Re-imagine Parnell Rd

A multifaceted approach to the streetscape past lockdown

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Re-imagine Parnell Rd

INTRODUCTION – Phase 1 & Phase 2

- Parnell Business Association is calling on the creative community in Parnell to ‘reimagine’ the streetscape of Parnell Rd post COVID -19 lockdown.
  - Phase 1 describes short-term solutions to activate the empty premises and enliven the streetscapes.
  - Phase 2 describes medium-term solutions such as pop-up shops and more permanent urban enhancements.

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INTRODUCTION – Phase 1

- Phase 1 will encompass both the static/aesthetic treatment of vacant premises as well as activation concepts in public spaces, as and when the public restrictions are lifted, and the public interest is demonstrable.
- It is a well-known fact that human beings do not gravitate to empty restaurants – we would like to suggest the same pertains to empty premises. When there are only a few empty premises available in a Town Centre, a large, bold, leasing sign may draw attention. However when there is a significant number of vacancies, a different strategy is required.

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OBJECTIVE

- To re-imagine the potential streetscape, public realm and tenant mix of Parnell Rd and deliver that in a way that celebrates its inherent uniqueness, with the outcome being that a visit to Parnell Rd will be worth the journey, in and of itself.
- Supporting the brand proposition – The Space to Be,
  - ‘THE’ Space to Be: beautiful, exclusive, pretty
  - The ‘SPACE’ to Be: spaces of interest, spaces to explore
  - The Space to ‘BE’: if you don’t feel like shopping, you are welcome to just sit and enjoy.

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OBJECTIVE

- We have also recently launched **Hands Up For Local #loveparnell** and would seek to have this endorsement where possible

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CALL TO LANDOWNERS

- Never before has the lack of core convenience (termed essentials in COVID lockdown) been so amplified as detrimental to the tenant mix in Parnell. The Parnell Business Association has raised this many times over the past years as the biggest deficiency in our mix and we now find ourselves in a situation of being a Town Centre dominated by discretionary spend in a world where money may be tighter than ever before.
- While restaurants in Parnell do benefit from support from Parnell residents and further afield in the evening hours, many cafes in Parnell survive primarily on the purchases of the working population in Parnell. Even post the official lockdown, while we transition to Level 3 and then Level 2, we believe that the full return of an employee workforce will be slow – and may take a very long time to reach the pre lockdown capacity.

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Nu to U
SHOP FOR LEASE
027 488 2158
LOCO PIZZA
PHONE 369 5452
TAKEAWAY & DELIVERY

For Lease

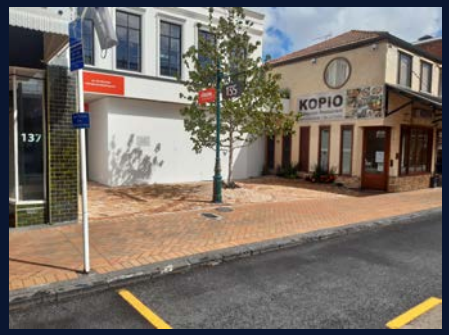
Merry Mumbai
For Lease

for lease
For Lease
Retail For Lease

Natalie Chan
for lease
For Lease
Retail For Lease

235
FOR LEASE

For Lease



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CALL TO LANDOWNERS

- Pre the lockdown there were nearly 20 ‘obvious’ vacant premises in Parnell Rd between St Stephens and Garfield, post lockdown we estimate that number may double.
- What further compromises the street appearance is the number of different approaches various landowners take to offering premises for lease. While certain landowners do keep the premises neat inside and often wrap the front windows with leasing information, others allow posters from several leasing agents, with no uniform visual approach, while other landowners prefer to conduct the leasing themselves. Further in the document we offer an alternative of how this could be handled.
- We offer these suggestions as ways to activate the streetscape and camouflage the vacancies, but cannot do this without landowner co-operation and participation.

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CONSIDERATIONS

- One major consideration in the approach is to avoid people/participants who want to make an income from either the display or activation. This will not work, as we cannot guarantee foot traffic.
- Fees for concept and installation will be considered in partnership with relevant landowners.
- All installations or activations will be subject to trading bylaws and permission from relevant landowners were needed, be they private or Auckland Council/AT assets.
- Concepts should be designed for temporary use – up to three months. If further pop up or permanent possibilities arise, that will be negotiated between the relevant landowner and the parties in question.

