

FEBRUARY 2024

FOLKL

Napier City Council

Emerson Street Revitalisation
Research and Engagement Summary



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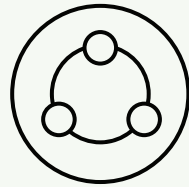
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Project Background and Research Objectives



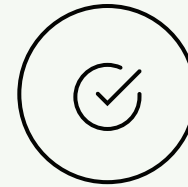
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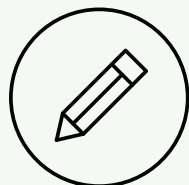


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Re-designing Emerson Street

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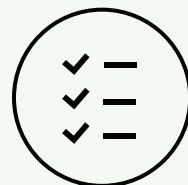
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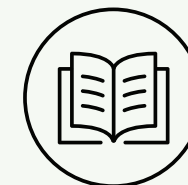


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Survey Participant Demographics

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Project Background and Research Objectives

Napier City Council (NCC) will invest in revitalisation projects for Emerson Street, starting at the west end. FOLKL have conducted community and stakeholder engagement to understand the perceptions of the street and ideas to revitalise it. Alongside the engagement, pedestrian and vehicle observation have taken place to gain a deeper understanding of people's use of the area.

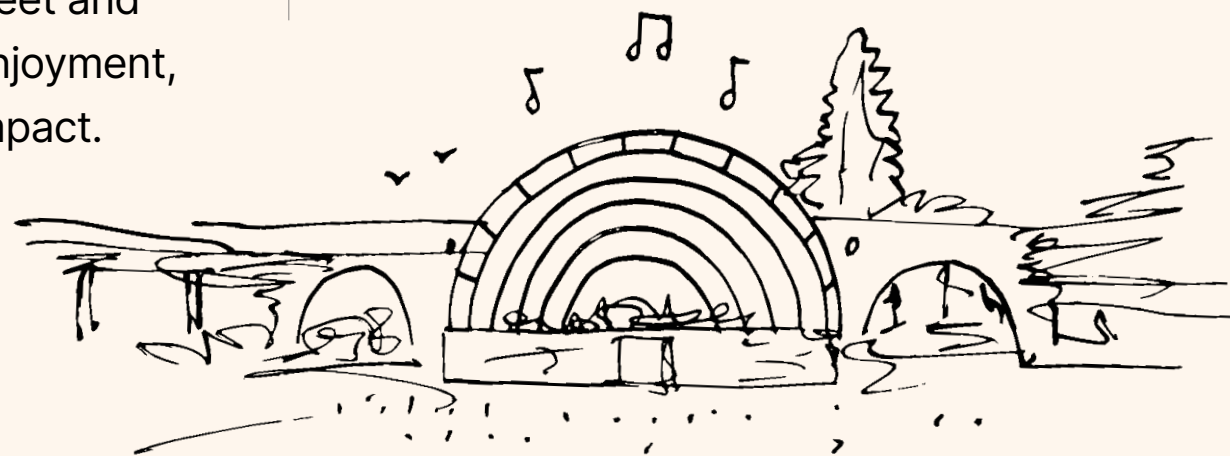
This research will help to inform potential changes to the street and measure: levels of safety, enjoyment, foot traffic and economic impact.

The research objectives are to:

- 1 Understand current community and stakeholder use and perceptions of Emerson Street, and ideas for development.
- 2 Conduct benchmarking to understand the impact of changes on Emerson Street.
- 3 Build an on-going relationship with the community and stakeholders.

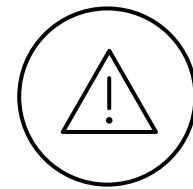
The key objectives of the revitalisation projects are to:

- 1 Enhance the amenities of the retail area.
- 2 Provide opportunities for social interaction.
- 3 Comprise consistent materials, features and best practice urban design principles.
- 4 Establish a strong identity and sense of place for the inner-city.



FOLKL took a mixed method approach using qualitative and quantitative methods. This research was conducted over a 3-month period beginning in October 2023 through to December 2023. All findings presented in this report are drawn from the methods outlined in this section.

In this report, people who participated in the research are referred to as '*participants*' when findings are consistent across all methods. When findings are specific to a research method, people are addressed by their method of participation, such as '*survey respondents*' and '*workshop participants*'. Participants who own a building, business or work on Emerson Street are referred to as '*stakeholders*'.

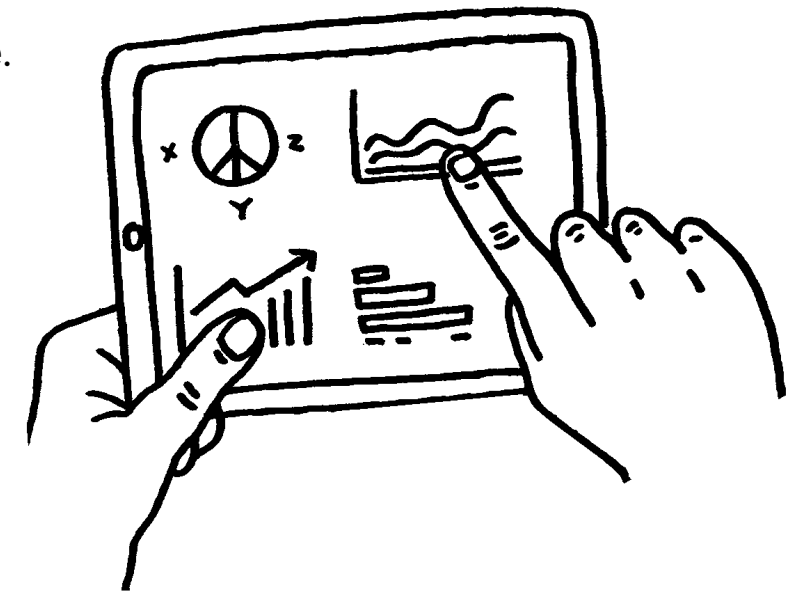


Research Limitations

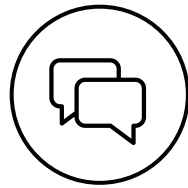
Research data is not representative of Napier's population. This research took place approximately 8 months after Cyclone Gabrielle and many participants referenced the impact of this. Any interpretation of the results should consider the temporality of research, information and views in a moment of time.



Participants provided informed consent for their involvement and all data was made anonymous prior to being analysed. All FOLKL research is conducted in accordance with the Research Association New Zealand Code of Practice.



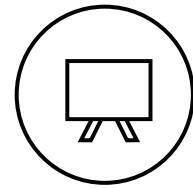
Research Methodology



Survey:

An online survey of the general public ran from 1 October 2023 to 7 December 2023 and received 593 responses. The survey was hosted on *Say It Napier* and made accessible via QR codes displayed in the project pop-up space and on leaflets. It was promoted through NCC social media channels. All respondents had the chance to win one of two \$100 vouchers to spend at any store on Emerson Street.

The survey gave respondents the option to indicate if they were living with a disability. This was to ensure representation of this group.



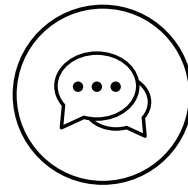
Workshops:

Three walking workshops were held with a total of 45 attendees on 23, 24 and 28 November 2023, each approximately 1 hour long. Participants took on roles and walked through the area to collect data for analysis by FOLKL. The workshops were designed to experience and reflect on Emerson Street together, and collaboratively generate ideas. Participants were selected from a sample of the survey database of people who indicated interest in attending, and were given \$40 as thanks for their time and contribution. A workshop was also held with Napier City Youth Council on 20 November 2023 with approximately 12 attendees.



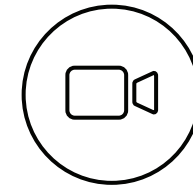
Project pop-up space:

The space at 247 Emerson Street was leased for 1 month and open to the public 5 days of the week at regular and set times. Visitors could learn about the project, participate in an 'ideas wall' and complete the survey digitally. Over 200 people were estimated to have visited the space and the majority participated in the research. Young people were encouraged to enter a colouring competition. Tote bags and snacks were offered to participants.



In-person interviews:

A total of 40 interviews were conducted with Emerson Street stakeholders. 10 additional interviews we conducted to capture tourists' perspectives.



FOLKL Vision and manual observation:

Four sites on Emerson Street were video recorded from 29 November 2023 to 5 December 2023. **NOTE:** *The video data analysis and insights included in this report are a sample.* Manual observation took place at the pedestrian crossing on Marine Parade, on 1 and 2 December 2023.



Supplementary data:

Pedestrian counts were accessed via Bellwether data for November and December. This data was averaged across 4 counters located on Emerson Street (outside of King of Swords, Footloose, 49 Emerson Street (the old Hannahs) and Market Street/Emerson Street entry point). TomTom traffic statistic software was utilised to understand average speeds on Dalton Street, Clive Square East and Hastings Street. The sample was taken from all of November 2023.

Report Purpose

This project received an overwhelming response to participate by the public and those with an interest in the future of Emerson Street. FOLKL would like to thank everybody who participated in this research, your contribution is appreciated.

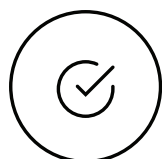
This report is a summary of the data gathered and first looks at participants' experiences in Emerson Street, and their perceptions of safety, culture and accessibility. The findings are grounded in the survey responses, the research method which had the largest uptake of participation. We found the themes that resulted were consistent with those of other methods of participation.

The second half of this report analyses a sample of vehicle and pedestrian data to help us better understand how people and vehicles use Emerson Street.

Due to the sheer volume of data, FOLKL recommends close collaboration between FOLKL, NCC and the design partner to investigate findings further and support the on-going involvement of the community and stakeholders. The research and engagement of this project will help to inform revitalisation initiatives for Emerson Street.



All specific design feedback has been made available to NCC and the design partner. A complete list of anonymised design feedback is available upon request.





User Experiences and Perceptions

This section discusses the use, experiences and perceptions of the community and stakeholders.

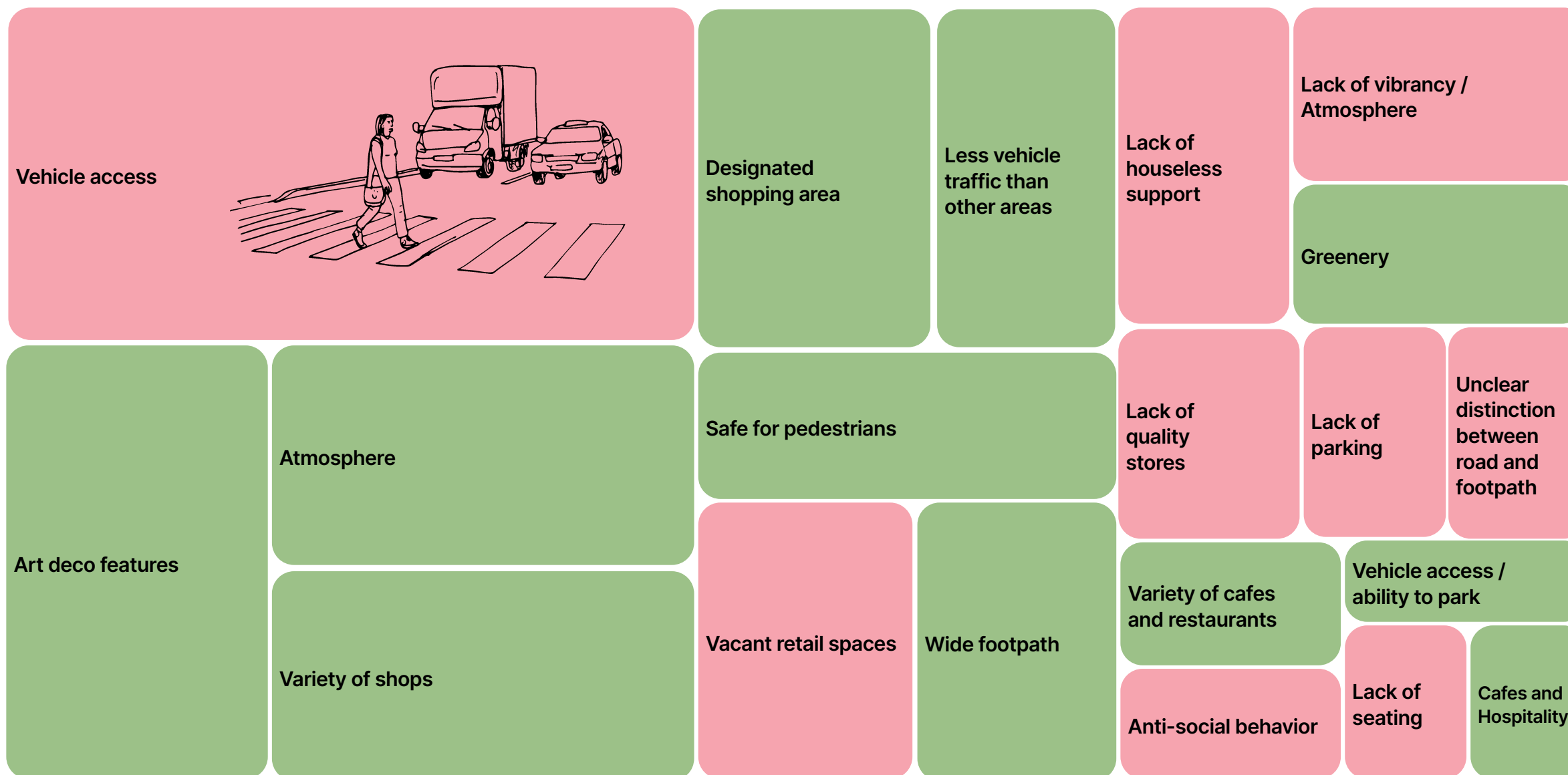


All images in this report were taken by workshop participants



What we heard

This page is a summary of the key aspects of Emerson Street that people like and dislike. These themes are discussed in more detail throughout the findings in this section.



■ 'Like' about Emerson Street.
■ 'Dislike' about Emerson Street.

The size of the box represents the theme's recurrence - the larger the box, the more frequently the theme appeared. These are the top 20 themes. Themes that appeared fewer than 15 times are not shown on this page.

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Attraction

This page summaries what participants liked the most about Emerson Street:

Historical architecture and Napier's natural elements

The Art Deco streetscape of detailed facades and pastel colour palettes strongly influenced participants' positive associations with Emerson Street. The architecture was viewed as unique to Napier's city centre and valued for this reason. This built environment coupled with the characteristically sunny weather, the palm trees and closeness to the sea contribute to the pervading mood of the street: relaxed, quaint and 'mediterranean-like'.

A walkable outdoor shopping area and independent businesses

An outdoor shopping zone was seen as a strong point of difference for Napier. Participants enjoyed the compactness of Emerson Street and subsequent access to a range of services was described to function as conveniently as a mall does, with the added benefit of its openness, skyviews and architecture. Participants enjoyed the compactness of Emerson Street and the subsequent access to a range of services was described to function as conveniently as a mall does, with the added benefit of its openness, skyviews and architecture. The diversity of offerings among these businesses was appreciated.

Pedestrian-friendly infrastructure

Emerson Street was appreciated by participants as a lower vehicle traffic area. It was often compared to others in the city centre and Napier broadly, and perceived as safer for walking and biking. Infrastructure such as wide footpaths and the one-way road system contributed to this perception. Many from across the research, including business owners and staff, cited the importance of some vehicle access particularly for those living with a disability or servicing the area.



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"The ambiance with shopping, cafes and a nice sheltered garden feel with the Art Deco features and lovely palm trees." (Woman, 65-74)

"Easy flow but you can still drive down it so it is accessible. The palm trees and the smart facades. Good selection of shops both national brand and independent." (Woman, 55-64, works in CBD)

"The casual, almost boardwalk feel of it - that it's more a walking place than a road." (Man, 18-24)



Dissatisfaction

This page summarises what people liked the least about Emerson Street:

Vehicle presence

Vehicles in Emerson Street detracted from many participants' experiences of the area. People said cars driving through the street created noise, visual disturbances and disruption to the overall ambience. Safety concerns, including near-misses, were frequently raised and mainly stemmed from the unclear distinction between the road and pedestrian spaces.

On the other hand, a subset of participants who used their vehicles to access Emerson Street expressed dissatisfaction with the lack of parking availability, and confusion regarding the one-way road in different directions in the eastern area and western area.

“Turn road into service lane only. Design it around pedestrians as opposed to vehicles. More spots to sit and encourage people to spend more time on the street rather shop around and leave when they're done.” (Male, 18-24, works in CBD)

Houselessness and anti-social behaviour

A perceived increase of houseless individuals in Emerson Street tainted the street's appeal for many. Perceptions of the area were also impacted by anti-social behaviour, experiences of harassment and crime, often associated with observations near Clive Square. Participants indicated hesitancy to visit or spend time in the city due to feeling unsafe. It is important to note that in the research houselessness and intimidating behaviour, either experienced or observed, were not always connected.

“The availability of parking. I often have to do several loops to find parking or I give up. I have to be committed with several shops to visit to actually choose to stop there.”

Gaps in vibrancy

There was a recurring theme among participants that Emerson Street lacked liveliness. Low foot traffic was the hallmark of this, exacerbated by other factors such as untenanted buildings, limited outdoor seating, a lack of integration of hospitality venues and general points of attraction. The absence of vibrancy meant the street was not seen as a destination, particularly after 5pm.



“The lack of clear demarcation of the road and footpath makes the area unsafe for pedestrians, especially for children and visitors to the area, cruise ship days in particular.” (Woman, 55-64, works in CBD)

“Lack of food, culture and interesting spaces. Cars shouldn't be able to go through it. It's dated and some of the retail is low-cost and detracts from the culture and appeal of the street.” (Man, 35-44, works in CBD)

Across all demographics, retail and hospitality were the predominant draw cards for survey respondents who visit Emerson Street

Participants expressed a desire for more reason to spend time in Emerson Street, particularly outside of visitation to individual retail stores and hospitality venues. Notably, discussions with young people in workshop settings revealed the area lacked suitable spaces to socialise and 'hang out'.

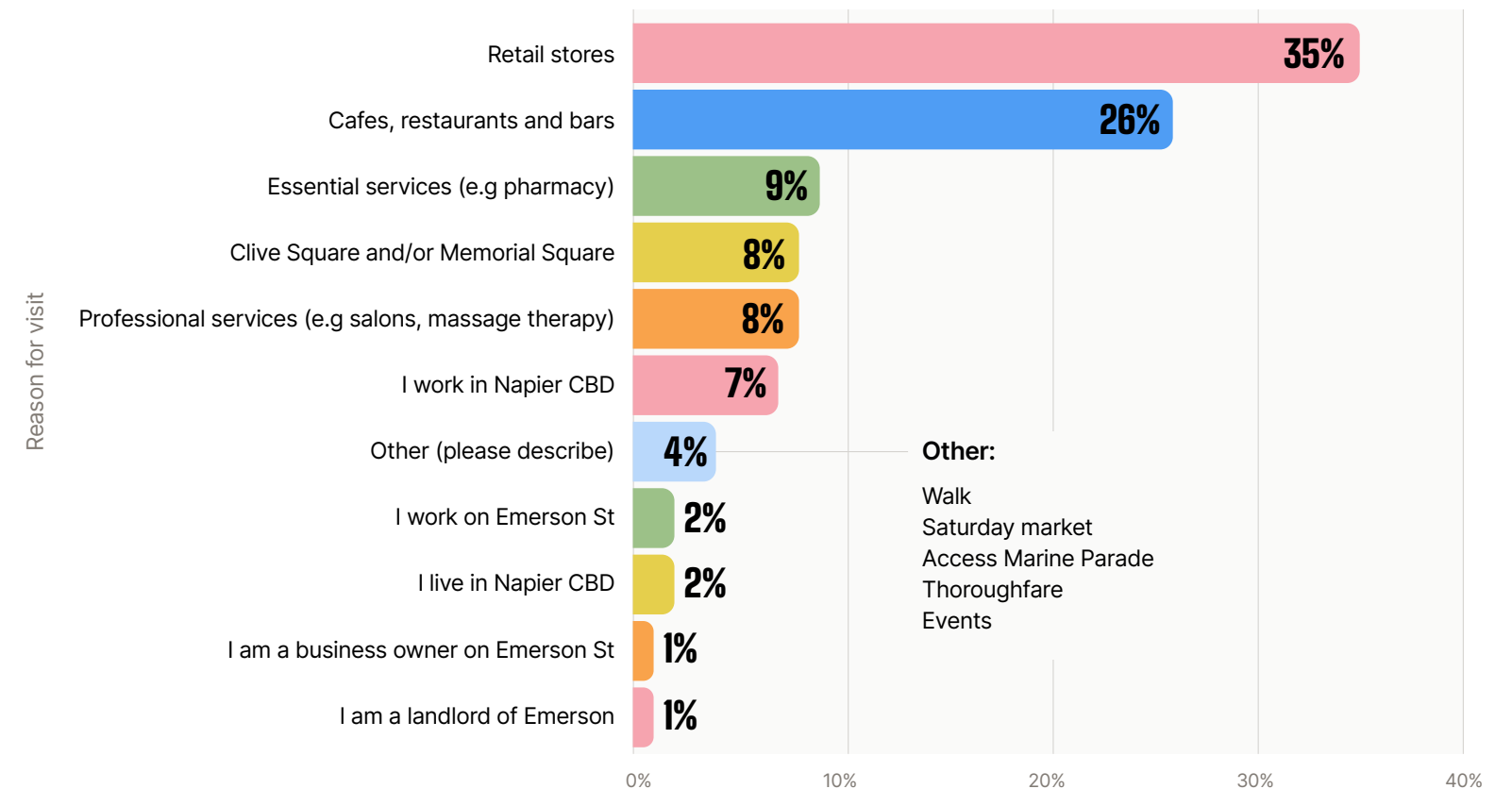
Participants valued existing cafés, bars, restaurants and independent retailers, and wanted to see these supported. Integration of some public seating areas, complimentary or like-businesses and increased open hours, particularly

into the evening, were suggested to improve the atmosphere and social appeal of the area. The western block was perceived as less lively and some workshop participants thought the introduction of a popular chain store to this area could help to draw people there. The recent Tribune precinct and East block developments in Heretaunga were often referenced as an example of a successful integration strategy.

