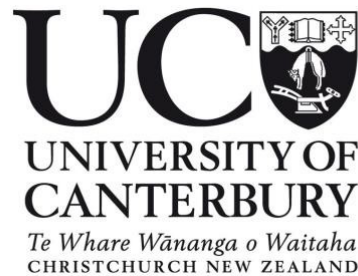


Brightoning the Landscape: Improving Unsightly Buildings and Spaces in New Brighton

In collaboration with TIDE

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**GEOG309 – Research for Resilient Environments and Communities
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Executive Summary

- **Context:** This research investigates strategies to activate underutilised spaces in New Brighton Mall, Christchurch. Even with ongoing long term development plans, the area faces low foot traffic and little vibrancy. Our study aimed to identify low-cost, creative, community-led activations to revitalise the Mall.
- **Research Question:** What low-cost interventions could be implemented to activate underutilised spaces and buildings along New Brighton Mall?
- **Summary of Methods:** Different research methods were used including combining survey data with structured interviews from local business owners. Alongside this secondary data was gathered from a range of sources.
- **Key Findings:** The main challenges identified were a lack of connection between the beach and the Mall as well as vacant spaces and low foot traffic. Community members and business owners showed an interest in creative short-term activations such as music and events to improve the vibrancy of the area.
- **Recommendations:** The recommendations of relocating the dance-o-mat and creating a community arts festival could overcome the challenges the Mall faces by enhancing the existing environment, creating places for social connection and celebrating the community.

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1 Introduction

New Brighton is a suburb in eastern Christchurch with a coastal location and strong community networks. New Brighton Mall was once known for being the only shopping area open on Saturdays, attracting visitors from across the city. When shopping areas in other suburbs expanded in the 1970s, New Brighton's visitors decreased, leading to urban decline in the mall (CCC, 2017). This was further exacerbated by the Canterbury Earthquakes in 2010 and 2011, causing a decline in the suburb's population and significant damage to buildings in the mall. However, New Brighton has sustained strong community networks and resilience. This helped to drive efforts in redeveloping the mall (Figure 1), especially in the New Brighton Master Plan (2015).

The overall vision of this plan was to assist with the recovery and redevelopment of New Brighton by working with land and business owners and attracting increased private investment in the area. The plan clearly identified the main issues within the mall, yet several of the actions are yet to be implemented. This has been highlighted in the Community Board Plan (2023-25), where the community expressed concerns around the mall being "left in a state of decline", and a desire for completion of the Master Plan (CCC, 2023, p.11). The board is advocating for the plan's implementation, as well as solutions for the derelict sites throughout the mall. Despite these setbacks, two successful projects have been implemented by the New Brighton Regeneration Project (Figures 2 and 3): a new beachside playground and a hot pool complex.

While there are ongoing efforts from the Council, local Community Board, and private developers to implement long-term plans in the mall, there is a need for shorter-term solutions to bridge this gap. The need for practical, low-cost, and transitional solutions has been identified by The New Brighton Business Association (TIDE). Working alongside TIDE, our research was guided by a central question: What low-cost interventions could be implemented to activate underutilised spaces and buildings along the New Brighton Mall? Within this, our key research objective was to prioritise community opinions, thereby identifying realistic and community-driven solutions that can help to bridge the gap while longer-term redevelopment takes place.



Figure 1. *New Brighton building demolitions as at November 2014. Cited in CCC New Brighton Master Plan. (2015, p. 11). New Brighton Centre Master Plan Suburban Centres' Programme.*