Re-imagine Parnell Rd

PHASES & PROJECT DELIVERY OPTIONS

- The 4 stages of each phase of the projects will be - Vision, Invite, Curate, Deliver, Analyse
  - This is the first Vision stage and the circle can be repeated several times if successful

- The execution/delivery options are divided as follows
  1. Full window treatment of key vacancies – Timing ASAP
  2. Window wrap of other premises via a competition option (including 195 as a separate project) - Timing ASAP
  3. Activation of public spaces – only when we are back at Level 1

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Re-imagine WINDOW DISPLAYS

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Re-imagine WINDOW DISPLAYS

OBJECTIVES FOR KEY WINDOWS

- First and foremost to ‘surprise and delight’, treat the passer by to a visual experience that is worth sharing (via social, with others and the press).
- Give a sense that there’s something happening and create a buzz rather than drawing attention to closing and closed stores.
- Showcase the spaces available so that people can see how they could look and be used.
- Tell a story or purpose with the displays.
- Reach out to online businesses that need exposure.

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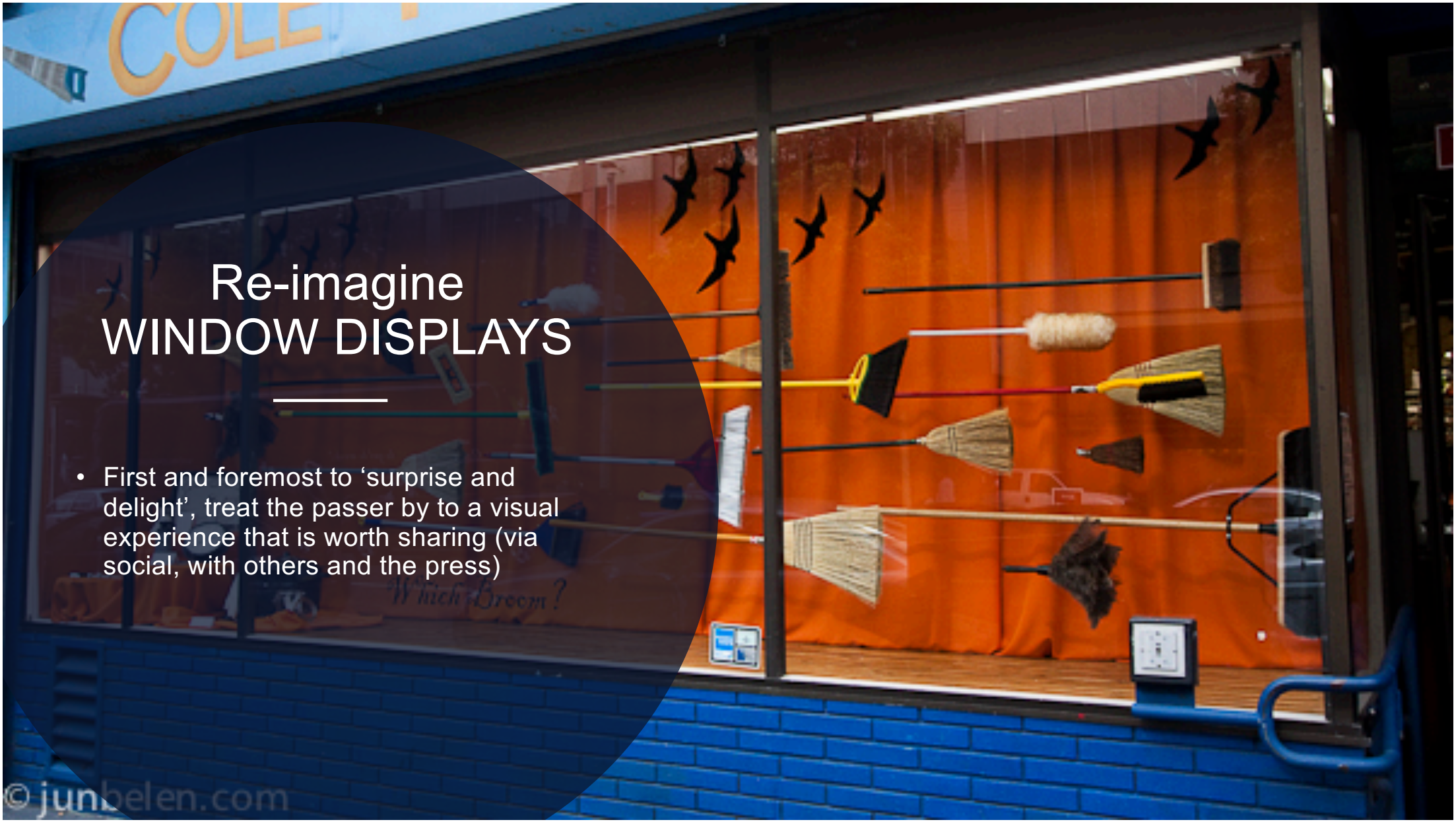