“Most retail stores in one place with cafes also.”

“The retail shops, the cafes and restaurants, and the Art Deco features. I also like that it runs through the heart of the city, so I regularly walk with my children up Emerson Street on our way to Marine Parade.”

What usually draws you to visit Emerson Street?



Survey participants were asked to share their typical reason for visiting Emerson Street. Participants could select multiple responses.

Navigating Emerson Street was generally considered easy, with recognition of potential areas for improvement

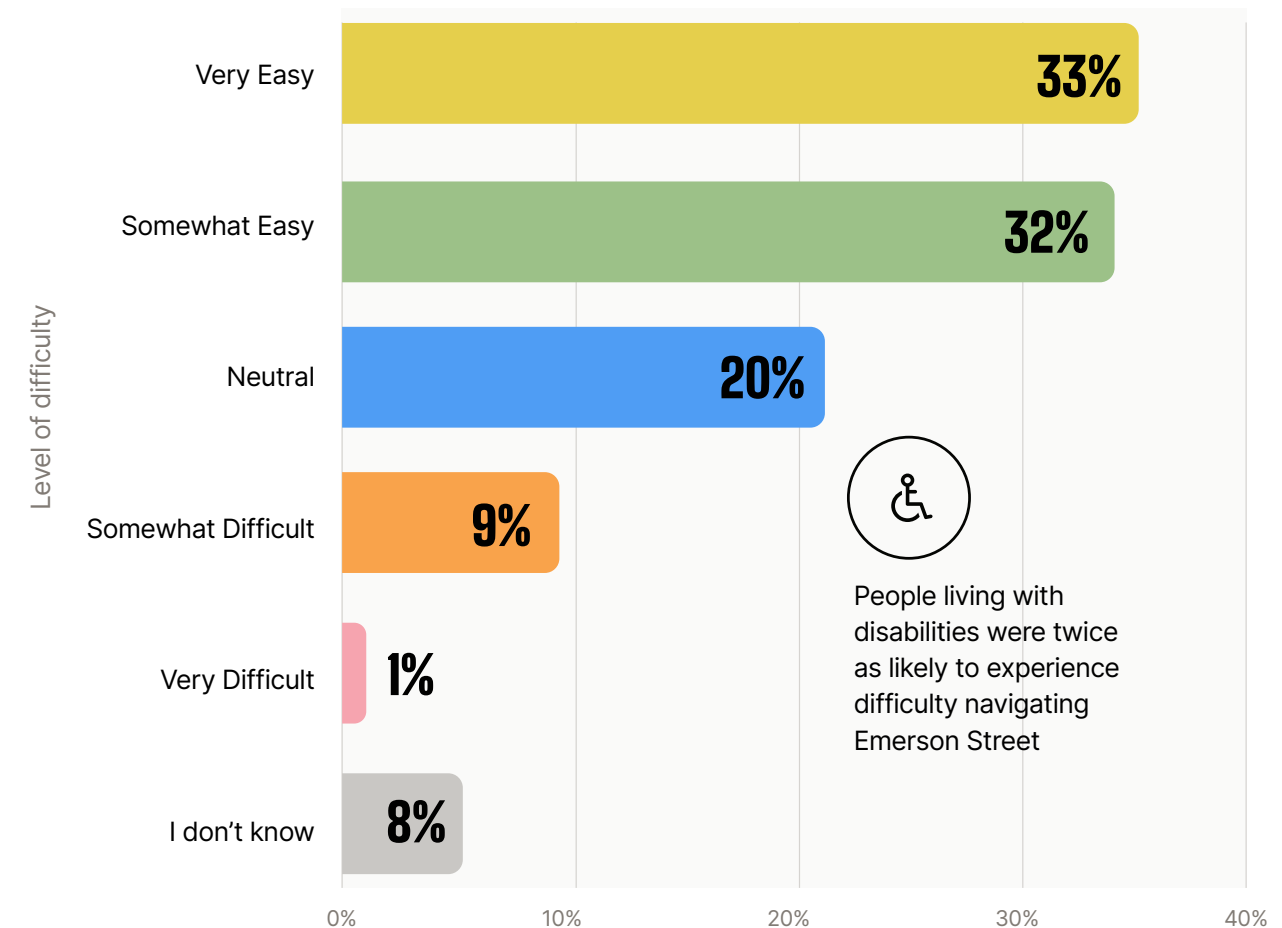
→ Navigation of Emerson Street was generally considered straightforward, however demarcation between the road and footpath caused great confusion and trip hazards, often thought more so for visitors. For drivers it was the bidirectional one-way road system and many participants recounted vehicles traveling the wrong way down the street. The mix of rubbish bins and bollards also impacted the physical and sensory experience of moving through the street, described as 'clutter'. Participants with disabilities frequently mentioned this clutter made it trickier to safely navigate, as well as signage and business stalls where the footpath narrows.

“Large maps / signs at each end of Emerson Street stating where you are in relation to some of the key businesses / areas in Napier CBD. Would be helpful for visiting tourists.” (Man 18-24)

→ Participants identified the need for improved wayfinding implements and clearer signage for public facilities. This included directional guidance, the installation of large maps at both ends of Emerson Street, and directories for each block of retailers. Workshop participants discussed the lack of connection between the sea and the squares, the main features to bookend the street. Anecdotes were often shared of tourists asking 'which way to the sea'.

“Clear connectivity between Emerson and adjacent streets, car parking, and to the waterfront.” (Woman 25-34).

Please rate how easy or difficult you think wayfinding is on Emerson Street



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Emerson Street’s architecture was seen to effectively showcase Napier’s Art Deco heritage

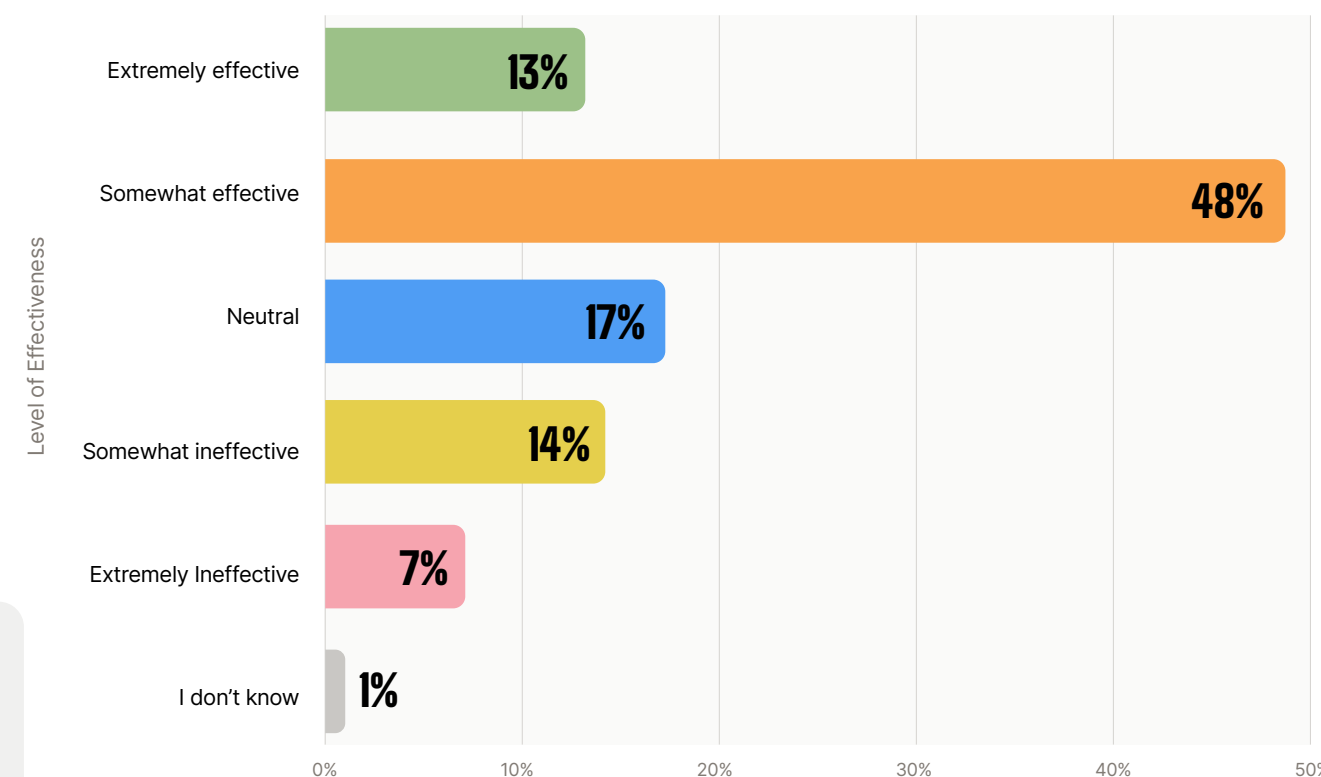
- Although Emerson Street’s architecture and Art Deco features were discussed with favour, many participants saw the need for improved preservation practices. These included paint work, general maintenance and in some cases restoration, for example of copper adornments and facades. Improved lighting and added art, signage and sculptures were also suggested to further highlight existing features. A sub-theme showed some of the existing sculptures were seen as random and unconsidered, and would benefit from these improvements.
- Participants also emphasised the importance of having a general CBD design guide in place. This was often in relation to business signage and the development of a minimum standard, with support for business/building owners to bring (and keep) their spaces to this standard. People thought this would help to achieve a consistent aesthetic throughout the street.

- Beyond Art Deco, there was significant emphasis on the cultural experience of Emerson Street. Participants expressed the area lacked physical indicators of te ao Māori and often suggested the incorporation of te reo Māori in signage as a starting point. Some people also thought informative signage about this aspect of the local context and history could be included. This sentiment extended to the history of Napier’s street names and buildings. Participants thought these measures would enhance overall understanding of the area and the street’s sense of place.

“Encourage retailers to showcase art deco design on ground level of the buildings, sometimes ground level doesn’t match the great art deco design of the top of the building. A few more pieces of art, sculptures etc, enhance the alleyways to car parks with art deco design and art.” (Woman 45-64)

“There’s more to Napier than Art Deco. Where in Emerson Street are the tangata whenua represented?” (Man 25-34)

Please rate how effectively you think Emerson Street showcases its heritage and identity



“Celebrate NZ culture better, mix between Art Deco and Māori culture. More planting.” (Man 45-54)

“Storyboards, “look up/ look down/ look across signs”. History is for everyone, not just those who can afford a paid tour.” (Woman 65-74)

Emerson Street was perceived as a moderately safe area during the day, with concerns primarily associated with night

→ Many participants expressed a general feeling of safety, but deeper discussions revealed widespread concern about safety at night. Concerns primarily stemmed from anti-social behavior and vehicle traffic.

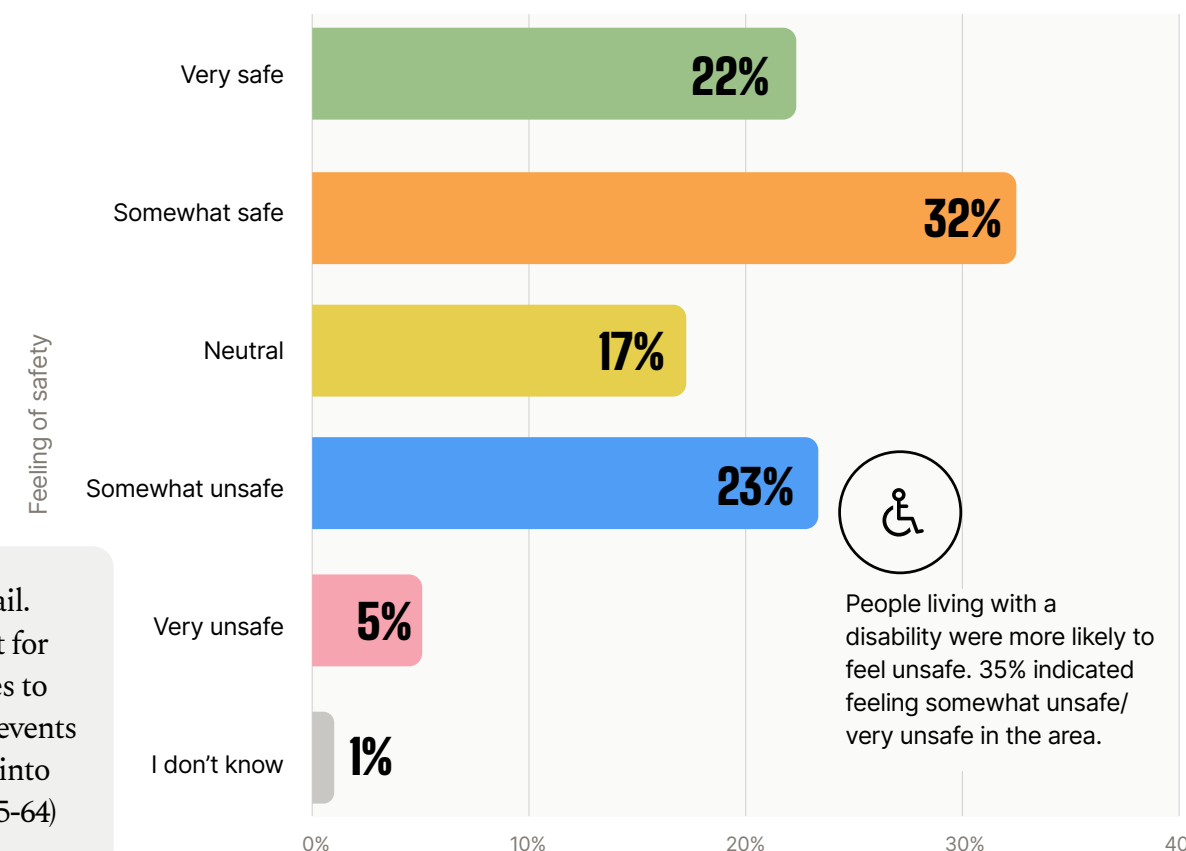
Themes about potential conflict between vehicles and pedestrians recurred as a safety issue, similarly discussed in terms of navigation on page 12. The challenging mix of the semi-pedestrianised area and unclear definition of different user zones was seen as hazardous, and was the primary concern for people living with disabilities. Additionally, and to a lesser extent concerns were raised about speeding vehicles. The location of the Dalton Street crossing was a widespread safety concern as it directs pedestrians towards oncoming vehicles.

The perceived presence of gangs and experiences of intimidating individuals contributed to a sense of insecurity. Store owners, staff and the wider

community shared instances of feeling threatened or harassed. The presence of a houseless population, perceived to be growing, often affected people's feelings of safety. Participants stressed the need for collaborative effort between NCC and support services to address these issues comprehensively. Other suggestions included strategies to increase street activity through increased business and hospitality activity at night, greater presence of police and City Assist personnel, implementation of CCTV cameras and improved lighting. City Assist were frequently praised for improving the feeling of safety in the area.

→ Business owners and staff expressed concerns about ram raiding and felt that NCC needed to provide further support. Business owners felt pressure to install bollards which was viewed as an expensive last resort to increase their peace of mind and keep insurance rates down.

How safe or unsafe do you feel in Emerson Street?



“Encourage more retail. Make it safer at night for more street style cafes to be open. Have more events to encourage people into the CBD.” (Woman 55-64)

“Can feel unsafe at certain times of the day. Lovely park areas that you want to sit in e.g. Clive Square can attract people that make it feel unsafe. Some shops are not leased out, council needs to attract businesses into the area.”

“Cars weaving and pedestrians - not a great mix. Seen many people not distinguish between footpath and road. Ditch the cars.” (Woman 55-64)

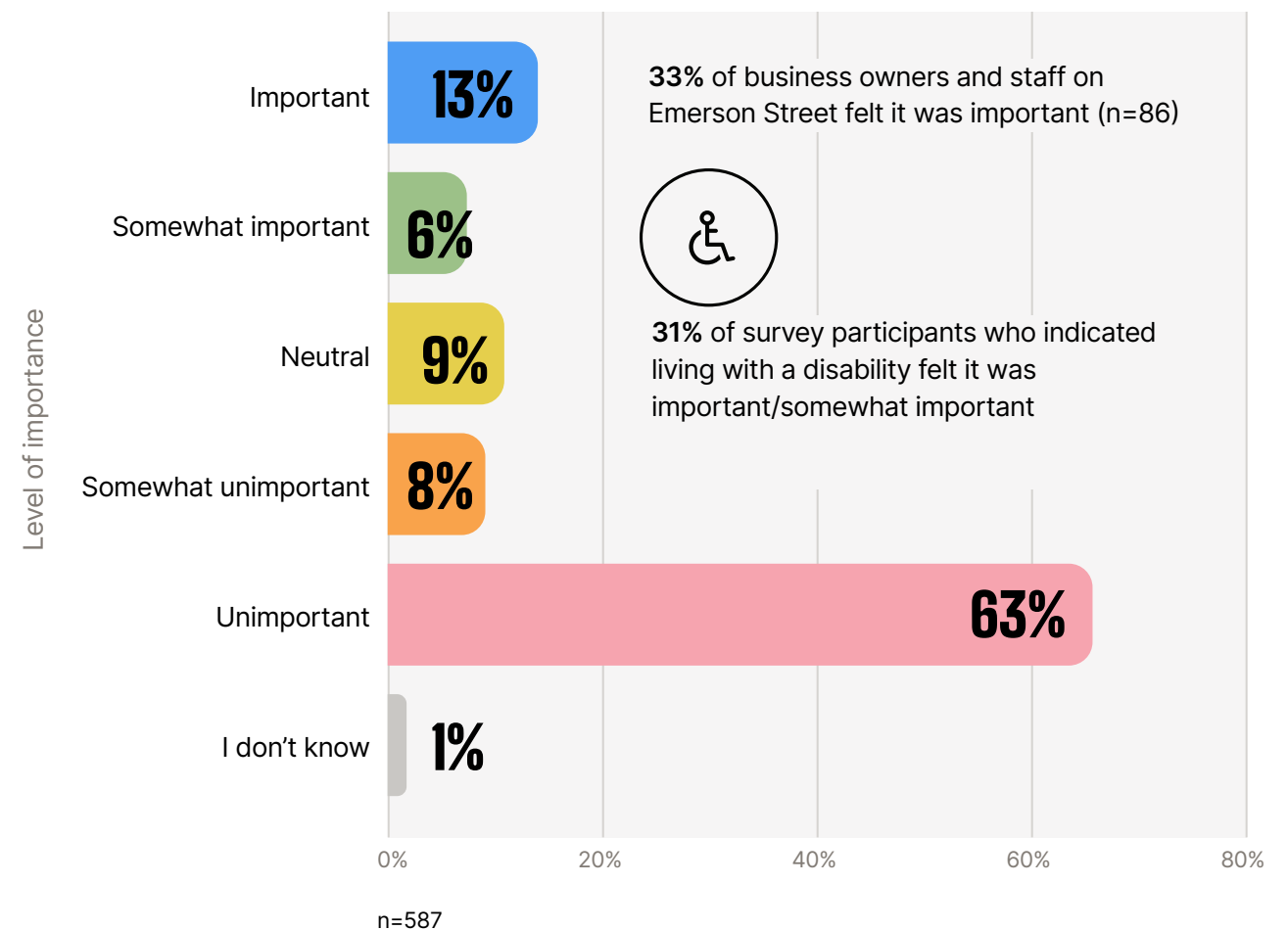
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Vehicle access to Emerson Street was perceived to be unimportant. Conversely, business owners, staff and people with disabilities attributed high importance to retaining access

- Limiting vehicle access to Emerson Street was the consensus among participants. Many hoped the street would be fully pedestrianised to increase safety and appeal, however through discussion it became apparent that the majority of these **participants generally believed vehicle access should be retained for some users.** Delivery vehicles, tour operators and individuals with mobility issues were specified.
- **Within this group, business owners and people working in Emerson Street placed particular emphasis on service and customer vehicles.** 41% of survey respondents who thought it was important to allow through traffic (19% of all survey respondents) were business owners and staff. An underlying concern of business owners was potential consequences to activity levels in the street, bringing fewer people.

