



# THE Totally Georgeous INFO PACK

**KNOX BLOCK**



**DUNEDIN**  
CITY COUNCIL

kaunihera  
a-rohe o  
Ōtepoti





CONSTRUCTION WORK - Farmers block





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# What your block will look like

## Why are these works happening?

An important reason for this work is to replace old water, wastewater and stormwater pipes – some of which date back to the late 1800s.

At the same time, we want to create a more people-friendly space to reinforce the area's status as the city's preeminent shopping area, with new paving, street furniture, lighting and public art, so we have a more vibrant central city.

## Our objectives

1. To improve safety and accessibility for pedestrians and other vulnerable road users and reduce crash rates.
2. To make George Street a more attractive place for people to visit.
3. To co-ordinate infrastructure renewals to limit the extent of further disruptions.

## Our Design Principles

### Putting people first

- Improving the pedestrian experience of the city
- Improving safety
- Celebrating our walkable city
- Creating meeting and resting points

### Creating an Ōtepoti Dunedin sense of place

- Celebrating our heritage, culture, and character
- Enhancing the city with input from its residents
- Reflecting our past and developing our future

### Greening the city

- Creating a green network of trees and plants in the central city to reduce carbon emissions
- Greening the streets to contribute to stormwater improvements
- Restoring wildlife corridors and habitats for birds and insects

### Streets as places

- Promoting George Street as a destination
- Creating a memorable and distinctive place, an accessible city, and places for people to meet.





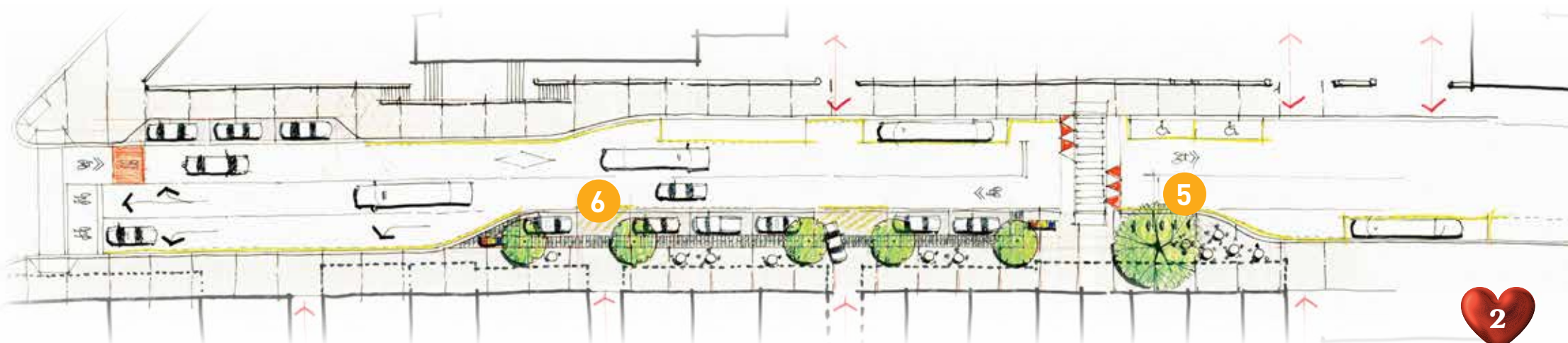


The DCC and its design team have worked closely with Kāi Tahu, through Aukaha, to integrate a Kāi Tahu cultural narrative and principles into the design.

These will be expressed through elements such as the species used for new plantings, public art, paving design, and the use of whakataukī (proverbs) and te reo in the streetscape.

## Features

1. Replacing underground water pipes and other underground infrastructure
2. Rebuilding footpaths
3. Rebuilding road base
4. Replacing street lights
5. Installing additional seats, water fountains
6. Installing new trees and planters





# Construction Changes

## What will the construction process look like?

During the construction period the underground three waters infrastructure (sewerage, drinking water, stormwater) will be replaced or renewed. These pipes can be up to 5m deep, so significant excavation using heavy equipment and deep trenches are required. Most of these services are under the roadway, meaning the road needs to be closed to vehicles for the duration of these works. Some connections and drinking water pipes are under footpath areas. These will require temporarily narrowing footpaths at times, but footpaths will remain open for pedestrians.

As the underground infrastructure works advance and the trenches can be re-filled, work will begin on re-building the road and footpath base, installing new paving, trees, gardens, streetlights and other furniture. During this time the road will remain closed to vehicles. Pedestrian access will remain open, but to complete paving and other works pedestrians will need to be moved around the site. Signs and staff will be on hand to help people navigate the site.