Re-imagine WINDOW DISPLAYS

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Re-imagine WINDOW DISPLAYS

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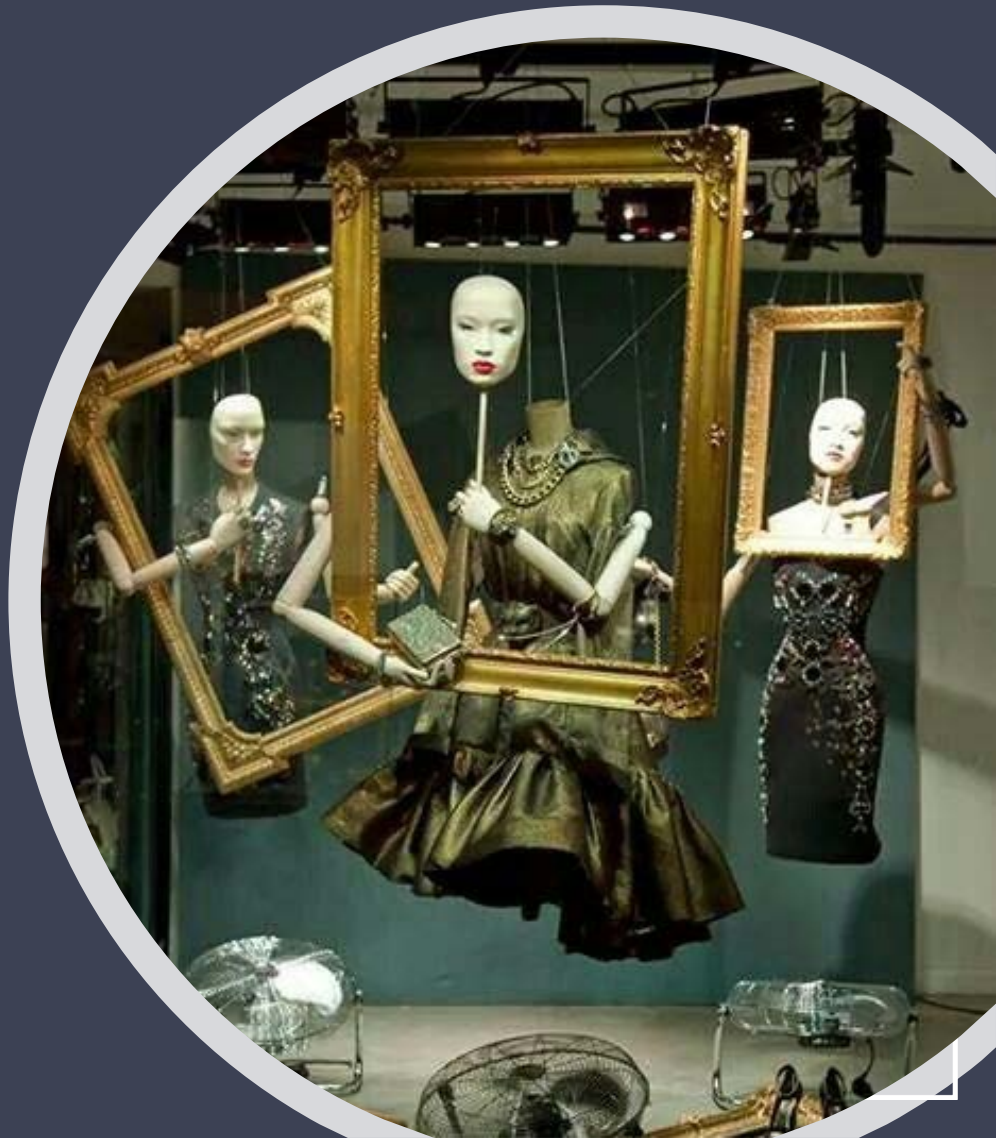

