

Making Christmas Totally Georgeous!

The Totally Georgeous team will be continuing the social media marketing campaign on the Totally Georgeous Facebook page and is planning a special spend and win promotion called the 'Totally Georgeous Giveaway' for Christmas running from 1 November until the end of December. This will include information on how to get around the city over Christmas and a series of digital assets will be available for retailers to use if they wish.

The Totally Georgeous team has also purchased new LED Christmas lights for George Street between Moray Place and Albany Street.

There are a number of other marketing initiatives coming up over the coming months in addition to Christmas:

- The Totally Georgeous Lunch – a mini campaign to remind inner city workers of the food options available in the Knox and New Edinburgh Way blocks
- Design a digger competition – a school holiday competition to decorate one of the diggers on site
- Black Friday Support – public information to encourage people to get into town and shop for Black Friday, including information on access and parking opportunities
- A Summer Dining Campaign – a focus on all food outlets on George Street and attracting people to the new outdoor dining areas in the street over summer
- Malls Block Opening Campaign – encouraging people to come and check out the new block and SHOP LOCAL!

Introduction

We are getting closer to Christmas and we are getting closer to completing the George Street – Retail Quarter Upgrade. While we won't quite have all blocks finished in time for Christmas, we will be getting very close. The following information aims to get you up to date with where the project will be at in December and help you plan for the Christmas period.

Key upcoming milestones.

- 6 November 2023 - first cruise ship returns for the season
- 24 November 2023 - Black Friday
- 3 December - Santa Parade
- 8 December – Major road works cease for Christmas period
- 8 January 2024 – works re-start
- 19 February 2024 – Orientation week begins
- 5 March 2024 PINK concert
- End of April 2024 – current projected project completion

What we have achieved so far?

1.6km of new sewer laid

1km of historic brick barrels relined

3km of new water mains laid

7000sq m of pavers laid

550,000 person hours worked

What happens after Christmas?

- Continue work on New Edinburgh Way
- Continue installation of the Manaaki Space in the Malls Block
- Installation of bus shelters in Knox Row
- Minor completion works throughout the Retail Quarter
- Filleul Street pipe upgrade continues

CONTACT DETAILS

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Remember to see the latest maps of road openings and closures in the Retail Quarter check out: [Totally Georgeous | Dunedin City Council Official 10 Year Plan Website](#)
thefutureofus.nz



Totally Georgeous

INFORMATION FOR BUSINESSES

Préparing for Christmas

Where we will be by December 8th...

We've been talking to local retailers and have taken onboard their feedback. So, on Friday, 8 December, major road works will wind down for the Christmas period to make town as welcoming as possible. Smaller works will continue, but access to car parking buildings and key traffic routes will be opened up to ensure getting around the CBD is as easy as possible.

Note: all information below is presented with the best of intent. Progress may differ if weather conditions are difficult or unexpected ground conditions are encountered.

- Knox Row
 - The block is complete
 - Some minor adjustment works around the pedestrian crossing and bus stops will be undertaken in January 2024 to avoid the busy Christmas period.
- St Andrew Street will be complete with two-way traffic and on-street parking returned.
- Filleul Street
 - Stormwater Works in York Place intersection will be complete.
 - Additional works to be programmed from January (pipe lining and traffic chambers). Other transport work will be subject to funding.
- Farmers Block is complete, work at the St Andrew Street intersection will be complete meaning vehicle access will be unimpeded.
- Hanover Street
 - Hanover Street will be complete with two-way traffic and on-street parking returned.
 - Hanover/George intersection will be complete to allow Golden block to remain open.
- New Edinburgh Way
 - Pedestrian areas and outdoor seating areas will be practically complete to ensure good pedestrian flow.
 - The road will still be closed to through traffic, as we complete the street.
 - Landscaping works will continue through till Christmas, but the use of heavy machinery will be limited.
 - In New Edinburgh Way, we're currently ahead of schedule and on track to be completed before our previously advised completion date of April.
- 5-way intersection underground works complete. Surfacing in January.
- Malls Block
 - Malls Block is programmed to be practically complete and open to traffic by December 8.
 - There will still be some smaller tasks to complete, such as the installation of seating, gardens and trees, bins etc.
 - The Manaaki Space (the interactive meeting and play space on George Street) installation will be underway but not complete.

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FINISHING WORKS; PAVING & OTHER
FOOTPATH WORKS UNDERWAY

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CLOSED TO VEHICLES FOR ROAD WORKS

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TRAFFIC DIRECTION

For more information about the redevelopment project, visit www.totallygeorgeous.nz