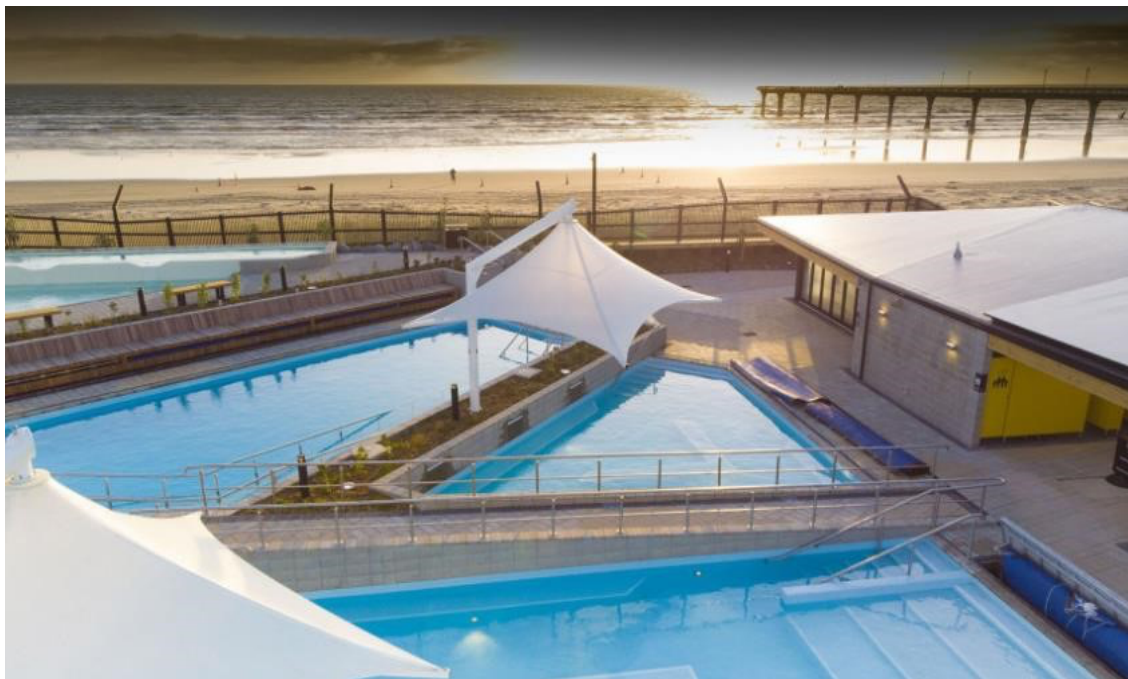


Figure 2. *Christchurch City Council. (2020). Countdown on to opening of New Brighton hot pools. (2020, March 5). Newline. <https://www.newline.ccc.govt.nz/news/story/countdown-on-to-opening-of-new-brighton-hot-pools>*



Figure 3. New Brighton Playground. (2019). *Twoman Structures*. Twoman Structures.
<https://www.twomanstructures.co.nz/new-brighton-playground>

2 Literature Review

Two areas of literature were particularly relevant to this study. Each is reviewed below.

2.1 Community resilience as a ‘protective factor’ in New Brighton

New Brighton was able to retain community identity as an artistic and creative suburb because of the strong community networks that existed prior to the earthquakes (Cloke et al., 2023). These networks serve as ‘protective factors’ during the post-disaster reconstruction (PDR) stage, during economic decline and contribute towards community resilience (Pyles & Cross, 2008; Siriwardhana et al., 2021; & Ben Ghida, 2024). Community resilience is determined by social capital, i.e. the strength of social relationships and the level of confidence in institutions and people (Hall et al., 2023). Relationships that are flexible and adaptive are able to respond to changing conditions and periods of uncertainty (Hall et al., 2023 & Bragaglia & Rossingnolo, 2021). During the PDR stage, New Brighton demonstrated adaptive, absorptive, anticipatory and transformative resilience capacity. This allowed the community to withstand, adjust to and recover (Hall et al., 2023). An example of the community’s absorptive capacity is the repurposing of the Old School House (Te Kura Tawhito) building in New Brighton as a creative hub for local artists, creatives and organisations (Cloke et al., 2023). Research by Jenkins (2016) and Siriwardhana et al. (2021) indicates that absorptive capacity is crucial in achieving just community outcomes that address the underlying socio-cultural and economic characteristics of the community.

2.2 Transitional voluntary organisations and creative placemaking

In Christchurch, transitional voluntary organisations (TVOs) like Gap Filler, Life in Vacant Spaces (LiVS) and Greening the Rubble emerged during the PDR phase in the central city. This creates alternatives to traditional top-down models of urban space production (Stevens et al., 2021 & Wesner, 2015). These organisations provided opportunities for community rebuilding by brokering temporary uses for earthquake-damaged land across the city (Dombroski et al., 2019). Community-led projects like Gap Filler's Dance-O-Mat address gaps in development cycles by enabling short-term creative uses of space and are examples of alternative urbanism practices (AUPs) (Dombroski et al., 2019). Alternative urbanism practices can be temporary, transitional, DIY, tactical or hybrid in nature and prioritise community health, wellbeing and social outcomes (Brand & Nicholson, 2016; Stevens et al., 2021; & Wesner, 2015). Low-cost AUPs based on shared-governance models provide an opportunity for wider community participation and experimental placemaking along Brighton Mall and can be funded using Christchurch City Council's (CCC) *Enliven Places* programme (Stevens et al., 2021). The *Enliven Places* programme provides funding and technical support for experimental projects that aim to attract people to regeneration areas like Brighton Mall. Christchurch City Council's commitment to supporting AUPs in building place-based identity and supporting community-based outcomes (Boswell et al., 2024). Low-cost and small-scale forms of AUPs can positively impact wellbeing by providing a space for people to connect and take notice of their surroundings (Anderson et al., 2016).