## Timeline for the Knox Block

Work will commence in October 2022 and is due for completion in August 2023.

## How will the works impact you?

- The community can expect to see heavy equipment, materials, our crews and their vehicles
- To ensure the health and safety of our crews and the general public, we will be working at the intersection in your area. Traffic management and signage will be in place
- Access –be assured access to your home, businesses, or property remains in place
- Other essential services: access for deliveries, couriers, rubbish, postal, and tradespeople will be managed
- We are working hard to mitigate impacts such as noise, dust, vibrations and other potential constraints
- Our team is working hard to mitigate disruption to you - let us know how we can support you and what your specific needs and requirements may be around the works
- Please be aware of the works, follow the instructions of our crews, and respect closed areas
- Works are expected to be completed in your area in this time frame, however as subject to constraints such as weather, or COVID-19. Weather affected works will be undertaken during the next fine period.



## If you have questions, feedback or need support

We welcome your feedback – please get in touch.

### Isaac Construction Project Engineer

Dan Elliott  
027 573 6040  
delliott@isaac.co.nz

### Isaac Construction Communications Manager

Ged Casey,  
027 201 8621  
gcasey@isaac.co.nz

Go to the website [www.dunedin.govt.nz/totally-georgeous](http://www.dunedin.govt.nz/totally-georgeous)

**Sign up to our regular newsletter about the project by scanning the QR code**



## Support agencies:

### Business South

[www.business-south.org.nz](http://www.business-south.org.nz)

### Enterprise Dunedin

[www.dunedinnz.com/business/enterprise-dunedin](http://www.dunedinnz.com/business/enterprise-dunedin)





# Campaign Marketing

During construction we will run regular marketing campaigns across radio, print and digital media to encourage people to continue to visit the Central City. These campaigns\* are updated monthly as areas of work change. We are also talking to the media, and issuing media releases which update the public on the project's progress.



**Hanover and Filleul Streets are temporarily closed to vehicles but still open for business.**

**Access to the Meridian Mall carpark is currently via Filleul Street only.**

Thank you for your patience and understanding. We'll be working as quickly as possible to get these streets open again and the Retail Quarter looking better than ever.

**Learn more online:**  
[dunedin.govt.nz/totally-georgeous](https://dunedin.govt.nz/totally-georgeous)

## The Meridian carpark ramp is now open

Please note that Hanover Street remains closed to through traffic until works are completed.

**Thank you for your patience and understanding**

For more information about this project, go to: [dunedin.govt.nz/totally-georgeous](https://dunedin.govt.nz/totally-georgeous)

**Hanover and Filleul Streets are temporarily closed to vehicles but still open for business.**

**Access to the Meridian Mall carpark is currently via Filleul Street only.**



GO Media 1594

14 Port Walmer

Plan your travel:

Work has begun on  
George Street!

**Shops  
are open**

- please show  
them some love!



 **DUNEDIN** | kaunihera  
CITY COUNCIL | a-rohe o  
ōtepoti

NDE313

Thank you for your patience  
and understanding.



# How can we support you?

## Pītau Whakatipu

Pītau Whakatipu is a space for businesses and the public to find out more about the George Street upgrade. Located in the former AMI office at 125 George Street, the space will include information about why the works are being undertaken and expected timing of the project stages.

## Making sure people know that you're still open

### Welcome signage

At each end of the roadworks, we will signage to welcome in foot traffic this may feature the logos of all of the businesses on the block.

### Navigational signage

A range of signage will be installed to inform the public that you are open for business, and whereabouts they can walk, drive and park. This signage will come in a range of formats and may be customised with your business's logo in certain situations.

SHOW LOCAL BUSINESS SOME

Love

AND YOU COULD

win!

Spend \$50 with any participating Central City business and go in the draw to win a monthly Totally Georgeous prize of \$1,000 worth of vouchers from local businesses!

**Totally Georgeous**

**DUNEDIN** | kaunihara a-tōwhiri o  
CITY COUNCIL | ōtēpoti

Terms and conditions apply - for full T&Cs, visit [dunedin.govt.nz](http://dunedin.govt.nz)



## Helping you to reach your customers

### Marketing campaign

During construction the DCC will run regular marketing campaigns across radio, print and digital media to encourage people to continue to visit the central city.

### Business mentoring

Business South are offering business mentoring and capability building for local retailers.