Re-imagine WINDOW DISPLAYS

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Re-imagine WINDOW DISPLAYS

OBJECTIVES FOR KEY WINDOWS

- We already have a proposal from a talented Parnell resident/interior designer who is keen to get involved https://www.cornerroomdesign.com/
- The idea would be to select 5-10 key window spaces that could be completed ‘dressed’, meaning that the store would need to be accessed and a display area created, whether that includes backing boards, screen, shelving etc.
- The overall objective is to surprise and delight and allow you to enter the imagination of the passer by - you may even get a tenant in the long term!
- This process would include the approval of the landowner at every step, thus is very controllable and executed by a professional.

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Re-imagine WINDOW DISPLAYS

LEASING INFORMATION

- All stores would feature leasing information in the design (suggest the doorway as per example) and could include a QR Code leading to a chosen URL.
- Many landowners think a large dominant leasing sign is preferable. As described earlier on, our view is that while this may work when there are only a few vacant premises, when there are significant vacancies, they can contribute to even more depressing streetscapes.
- There are varying opinions on whether the interior of the premises should be available to view. Some landowners feel this should be the case, but one leasing agent we spoke to said they preferred the entire premises to be covered up, as then the prospect had to make contact. We have visualized the option of a peep hole in a door.

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This could be your doorway to...

FOR LEASE

RETAIL, 41.62m2
Prime Location

PH: 021 838 726 or 027 662 0400
Or contact your local agent

masfengroup.co.nz

Example of doorway layouts with peephole and QR code

This could be your doorway to...

FOR LEASE

RETAIL, 41.62m2
Prime Location

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Or contact your local agent

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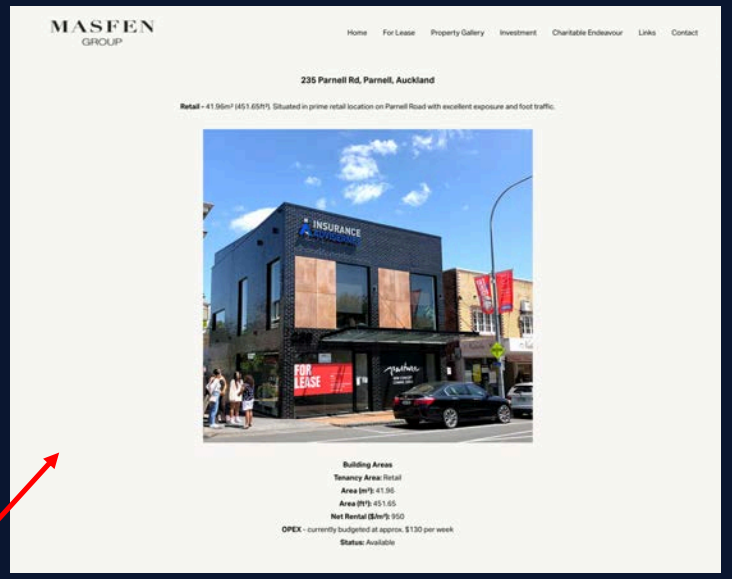