Supporting TVOs in New Brighton can help strengthen narrative of New Brighton as an artistic community where public space serves as a playground for urban experimentation (Brand & Nicholson, 2016). These were crucial in forwarding the narrative of 'the creative city' using anchoring projects that incorporated street art, temporary installations, events and festivals (FustéForné, 2025). While short-lived in nature, forms of creative artistic expression can generate lasting change as 'experiencescapes' that elicit emotional responses and create place-based attachment (Fusté-Forné, 2025). Festival of Transitional Architecture (FESTA) incorporated elements of storytelling to generate an emotional link between participants and the built environment (Boswell et al., 2025). Elements of these AUPs could be successfully incorporated along Brighton Mall, with (Osofsky et al. 2022) noting that storytelling can help strengthen community resilience and supports posttraumatic growth.

3 Methodology

This project employed a mixed-methods approach, using an online survey and in person interviews. The survey included quantitative questions that allowed for comparison with secondary data sources, and qualitative questions providing more in-depth responses.

The combination of survey data, business interviews, and secondary data sources allowed us to understand the perceptions for the revitalisation of New Brighton Mall. The survey quantified key issues, the interviews added lived perspectives, and secondary data allowed us to ground our results.

Our approach aligned with the participatory objective of emphasising community partnership and research outcomes that directly support local initiatives such as TIDE.

3.1 Online survey

A Qualtrics survey (appendix 1) was distributed through Facebook groups that included New Brighton residents. The survey remained open for 2 weeks and received 115 responses, (of which approximately 35 were completed). The questions included quantitative Likert-scale items as well as qualitative open-ended prompts, capturing both trends and community suggested ideas, and addressed four themes:

1. Visiting patterns and purpose (frequency of visits, reason of visitation and transport mode)
2. Perceptions of the Mall environment (lighting, signage, safety, street art and overall appearance)
3. Attitudes towards redevelopment (views on vacant spaces, confidence in the councils plans and temporary uses)
4. Demographics (age, gender, ethnicity and residence)

3.2 Business interviews

Six local business owners were interviewed in person around the Mall. The conversations covered opinions on operational challenges, physical environment, and creative intervention options. Interviews were transcribed and reviewed for analysis. These conversations often expanded beyond set questions, allowing participants to share personal experiences and reflect on how the Mall's atmosphere affects daily operations. Several crosscutting themes from the survey were identified in the interviews.

3.3 Secondary data sources

To contextualise the survey and interview materials, several secondary datasets and reports were reviewed:

- Christchurch City Council: New Brighton Centre Master Plan (2015) and Community Board decisions.
- News articles on projects by Better for Brighton, Martini Investments.
- 2023 and 2018 Census statistics for New Brighton's socioeconomic profile and population.

These provided context for community attitudes and showed gaps between long term and short-term planning for the Mall.

3.4 Data Analysis

Quantitative data from the survey was exported from Qualtrics for descriptive analysis. Bar charts were then created within Excel to display response frequencies for each question. Qualitative responses were visualised by utilising the Qualtrics dashboard export feature, and then coded into categories such as safety and lighting, vacant buildings, creative activation, and community optimism. Through the findings from the survey, interviews and secondary data, we were able to develop an understanding of how residents and businesses view current conditions within the Mall.

3.5 Ethics and Limitations

Our research followed the University of Canterbury's GEOG309 human ethics framework. Survey and interview participation consent was informed and obtained digitally. Limitations included some partial completion of surveys, a modest sample size (n=115) and the possibility of a sample biased towards more engaged residents. Despite these factors, the data provided valuable insights into the community mindset and priorities regarding the revitalisation of New Brighton Mall.

