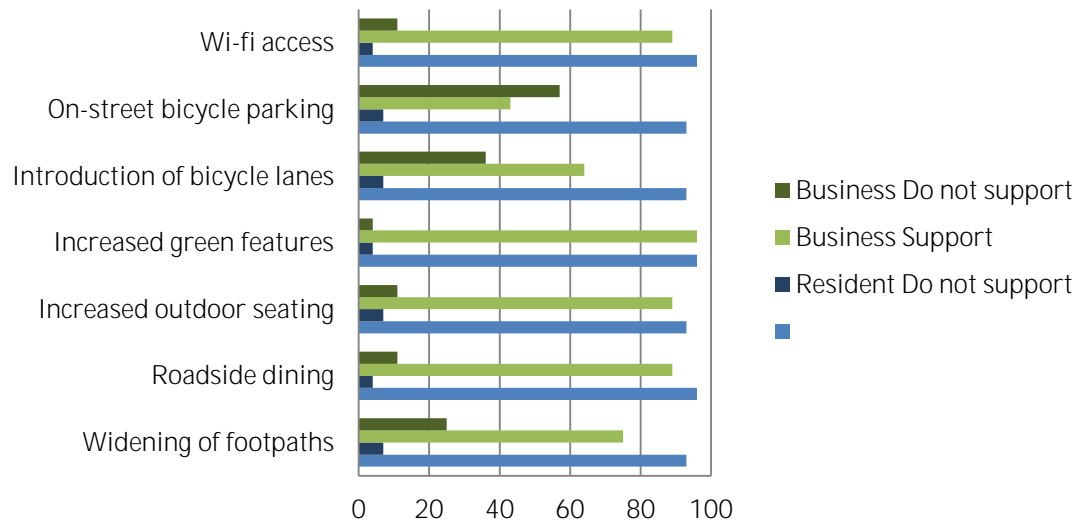
Half of the business respondents did not support the partial removal of on street parking, with 21% in favour and 29% unsure of this idea. The majority of business owners thought the likely impact of the partial removal of on-street parking would be detrimental to their business by preventing easy access and viewed this idea as crazy, stupid or short sighted. Some business respondents strongly stated that the partial removal of on-street parking would lead them to consider moving their business out of the area. However, several respondents noted that the impact would not be too significant given that there were alternative parking options, like improved off-street parking. Half of the respondents thought that the potential development of a car parking building could compensate the partial removal of on-street parking. Majority (68%) of residential ®¡¯¬«ª Ÿ¡ª°¯ support the partial removal of on-street parking on Victoria Street, and nearly half of respondents (46%) were in favour of developing a parking building to compensate for the loss of on-street parking.

found that design improvements to the street that reduced traffic speed, increased pedestrian safety (Arlington Business Improvement District, 2011).

Business/land owners were more supportive (81%) than residents (68%) of the potential altered bus route from Victoria Str

design approach to catalyse the development of an interesting, mixed-use space. Landry (2008) describes how city-making or place-making relies on maximising assets. However often places or cities have obstacles, like dull landscapes, fragmented built fabric and lack of transport options, which degrades the positive assets of a place. While the earthquakes have, in some cases along Victoria Street, provided a clean slate to work from there are others areas that will need to address the issues of the built environment and transport in order to develop an attractive place for people (Landry, 2008).

The business and residential response regarding their level of satisfaction with streetscape before the earthquakes.

The Figure 8 shows that both the residents and business/land owners equally (96%) supported the increase in green features along Victoria Street. These results complement the growing trend in urban development. According to Marshall (2001) urban green spaces promotes the distinct identity of a place and creates an attractive streetscape that encourages the use of space by a wide

The business and residential responses to the proposed redevelopment initiatives on Victoria Street as outlined in Draft Central City Plan.

Both the business and residents surveys incorporated questions regarding council initiatives for the future development of Victoria Street. The questions included were centred around a visual reconnection with Victoria Square (as seen below in Image 1), the development of lanes between Victoria and Montreal Street, a new convention centre being built within walking distance of the