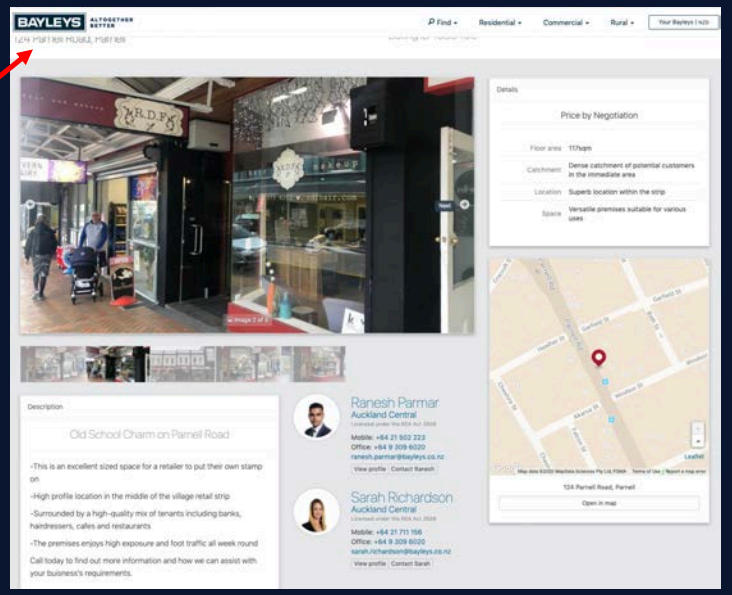

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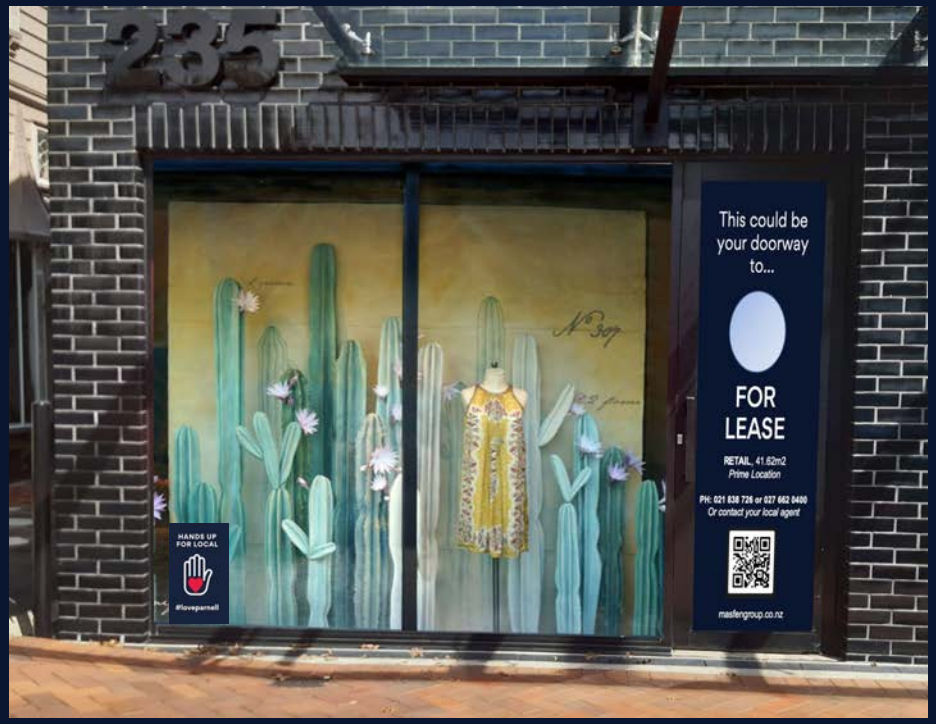

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Re-imagine WINDOW DISPLAYS

Another option of ‘dressing’ a window is via light installations, which are also available

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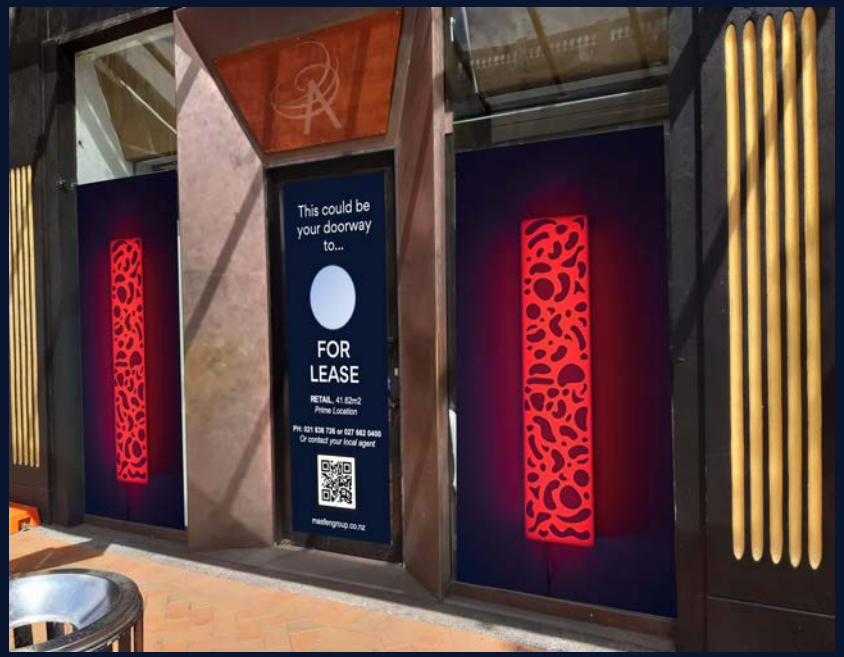