4 Results

4.1 Survey Results

Most respondents (74%) lived within New Brighton, whereas others visited occasionally from different parts of Christchurch. The large majority were aged from 25-64 years old, with 81% female and 87% identifying as New Zealand European. In terms of visiting patterns, 36% of respondents visited the Mall once or twice a week, 26% several times a week, 26% infrequently, and only 4% daily (Figure 4). Most visitors travelled by car (74%), followed by walking (12%) (Figure 5). These figures show that residents do in fact use the Mall, but only occasionally. This suggests there is potential for increasing visits to the Mall through the activation of its underutilised spaces.

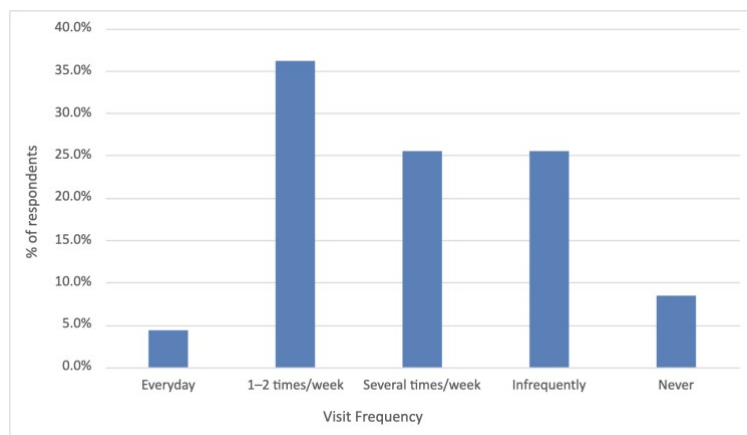


Figure 4. Respondents' frequency of visits to the Mall.

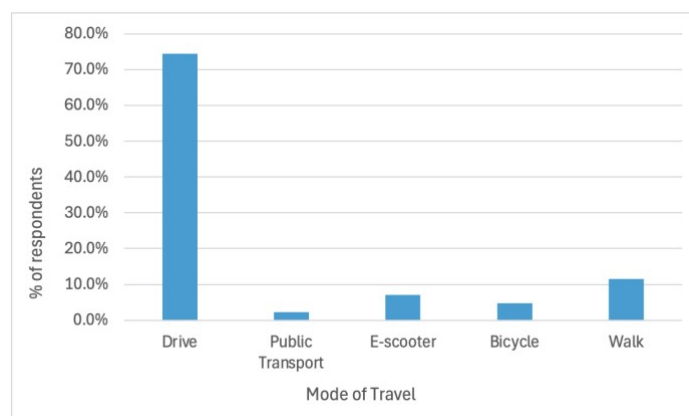


Figure 5. Common transport modes used to access the Mall.

Many respondents mentioned a lack of effective signage and lighting in the Mall, in relation to perceptions of safety. As seen in figures six and seven, 34% of respondents reported that the current streetlighting situation did not make them feel safe, where only 9% felt “very” or “extremely” safe. Similarly, nearly 50% viewed local signage as not effective at all when it came to directing visitors.

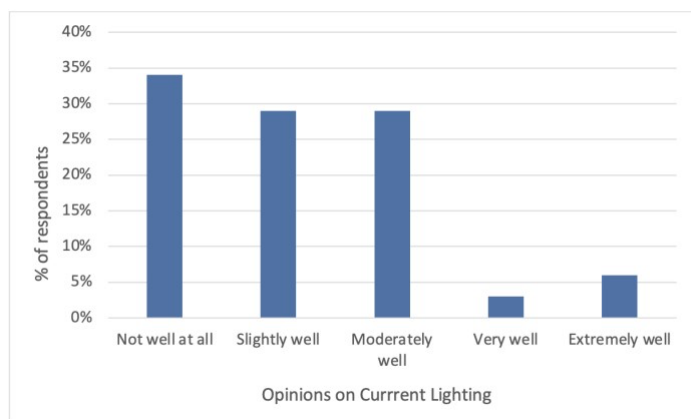


Figure 6. Perceived effectiveness of streetlighting for safety.

