



COMMUNITY CONCEPT DESIGN CAMPAIGN

FINDINGS

SUMMARY

The aim of this campaign was to clarify what 'contemporary/maritime' might look like. The majority of the 13 entries tended to focus more on an overall layout/flow for the township rather than a clear look/theme, thus the responses collected have reflected this.

It is understood that approximately 200 people viewed the designs over the five days they were on display. 74 feedback forms were completed. The feedback was relatively varied and thus is not considered conclusive. A summary of the findings follow on pages 3 – 8.

The responses have however re-enforced past data collection by confirming that Paihia needs to:

- be more pedestrian friendly, particularly the waterfront area;
- re-route the majority of the traffic from the waterfront;
- look after current green space (and to increase it);
- beautify and provide a more natural environment that links with the sea;
- create more activities; and
- restrict building heights.

Actual data collected on a possible look/theme for Paihia is limited, due to the lack of this in the designs. It is interesting to note that when asked why, 55% of respondents said that their top three picks would change Paihia's look/feel, which tends to reflect that this is important to them.

The feedback highlighted that the mall/Williams Road area needed improvement. A preference for a natural look, with paving/cobblestones, native plantings/more trees, sails, wood, rope, water features and statues to be considered. Lighting and seating should be addressed. Timber was definitely the preferred look for building materials.

No development on the village green received the most comments (12) with regard to people's top three dislikes. Other than the suggestion of a tunnel to divert traffic, all the 'dislike' findings reflects past data collection.

It was excellent to have received the 13 entries, which included ideas from the local primary school. A lot of thought had gone into all the designs and the entrants need to be congratulated. Design 10, which was the only professionally developed concept, appeared to be the overall favourite.

Overall it was a good exercise to have undertaken. Firstly, it has re-confirmed that the Trust is on the right path and secondly, it has re-ignited people's interest in the work of the Trust and has shown that there is still strong interest and support.

It is believed that there is now enough detail to complete a thorough brief for a professional concept plan to be developed.

AUTHORS OBSERVATION

It is very important that when the Trust develops a brief for professional designers that they certainly take into account what has been stated, but that they also ensure that a distinctive concept be developed for Paihia. One that reflects the towns special qualities, geographic placement, history and unique features. It would be unfortunate to copy a look of another town, such as becoming a mini Queenstown or copy the stone look of Kerikeri. Paihia needs to be compatible with its neighbouring towns, but clearly be in its own space.

CAMPAIGN PROCESS

- Campaign brief developed, outlining process to submit entry and timeframes
- Marketing plan implemented
- Exhibition launch (excellent local support, both in sponsorship and attendance, including local politicians)
- Exhibition ran five days
- Feedback forms completed (74 received)
- Information collated

DATA SUMMARY

RESPONDENT DEMOGRAPHICS

Gender

Female	39	53%
Male	34	46%
Unknown	1	1%

Age range

Under 15	2	3%
16 – 25	3	4%
26 – 35	12	16%
36 – 45	12	16%
46 – 55	17	23%
56 – 65	10	14%
66 – 75	11	15%
76+	5	7%
Unknown	2	

Location

Paihia	51	69%	
Surrounds	17	23%	(Russell, Opuia, Haruru Falls/Watea, Kawakawa)
Northland	2	3%	
North Island	3	4%	
Australia	1	1%	

FAVOURITE FEATURES

Primary Findings

The following data summarises people's top three 'favourites'. This information is the most relevant as it reflects the most popular aspects of the designs.

Top Three Likes

People's most favoured aspects have been summarised as follows:

The Waterfront	33 comments
- Boardwalk	11
- Beautify	10
- Beach	5
- Marina	2
- Facelift maritime building	2
- Remove parking	2
- Wharf Development	1

General Facilities	39 comments
- Skate-park	11
- Pools (hot)	10
- Stage/sound dome	4
- 24 hour pay toilets	3
- Movie theatre	3
- Multi level carpark	2
- Children's play area	2
- Outdoor seating/cafes	1
- Underwater museum	1
- River (wet)	1
Movement	52 comments
- Direct traffic through carpark	24
- One way waterfront	15
- Shared space Williams Rd	3
- Cycle tracks	3
- Park n Ride bus loop	2
- Tunnel	2
People Friendly	35 comments
- Pedestrians only waterfront	11
- Open up space	10
- Pedestrian only Williams Rd	7
- More areas for people	7
Public Space	9 comments
- Don't change village green	3
- Plenty of green space	3
- Redevelop village green	2
- Extend village green	1
Look/Feel	46 comments
- Improve Mall/Williams Rd	7
- Paving, cobblestones	5
- Native plantings/more trees	4
- Sails	4
- Statues	3
- Wood/rope	3
- Lighting	3
- White seating	2
- Linear, stainless, glass, clean	2
- Wooden benches	2
- Stone/wood designs	2
- Bright colour	1
- Natural river link	1
- Water feature	1

When outlining their top three picks, respondents were asked to provide a short explanation as to why these were important to them. These responses have been categorized as follows:

- Look/feel	26 responses	55%
- People (children)	10.5 responses	22%
- Movement	7.5 responses	16%
- Logistics	3 responses	6%

This highlights that 55% of the respondents felt that their top three picks would change Paihia's 'look/feel'. It also suggests that this was the most important aspect to them.

