

WOOLSTON VILLAGE STREETScape UPGRADE: EXECUTIVE SUMMARY OF PRE AND POST-CONSTRUCTION SURVEYS

BACKGROUND

The Ferry Road Master Plan (2014) [<https://www.ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/plans/suburban-centres-master-plans/ferry-road-master-plan/>] includes an action to upgrade the streetscape through Woolston Village.

WOOLSTON VILLAGE STREETScape UPGRADE

The Council delivered this project between July 2020 and May 2021. Its objectives were threefold: to balance the needs of different modes of transport through the centre, enhance Woolston's destination appeal and highlight the distinctive industrial character of the village. This was achieved through a variety of changes to the centre's streetscape, including through adding median strips and pedestrian refuges, lowering the speed limit, separating and widening cycle lanes, improving bus stops, adding paving, street trees and landscaping features and upgrading street furniture and lighting (for full project details, see <https://ccc.govt.nz/the-council/haveyoursay/show/151>).

PRE AND POST CONSTRUCTION MONITORING

The Council contacted the community before and after delivering the project to better understand perceptions of people using the centre and whether the project delivered on its intentions. Community surveys were undertaken in January-February 2020 (pre-construction) and again in April-May 2023 (post construction). Respondents were able to complete the surveys online, by phone or face-to-face.

OVERALL RESULTS AND LEARNINGS

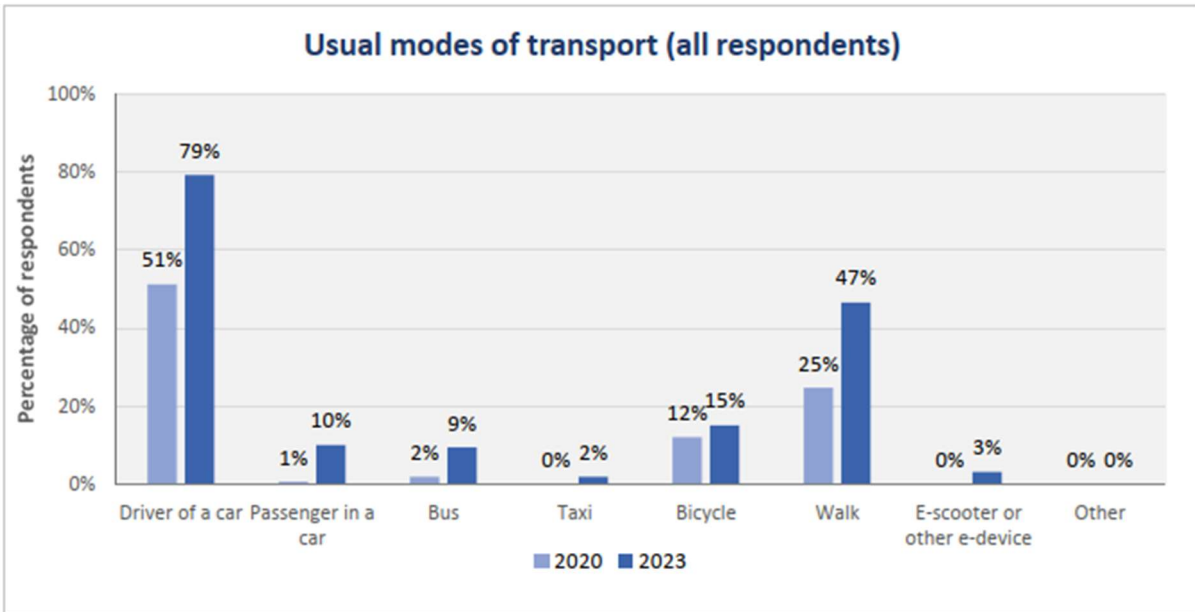
Good overall results and learnings have been achieved through both the streetscape upgrade and the associated monitoring.

The streetscape upgrade objectives have been mostly met, with:

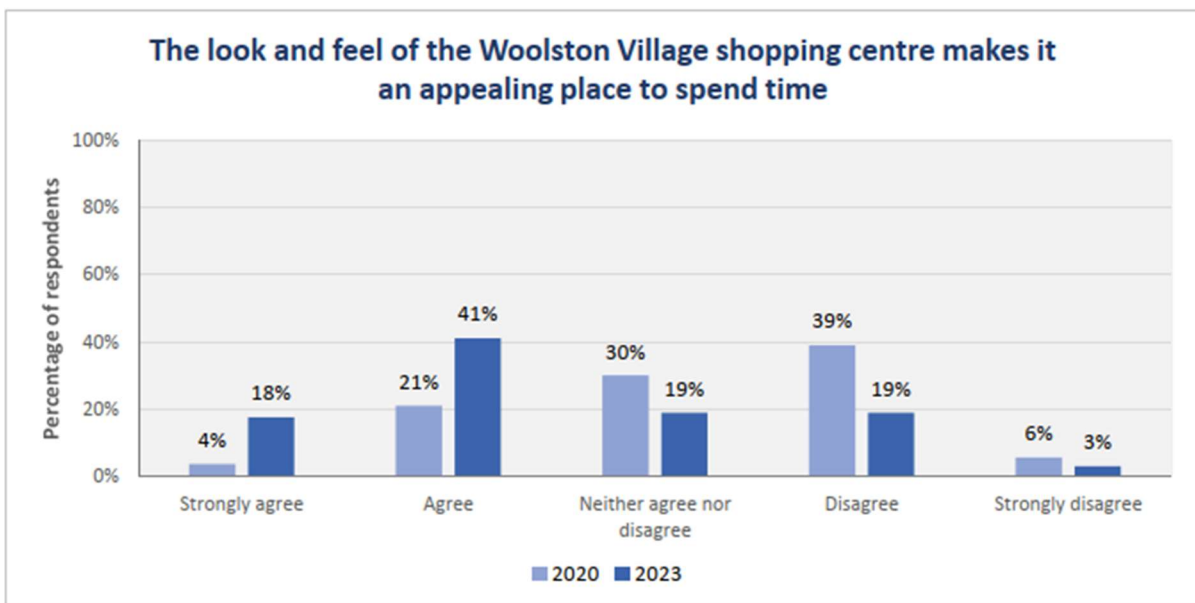
- An increase in public transport and active travel;
- Greater destination appeal; and
- Woolston Village's industrial character enhanced (but perhaps not well understood).