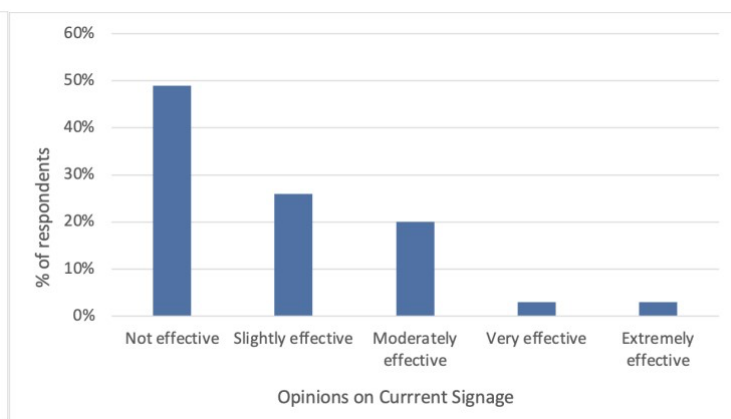


Figure 7. Perceived effectiveness of signage.

A large majority (71%) agreed that vacant sites and derelict buildings lead to poor perceptions of the area, and 73% said that it is very important for these to be redeveloped. As well as this, over 80% of respondents rated the temporary use of empty sites to be very important. Vacancy may be perceived as a symbol of decline, and residents of New Brighton strongly support both short-term and long-term activation as a means for moving forward.

In terms of specific ideas, respondents were consistently enthusiastic about creative and low-cost forms of activation. Reoccurring ideas included pop up shops, art markets, food trucks and music/performance spaces. More generally, the community favours participatory projects and looks to generate a sense of social connection and safety.

Views on the engagement of the Christchurch City Council varied, with 24% thinking the Council's efforts weren't effective at all, 35% seeing them as moderately effective, and only 9% as extremely effective. Responses to the open-ended questions nevertheless expressed a sense of optimism regarding the future of the Mall. Survey respondents envisioned a vibrant, sea-side style mall, with a strong relationship between residents, businesses and council. There is a clear lack of confidence in council processes, but definite motivation for action within the community.

4.2 Business Interviews

From the in-person business interviews, we identified three important themes: foot traffic, physical environment or vacancies, and future opportunities. The interview findings complemented the online survey results by showing richer, qualitative insights from local businesses.

A constant message from the business interviews was that low foot traffic is one of the most pressing barriers facing New Brighton Mall. Around 70% of businesses identified a lack of foot traffic and visitors as the primary barrier to success (Figure 8). Most business owners note that even though the beach can be busy, the Mall itself often feels quiet and is disconnected from the flow of people. Owners mentioned things like *"The mall doesn't get the same amount of people compared to the beach"* and *"Even though the weather is nice, we still don't see people come through the Mall"* this shows a shared perception that the Mall's visibility is limited and there is nothing that is bringing people down the Mall. Most owners mentioned the poor signage between the beach and the shops in the Mall, and a general absence of destination appeal. Altogether, this suggests that improvements to the physical/visual link between the beach and the Mall would encourage consistent foot traffic.

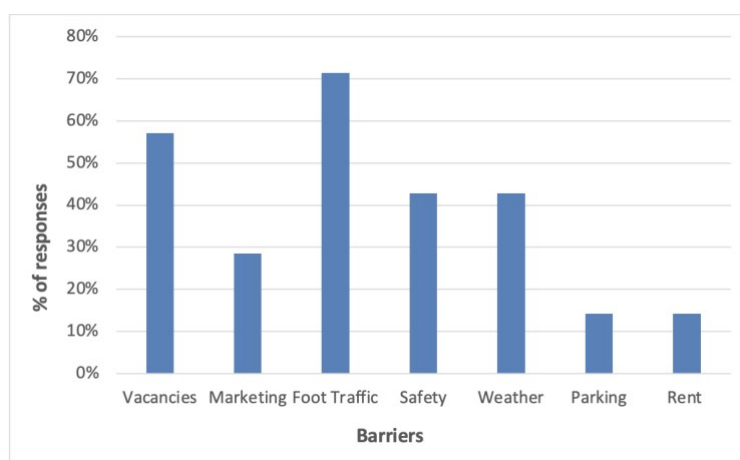


Figure 8. Barriers identified by interviewees.