- Participants thought flexibility would be a key tool to strike a balance between these needs. Examples of such solutions included the implementation of electric bollards and designated times or physical zones allowing vehicle access.
- If further restrictions on vehicle access were implemented, participants proposed priority toward alternative parking solutions, additional attractions within the street and improved connectivity to surrounding streets.

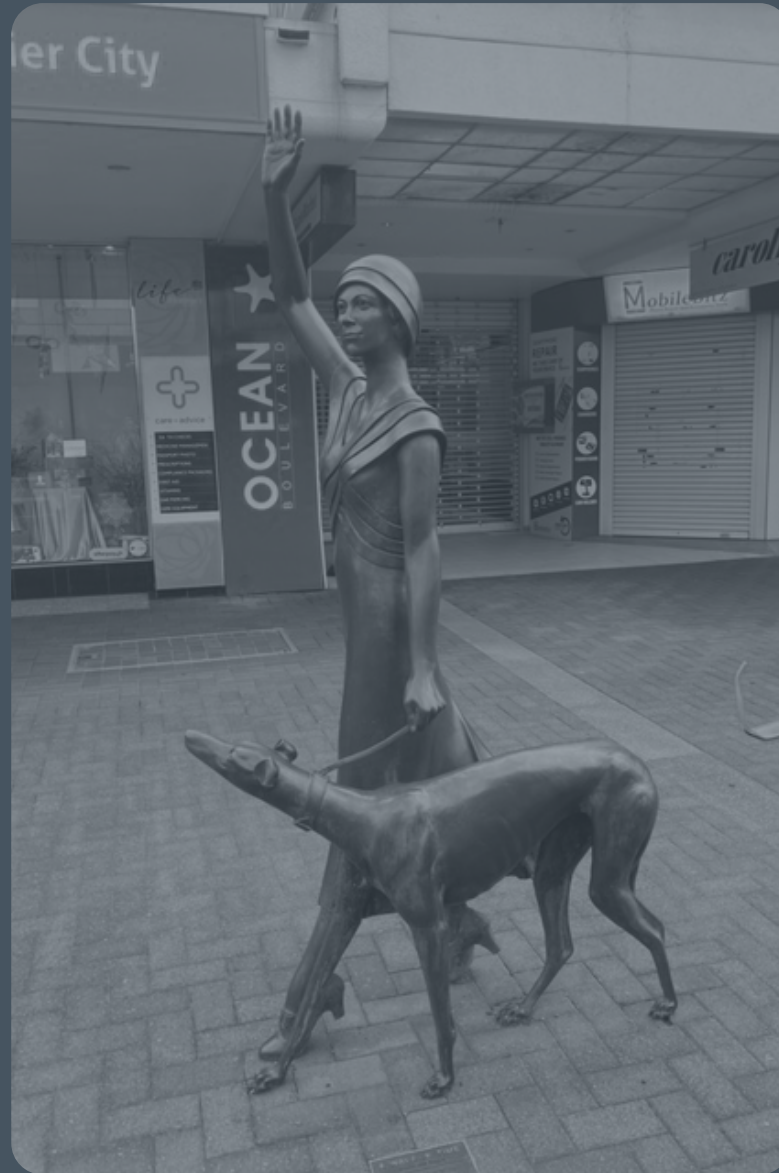
How important is it to be able to drive through Emerson Street? (all survey participants)





Re-designing Emerson Street

This section summarises the design themes and idea suggestions from research participants.



Summary of design themes and idea suggestions

The following themes were most prevalent among the participants of the survey, project pop-up space, workshops and interviews combined. These suggestions apply to the entire Emerson Street.



Disruption during design:

Business owners and staff expressed concern about a potential reduction in customers should roadworks or major infrastructure changes take place. Some felt it would be the 'last straw' after a challenging three years following COVID and Cyclone Gabrielle.



Pedestrian prioritisation:

Implement restrictions on vehicle access, however with consideration for service vehicles, tour operators and people with disabilities. Car free zones were frequently suggested. Full pedestrianisation should subsequently prioritise vehicle accessibility in streets surrounding Emerson Street.



Road and footpath design:

Design road and footpath surfaces that facilitate easy distinction for pedestrians, indicating areas of caution and interaction between different user groups.



Waste management systems:

Develop an efficient waste management system to alleviate clutter caused by rubbish wheelie bins and recycling on the street. Suggestions included designated off-street drop off and collection areas, off-peak collection times and waste amenities for residential tenants.



Visual order:

Along with the removal of wheelie bins, there were suggestions to reduce the number of bollards and incentivise store signage uniformity.

Summary of design themes and idea suggestions

The following themes were most prevalent among the participants of the survey, project pop-up space, workshops and interviews combined. These suggestions apply to the entire Emerson Street.



Retail/hospitality mix and business support:

Implement initiatives to bolster hospitality offerings in the area such as a 'food zone'. Support new businesses by providing assistance throughout the process.



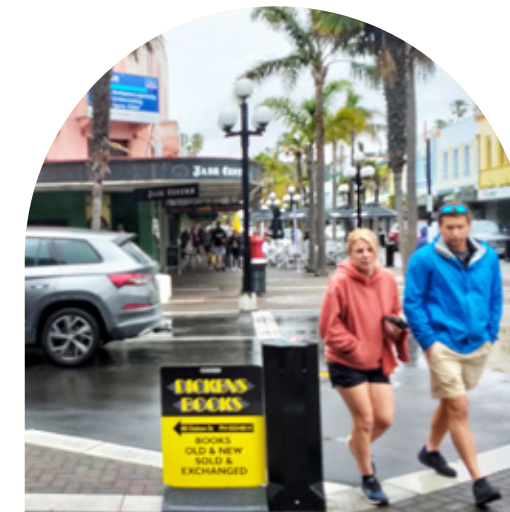
Safety measures:

Feelings of safety were equally associated with the street design as it was a sense of security. Enhance feelings of safety and security through: increased City Assist/Police presence, ram raid preventative measures, improved differentiation between road and footpath, reduced vehicle access and initiatives to improve vibrancy at night.



Seating enhancements:

Remove existing concrete seats and replace them with seating options that encourage people to spend time and relax. This extended to outdoor dining. Incorporate art and culture into designs and placement should encourage social interaction.



Parking and traffic management:

Address parking concerns through the provision of alternative and off-street parking spaces in the surrounding areas. Any design changes should calm vehicle movements within the area.



Nightlife and extended shopping hours:

Foster a vibrant atmosphere at night through the encouragement of hospitality establishments into the city centre, utilisation of the top floor of buildings for living and hospitality, and later operation hours of retail businesses.

Summary of design themes and idea suggestions

The following themes were most prevalent among the participants of the survey, project pop-up space, workshops and interviews combined. These suggestions apply to the entire Emerson Street.



Communal spaces and community events:

Establish spaces conducive to community building, social interaction and events. Suggestions covered broad ground, including a semi-permanent stage, areas that support buskers, pop-up spaces, and extending or developing the market. Design areas that attract and engage younger individuals.



Greenery initiatives:

Increase green spaces through native planting, the creation of pocket parks, activation of Clive and Memorial squares, and the strategic placement of trees for shade and shelter.



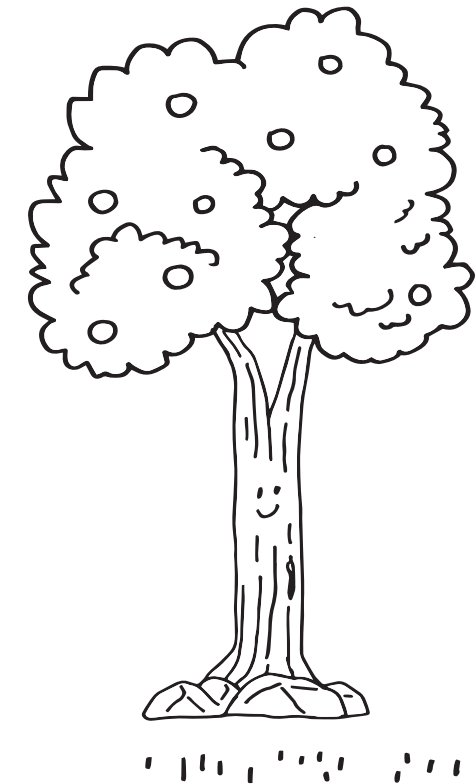
Lighting, art, sculptures, and play features:

Enhance functional lighting to increase feelings of safety. Implement ambient lighting to showcase architecture and add to the atmosphere. Incorporate and maintain art and sculptures as attractions. Introduce play features to cater to young families and stimulate activity in the area.



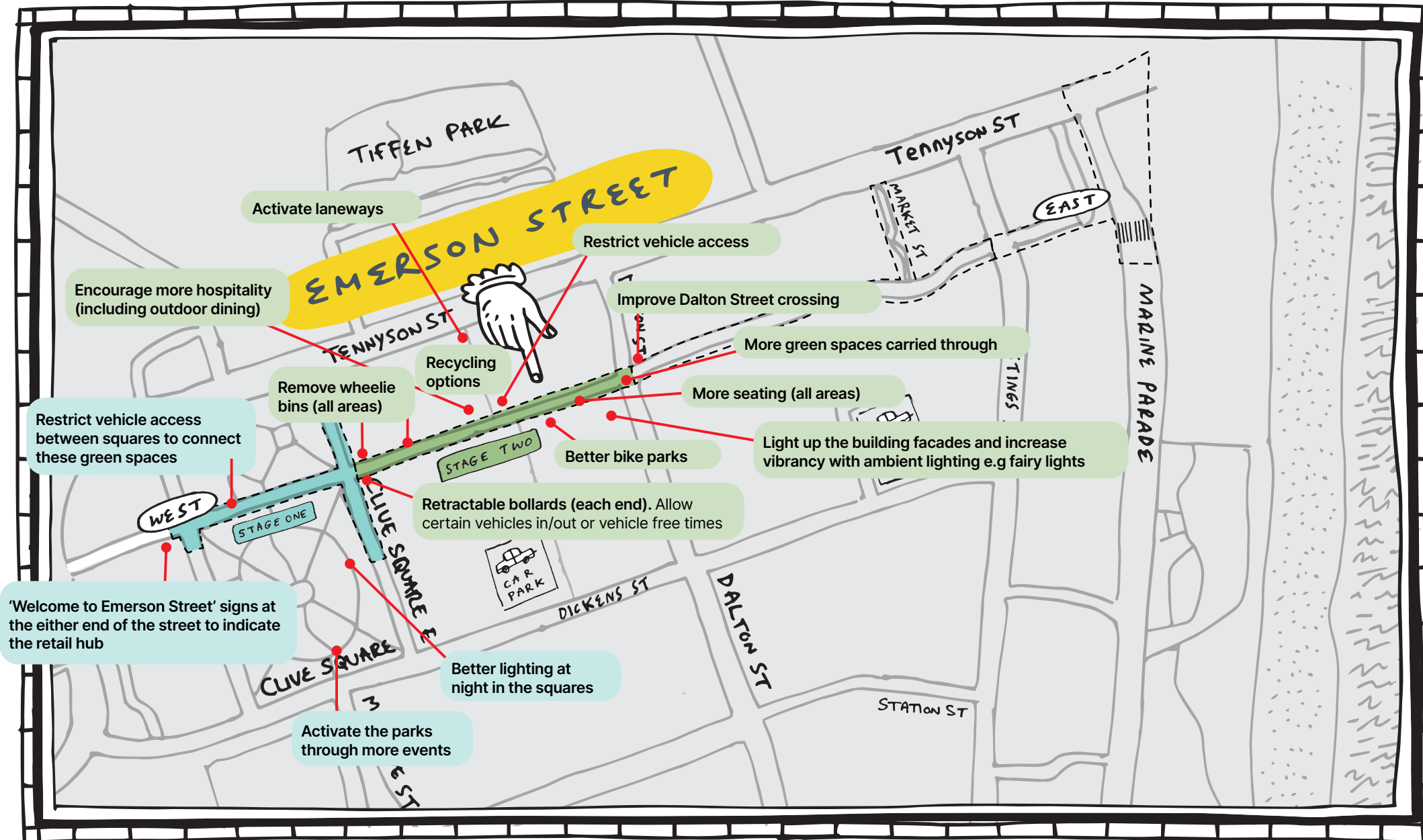
Informative signage:

Install informative signage to aid navigation and provide historical and cultural context. Maintain a consistent design to signify the retail hub of the city.



Summary of most prevalent ideas for Stage 1 and 2

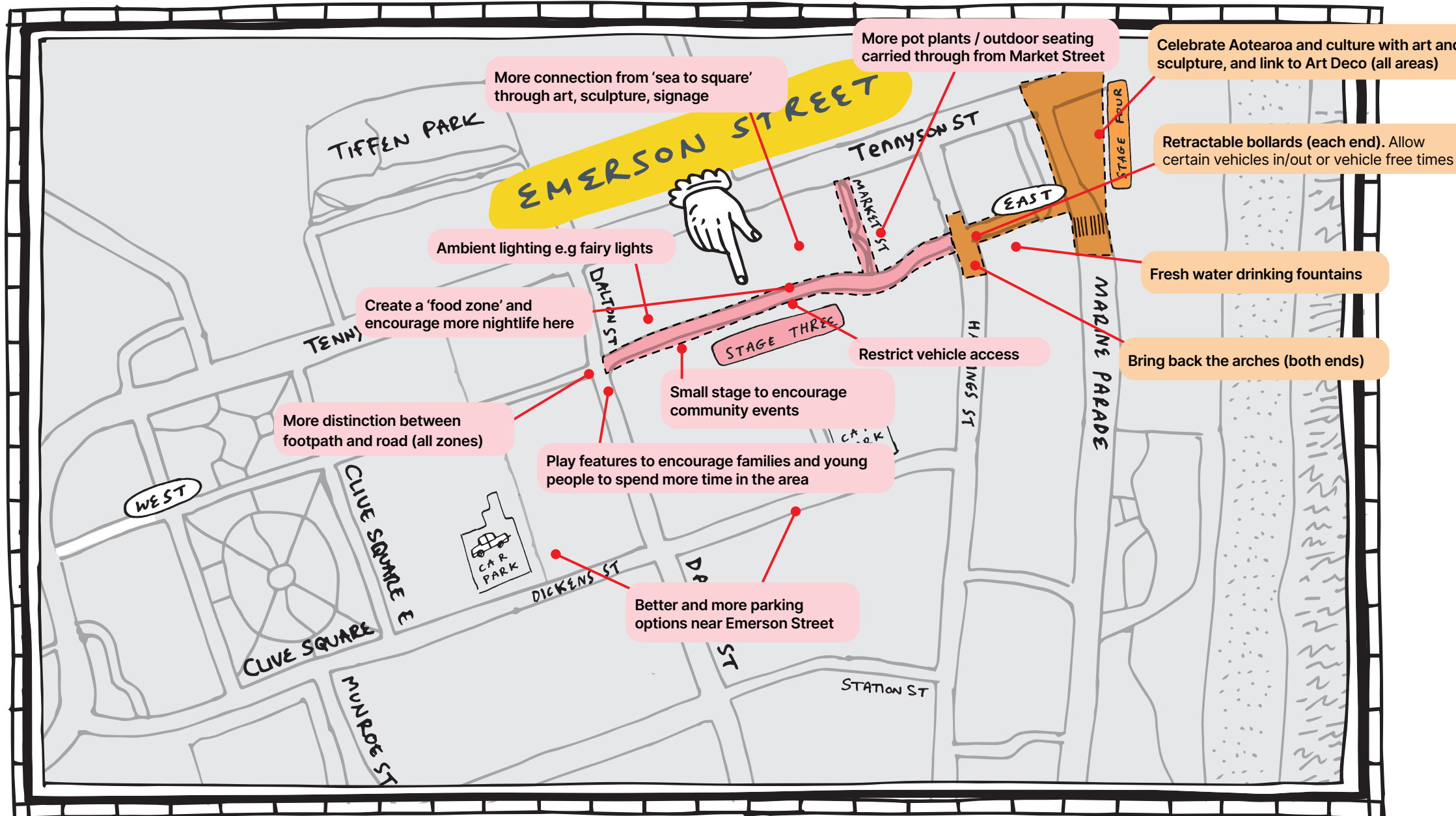
The ideas on this map are drawn from the survey, workshops, project pop-up space and interviews. Locations are approximate and ideas were often applicable to multiple stages.



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Summary of most prevalent ideas for Stage 3 and 4

The ideas on this map are drawn from the survey, workshops, project pop-up space and interviews. Locations are approximate and ideas were often applicable to multiple stages.





Pedestrian and Vehicle Behaviour

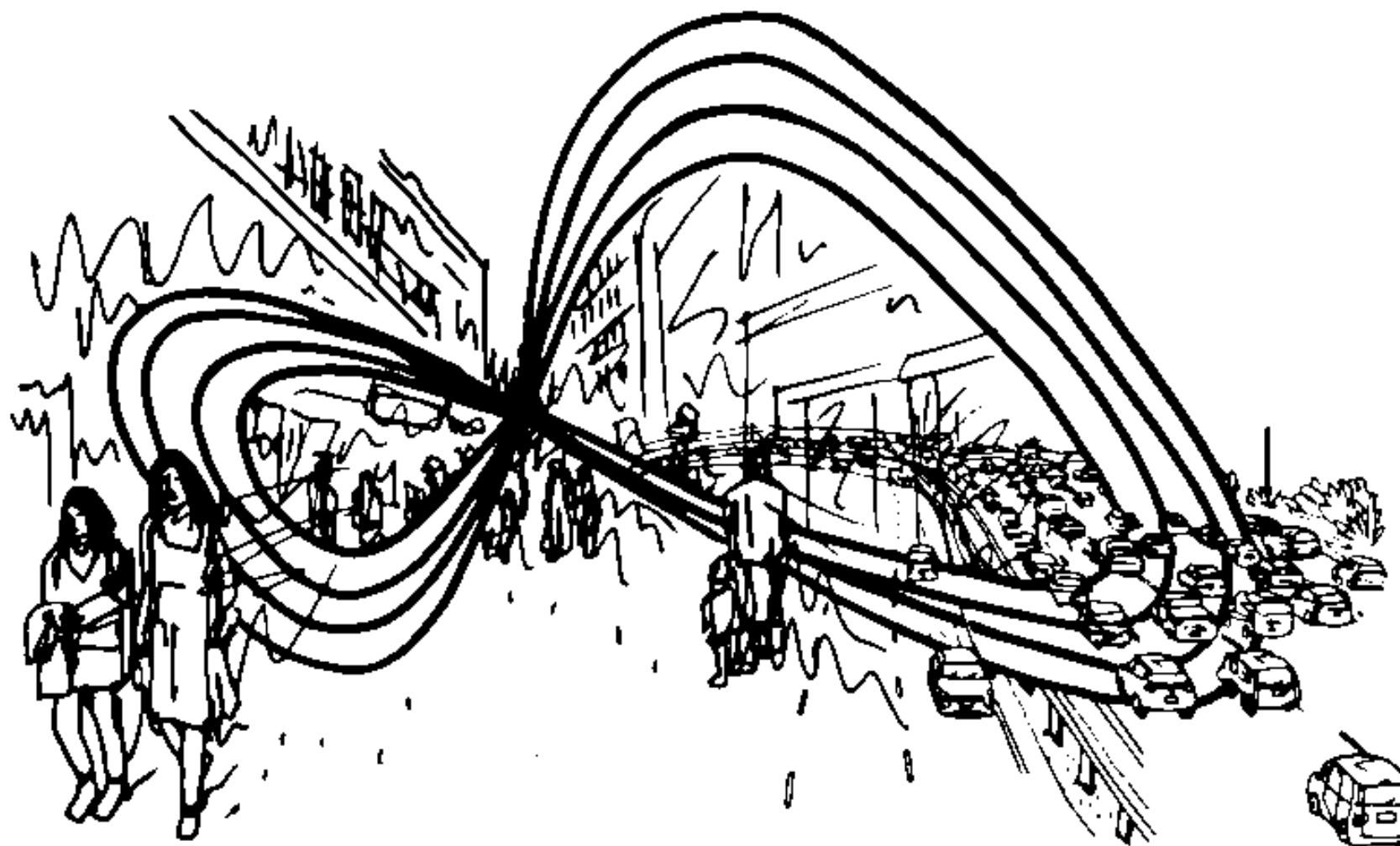
This section uses quantitative data to understand how people and vehicles use Emerson Street.



About FOLKL Vision

FOLKL Vision is a proprietary traffic analysis tool which combines digital processing with manual coding to produce a robust understanding of how people use space. The purpose of FOLKL Vision is to provide an indication of use rather than accurate traffic counts.

For this project, FOLKL Vision collected 7 days of video footage and manual coding was used to determine the margin of error within this sample. Two 10 minute windows were selected at random on each of the 7 days. Traffic counts determined through digital processing were cross-checked with manual counts. The result was an accuracy level of 82% across all classifications.