Re-imagine WINDOW DISPLAYS

OFFER TO LANDOWNERS

- Costs – The PBA would like to offer to sponsor 50% of the cost for a maximum of 10 key premises on a first come, first served ‘opt in’ basis
  - Estimated cost per site to fully dress a window between $1,500 and $2,500 depending on size and concept
  - Landowners would be responsible for 50% plus all costs associated with power, cleaning, access and any costs required for 'base set up' of the window
  - Concepts would be presented for approval

Timing – As soon as possible

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Re-imagine WINDOW WRAPS

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Re-imagine WINDOW WRAPS

OBJECTIVES FOR OTHER VACANCIES

- Window wraps are an effective way of camouflaging a vacant window. They would not be as costly as the ‘key window displays’, nevertheless will complement the effort
- The visual idea has no limitations , but the execution is controllable
- They have been very effectively used by our neighbours e.g. Westfield Newmarket, who used them not only to convey leasing information, but give a sense of the future.
- They can either be dull and boring and just highlight leasing opportunities or they can…

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Re-imagine WINDOW WRAPS

- Demonstrate what the interior could look like when occupied

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- Include small 3D displays as part of the creation

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- Add art, colour and interest

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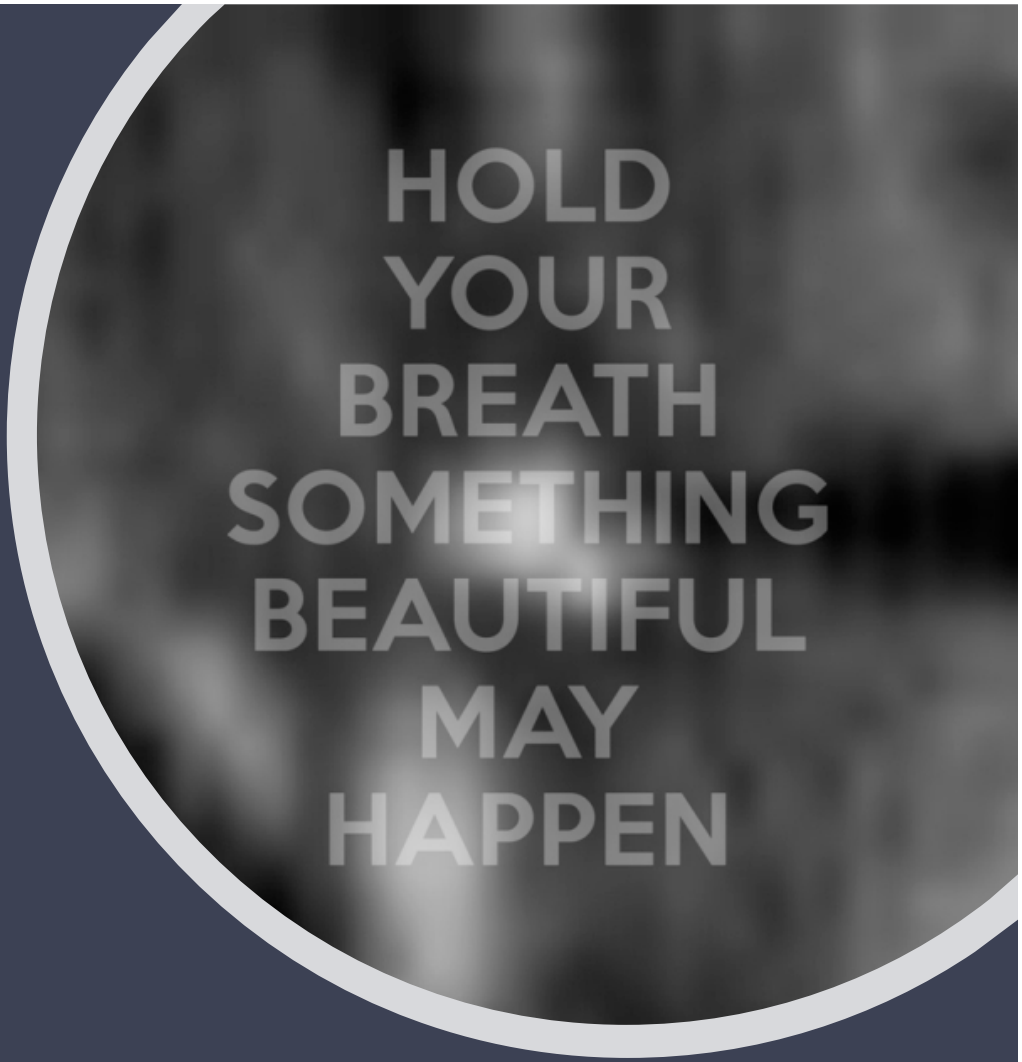
- Tell a story, even just in typography