The second barrier noted during the interviews was the physical environment and vacancies in and around the Mall. Around 55% of business owners felt the number of vacancies was a major concern in the area (Figure 9). Many described the Mall as “tired” and “neglected”, with many mentioning that its physical appearance discouraged both customers and potential new businesses. As one owner noted, *“Lots of buildings are run down or empty and I think it puts people off from visiting.”* This sentiment is visible in figure 9, a photo collage of the current mall conditions, which includes boarded-up shopfronts, limited signage, and empty, underutilised public spaces. A clear gap between this business owner’s hope for a vibrant community hub and the current state of the physical environment is evident. These findings show that the appearance and maintenance of the Mall are not only aesthetic problems but also affect foot traffic for businesses.



Figure 9. Photo collage showing the physical environment of the Mall.

Despite the challenges raised during the interviews, business owners remained optimistic regarding the future of New Brighton Mall. The majority mentioned that they were interested in participating in community-led initiatives and events to bring people to the Mall. Many note that initiatives like art installations, pop-up shops, and live performances could build on local pride and identity, especially if planned with local groups and the council. Some quotes include: *“Creative activities like art or music would give people a reason to come to the Mall,”* *“We would love to get involved with events that bring people to the Mall.”* While other redevelopments are in progress or being worked through, business owners want to take small, creative steps that could have an immediate effect on the Mall. Overall businesses identified low foot traffic and empty shops as major challenges to business vitality in the Mall. Altogether, the business owners thought there was both an opportunity and an urgent need for creative, community-led interventions in the Mall.

5 Discussion

5.1 Connecting Findings to Literature

Reflecting on our primary and secondary research, there are several key insights that link directly to literature on urban revitalisation and placemaking. Local businesses were enthusiastic about collaborating with each other, and with community groups (e.g. TIDE) to support revitalisation of the Mall. This resonates with the literature on community co-design and participatory planning, which shows that shared ownership brings long-term engagement and builds local identity (Charlesworth &

Merritt, 2024). The passion for creative events seen in the survey and interviews, including art and music, meets the theories of creative placemaking and tactical urbanism, which observe that small scale cultural activities can improve public spaces and foster social connections (Boswell, Kearns & Collins, 2025). Other ideas around lighting, signage and improving the link between the beach and the Mall reflect the research on user-centered urban design, which improves safety, accessibility, and inclusivity (Cudzik et al., 2025). So, overall, our primary research findings show that community-led, creative activations could be a bridge between the other development plans and create vibrancy in the Mall area (Sugiyama et al., 2016).

Findings from our online survey, business interviews, and secondary research collectively show the key challenges and opportunities in revitalising New Brighton Mall. The interviews reinforced findings from the survey, in which the Mall was described as “run-down” and neglected, pushing locals and visitors away. Both the survey respondents and interviewees echoed the importance of creative interventions as a way of creating a sense of community and ensuring the Mall feels more welcoming. Secondary research revealed that major redevelopment plans, including the Village Green, are underway but many are still in progress (McDonald, 2025). These findings suggest that smaller, short-term interventions are needed to keep the Mall area vibrant while waiting on longer-term development plans to be finished. The interventions need to focus on public spaces in the Mall, working to restore local confidence and encourage more foot traffic.

6 Recommendations

Drawing on our research, this section outlines our proposed recommendations for revitalising New Brighton Mall. The two recommendations are to relocate the Dance-O-Mat and to host a community art festival.

6.1 Recommendation 1: Relocating the Dance-O-Mat

6.1.1 Concept and Rationale

Relocating the Dance-O-Mat to the New Brighton Mall would bring an engaging, inclusive and creative energy to the space. The project aligns with our objectives of community activation and placemaking, and would offer both locals and visitors a fun reason to spend time in the Mall. By encouraging spontaneous participation and social interaction, the Dance-O-Mat could create a sense of belonging and positive identity for New Brighton. This recommendation is supported by literature on creative placemaking by fostering social connection and resilience (Dombroski et al., 2019; Boswell et al., 2024). It also responds to interview findings, by supporting a creative intervention to increase foot traffic.

6.1.2 Benefits

The installation could increase foot traffic through the Mall by providing a unique reason for people to visit beyond shopping. It would enhance social connection and wellbeing, aligning with creative placemaking principles that promote cultural expression and engagement which from our research were identified as important values in the community. It is also a visual and auditory presence would create a lively focal point, signalling transformation and renewed vibrancy within the Mall area.