High Potential Collision Areas

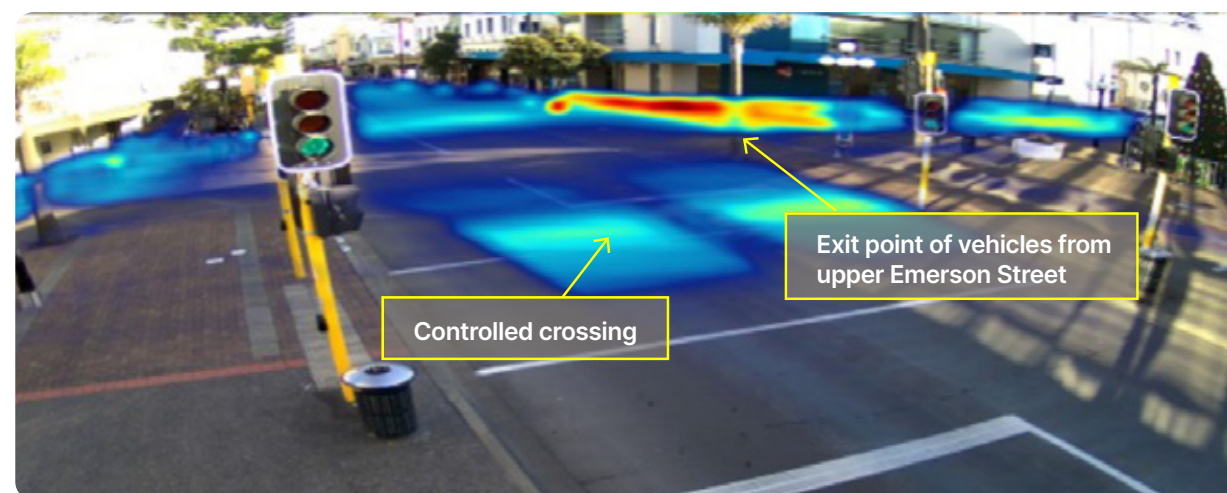
These heat maps show areas where pedestrians, cyclists and motor vehicles intersect with each other. Hot areas (red, orange and yellow) represent places with a high potential of collision occurrence. Cold areas (blue and green) represent areas with a lower risk of collision occurrence.

All four sites revealed high potential collision areas between motor vehicles, cyclists and pedestrians. Participants frequently cited Dalton Street as a location with safety issues, confirmed in this heatmap.

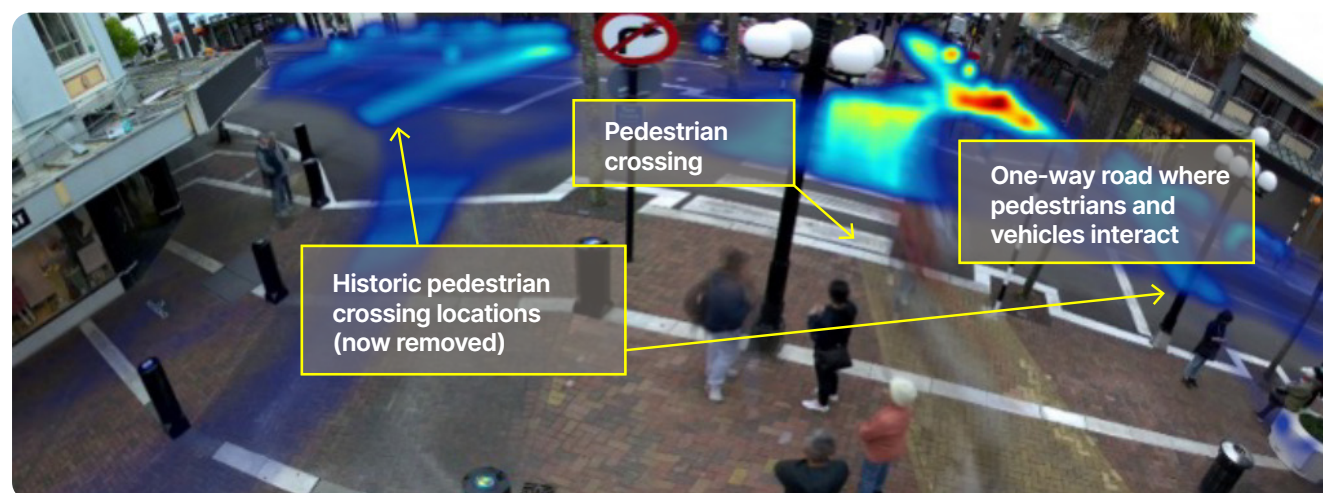
Emerson Street & Herschell Street



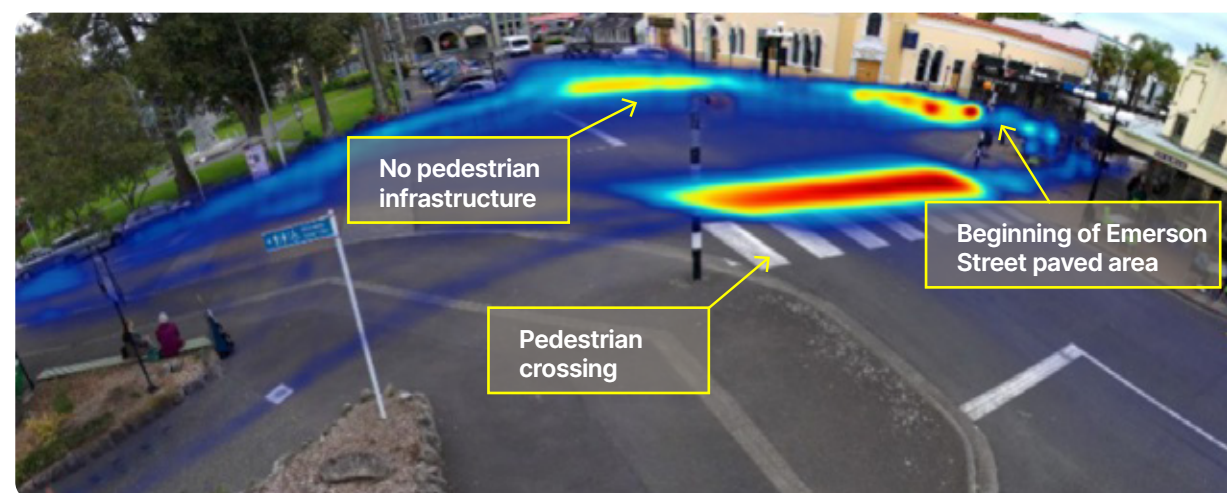
Emerson Street & Hastings Street



Emerson Street & Dalton Street



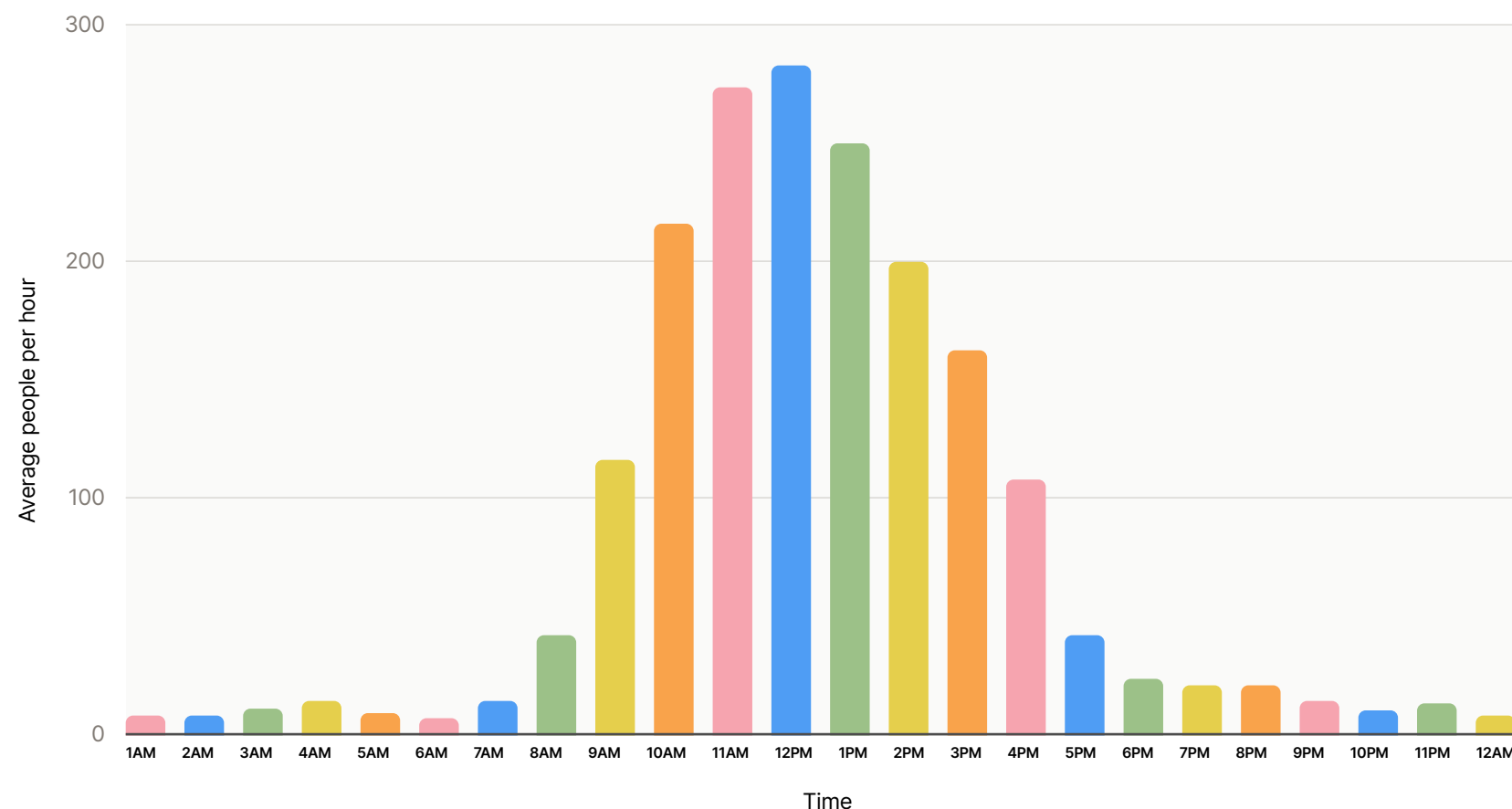
Emerson Street & Clive Square East



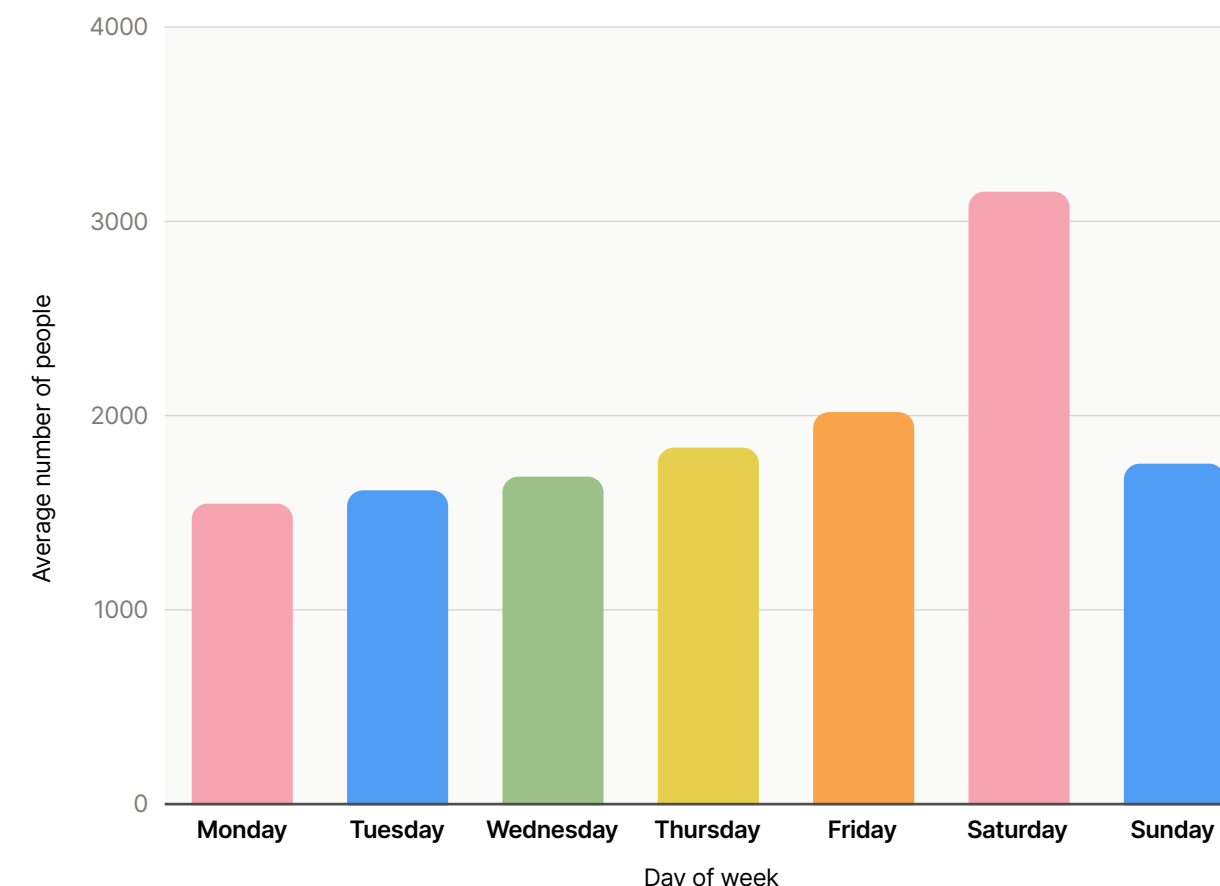
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Average number of people who used Emerson Street by day and hour

Average number of people per hour



Average number of people per day



This chart shows a steep trajectory of the average number of people in Emerson Street per hour. In this sample, there was little foot traffic in the area before 9am and after 4pm. This echoes the sentiment of research participants who said Emerson Street felt like 'a ghost town' after 4pm.

Saturday was Emerson Street's busiest day on average. The number of people in the area steadily increased from Monday through to Saturday, and Sunday returned to mid-week levels.




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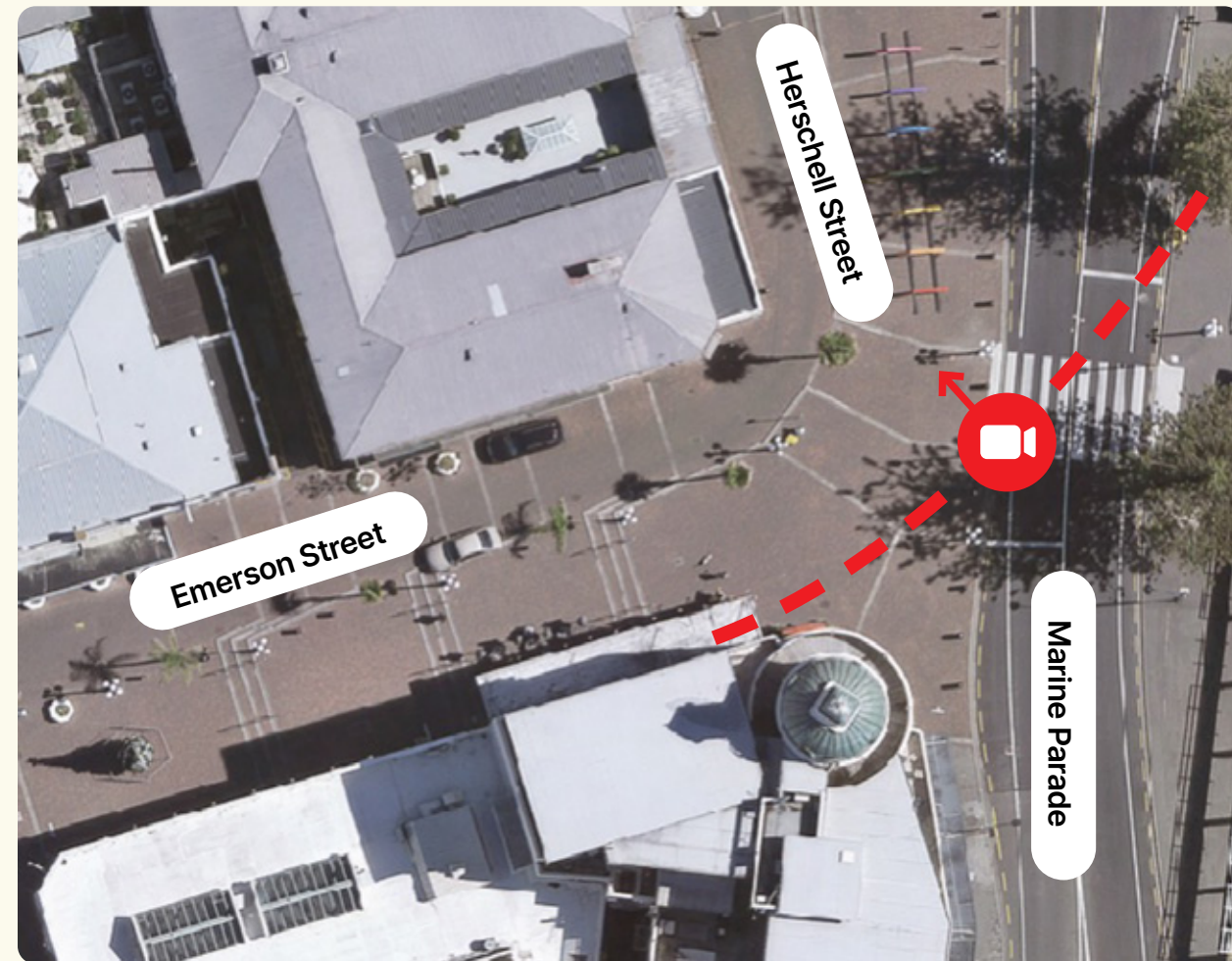
Source: Bellwether 1 November - 1 December 2023 average across 5 counters on Emerson Street.

Emerson Street & Herschell Street

This is the eastern end of Emerson Street, with a pedestrian connection to Marine Parade and the Soundshell area. There is a mixture of hospitality venues and accomodation in this area. Herschell Street is a one-way road, turning into Emerson Street.



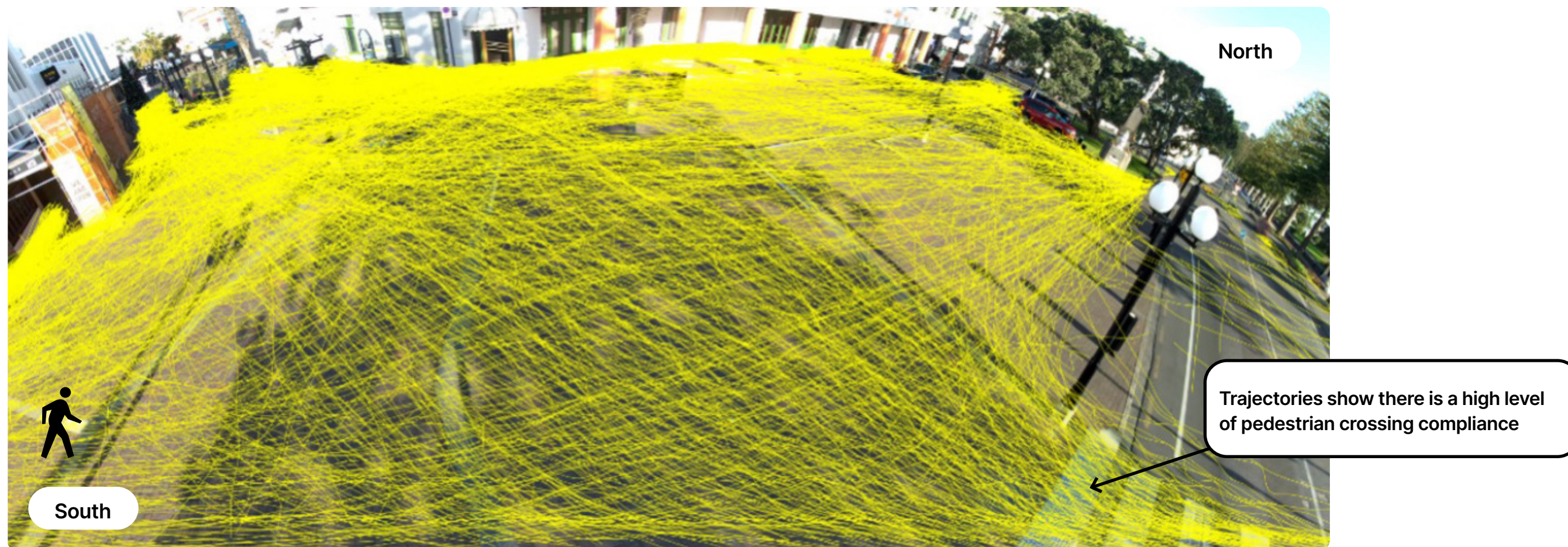
 FOLKL Vision camera field of view



 Camera location and field of view

Emerson Street & Herschell Street - Pedestrian behaviour

The large open area at the top of Emerson Street and Herschell Street, including the road, was widely used by pedestrians. Trajectory lines show similar pedestrian behaviour between quieter and busier days.



Quietest day - Tuesday 5th of December.