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Re-imagine WINDOW WRAPS

- Provide advertising/brand opportunities in the long term

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OBJECTIVES FOR OTHER VACANCIES

- The concept with this would be to approach artists, graphic designers etc. to submit concepts for inclusion and offer a prize for being selected.
- As with window displays, leasing information would be incorporated.
- The costs of the actual wrap would be borne by the PBA/landowner and the co-ordination/ competition would be funded by PBA

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Re-imagine WINDOW WRAP

https://inwindowoutdoor.com/

“Our goal is to captivate audiences who are far too good at tuning out the constant bombardment of typical advertising.

Storescapes are remembered long after they’re experienced because they’re truly different.

Furthermore, our digital campaigns invite users to touch, engage and even take a photo to share on social media platforms and most importantly provide LIVE feedback on your brand’s impact”.

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Re-imagine WINDOW WRAPS

WHAT OUR NEIGHBOURS ARE DOING

- Some photos of Nuffield Street

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Re-imagine WINDOW WRAPS

OFFER TO LANDOWNERS

- Costs – The PBA would like to offer to sponsor 50% of the cost for a maximum of 20 key premises on a first come first served ‘opt in’ basis
  - Estimated cost per site to fully wrap a window is between $500 and $1,700 depending on size and concept
  - Landowners would be responsible for 50% plus all costs associated with power, cleaning, access etc.
  - Concepts would be presented for approval

Timing – As soon as possible

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Re-imagine PUBLIC SPACES

OBJECTIVES

- Bearing in mind these are temporary installations, the focus needs to be on low cost, sustainable options that contribute positively to the public realm.

Public Spaces can be defined as :-

- Areas outside stores (whether occupied or not)
- Footpaths and parking areas (including parklets)
- Alleyways and courtyards
- Public Parks and community spaces
- We have seen several examples in Auckland, some as purely temporary installations and others as a means to transition to a permanent change e.g. High Street