### Parking and transport

The DCC will use our social media channels and website to make sure that the public are informed about where they can park and what public transport options are available during construction.

We can provide you with digital maps to use in your own marketing material. We will also do our best to make temporary tweaks to nearby on-street parking arrangements to help offset the loss of on-street parking within construction areas.

## Offsetting the impact of the works

### Protective scrim

During the construction phase, custom designed scrim (mesh) will cover the fencing that will be erected around the roadworks. Scrim helps to stop construction materials from reaching footpaths and helps to keep the public safe from works, whilst still providing visibility so that you can see the work progressing.

### Waiving of outdoor dining fees

If you have outdoor dining areas we recognise these may be impacted by construction. For those who pay DCC fees for these areas, we will extend your permit period by the same time we are upgrading your block for,

essentially waiving your fees for that period. The construction team will also work with you to find alternative temporary areas while we replace infrastructure right outside you, if this is required.

## Staying in touch

### We want to hear from you

Talk to us - we want to understand what is important to you and what we can do to minimise disruption to your business. Tell us ideas that you have to attract more customers during this period or what marketing we might be able to assist with. You are welcome to email or call us: Ged Casey, 027 201 8621 [gcasey@isaac.co.nz](mailto:gcasey@isaac.co.nz); Dan — [delliott@isaac.co.nz](mailto:delliott@isaac.co.nz), 027 573 6040.

### Want to be kept in the loop?

Sign up for our monthly e-newsletter to find out what's happening around the George Street redevelopment by scanning the QR code below, or visiting: [dunedin.govt.nz/totally-georgious](https://dunedin.govt.nz/totally-georgious)



# Maps & Staging information

The project team will keep you up to date with staging and timing of works, including providing maps and communications material\* that you can share with your customers. This may include social media content, instore posters or flyers and material for newsletters.

All of this material can be customise to include your business details and logos so that your customers and staff a full informed regarding the timing and extent of the works.

*\*Example campaign marketing shown*





## Temporary changes to accessing Centre City Mall - New World carpark

**Vehicle access to Centre City Mall - New World carpark will be one way southbound from June 28.**



You are able to access the Great King Street entrance of the carpark from Hanover Street. Pedestrians are able to access both footpaths in this area, and the courtesy crossing is still accessible. Emergency vehicle access will not be compromised by these changes.

**RETAIL QUARTER UPGRADE: GREAT KING ST**

- Red line: Lane closed for road works
- Yellow line: Northbound entry and exit route
- Green line: Southbound traffic only

Learn more online:  
[dunedin.govt.nz/totally-georgious](https://dunedin.govt.nz/totally-georgious)

**Totally Georgious** soon!

*plan your travel*

## Temporary changes to accessing Centre City Mall New World carpark

**Vehicle access from Great King St to Centre City Mall New World carpark is currently one way southbound**




### RETAIL QUARTER UPGRADE GEORGE ST FARMERS BLOCK CLOSURE

**Pedestrian access available**



**KEY**

- Red line: Road closed to all vehicles
- Yellow dashed line: Detour route

### RETAIL QUARTER UPGRADE GREAT KING ST WORKS

**One-way southbound vehicle access only**



**KEY**

- Red line: Lane closed for road works
- Yellow dashed line: Detour route 1
- Green dashed line: Detour route 2
- Blue dashed line: Southbound traffic only

### RETAIL QUARTER UPGRADE HANOVER/FILLEUL ST CLOSURES

**Work starts 14 March  
Pedestrian access available**



**KEY**

- Red line: Road closed
- Yellow dashed line: Customer and business access only



# Retail Support



## Public Competitions

### Totally Gorgeous Monthly prize Pack

“Spend \$50 and go in the draw to win a monthly **Totally Gorgeous Prize Pack** of \$1,000 worth of vouchers from Central City businesses!”

This competition will run until January 2023 and will include POS entry form boxes, posters and entry forms to encourage people to shop locally.

**Totally Gorgeous e-newsletter:** The project team have created a monthly newsletter to keep businesses in the loop with developments. Scan the QR code to sign up to the newsletter.