There were 1,363 pedestrian movements counted in this area, with an hourly average of 105.

The busiest hour was between 4pm and 5pm.

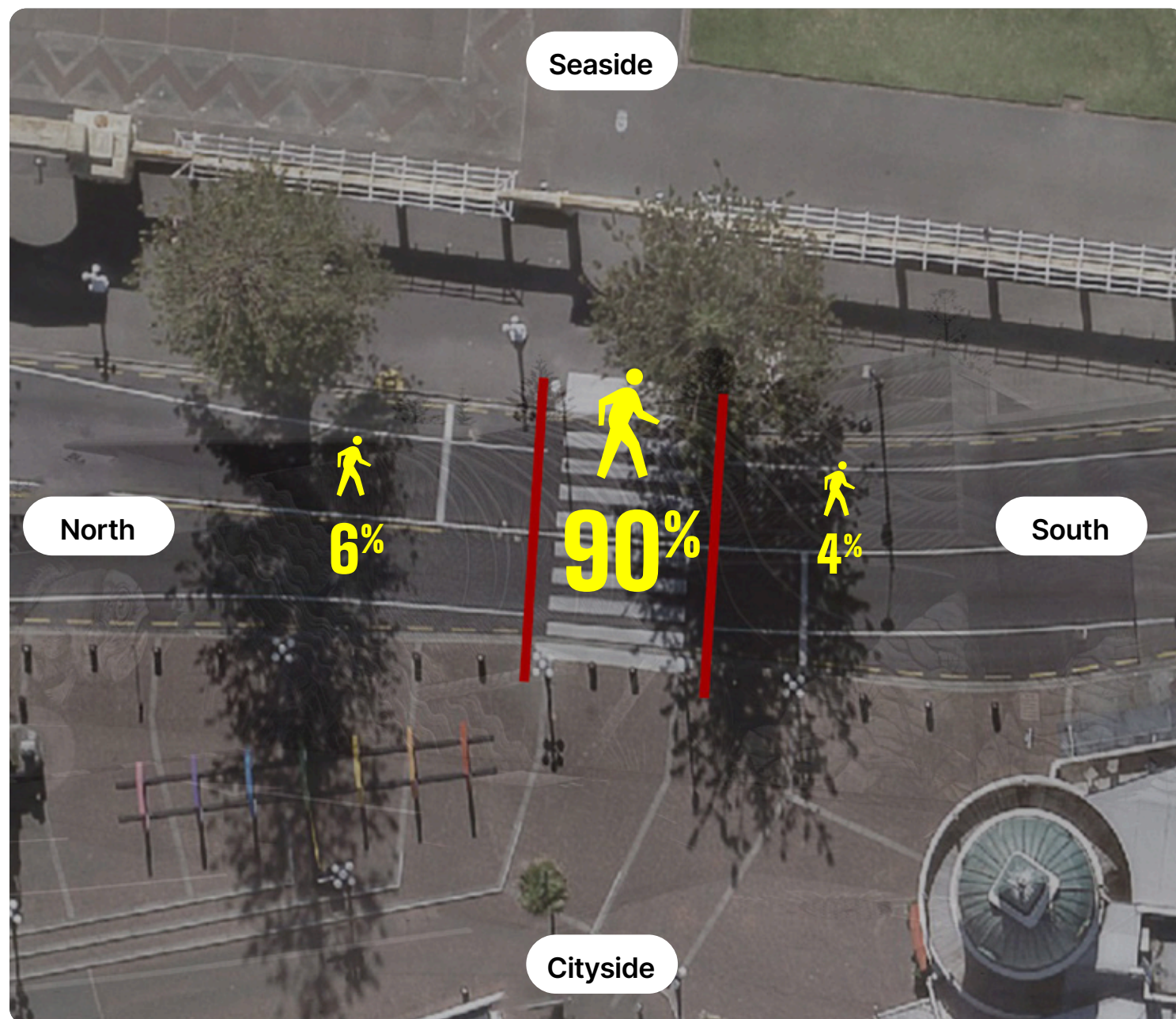


Busiest day - Wednesday 29th December.

There were 13,610 pedestrian movements counted in this area, with an hourly average of 1,047. The busiest hour was between 10am and 11am.

There were two cruise ships in Napier on this day, with an estimated 9,000 passengers and crew members. This area is 60 metres from the main cruise shuttle drop off and pick-up zone.

9 out of 10 people utilised the pedestrian crossing to cross Marine Parade



There was 90% compliance observed at the Marine Parade crossing onto Emerson. Of the 10% who did not use the crossing, 6% were located to the north of the crossing and 4% to the south of the crossing.

Field notes:

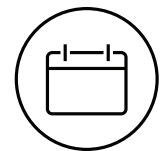
- Tourists taking photos next to the crossing entrance on both sides of the street caused confusion for drivers.
- A number of modified vehicles were speeding through the crossing.
- Cyclists often used the crossing without dismounting.

Average vehicle speeds on Marine Parade at this section were 28 km/h. Average speed data on Herschell Street was not available.



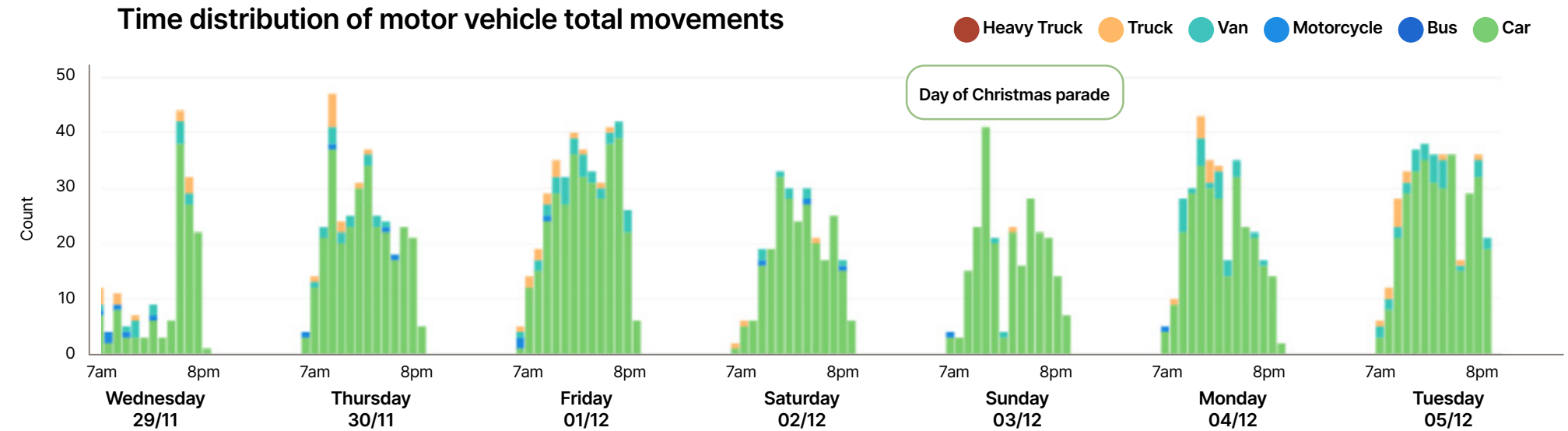
Emerson Street & Herschell Street - Motor vehicle behaviour

Few vehicles used Herschell Street - the busiest hour showed 47 vehicles (10am to 11am on Thursday).

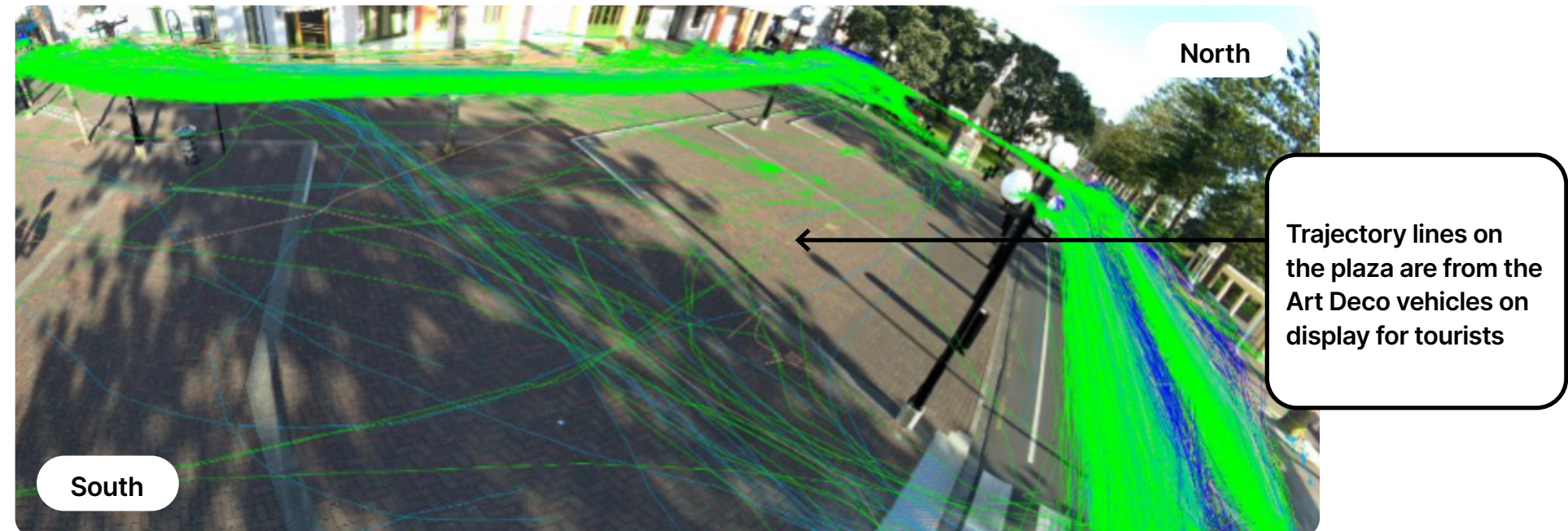


There was a daily average of 292 vehicles on Herschell Street. 9% of these vehicles were trucks or vans.

The busiest day of the week for motor vehicle traffic was Friday, with 387 vehicles.



Trajectories of motor vehicles



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Emerson Street & Herschell Street - Cyclist behaviour

Despite the lack of cycle infrastructure, all areas (including the footpath) at the top of Emerson Street and Herschell Street area were used by cyclists.



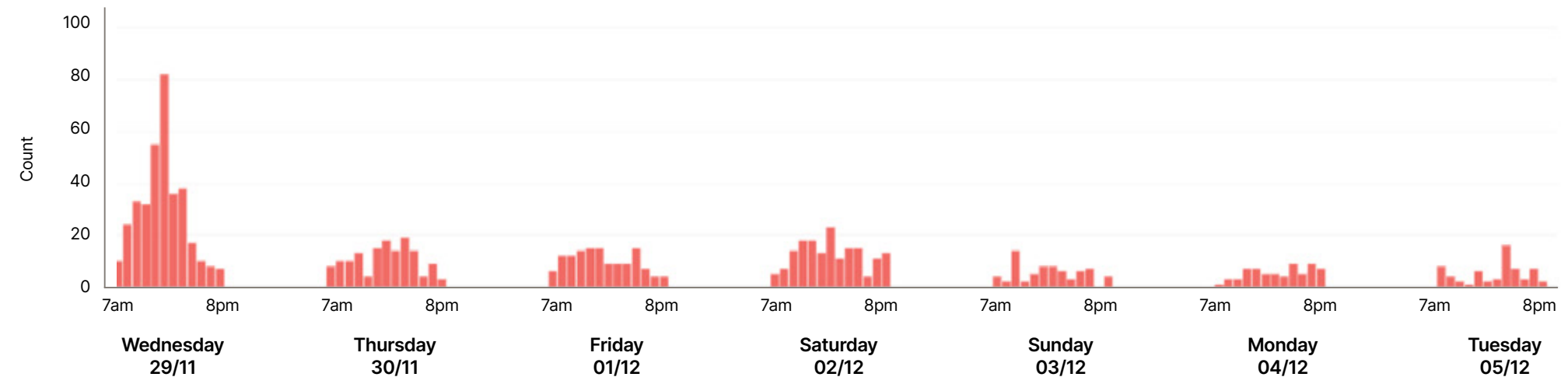
Other than Wednesday, cyclist numbers remained steady throughout the day, indicating this area was not used for commuting.

The hourly average for cyclists in Emerson Street, Herschell Street and Marine Parade area was 11. The daily average for cyclists the daily average was 142.

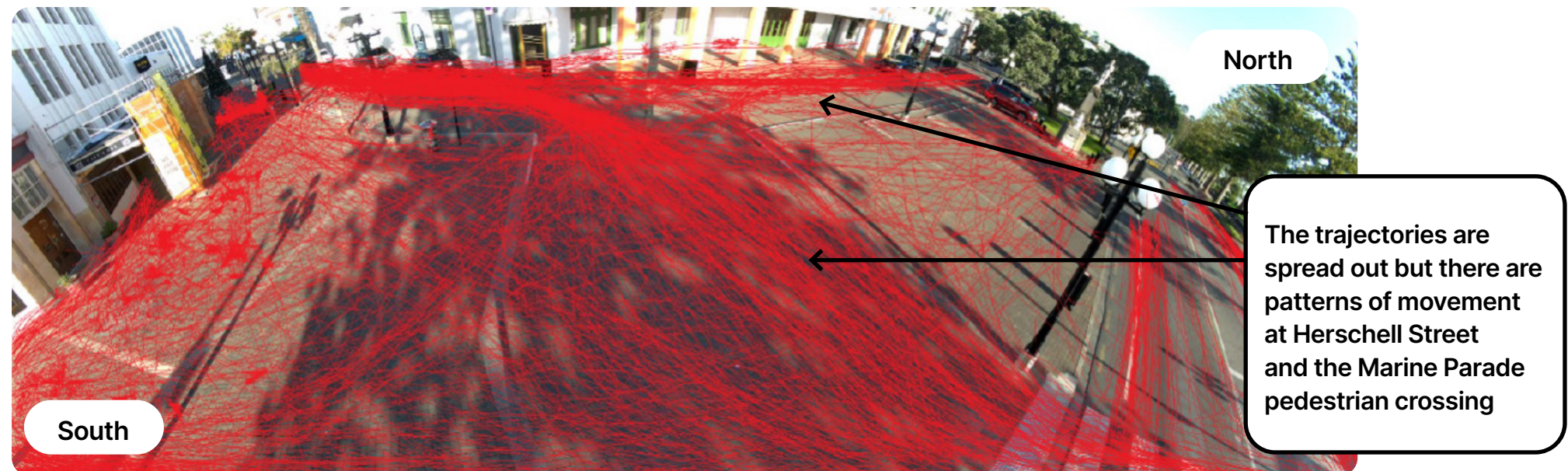
Wednesday 29th had a large amount of cyclist movements due to a visiting cruise ship, which impacted the averages significantly.

383 cyclists rode from Herschell Street toward Emerson over the 7 day filming period.

Time distribution of cyclist total movements



Total cyclist movements trajectories.




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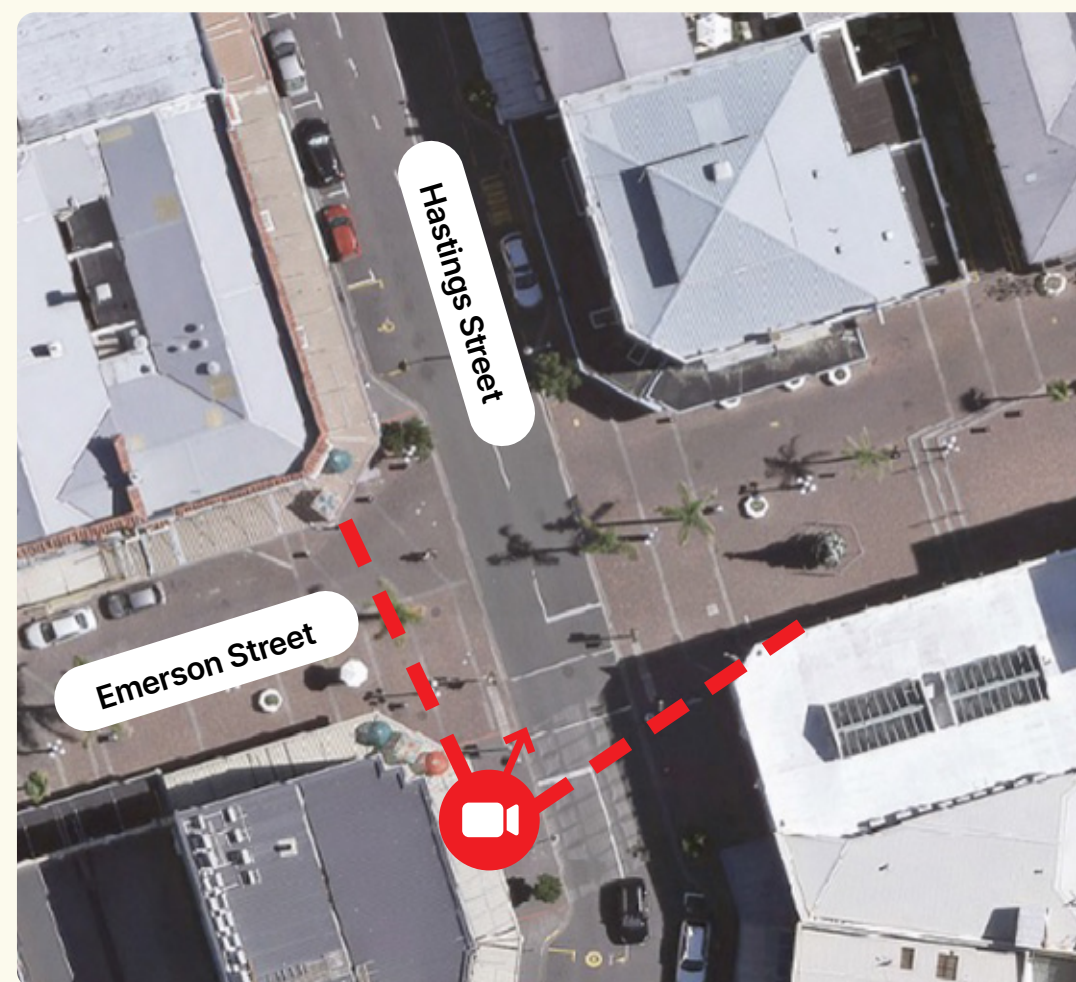
 Pedestrian and Vehicle Behaviour

Emerson Street & Hastings Street

This is the busiest intersection and the only signalled crossing into Emerson Street. This area marks the beginning of the retail hub, featuring many larger format national franchise stores.



 FOLKL Vision camera field of view

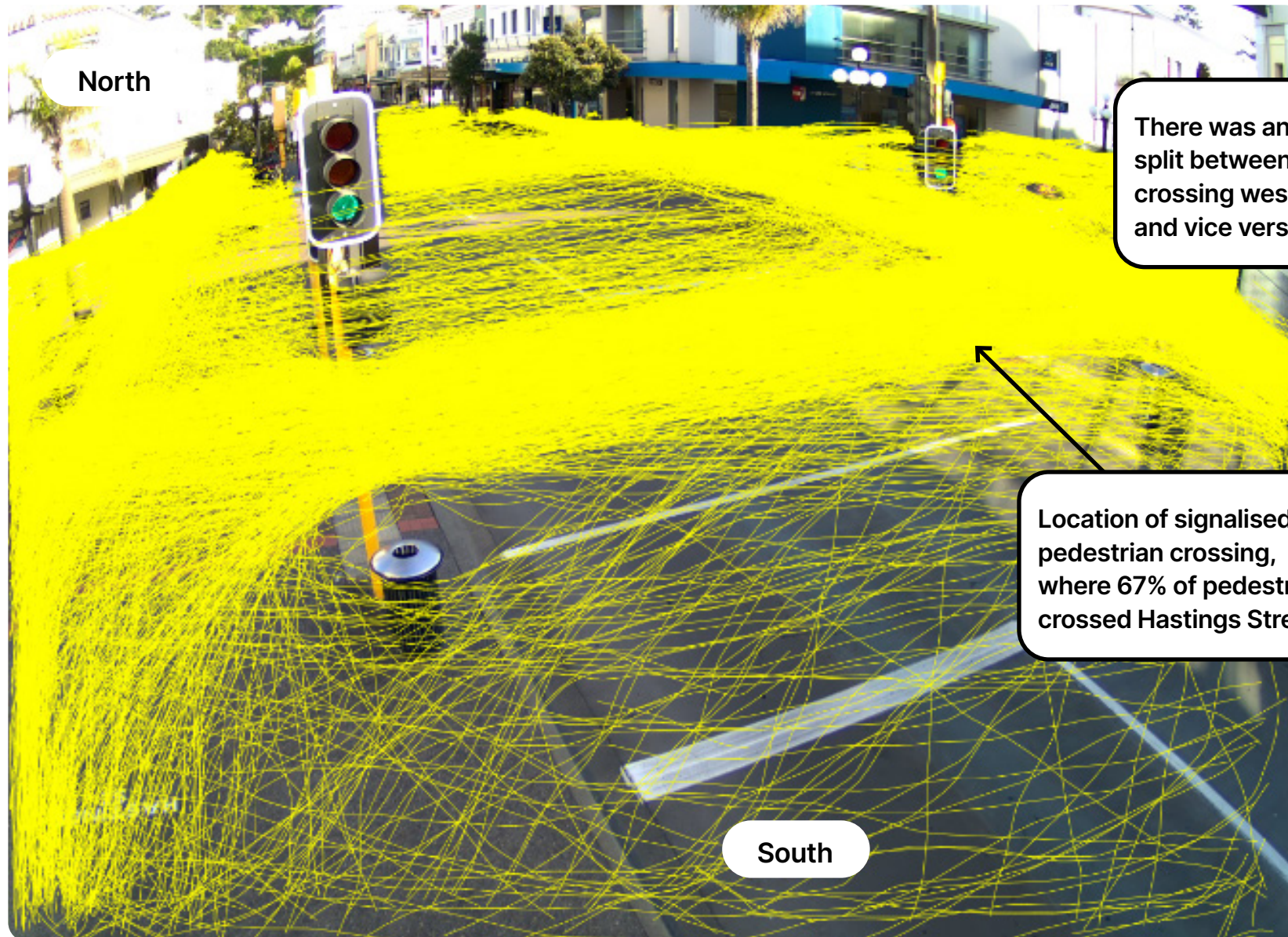


 Camera location and field of view

FOLKL: PROPRIETARY AND CONFIDENTIAL

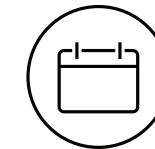
Emerson Street & Hastings Street - Pedestrian behaviour

A total of 20,028 pedestrians crossed Hastings Street between Emerson Street during the period of filming. 67% of those pedestrians crossed over the signalised pedestrian crossing, however it is possible that not all of these pedestrians were compliant in waiting for the crossing signal.