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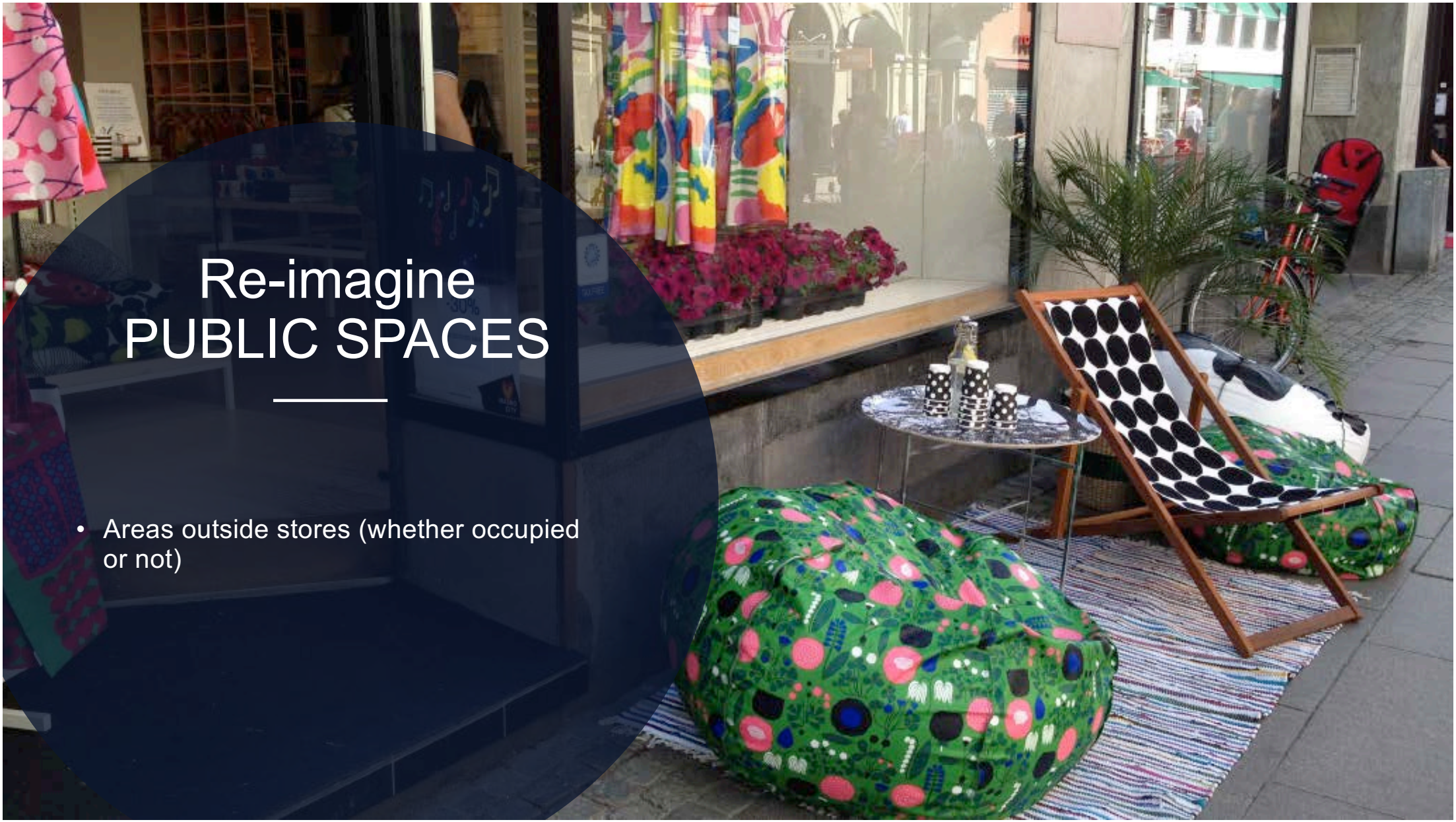

Re-imagine PUBLIC SPACES

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Re-imagine PUBLIC SPACES

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Re-imagine PUBLIC SPACES

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Re-imagine PUBLIC SPACES

OBJECTIVES

- Parnell architectural practices would be approached to submit concepts for inclusion and if selected, would be offered a small contribution to materials .
- The balance of the installation cost would need to be borne by the submitter or sponsorship sought.
- Concepts are welcome to include in person activation - only if organized by the submitter.
- The PBA would need to source relevant permissions or permits.

PHASE 2 - Medium to Long - Term

- During Phase 1, we will conduct research on the efforts to date, both from landowners and the general public.
- The PBA totally support the the option of curated pop-up shops. However we know that several landowners are resistant to this concept so this may evolve over time.
- We plan to reach out to several of the award-winning architects in Parnell including Jasmax, Fearon Hay, Patterson & Associates, Ken Crosson, Stevens Lawson etc. to understand their desire to contribute to a more permanent enhancement to the public realm of Parnell Rd. This would also need to be co-ordinated with Auckland Council and the Waitematā Local Board where it pertains to public land and would need to be in accordance with the Parnell Plan.
- Please contact cheryl@parnell.net.nz to discuss

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