## Welcome signage

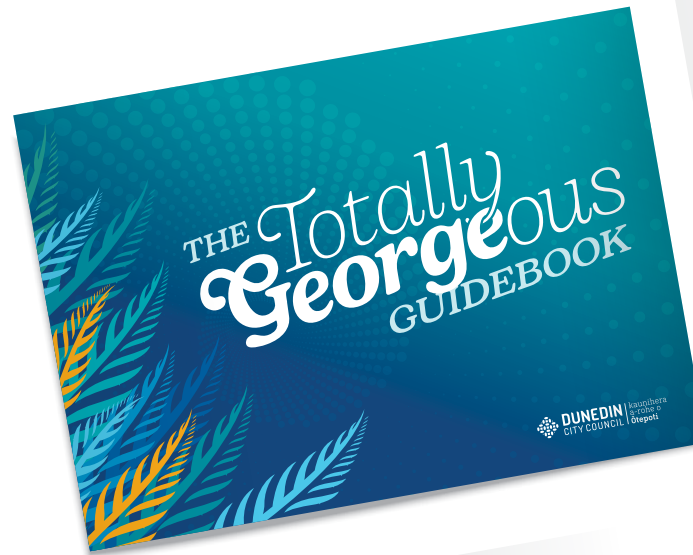
At each end of the roadworks, we will design signage to welcome in foot traffic and it will feature the logos of all of the businesses on the affected block. A range of signage will be installed to inform the public that you are open for business, and whereabouts they can walk, drive and park. This signage will come in a range of formats and may be customised with your business’s logo in certain situations.





# Retail guidebook

The Totally Gorgeous Guidebook has been compiled to help businesses promote themselves during the Central City upgrade construction period, and into the future. The guidebook contains information and ideas on how businesses can communicate with customers, tools and resources that are available and where to find additional support.



## What we're doing to support business

**Pitau Whakatipu:** This is our dedicated project office, located at 125 George Street. Pitau Whakatipu is a space for learning about the project, meeting to discuss issues, and a space for future workshops and meetings.

**Welcome signage:** At each end of the roadworks, we will design signage to welcome in foot traffic and it will feature the logos of all of the businesses on the affected block. A range of signage will be installed to inform the public that you are open for business, and where residents they can walk, drive and park. This signage will come in a range of formats and may be customised with your business's logo in certain situations.

**Marketing campaign:** During construction the DCC will run regular marketing campaigns across radio, print and digital media to encourage people to continue to visit the central city. These campaigns are updated monthly as areas of work change. We're talking to the media, and issuing media releases which update the public on the affected progress. These may include the logos of all businesses in the affected block, provided they wish to participate.

**Totally Gorgeous Newsletter:** The project team have created a monthly newsletter to keep businesses in the loop with developments. [To sign up to this newsletter, click here.](#)



**Digital enabling workshops:** A series of workshops will be provided to help upskill local businesses in the digital space. The workshops will be free for central city businesses to attend and will include sessions on website development, social media management, and database marketing. In addition to this Business South are offering business mentoring and capability building for local retailers.

**Parking and transport:** The DCC will use our social media channels and website to make sure that the public are informed about where they can park and what public transport options are available during construction. We can provide you with digital maps to use in your own marketing material. We will also do our best to make temporary tweaks to nearby on-street parking arrangements to help offset the loss of on-street parking within construction areas.

**Protective screen:** During the construction phase, custom designed screen (linen) will cover the fencing that will be erected around the roadworks. Screen helps to stop construction materials from reaching footpaths and helps to keep the public safe from works, whilst still providing visibility so that you can see the work progressing.

**Free support:** Waiving of outdoor dining fees - if you have outdoor dining areas, we recognise these may be impacted by construction. For those who pay DCC fees for these areas, we will extend your permit period by the same time we are upgrading your block for, essentially waiving your fees for that period. The construction team will also work with you to find alternative temporary areas while we replace infrastructure right outside your location, if this is required.

**Staying in touch:** We want to hear from you. Talk to us - we want to understand what is important to you and what we can do to minimise disruption to your business. Tell us ideas that you have to attract more customers during this period or what marketing we might be able to assist with.

## MARKETING YOUR BUSINESS - YOUR TOOLS Social Media

**How to choose your platform**

- Choose your social media platforms based on where your ideal customers hang out online
- Social media is about being social - create relationships with your ideal customers online
- You don't have to be on every platform
- Be realistic about how much time you have for social media management

### What to post

- Bring your brand's personality to your social media - have fun!
- Share things from behind the scenes, about the team/culture, products/services, special offers, your blogs, testimonials, ask questions...
- Video is king - use video content as much as possible
- Just get started!