There was an even split between those crossing west to east and vice versa

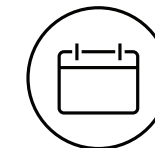
Location of signalised pedestrian crossing, where 67% of pedestrians crossed Hastings Street



Quietest day - Tuesday 5th of December.

There were 3,809 pedestrian movements counted in this area, with an hourly average of 293.

The busiest hour was between 12pm and 1pm.



Busiest day - Wednesday 29th December.

There were 11,044 pedestrian movements counted in this area, with an hourly average of 850.

The busiest hour was between 10am and 11am.

There were two cruise ships in Napier on this day, with an estimated 9,000 passengers and crew members. This area is 60 metres from the main cruise shuttle drop off and pick up zone.

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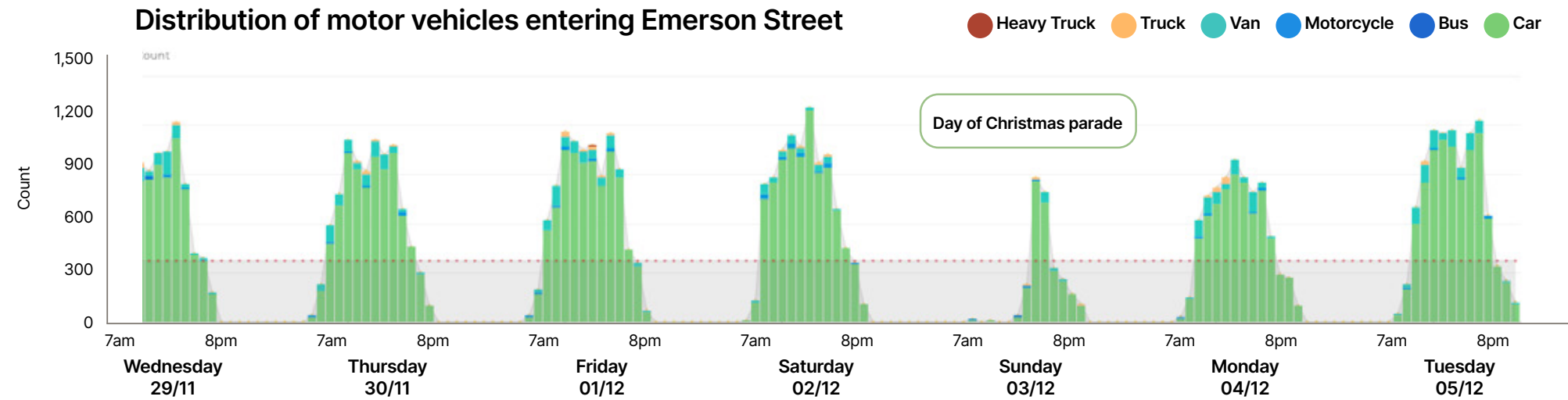
Emerson Street & Hastings Street - Motor vehicle behaviour

Two of every 10 vehicles with an origin of Hastings Street and Emerson Street East continued to Emerson Street.

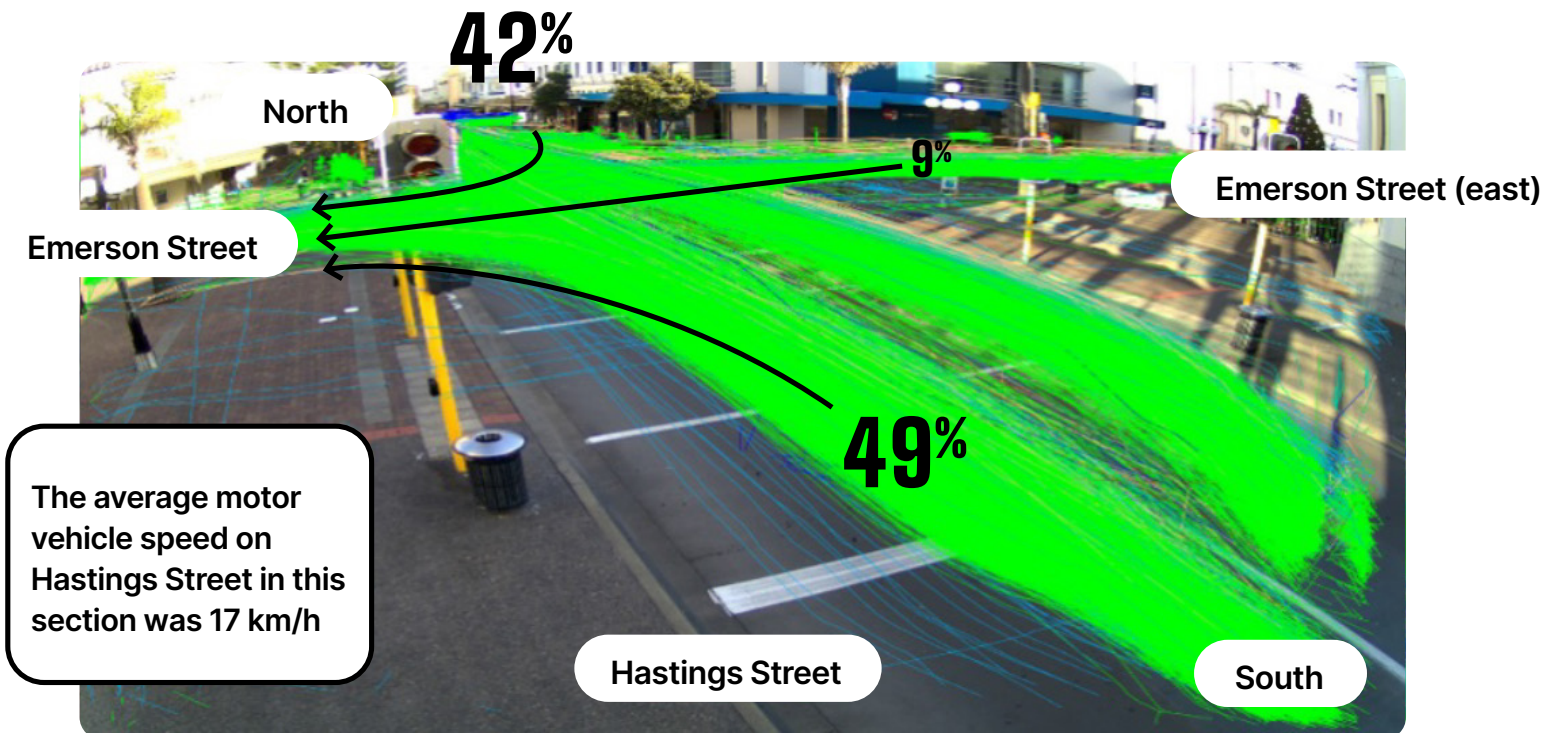


The daily average for motor vehicles entering Emerson Street at this location was 884.

49% of these vehicles originated from Hastings Street South, 42% from Hastings Street North and the remaining 9% from Emerson Street East.



Trajectory of motor vehicles and cyclists entering Emerson Street



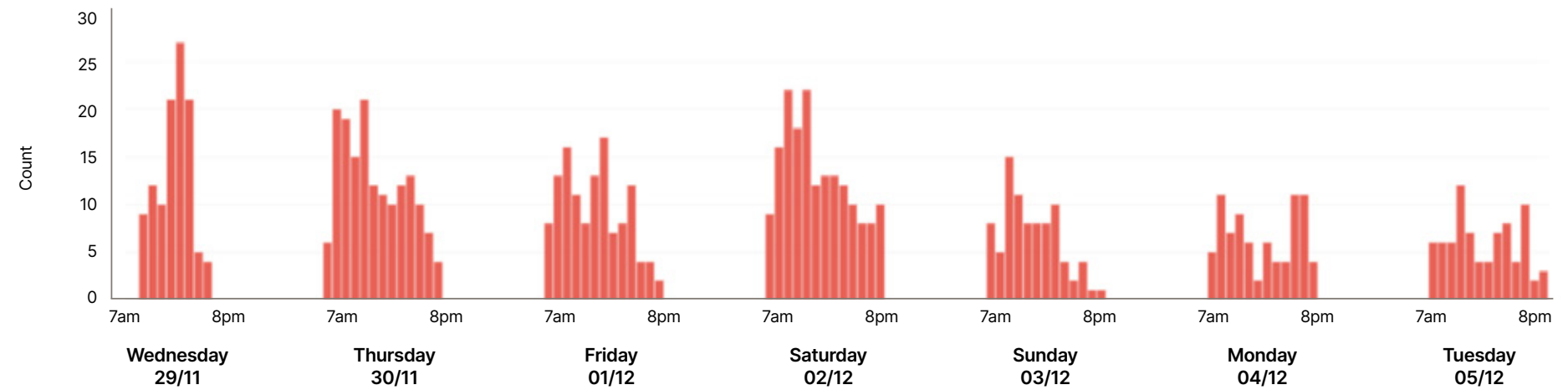
FOLKL: PROPRIETARY AND CONFIDENTIAL

Emerson Street & Hastings Street - Cyclist behaviour

Trajectory lines show cyclists rode on the footpath as much as on the road.



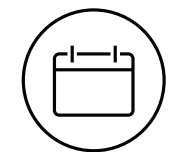
Time distribution of cyclist total movements



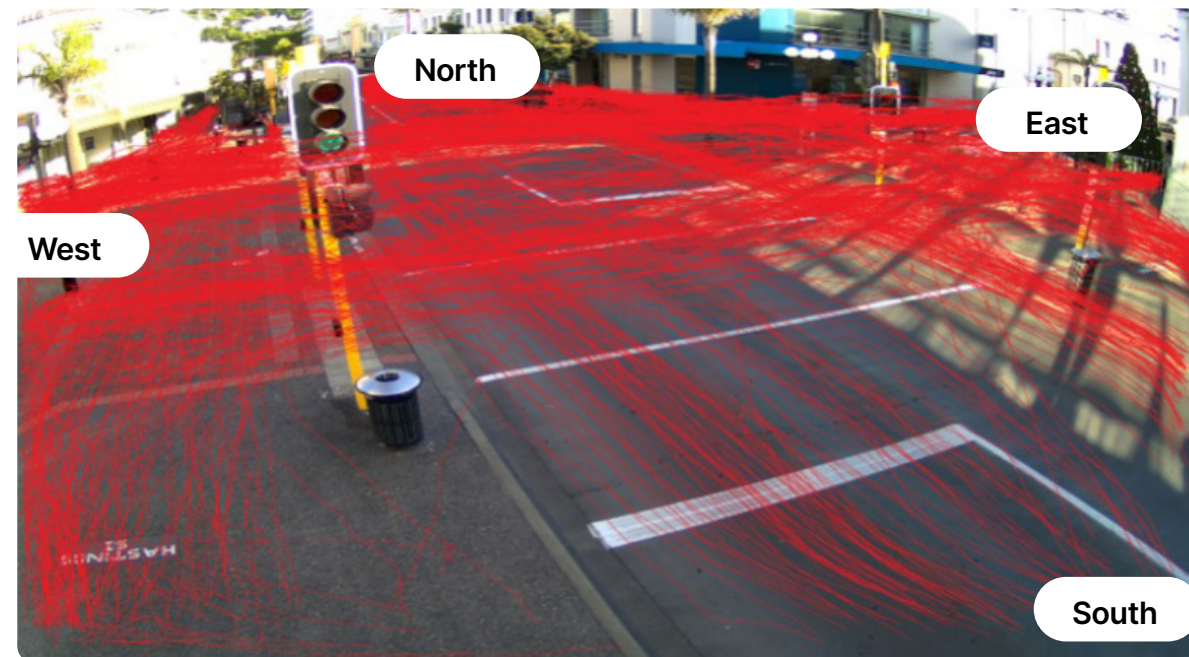
76% of cyclists entering Emerson Street to the west originated from Emerson Street East (the direction of the waterfront). 13% originated at Hastings Street South and the remaining 11% from Hastings Street North.

The daily average for cyclists was 125.

There was a small number of participants who mentioned that they would like to see Emerson Street as a cycle connection to the iWay rather than Tennyson Street.



Total cyclist movements trajectories




 Pedestrian and Vehicle Behaviour

Emerson Street & Dalton Street

This intersection features a large zebra crossing spanning Dalton Street, connecting the eastern and western blocks of Emerson Street. The area comprises independent retail stores, national franchises and hospitality providers.



 FOLKL Vision camera field of view

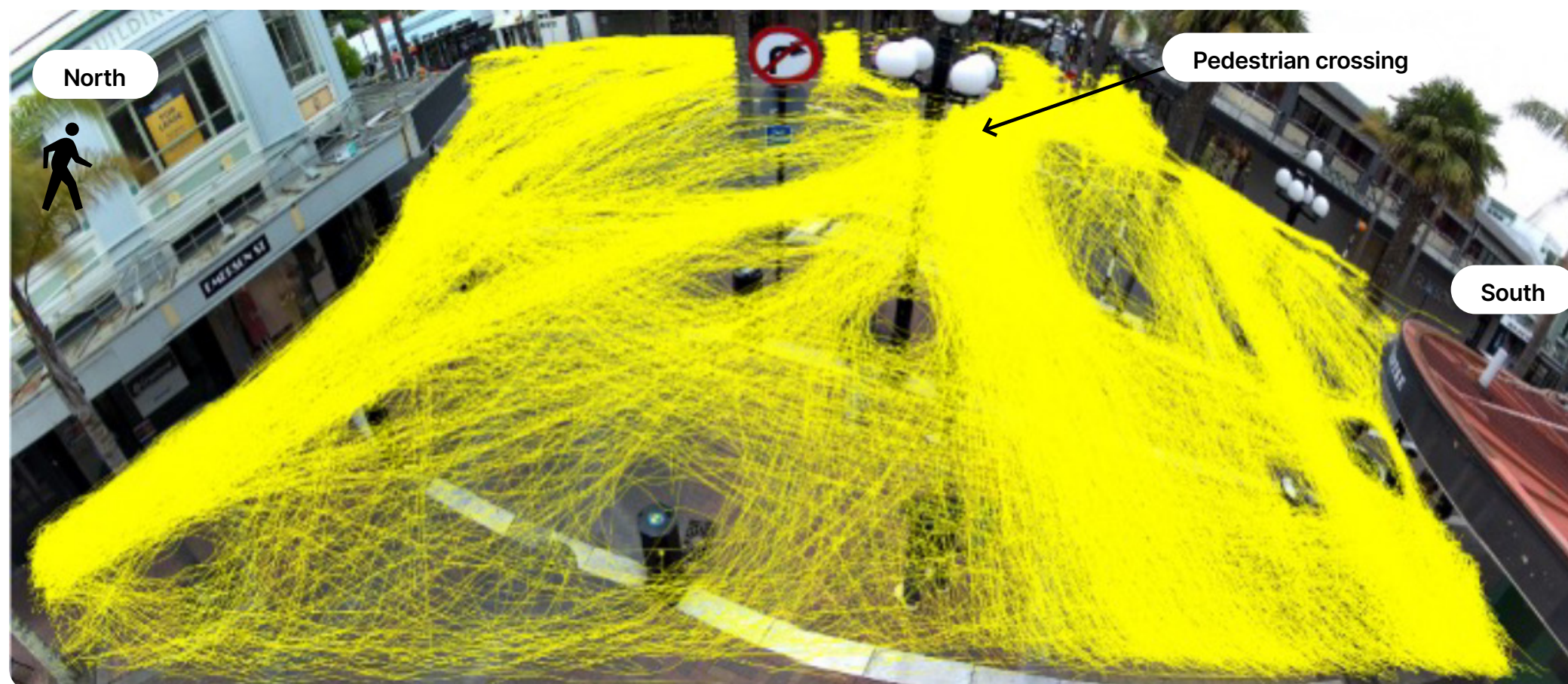


 Camera location and field of view

Please note: There are no longer two pedestrian crossings as shown in the aerial image. There is now one in a different location to those shown.

Emerson Street & Dalton Street - Pedestrian behaviour

44% of pedestrians crossing Dalton Street in the Emerson and Dalton Street area used the central pedestrian crossing. 32% crossed north, and 24% crossed south of the crossing. Pedestrians utilised the entire area including the road. The daily average for pedestrians in this area was 4,759 and the hourly average was 366.



Quietest day - Tuesday 5th of December.
 There was a total of 2,821 pedestrian movements counted in this area, with a hourly average of 217.
 The busiest hour was between midday and 1pm.

Busiest day - Wednesday 29th December.
 There was a total of 9,368 pedestrian movements in this area, with a hourly average of 721.
 The busiest hour was between 11am and midday.
 On Sunday the 3rd, there was a spike between 1pm and 2pm of 2,263 pedestrian movements, coinciding with the Christmas parade.

Source: FOLKL Research, FOLKL Vision 7AM - 8PM 29/11/2023 - 05/12/2023 (total pedestrian movements: 33,314).

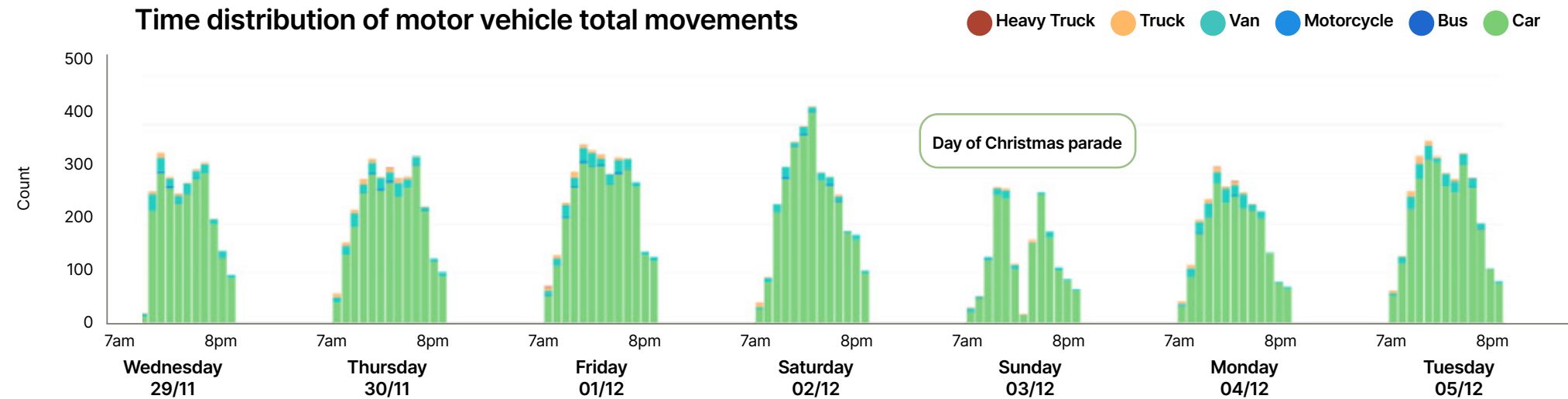
Emerson Street & Dalton Street - Motor vehicle behaviour

66% of traffic on Emerson Street traveled from the east, compared to 34% from the west.