6.1.3 Implementation

The project could be implemented in partnership with Gap Filler, TIDE and the Christchurch City Council (CCC) to coordinate permissions, site setup, and community engagement. A launch event could introduce the installation and encourage participation from schools, local artists, and residents. Funding could be sourced through Creative NZ's Community Arts Grants, the CCC Enliven Places Fund, and local business sponsorships or donations, ensuring community ownership and long-term sustainability. Although this is a higher-cost intervention, its expense could be mitigated by seeking funding opportunities (CCC, n.d.) and engaging in community fundraising initiatives.

6.2 Recommendation 2: Community Art Festival

6.2.1 Concept and Rationale

Our second recommendation is a community art festival that could act as a short-term activation, either as part of opening the Dance-O-Mat or independently. The festival would support social connection, place identity and local economic vitality in New Brighton Mall (Zukin, 1989; Charlesworth & Merritt, 2024). It would include using vacant shops, laneways and public spaces for creative pop-ups, workshops and performances. It would complement the New Brighton Master Plan's (2015) objectives of creating a vibrant, community-centered hub, while also linking to current redevelopment efforts by other private developers (McDonald, 2025).

6.2.2 Benefits

The survey findings revealed strong public support for events and creative activities to attract visitors and make the Mall more enticing. The interviews then suggested that most business owners were keen to collaborate on events that would encourage a community presence, with one noting that "*creative interventions could give people a reason to come to the Mall.*" A festival would also offer an immediate way to keep the Mall area vibrant while other private developments are planned.

6.2.3 Implementation

We envisage the community art festival would be led by TIDE, with help from Better for Brighton group, CCC, and other local artists and businesses. It would involve businesses hosting small exhibitions, pop-up studios and other workshops to invite direct engagement between businesses, members of the local community and visitors. The Festival would also leverage existing features of the Mall, such as the murals and the proximity to the beach, promoting the connection between the Mall and the beach. The event could be funded through grants from Creative Communities NZ, CCC Community Events Fund, and other local sponsorships (Christchurch City Council, n.d.). Another way to fund this event would be through volunteers and school partnerships, as this would reduce costs and build local ownership and community engagement.

7 Future Research

Future research into interventions to promote local the Mall's vitality should include a detailed feasibility analysis of our proposed interventions. There is also further engagement needed with youth and mana whenua, to ensure that their voices are heard. Future studies could consider how the perspectives of these important groups are similar or different to the findings presented here.

8 Conclusion

Our project explored low-cost, creative interventions to activate underutilised spaces and buildings along New Brighton Mall, with a focus on community participation. This research highlights the value of small-scale, creative activations to bring connection and local pride. Interventions like relocating the Dance-O-Mat recognise that temporary and flexible interventions can foster social interaction, attract visitors, and increase local business activity.

When residents and businesses are involved in shaping their environment, the interventions gain authenticity and long-term support. Using creative placemaking strategies will bring activation and contribute to wider regeneration goals by enhancing social connection in New Brighton.

In seeking to activate underutilised spaces, our findings highlight the significance of collaboration across stakeholders, including local organisations, council partners and local residents. Small well-designed interventions have the ability to inspire wider transformation when positioned in the local context and supported by community vibrancy. Revitalising the Mall relies on not only investments in infrastructure, but also on the people and creative spirit that make the area come alive.

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10 Appendices

Appendix 1 – Survey Questions

Section 1 – Thoughts on New Brighton Mall

1. What do you like the most about New Brighton Mall?
2. What would you like to see improved along New Brighton Mall?
3. What might deter people from visiting New Brighton Mall?
4. What would you like see happen in New Brighton Mall?
5. What do you imagine the future is for New Brighton Mall?

Section 2 – Current stage of New Brighton Mall

1. How often do you visit New Brighton Mall?

Everyday
Once or twice a week
Several times a week
Infrequently
Never {filtering question to skip to Section 3}
If so, why not? Too far away
Too expensive
Not enough to do
Not accessible enough

Signs and lights make pedestrian malls safer and easier to enjoy. Signs guide people to shops and services, while lighting keeps the area bright, safe, and inviting at night. Together, they help people feel comfortable, stay longer, and create a lively, welcoming atmosphere for everyone.

2. How effective do you think the existing signage in New Brighton is in directing people to New Brighton Mall?

Very effective
Somewhat effective
Somewhat ineffective
Very ineffective

3. How well does the existing streetlighting allow people to feel safe in New Brighton Mall?

Very well
Somewhat well
Not very well

4. How effective do you think the existing street art has been in attracting people to visit New Brighton Mall?

Very effective
Somewhat effective
Not very effective
Very ineffective

5. On a scale of 1-5, do you agree or disagree that the vacant buildings and sites along New Brighton Mall do not reflect the wider New Brighton community?