A sample of the responses include:

Look/feel explanation

- "opens up the waterfront, allows better use of space for all and allows people to see the view not a wall of cars and buses"
- "Paihia is old and tired. Needs to become an attraction in its own right. Not just somewhere to book a boat trip".
- "Statues reflect local artistic/creative elements, unique to area. Too few public green spaces on waterfront, need more. Pedestrianising will help slow people and traffic down".
- "Create atmosphere"

People

- "Kids need more activities to do, so do tourists children"
- "to add to the village feeling to our town by being welcome and accessible to public, family friendly"
- "for music events, bring more people to the north, give kids/teenagers something to do"
- "to increase the population density – generating more people to pay for and support the plans".

Movement

- "Paihia is currently separated by the sea and maritime activities by transport infrastructure"
- "allows a relaxed flow of pedestrians and traffic. Linking residents and tourists to the beauty of the bay"
- "Takes the pressure off the waterfront without involving the school too much and more parking is a must in town"
- "Cuts traffic off waterfront and more closer to all businesses" (re-route round back)
- "too much traffic on waterfront, slow down Williams rd"

Logistics

- "we need a plan that is achievable for this small town, is sustainable and reflects its values"
- "All three features are easy to accomplish. (Still good to have traffic flow along the front but still very pedestrian friendly – water features and sculpture always inviting, modern maritime look buildings).

Top Three Dislikes

Public space	16 comments
- No development village green	12
- No river in CBD	4
Transport	20 comments
- No tunnel	7
- No traffic Williams Rd	2
- Williams Rd not pedestrian only	2
- No traffic on waterfront	2
- No loop road round school	1
- No parking Kings/Davis rds	1
- Pedestrian only waterfront	1
- Heavy vehicles	1
- One way system	1
- Reduced parking	1
Look/Feel	12 comments
- No high rise	4
- All low rise	1
- No more natives	1
- No more exotic plantings (palms)	1
- No steel/concrete	1
- Colonial buildings (maritime)	1
- All of plans 1, 12 and 13	1 vote each
Infrastructure/facilities	11 comments
- Helipad current position	3
- Self funded toilets	2
- Skate park	1
- Aquarium	1
Waterfront	10 comments
- Don't move maritime building	3
- Don't move I-Site	3
- No marina	2
- Boats to Opua	1
- Canalising stream	1

Secondary Findings

Respondents were also able to note their thoughts on specific areas. These have been summarised as follows.

Note:

- many of these comments support the primary findings; and
- ideas with only one comment/suggestion have not been included in this report. They can be viewed in the raw data collation. They generally support the overall findings.

Green Space

- Retain/important 12 comments
- More plants (native) 6
- Keep village green 4
- Natural look 3
- Stage Area (V. Green) 3
- More people friendly 3
- Water features 3
- BBQs 3
- Seating, enlarge village green, stream underground, picnic areas all received 2 comments

Building Structure

- No high rise 14
- Improve mall 7
- Improve maritime building 4
- Upmarket, natural disaster safe, modern and efficient materials all received 2 comments

Building Materials

- Timber 16
- Natural look 6
- Stone 6
- Glass 4
- Rope, rustic, stainless, clean, marine theme all received 3 comments
- Stone, linear, similar colour/style throughout, natural light/shade all received 2 comments

Traffic Movement

- Divert traffic 19 comments
- Waterfront for pedestrians 14
- Williams rd for pedestrian 8
- Slower 5
- One way system 5
- Close rd in front Kingsgate 4
- Tunnel, shared space (pedestrian/traffic) both received 3 comments
- By pass Paihia eventually 2

Parking

- Multi storey 8 comments
- Park & ride/bus service 5
- Move parking from waterfront 4
- More free parking 4
- Move parking to carpark 4
- Minimum charge 2

Recreational Activities

- Skate park 9 comments
- Pools (hot) 7
- Sound shell, hydro slide, cycling, movies all received 3 comments
- Space sufficient if waterfront opened up, pedestrian areas/water/grass, BBQ areas, water features, 10 pin bowling, alfresco dining, (natural) playgrounds, community centre all received 2 comments

Waterfront

- Open up green area 7
- Boardwalk 5
- Pedestrian friendly 5
- More seating 4
- Restore beach, remove helipad (beach access), lighting, more greenery, natural state all received 3 comments
- Rubbish bins/recycling, BBQs, Paved map of BOI, Cobbles/paving, no traffic thoroughfare all received 2 comments