

**RESULTS OF 24 HOUR QUICK SURVEY OF MEMBERS  
ON FORMAT OF EAT STREET**

<b>EAT STREET SURVEY</b>		
<b>Survey Conducted 12 noon 10 June 2010 to 12 noon 11 June 2010</b>		
Completion of the Streat concept as per original plan with full cobbles and landscaping	149	65.1%
The Streat closed to traffic as it has been recently (full alfresco dining, no traffic)	60	26.2%
Slow moving traffic street permitted through the Streat with minimal parking spaces (alfresco dining with some traffic mix)	16	7.0%
Normal two way traffic with parking each side returned to The Streat (no alfresco dining in street, full traffic)	4	1.7%
	229	

Comments from members (in survey):

- I have had several overseas visitors who commented on what a wonderful concept it was and how its' completion would be the "icing on the cake.
- As is for now please - complete when funds available.
- This needs to be addressed and the local retailers working harder to promote this area. Cobbles etc, would be the best way not just for the eateries
- A happy medium needs to be achieved so that businesses outside of the Streat are also supported. The idea of closing off is good in summer but winter months not necessary. We do not have enough parking available in the CBD as it is, why waste these valuable parks.
- There is no point in having 15 minute parking spaces as all traffic is there for restaurants so therefore people are staying longer then this time
- I think that the amount of money spent by the RDC does not compensate those restaurants who are not in the Streat area and therefore are disadvantaged by such Council focus
- This area needs to be welcoming and safe. The more pleasant it is the more people will dine there. While it is pleasant now, the completed Streat will be making the whole area attractive to diners.
- I would think limited vehicle access would be necessary for the drop off stock purchases, or in the case of emergency access by ambulances and fire engines. Minimal traffic has no effect on diners, having eaten al fresco myself in the area.
- It is great as it has been recently - to take it one step further and cobble and landscape it would create great ambiance!
- Please keep Eat Street closed to traffic. How many Cities in NZ have a central outside Dining experience? Not many. This is a great asset to

Rotorua for locals and a huge advertising advantage for tourism. Don't change what works and attracts business to our City.

- Totally opposed to opening up the Street to traffic. Council are pandering to the requirements of one shop owner, who isn't even a restaurant. Her complaint is that she has lost car parks, when in fact she is the only business that has continued to have car parks directly outside their premises. **VERY ANNOYED WITH HOW COUNCIL HAS BACKTRACKED BASED ON THE WHIM OF ONE BUSINESS OWNER!!!**
- It gives something different in town - though I imagine some people will be affected by this in a negative way and some degree of compensation or discussion needs to be given.
- This has proved to be a hit amongst our guests staying with us at (a motel). It's a positive move forward for Rotorua and developing it to its full potential should be endorsed. Returning to traffic access, even for a short time will impact on the potential of the development.
- This is a great thing for Rotorua and makes an awesome dining experience for international visitors as well as us locals. It is not the same sitting there having vehicles moving through. Even at 5km it doesn't detract from the noise of some vehicles. Already today I have seen the coke truck through there going a lot faster than 5km...
- It's crazy to wind the clock back- we have a winning site now and it can only get better- leave it alone!
- Any one suggesting not to cobble and put heaters in for total 365 days of year tourism class hospitality needs his head checked. If we are a tourism destination and are promoting Aus and others to come here we can not be short in its delivery of expectations.
- As I competitor, I would rather see it gone but for the benefit of Rotorua it should stay. It's a good concept and adds something to the city for relatively little cost.
- Appreciate that the weather is an issue impacting on this concept, but consistency is important for visitors, locals and restaurateurs. A great opportunity to create a point of difference which should not be wasted.
- This is a great concept that should be preserved - it is an asset for locals and tourists alike.
- Through WINTER only. Summertime should be closed off as winter it looks cold and uninviting due to the prevailing southerlies that rip through there. This should've been part of the question as it should be SEASONALLY addressed.
- It's been absolutely fantastic. More outdoor entertainment, heating and completion of the concept would mean greater use all year round.
- The concept of alfresco dining should remain. It is an asset to our city for tourists and locals.
- Even slow moving traffic would be a safety hazard to families dining outside with young children. It's a great concept and space. I assume the option chosen would develop on the existing concept (i.e. no traffic); otherwise I'd pick the first option. Keep as is.
- But it should be properly landscaped, cobbled still. No half hearted effort, put some oomph behind it and do it properly such as maintaining

plants, putting in lighting, sound and cobbling so people are not sitting eating in the gutter like they are now.