### Measure your results

- Schedule time to review your social media
- Use the insights to see best performing posts, best times to post etc - create more of what works best
- Use your own social media as your benchmark (aim to improve on your results monthly)
- Ask your audience what they would like to see or see more of

## Marketing fundamentals

Whether you operate a restaurant, cafe, hairdresser, or clothing store, there are a range of methods (channels) you can use to market your business.

You may already have a marketing plan in place, in which case this guide can support your existing plan. If you don't have a marketing plan this guide provides ideas about what types of activities you might want to consider and contact details for support. Locally we have a range of businesses and media outlets who can assist you with your marketing efforts. On page 26 you'll find a list of advertising, marketing and production companies who can assist with all aspects of the marketing mix.

### Paid Media

In terms of paid advertising there are a number of different methods (channels) available. These channels can be used in isolation or as a combination depending on your customer, and what media they engage with. The costs associated with each method will vary depending how long you want to run your advertising and how frequently, these include but are not limited to:

Print advertising	DOT, Community Newsletters, The Star, Cricke
Radio advertising	MediaWorks, NZME, Dragon Access Radio, Radio One
Bus backs	Go Bus, Ritchies
Outdoor poster	Phantom Billboards, Planet Media
Digital advertising	Facebook, Google, DOT, Stuff, NZ Herald, TradeMe (many more options)
Social media	Facebook, LinkedIn, Instagram, TikTok, Snapchat, YouTube
Billboards (print/digital)	JC Decaux, Go Media, MediaWorks
Direct mail	REACH New Zealand (formerly ReachMedia)

Some media outlets can help you with the production, planning and budgeting of your marketing campaigns. Contacts for each of the media outlets detailed above can be found at the back of this document.

### Establishing or updating your marketing plan

It's a good idea to plan your marketing activity, so that you have a framework for your marketing plan. Depending on your business this might be a simple plan of activities you know work for your business. Either way, have a plan that helps you to manage your marketing plan.

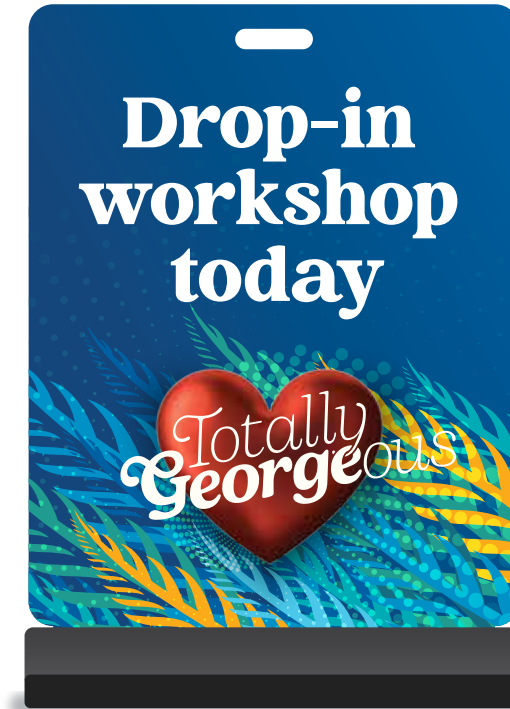
**Understanding your market** - this may include research, in the form of surveys and interviews or it might just be having a chat to those that walk into your store.

**Reaching your market** - making sure that your message reaches your market, both in terms of what it says and where it's placed.

**Selecting the right channels** - ensuring that you place your messages where your market can find them. This might include print and broadcast media, social media, outdoor, sponsorships, direct mail or signage.

# Wayfinding and Signage

The project team have a range of different wayfinding signage available to help direct both foot traffic and vehicles. This includes branded construction scrim, directional bollards, foot-path stickers and sandwich boards. Much of this signage can be personalised to include business logos or information. We can also customise signage for certain situations or locations.



Access to the Meridian Mall carpark is currently via the Filleul Street entrance only

**MERIDIAN**  
MALL

**We're open  
for business**

while this VIP (Very Important Pipes) upgrade is underway

[dunedin.govt.nz/totally-georgious](https://dunedin.govt.nz/totally-georgious)

THE  
**PHOTO**  
GALLERY

**MERIDIAN**  
MALL

**U SHOP**  
YOUR LOCAL SCHOOL UNIFORM SHOP

**No8 Distillery**  
www.no8distillery.com

**RACKEN**  
RESTAURANT

**Jetts**  
24 hour fitness

**Lincraft**  
Inspiring Creativity

EBB - DUNEDIN

**Shesha**  
RESTAURANT

SHARP KNIVES  
**WITH KNIVES**  
WE HAVE SHARPENERS

**DUNEDIN**  
STAMP  
CENTRE

dosa etc.  
INDIAN RESTAURANT

**Paper**  
Bag  
Princess  
(top shop!)

**ASB**

**rembrandt**

**Noodle House**

**We'd love to**

**see you!**



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Streets are temporarily  
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Thank you for your patience and understanding.  
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Learn more online:

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**Totally  
Georgious**  
...soon!

