

Jackson Street Walking Audit – Street intercepts

Approach

- Intercepts took place on Friday, 27th November (1.30-3.30pm) and Sunday, 29th November (12:15-2.15pm).
- There were a total of 19 respondents but some were in groups and most *did not* complete the whole audit, so there was less feedback on the latter half of the questions.
- I would estimate almost all of the younger group to be aged 20-40 years old – most of them were visitors from outside Petone. Because there seemed to be clear differences between them and the over 60s, I have split the data by these age groups. Note that this split could also be by resident – non-resident as well.

Summary

- Both groups were similar in appreciating the “good vibe”; heritage; local, non-commercial character; and number of good café/restaurants available on Jackson St.
- Under 60s (20 – 40) were mostly interviewed on Sunday and tended to be visitors. For this group, the social and hospitality aspects of Jackson were more likely to be top of mind, although the character and heritage is an important backdrop to this. They tended to be seeking a destination experience. They did not know much about Jackson St and had the most ideas on how the experience could be improved.
- For over 60s, heritage was more top of mind. They were also more concerned about traffic safety.
- Overall, most had no complaints about footpaths and crossings. Amenities most frequently mentioned were seating and greenery, both in noticing them and wanting more of them.
- There was no sense of physical threat, safety was almost always associated with traffic.

60+ Demographic / 10 respondents

Question	Answers (Numbers indicate when an attribute was answered more than once)
LOOK & FEEL	- Variety of shops, restaurants and cafes (3) - Prefer owner-operated shops - Good vibe – diversity of people, age groups - Friendly, Nice people (2) - Feels busy – lots of foot traffic - Compact – flat, easy to get around for pedestrians - Affordable day out – Cheap, reasonably-priced meals; come from Masterton on Gold card - Come for the whole walk – sunshine, fresh air - Being outside better than mall - Heritage buildings (6) - Attractive buildings, heritage, refurbished, architecture, historical flavour, (3) - Beautiful (2) - Different, unusual, quaintly different, different from city (4) - Has character (3) - Nice to see something that hasn't been forced to change
Accessibility?	Few or no complaints about accessibility. - “Modernised – making it easier to come and go”
What spaces & amenities are there other than shops?	- Trees, plants (3) - Lots of toilets (2) - Seating - Wide footpath - Outside furniture - Historical plaques on sidewalk
Amenities accessible?	Few or no complaints about accessibility - “Need more seatings because can't walk too far” - “Lots of seats in the centre but from Buick St down, more needed. One on Nelson and Sydney but not enough.”
More signage?	Few or no requests for more signage
Improvements	- More greenery would be good but that might reduce sidewalk or car park space - More seats – not just at the bus stop because you get tired - Few more crossings - Parking difficult for disabled – can't fit van into disabled park, space should be at the end of the row. - Buick St toilets average-not great. - Lots of parking but hard to get a spot, esp. in the weekend. - Lack of diversity of shops compared to the 70s and 80s "all op shops and restaurants."

FOOTPATHS	Footpaths mostly OK, very few complaints. - Could be higher [to get on] buses - Richmond St, bricks starting to break up - Obstructions – Shop signs, sometimes have to walk around them - Courteous – People will make way for you if you are in a mobility scooter - [No issues but comparatively] "Lower Hutt sidewalks are nice and wide, plenty of room to walk, lots of chairs to sit down" - For man in wheelchair: "Quite happy, dips are OK, haven't gotten stuck." - For wife pushing wheelchair: "Ok - I haven't moaned! On a Sunday, it's fine [Might be different on a weekday]."
Crossing Roads - Jackson St	2 people had concerns about crossing roads. Positive: - "People are going quite slowly anyway." - Outside police stn: "Drivers are good, wave you across." Negative: - Fear of cars - "Wouldn't risk not going on a crossing." - "Have to wait quite a while for traffic to stop - should have more crossings." - Crossing outside police station, "Traffic doesn't like to stop here and I've seen some close shaves. Police don't do anything, need a patrol." - "Need more bw Nelson and Pak n Save, and by Buick St toilets."
Crossing Roads - Side roads	Few or no issues with crossing side roads. - "Not easy to get across side streets from Sydney St to Z station"
Safety	No fear of being threatened/physical safety. Lack of safety usually associated with cars. (2) - "Too much traffic, all day long – sometimes really bad, can be non-stop especially from Sydney St to Z station." - Have to watch out for traffic, "they try to say they didn't see you and just pull out on you." - Improvements - "Nothing really – drivers and pedestrians are considerate to elderly"

20 – 60 years demographic / 9 respondents

Question	Answers (Numbers indicate when an attribute was answered more than once)
LOOK & FEEL	- Lots of cafes, eateries (8) - Lots of shops (5) – can't find in town, little designer shops, specialty shops, 2nd hand shops - Nice vibe, easy-going, good energy (3) - Nice location (3) – pretty mountains in the background, near waterfront - Community feel – friendly, welcoming, everyone smiling, togetherness, not focused on yourself (2) - Not commercial, not like the CBD (2) - Eclectic mix, quirky (2) - Lots of people outside (2) - Architecture (2) - o Unique - o Art deco vibe like Napier - Local feel, important to support business owners - Lots of hidden gems, nice discoveries - Bars - Cultural things on - Compact – easy access to shops and beach - Old-fashioned street; not a mall - Sheltered, sunny - There's parking - Clean and tidy, no graffiti - Some buildings need refreshing
Accessibility?	No comments
What spaces & amenities are there other than shops?	- Could be more “al fresco” sitting areas, in the sun – makes it more leisurely (Cf Napier, where cafes lease car spaces and create sitting areas with an awning, e.g. Georgia on Tennyson St.) - Frequent public transport (buses, trains)
Amenities accessible?	No comments
More signage?	- “[Could be] signs to inform you what’s coming up.” - Observation: Out-of-town visitors were not sure what there was to see or do in Petone, suggesting more signage or ways to discover could help. - Enough signs (1)
Improvements	- More water fountains - More benches - More open spaces, space to hang out - Could have more greenery, raised planters
FOOTPATHS	- Width = so so (1)

	- Smoke-free = good
Crossing Roads - Jackson St	- Plenty of crossings - Annoying for drivers but good for pedestrians - Encouraging to walk around - Traffic is standard if you come from a big city
Crossing Roads - Side roads	- Too much traffic - Dicey driving across roads especially when looking for park (Controlled traffic lights are great for drivers)
Safety	- Very safe