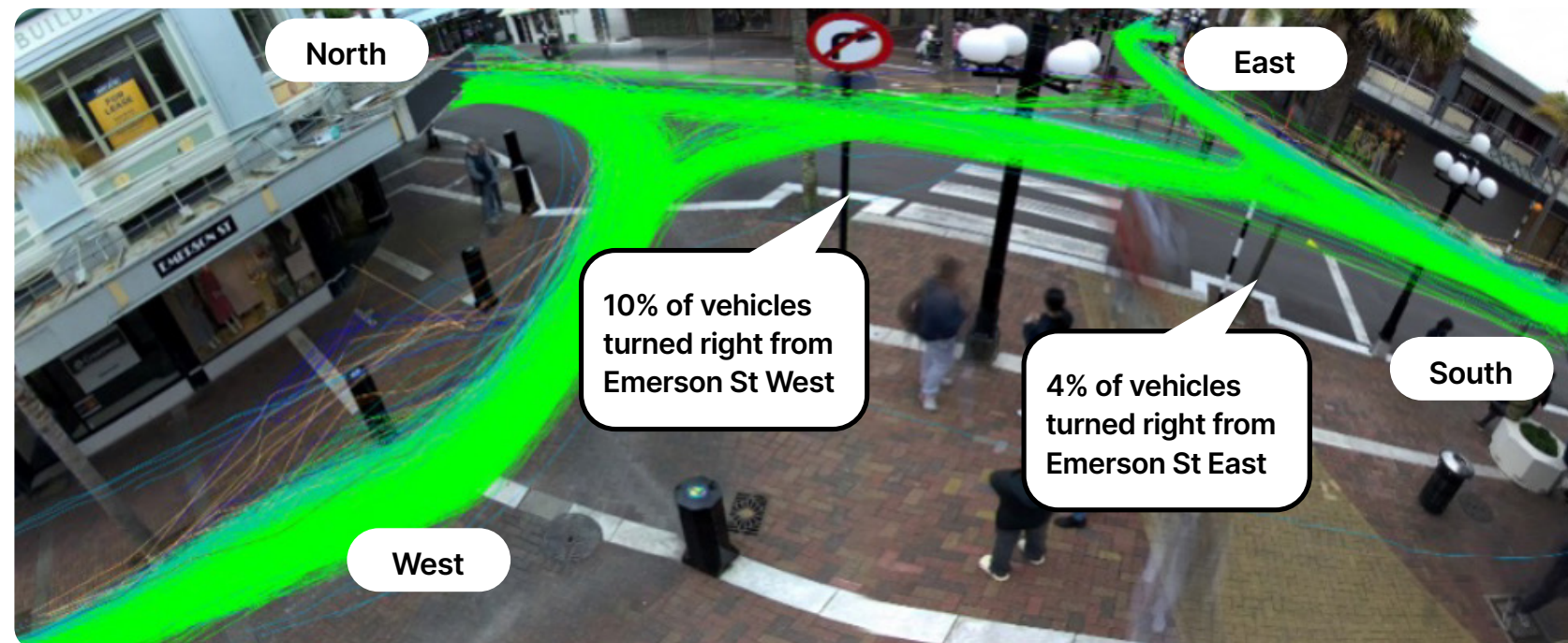


On Emerson Street east there was an average daily total of 899 motor vehicles. Emerson Street west carries less vehicles, averaging 469 motor vehicles.

Emerson Street west carried less vehicles, averaging 469 motor vehicles. 10% that traveled from Emerson Street west and 4% from Emerson Street east turned right when exiting, despite this maneuver being banned. The average vehicle speed on Dalton Street in this section was 17 km/h.



Trajectories of motor vehicles with a origin of Emerson Street



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Emerson Street & Dalton Street - Cyclist behaviour

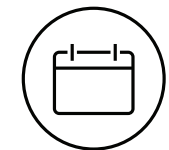
Trajectory lines show cyclists rode on the footpath as much as on the road.



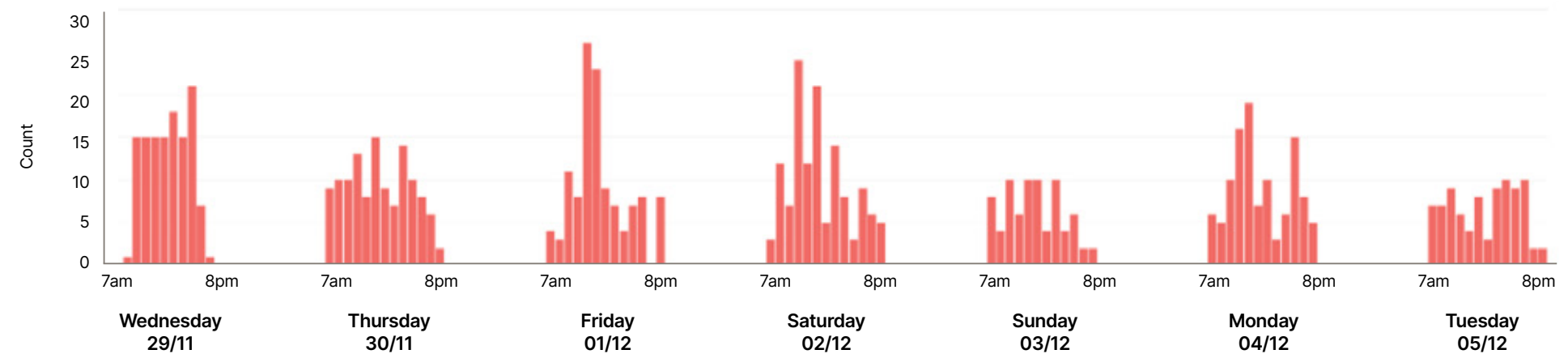
The daily average for cyclists was 109.

The trajectories show that cyclists were crossing Dalton Street at various points, using both footpaths and roadways in the Emerson Street and Dalton Street area.

33% of cyclists crossed Dalton Street using the pedestrian crossing. 36% crossed north, and 31% crossed south of the crossing.



Time distribution of cyclist total movements




Total cyclist movements trajectories

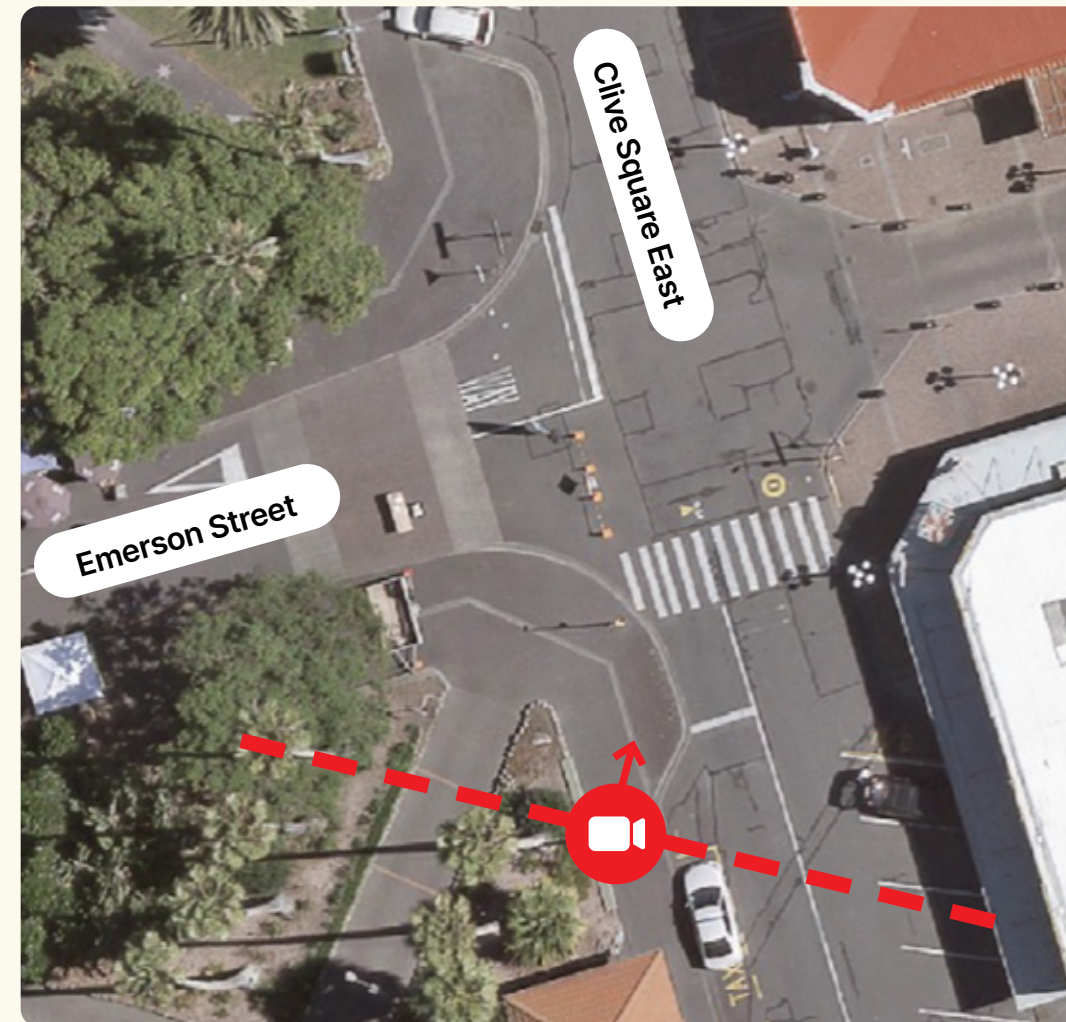



Emerson Street & Clive Square East

This intersection consists of a zebra crossing through to Clive Square. There is a busy pub and café on opposite corners. The section of road between the two squares is closed on Saturday mornings for a market.



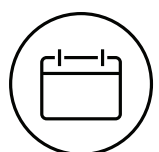
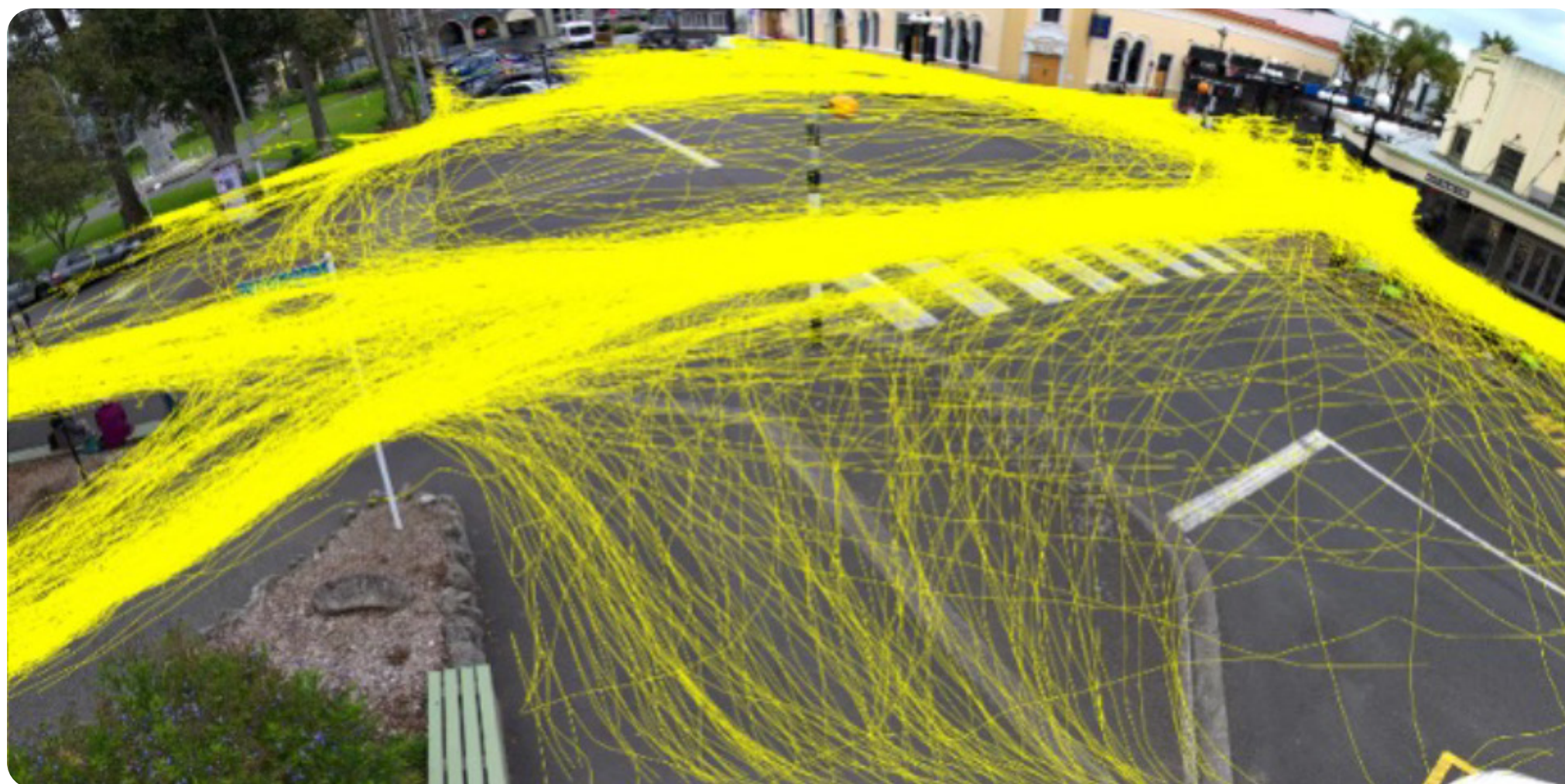
 FOLKL Vision camera field of view



 Camera location and field of view

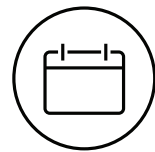
Emerson Street & Clive Square East - Pedestrian behaviour

When crossing Clive Square East, there are two distinct crossing locations. 75% of pedestrians crossed at the pedestrian crossing, and 25% crossed near the entry to the venue on the corner on the other side of Emerson Street (east).



Quietest day - Monday 4th December.

There was a total of 1,422 pedestrian movements in the area, with an hourly average of 109.



Busiest day - Sunday 3rd December.

There was a total of 7,152 pedestrian movements in the area, with an hourly average of 390. This was the day of the Christmas parade.

Emerson Street & Clive Square East - Motor vehicle behaviour

The hourly average for motor vehicles using the Emerson Street and Clive Square East area was 142.



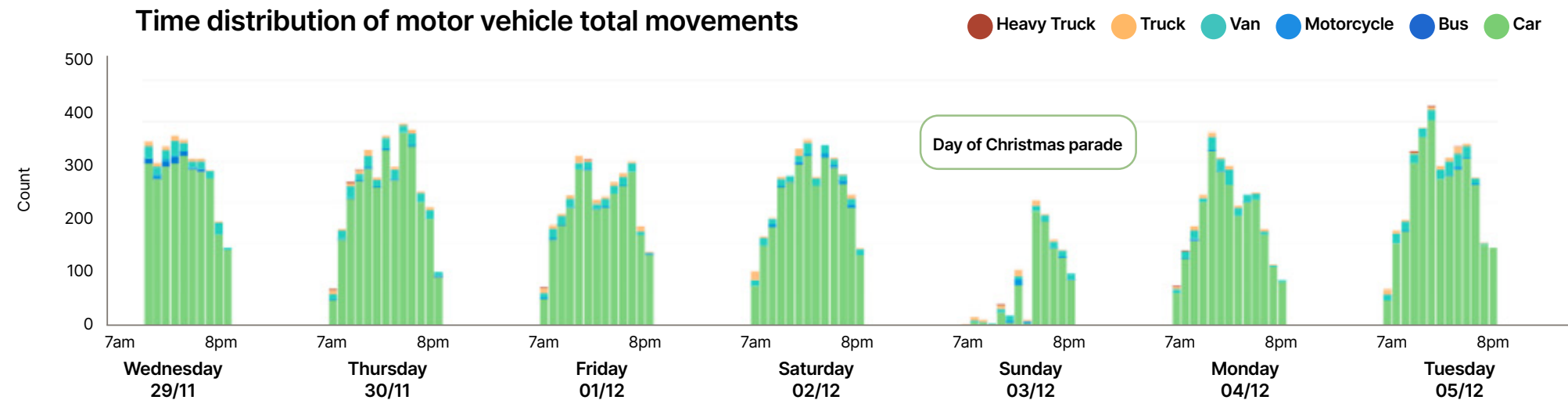
There are two ways to arrive in this area by motor vehicle. 76% arrived via Clive Square East and the remaining 24% arrived from Emerson Street West.

Vehicles with an origin of Clive Square East traveled: 70% straight through, 21% east onto Emerson Street and 9% west onto Emerson Street.

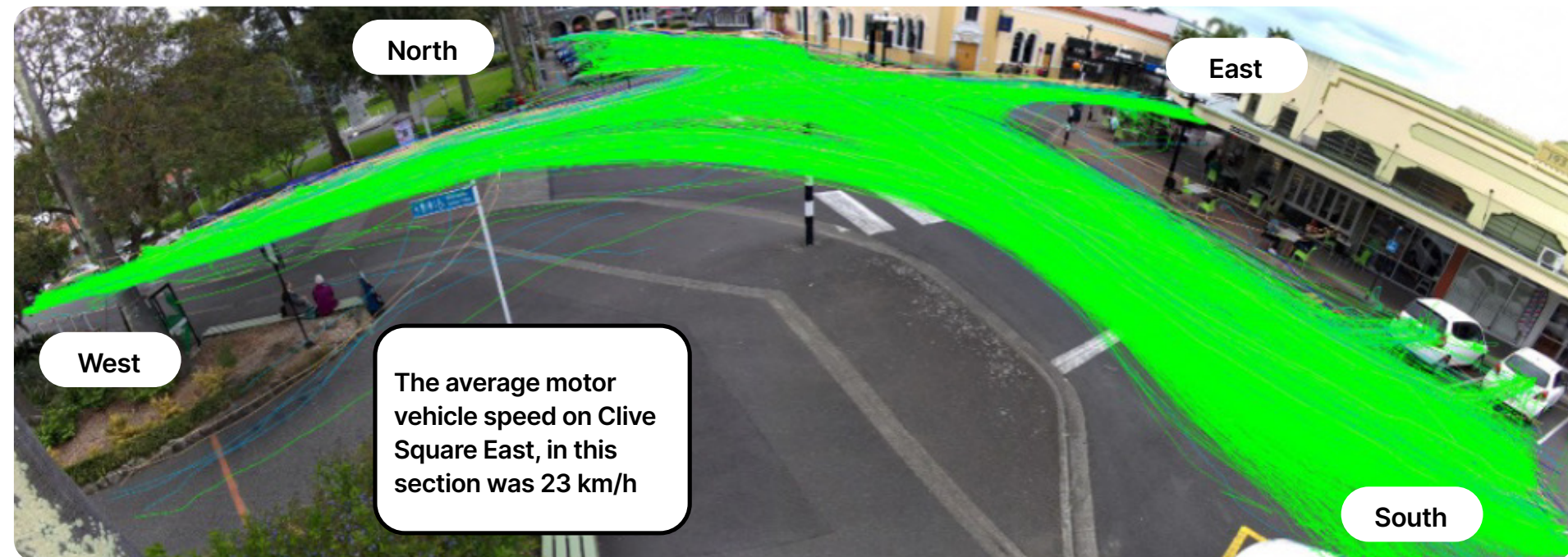
Vehicles with an origin of Emerson Street West traveled: 39% north onto Clive Square East, 38% straight through to Emerson Street and 23% south onto Clive Square East.

The daily average for motor vehicle movements in this area was 1,852.

Some participants suggested that the road between the parks (Emerson Street West) be closed to vehicle traffic to enable people to move freely between the parks and potentially expand the Saturday Market.