  
**Hospital  
Entrance**

 **Southern  
Health**  
He Hauora o te kaitiaki

**Follow your heart**

**Shops are open**  
please show them  
some love!

**Totally  
Georgious**



# Is your business ready for the George Street works?



## Customer communications

- ☐ Have you got a website or other social media presence set up?
- ☐ Have you got messages prepared to give people regular updates about the construction works?
- ☐ Have you let your customer database know when works start, that you are still going to be open, and the easiest way to get to you?

## Promotions and drawcards

- ☐ Have you considered any promotions to encourage people to visit you during the works period?
- ☐ Have you considered working with other shops in the area to provide mutual deals to encourage visitors to both shops?
- ☐ Are you participating in the Spend and Win competition?

## Knowledge is power

- ☐ Have you attended a construction workshop with the DCC/Isaac Construction project team?
- ☐ Have you signed up for the Retail Quarter newsletter? If not, you can do this at: [www.dunedin.govt.nz/totally-georgious](http://www.dunedin.govt.nz/totally-georgious)
- ☐ Have you familiarised yourself with the new plans for your block of George Street?
- ☐ Have you got a copy of the frequently asked questions for the block?
- ☐ Do you know the location of the site office Pītau Whakatipu? (If not, it is at 125 George Street on the Farmers Block).

## Help yourself by helping us

- ☐ Have you met the Isaac Construction Communications Advisor to discuss any matters about the work?
- ☐ Have you provided your logo to the project team so we can promote your business in project signage?
- ☐ Do you need any specific social media tiles from the project team?
- ☐ Have you let the project team know who your main courier is?
- ☐ Have you let the project team know about any specific access requirements?
- ☐ Are there any structural or building issues we should know about working close to your building?
- ☐ Have you discussed and confirmed a location for the backflow preventor (RPZ) with your building owner?
- ☐ Have you provided Isaac construction with a primary contact for your business?
- ☐ Have you provided the project team with your normal business hours and any periods you are closed over the construction period?
- ☐ Do you have building works or store refurbishment you could programme for during the upgrade period?

For more ideas on how to reduce impacts from construction and take advantage of opportunities from the new street layout, please see the Dunedin Retail Quarter handbook.







# Parking Options

Encouraging people to think about alternative parking options will help during the construction phase of the project. There are over 2000 parking options available within close walking distance to the central city.





# Frequently Asked Questions

Here are the top six things our team get asked when they're on the job, or out and about talking to businesses and residents. We thought we'd share some of them here, as well the answers, to help inform you about the project.

## 1. Why are you doing this project?

An important reason for this work is to replace old but essential water, wastewater and stormwater pipes – some of which date back to the late 1800s.

It's a priority to ensure we are delivering water services that look after the health and well-being of the community.

At the same time, we want to create a more people-friendly space to reinforce the area's status as the city's preeminent shopping area, with new paving, street furniture, lighting and public art, so we have a more vibrant central city.

We'll be doing this in a way that celebrates Ōtepoti Dunedin's heritage, while also improving safety and accessibility in the area!

## 2. Why are you removing cars from George Street?

We're not! The redeveloped George Street will have about the same number of car parks as it does now.

We will, however, re-allocate and re-prioritise some of the existing spaces to give greater opportunity to people with mobility issues.

## 3. How long is this whole project going to take?

Construction is well underway, with work taking place in stages from late 2021 to mid-2024, although the final finish date will be dependent on a number of factors.

## 4. Where will you be working?

We will be working in the Knox block in October, then Golden block in January. Whilst still working on Great King Street.

## 5. Why don't you finish one construction site before moving on to the next?

We need to balance the amount of work and the time to do it. If we are not working on multiple sites at the same time, it would take more than five years to complete the entire project.

## 6. Why can't you work at night?

While some work can and has been undertaken at night, not all can be achieved safely or efficiently.

There are also more restrictions around noise at night, recognising people who live in the central city.





# Notes

[illegible]



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[www.dunedin.govt.nz/totally-georgeous](http://www.dunedin.govt.nz/totally-georgeous)