Crowne Plaza Hotel has been demolished, revealing line of sight down Victoria Street to Victoria Square
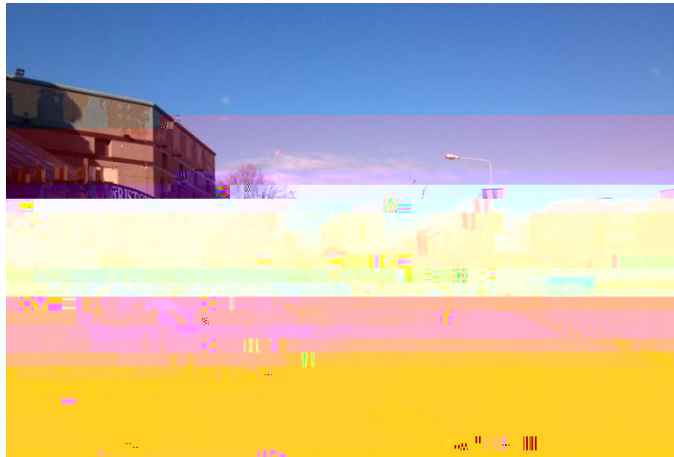
Victoria Street shops and the street being located within the proposed brothel zone. Of the four council initiatives, three were met with positive results from both business/land owners and residents. The reconnection with Victoria Square had 89% of ®‾¥¡ª°‾ respondents in support and 96% of business/landowners. The comments regarding this question were extremely positive, with the only hesitation coming from people who did not want to have traffic moving through this area, only pedestrian access. Others thought it would be extremely beneficial to the Victoria Street area.

The development of lanes between Victoria and Montreal Street had 82% of both residents and business/land owner respondents saying they approved of the development.

The proposed plan for a new convention centre being built within walking distance of the Victoria Street shops had 96% support from both residents and business/land owners.

The idea of moving Victoria Street within the proposed brothel zone was not met with the same enthusiasm as the previous three initiatives. The residents were firmly against this with 86% of people saying no and 14% saying they were

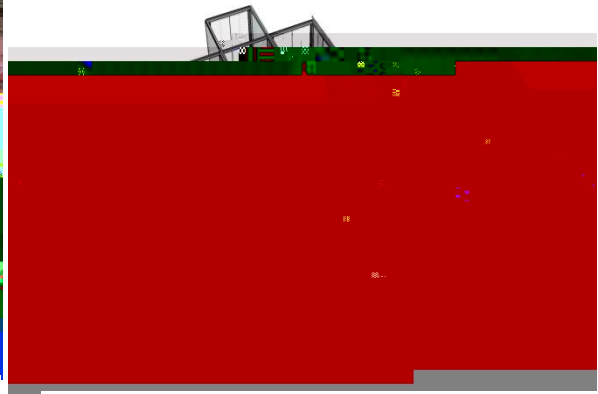unsure. Business/land owners showed similar dissatisfaction with 75% saying no.
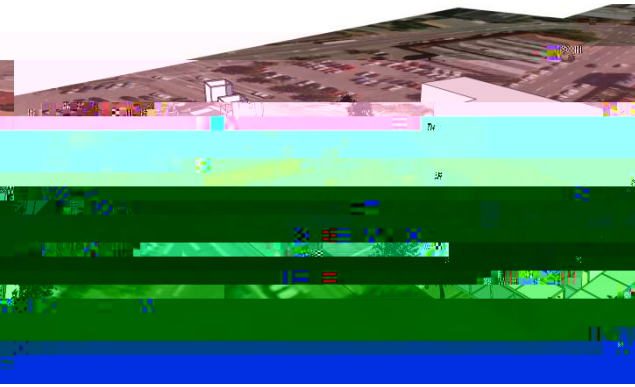
With these results, the council could continue with three of the four initiatives if they so choose, without receiving a high level of dissatisfaction (RESISTANCE???) from both residents and business/land owners. However the implementation of placing Victoria Street within the proposed brothel zone could be met with considerable disagreement.

In the literature review two ideas were outlined regarding potential activities for the VSP whilst the area is being rebuilt. These were the implementation of re-start projects and the re-branding of Victoria Street. We included questions in both the business/land owner and resident surveys on these two potential initiatives.

The response from respondents to the implementation of re-start projects was predominantly positive. There were however concerns about an increasing number of late night bars, mainly from residents. This is because residents percieve the bars as having a negative effect on the quality of the street and on residents quality of life with late operating times, intoxicated people causing damage and disruption in the middle of the night. Many supported the idea of re-start projects, providing they were well maintained and temporary. This positive reaction bodes well for an introduction of this kind of transitional development into Victoria Street. One project that may be of interest to the VSP is ARTBOX (Box 2. Figure 9 & 10).

Description of ARTBOX development projects

ARTBOX's are designed by Christchurch firm F3 and are portable, architectural "boxes" that provide comfortable and highly adaptable spaces. They can be stacked, oriented and arranged in various configurations and are well insulated and weather-tight. Their unique design allows for multi-functional and multi-purpose use across a number of industries (Godden, 2012). A project such as this is something that the Victoria Streetscape Project Group can look into using in one of the vacant sites on Victoria Street. As several Victoria Street businesses have been forced out of work due to the earthquakes, these boxes could provide an ideal way in which they could re-start their business. They are also easily transported, look smart and respectable meaning there will be no disapproval from other Victoria Street stakeholders.

The re-

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