Total motor vehicle movements trajectories



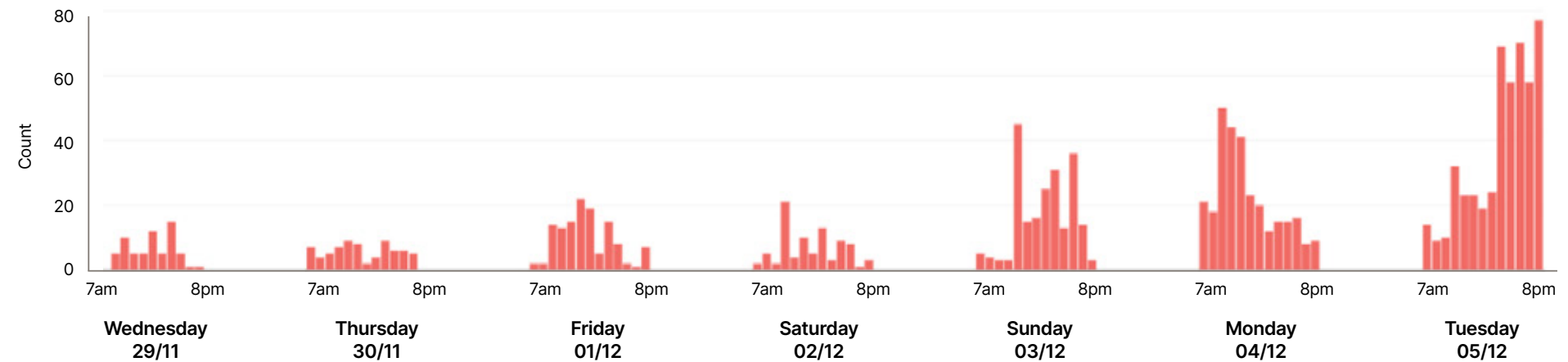
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Emerson Street & Hastings Street - Cyclist behaviour

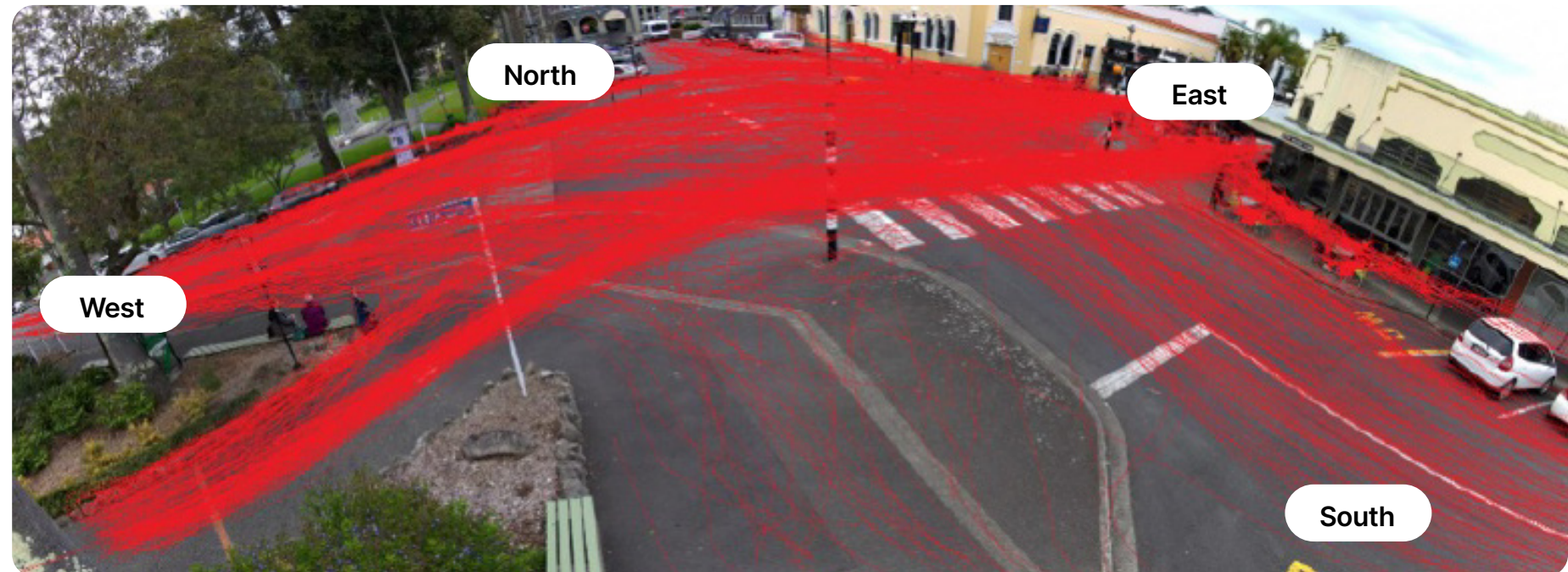
Trajectories in this area showed that cyclists were more likely to travel east and/or west on Emerson Street, than north and/or south via Clive Square East. Cyclists were using the one-way section of Emerson Street East as bidirectional.



Time distribution of cyclist total movements



Total cyclist movements trajectories

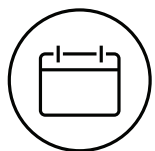


The daily average of cyclist movements in this area was 191.

Emerson Street East had the greatest origin of cyclists in this area at 41%, against the one-way street flow direction.

The most popular trip was from Emerson Street East, to Emerson Street West.

The second most popular was from Emerson Street East to the Clive Square entrance.



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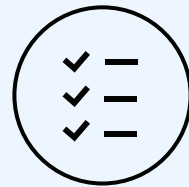
Summary and Next Steps

This section summarizes the findings of this research and recommendations for next steps.

Summary and Next Steps



The high level of engagement and comprehensive feedback on the Emerson Street Revitalisation project to date reflects a community deeply invested in the improvement and transformation of the street. FOLKL recommends circulating this report and informing the community, mana whenua and stakeholders about the progress of the project and any future research.



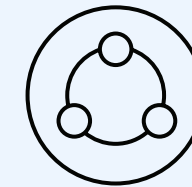
Key themes, identified from community members and stakeholders, can be broadly grouped into three main categories: **vibrancy, safety and identity building**. These closely align with the overarching goals of the revitalisation project.



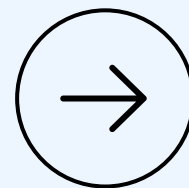
The research and engagement process brought wider issues to light, directly impacting Emerson Street. These concerns included: houselessness in Napier, a lack of attractive features and spaces for young people, and the delicate balance between preserving and celebrating Art Deco while incorporating local and Māori culture into the area.



The most prevalent point of discussion in this research was the pedestrianisation of Emerson Street. The research found a majority in favour of a design that reduces vehicle presence in the street. However it is crucial to acknowledge the passionate perspectives on this matter, and recognise accessibility needs of disabled people and businesses' day-to-day needs.



Beyond physical design there are wider opportunities where NCC could assist the revitalisation of Emerson Street, such as incentivising business owners to achieve desired outcomes, working with people through council processes to address their needs (for example to obtain consents) and providing building and business owners with design guidelines. There is also the opportunity to encourage behaviour change and increase visitation through communication and events specific to the area.



This report acts as a comprehensive summary of all gathered information. FOLKL recommends collaborative effort between FOLKL, NCC and the design partner to delve deeper into pertinent topics as the design process begins, and support the on-going involvement of the community and stakeholders. Economic impact assessments for stage 2 of the research process will commence once street changes begin (starting at the west end of Emerson Street).

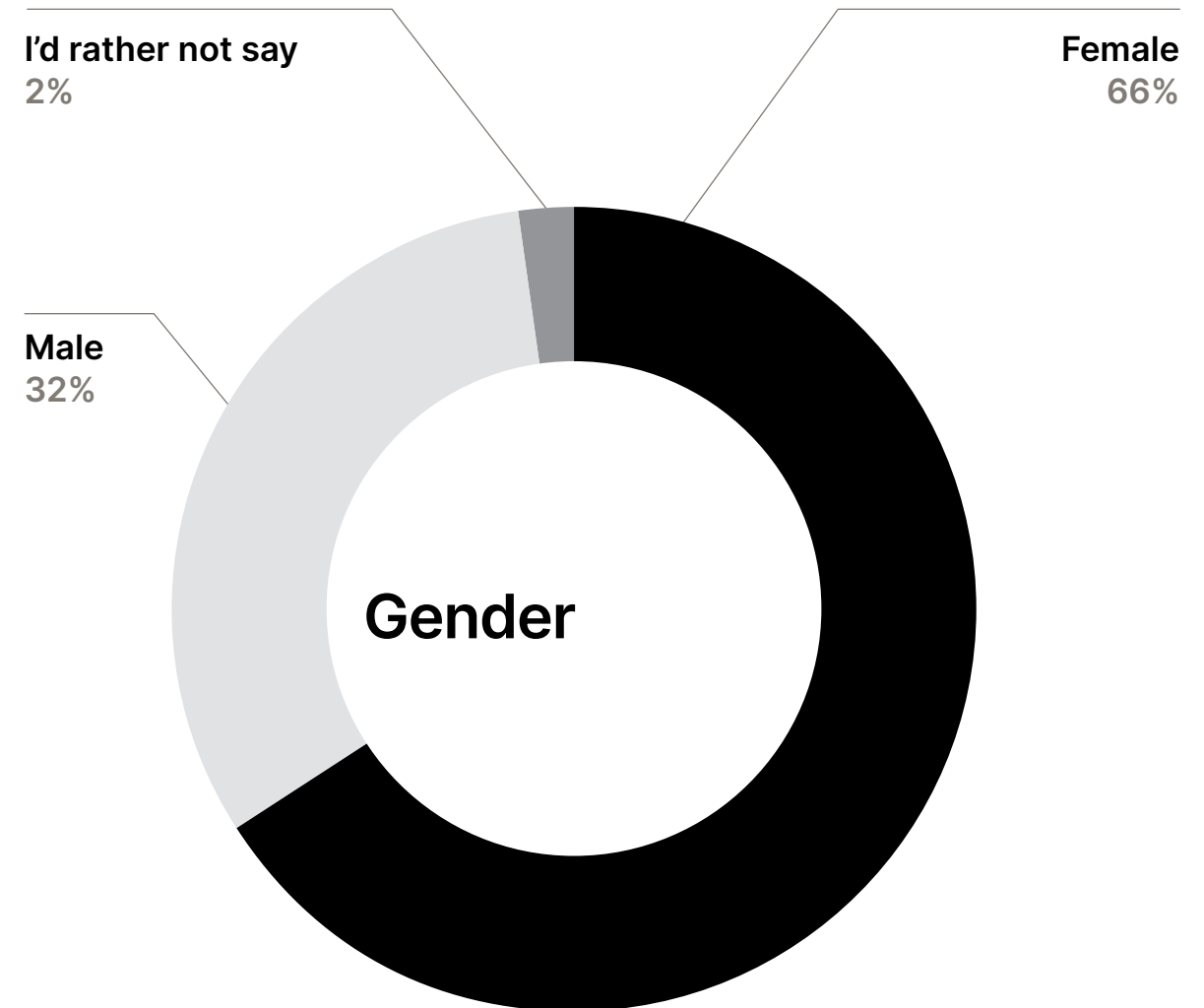
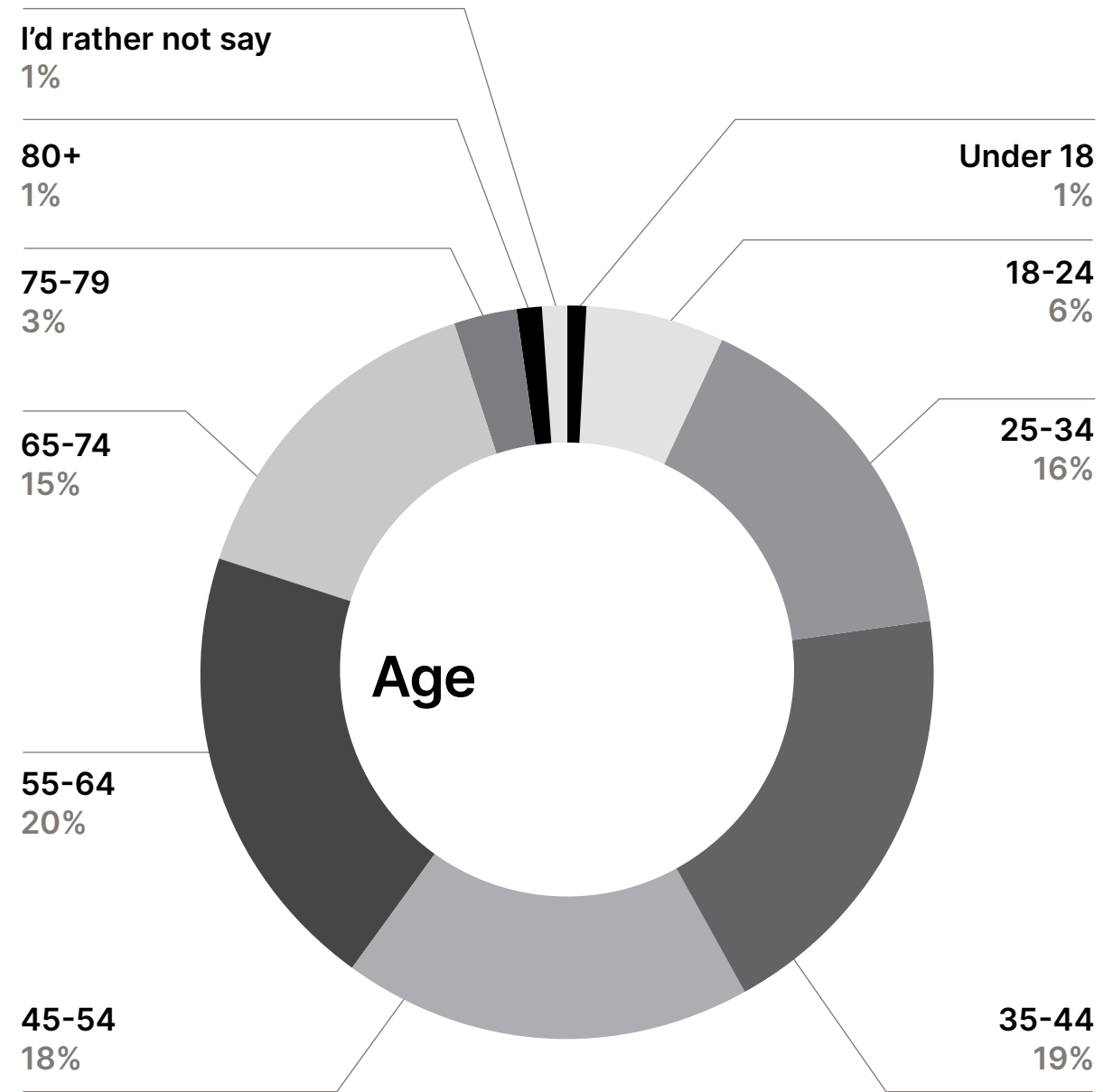
Ngā mihi
Thank you





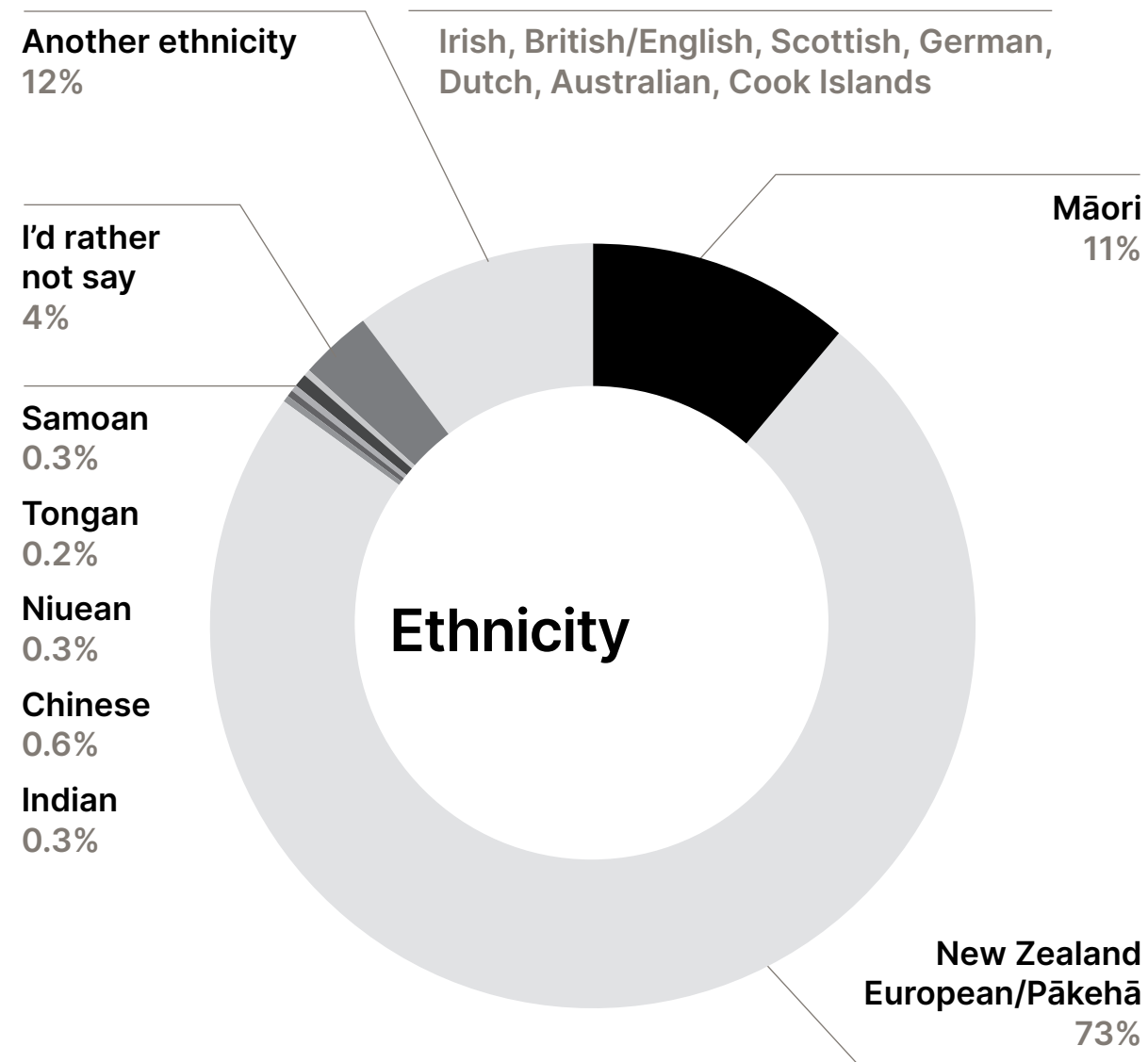
Appendix

Survey Participant Demographics

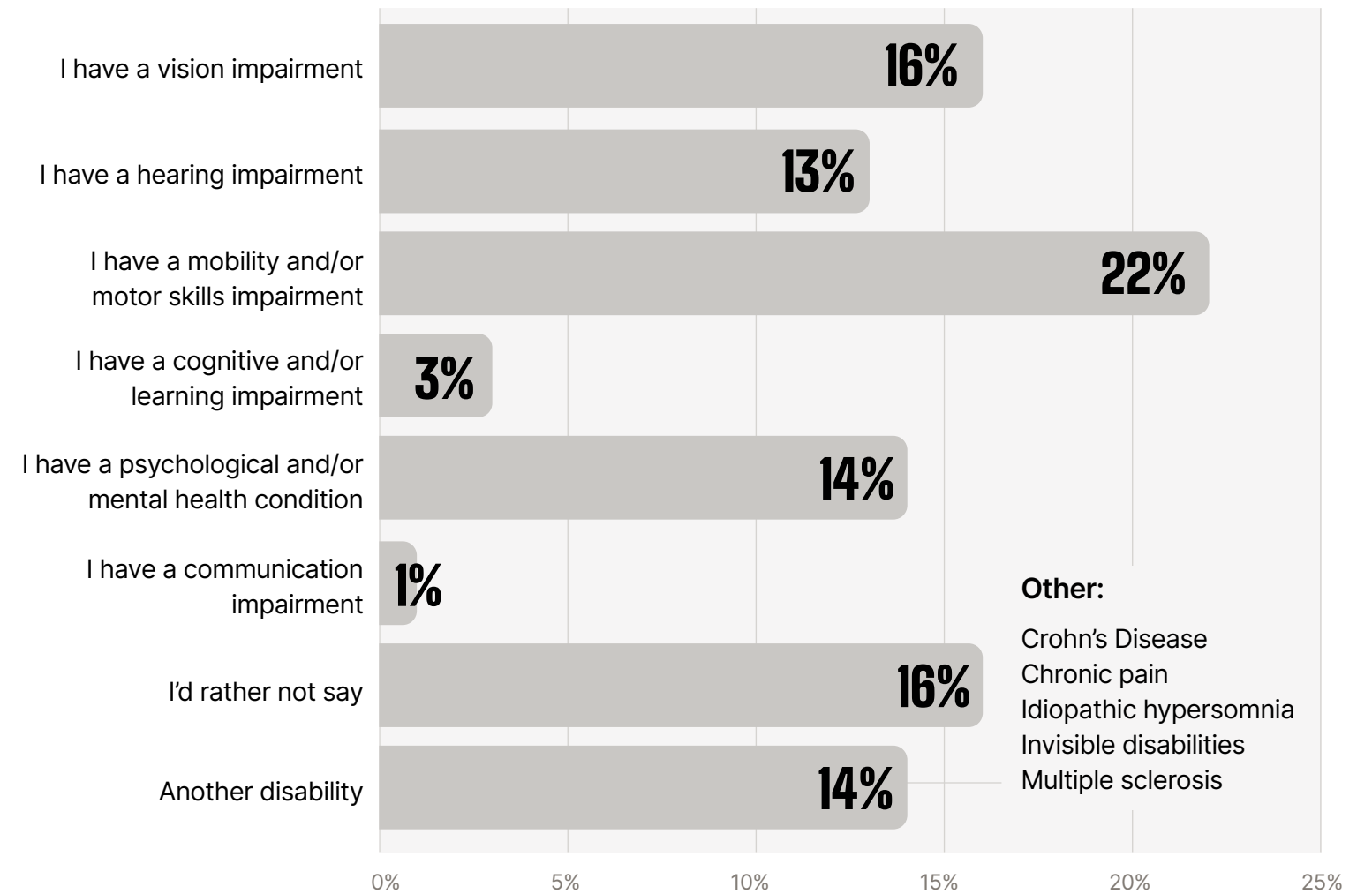


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Survey Participant Demographics



Disability (approximately 16% of total survey responses)



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Disabled people were under-represented in the survey responses relative to Napier's disability population of 27 percent.



F O L K L