The monitoring objectives have also been met, with the perceptions and use of Woolston Village improved and understood. The findings of the 158 responses in 2020 and the 159 responses in 2023 are shown in more detail below.

KEY FINDINGS: ACHIEVEMENT OF PROJECT OBJECTIVES

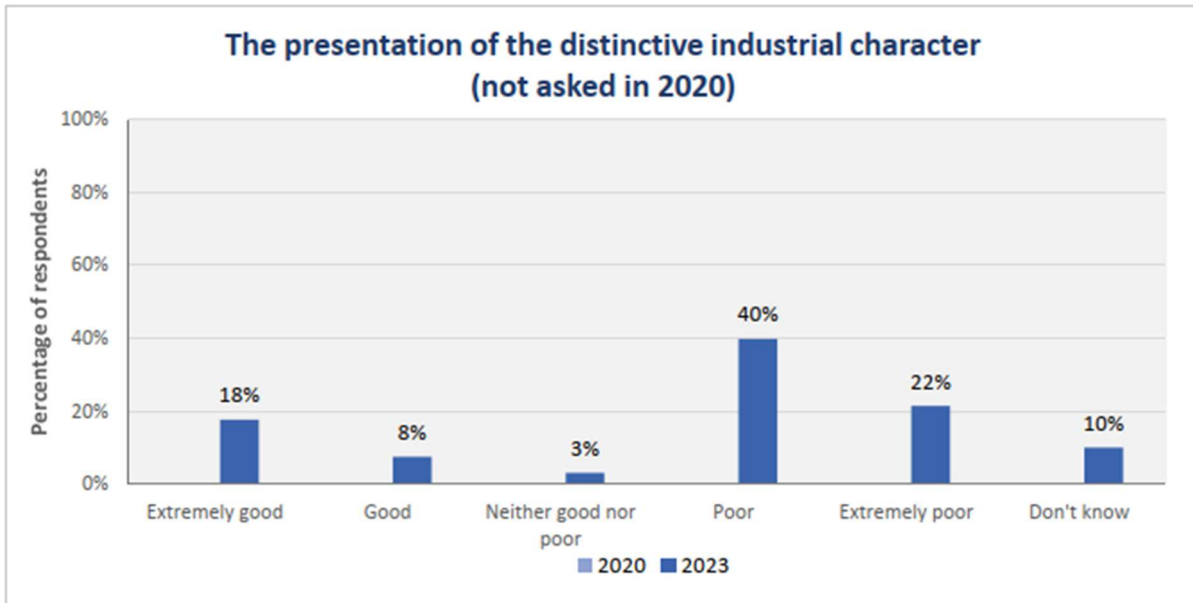


In terms of how the streetscape upgrade has balanced the needs of different transport modes¹, there is a greater use post-construction of a wider range of transport modes. Drivers and cyclists feel safer when travelling around Woolston Village, the location of bus stops rate higher and pedestrians find it easier to move around the centre post-construction.



In terms of how the streetscape upgrade has enhanced Woolston’s destination appeal, quality ratings improved on footpath surfaces, street plantings, street furniture, footpath width, safe pedestrian crossings, rubbish bin availability and street lighting from 2020 to 2023. As a result, more respondents agreed that the look and feel of Woolston Village makes it an appealing place to spend time post-construction.

¹ Note respondents were able to tick multiple transport modes.



In terms of how the streetscape upgrade has highlighted the centre’s distinctive industrial character, overall, this rated negatively. Potential reasons for this include (a) respondents’ awareness of the centre’s industrial character; and (b) whether they consider it a positive or negative attribute; (c) recognise the elements and materials used in the streetscape upgrade as of industrial character; and (d) consider these to be a good representation of Woolston Village’s industrial character.

KEY FINDINGS: IMPACT ON THE PERCEPTIONS OF WOOLSTON VILLAGE

The streetscape upgrade has positively impacted the perceptions of Woolston Village. The respondents’ top three descriptors used for Woolston Village improved from ‘outdated,’ ‘dull’ and ‘friendly’ in 2020 to ‘pleasant,’ ‘friendly’ and ‘busy’ in 2023.

KEY FINDINGS: IMPACT ON THE USE OF WOOLSTON VILLAGE

In terms of how the streetscape upgrade has impacted the use of Woolston Village, the percentage of respondents who visited at least once a week increased significantly between post-construction, with respondents typically spending up to 1 hour at the centre.