- 1=Strongly disagree
- 2=Somewhat disagree
- 3=Neither agree nor disagree
- 4= Somewhat agree
- 5=Strongly agree

6. On a scale of 1-5, how important is it for vacant buildings and sites along New Brighton Mall to be redeveloped?

- 1 = Very unimportant
- 2
- 3 = Neither important nor unimportant
- 4
- 5 = Extremely important

Temporary uses are sometimes used to test out short-term ideas to make spaces more useful or fun. Think pop-up parks, street murals, food trucks, or outdoor seating in parking spots. It's about trying things quickly and cheaply to see what works before making permanent changes.

7. On a scale of 1-5, how important is it for vacant buildings and sites along New Brighton Mall to be put to temporary use?

- 1 = Very unimportant
- 2
- 3 = Neither important nor unimportant
- 4
- 5 = Extremely important

8. Christchurch City Council is currently considering extending Oram Ave to Hawke St, as outlined in the New Brighton Master Plan. On a scale of 1-5, how important do you think this extension is? [provide pic & link to master plan]

- 1 = Very unimportant
- 2
- 3 = Neither important nor unimportant
- 4
- 5 = Extremely important

9. Christchurch City Council is currently constructing the Village Green on a site near the Marine Parade end of New Brighton Mall. It will include a new community stage, public huts, a beer garden and carpark. How likely are you to visit this area? [provide pic & link to project]

- Very likely
- Somewhat likely
- Not sure
- Unlikely
- Very unlikely

10. How effective do you think Christchurch City Council has been in engaging with the community about the future of New Brighton Mall?

- Very effective
- Somewhat effective
- Neutral
- Not effective
- Very ineffective

Section 3 – Demographic Information

To better understand how views on New Brighton Mall may differ in the community, we would like to gather some basic demographic information from you. This information will be used to understand how different groups of people use the Mall and what they would like the future of the Mall to be.

Filtering question that will invalidate survey response from those under 18 years old

1. What age are you?

- 10-17 years
- 18-24 years
- 25-39 years
- 40-64 years
- 65 years and over
- Under 18 years

Unfortunately, we are unable to survey those under 18 years old. Thank you for your interest in our project.

2. What gender do you identify with?

- Male
- Female
- Non-binary

3. What ethnicity do you identify with? Select all that apply {multichoice}

- New Zealand European
- Māori
- Pacific Peoples
- Asian
- Middle Eastern/Latin American/African
- Other Ethnicity

4. Do you live in New Brighton?

- Yes
- How long have you lived here?

No

Where do you live?

- Christchurch City
- Canterbury
- Outside of Canterbury
- Prefer not to say

5. What is the most common way in which you travel to New Brighton Mall?

- Drive
- Public transport
- Electric scooter)
- Bicycle
- Walk

6. What is your main reason for visiting New Brighton Mall? Select all that apply. Work

- Education
- Leisure
- Sport
- Religious/spiritual
- Community group
- Event
- Other

END

Thank you for taking the time to completing our survey. Your feedback will help us to develop suggestions for how to shape the future of New Brighton Mall.

If you would like a copy of the results, please leave your email down below.

Yes, I would like to receive a copy of the survey results

EMAIL _____

No, I don't want a copy of the results.

Appendix 2 –Interview Guide and Questions

Background context

- Type of business
- How long have you been in operation in New Brighton?
- What makes your business attractive to customers?
- What is your typical customer base? (locals/tourists, age)

Challenges

- What are the biggest challenges you face as a business in New Brighton?
- Have the new additions (the new painted lane) improved business or foot traffic in the mall?
- Are there times of year or specific days that are busier?

Events

- Are there past events or initiatives that have helped bring people to New Brighton? (like night markets/festivals)
- We are researching into proposing a community focused art event involving businesses.
- Is this something you would be open to participating in? What support may you need?
- Do you think using vacant spaces for art displays or workshops will encourage visitors to the mall?
- Any concerns or risks about participating in an event like this?

Closing questions

- Any other suggestions or notes for interventions/events?
- Anything else about your experience as a business owner in New Brighton that may be useful for our research?