- Complete the concept! The only allowed vehicles should be delivery / service vehicles and only at specified times (except emergencies of course). Keep all other traffic OUT of the area. This is a great concept and there should be NO parking allowed.
- It has to be one or the other - but not a bit of each - too dangerous to have cars going through a part outside dining concept for families with little ones.
- Which Xmas are we talking about? The sooner the better!
- If the Streat is to remain closed, I would like to see Streat completed so that it no longer looks temporary.
- I presume in this concept that the street is closed for traffic!
- I think extend it right up to Amohau St. One long walking street!!!! Love the style down at Eat Street - bring on spring!!
- I didn't think it would work when it first started, however, now I think it's great. Do make sure the Delivery vehicles have somewhere to pickup/drop goods. Those shops that are not Eatery, are they badly affected by this? I would hate to put them out, because I know how hard it is these days. Although' there are 'empty' shops in Eruera St for them. Thank you!
- Ratepayers have the right to use the street they have paid for in rates
- Great concept. Looks scruffy as it is. Commit to doing it properly and it'll be a great asset to Rotorua.
- It would be god to have other streets of a similar ilk in CBD those could have slow move traffic travel, possibly one way travel.
- I would like to see the restaurants being able to erect the clear plastic tents outside their premises just like you see in Sydney Melbourne, Gold Coast and around the world. Even warm climates cities have protection for outside diners.
- This needs to be the first stage of a full and professionally designed pedestrianism of Tutanekei St. There is no need for vehicle to access this street. Let's make it attractive to tourists and locals alike. Why doesn't the Council listen to the Eat Street businesses?
- This allows the public and tourist to know that it is a permanent feature/landmark and be recognised as The Streat and venue for festive events
- The original plan is fantastic. It is one of those features that differentiate Rotorua from the rest. Our friends and visitors feedback has all been absolutely positive. Any change from the original plan will be a RETROGRADE step.
- Would be a backward step to re-open the Streat, it would be better served to enhance rather than re-open. How about some bigger covers over the area?
- Installation of geothermal heating under entire outdoor dining area including posts for lighting etc. 'World First' now there's an idea!!!
- It's a disaster to open the street to delivery vehicles and other traffic. The diesel fumes from idling delivery vehicles are choking next to lunch time diners. The noised of vehicles is also a distraction let alone the

safety of children in an area that used to be safe without traffic. Why spoil a good thing after a successful trial?

- Looked at the area the other day, it was as dead as a doornail. Looks fine in the peak of the holiday season but apart from that there should be the allowance for through traffic to liven the place up.
- I think it spoke volumes when Councillors said they had not "sic" been informed of the opening of the street again, until they heard through the public?
- The original plan with cobbles etc would be my most favoured option BUT I suspect cost would preclude that option becoming a practical reality.
- AND keeping the street closed to traffic.
- We either have it or not. The lack of it in winter can affect the image imparted to tourists and visiting media with negative affect. We have it, it great, its popular, we need to keep it. We do get nice sunny days in winter as well!!!!
- All businesses in the street should all open together consistently time wise so as to create atmosphere in the street be it in the morning and out for b/fast or lunch or dinner and it makes it easier to refer people to the street if you know they could have a choice whenever they go and know it is all open! (Not unlike a mall I suppose. If not this should become a normal street with normal car thoroughfare.
- I want Eat Street to be a destination, a tourist attraction, an event centre, a place to relax and of course a place to dine and be entertained. A "wow" plan incorporating wind shields, some overhead protection, lighting, heating, entertainment provisions, some public seating and landscaping should form the basis of any plan. Council needs to see this as a product/business in its own right and we surrounding businesses should be viewed as peripheral.
- I can't recall what provision there was for service and delivery vehicles; there has to be some access.
- It has worked well for a year. Tourists love it. With the SYD-ROT flights, we need to have something special in our city. Go ahead & close it permanently
- Should consider turning all Tutanakei Street into pedestrian only. Copy many other tourist oriented cities worldwide.
- The lack of vision by the Council is staggering. The loss of this tourism magnet, even in the winter months, is a loss to Rotorua and is one less attraction for the Trans Tasman lure.
- I believe the Street should be open to traffic in the winter - no one wants to freeze!!!! Looks like a ghost town! But full Alfresco dining in the summer is fantastic, when there is atmosphere, music and beautiful lighting!! A great vibe in the summer, but keeping it closed in the winter is dreary!
- Eat street is great and should be finished as per the original plan. Rotorua should be proud, and we deserve for it to be finished.
- My own children feel at ease because their children [my grand children] are safe from traffic while we enjoy the atmosphere of Eat Street. The

council have now taken this away from us so we will choose to eat elsewhere as we did before it was closed to traffic.

- Delivery vehicles only, up to 11.30am weekdays, as is done in many other mall areas.
- To get to the final plan we must prove that all other options do not work so there is never a 'what if' question asked. The final plan must incorporate the needs of all users of the area,
- The original plan showed leadership as promoting Rotorua as a tourist destination. The closed street has worked well and the completion with cobbles and landscaping would add to this area and the CBD - revitalisation! Taking the cars out of the Street creates a relaxing atmosphere.
- Should be one way only, with no parking, but 5min loading bays to pick up takeaways. then you keep 50% of traffic happy going one way
- The city needs to have a vibrant entertainment area that tourists and local people can enjoy. Council need to understand as a tourist destination we compete with 4 major destinations in NZ, people come to tourist destinations for the whole package which dining experiences are a major factor today.
- They just need to get on with it, traffic will always be a problem as the cruise set have to show off with there noisy cars.
- The Street as a closed off al fresco dining area is an asset to the city - one step forward to a modern people- friendly Rotorua. We need to keep going with this theme right along Tutanekai.
- People are looking for places to eat and driving through eat street gives them an extra choice instead of driving (and parking) past establishments outside eat street. During winter the outside seating is used considerable less and the whole block can look like a ghost town. allow slow traffic through for winter months only
- I think it is working well so why not complete the project so that it ties in with the overall planned lakefront development
- Nice to dine without boy racers, noise and fumes.
- I own Imagez College of Beauty Therapy on the 1st floor within Eat Street. This is the 1st consultation I have received & have been left out of the loop from the get go. I think it adds value to the area, but access for delivery of heavy items, service & maintenance vehicles needs to be maintained.
- It would seem a COMPLETE lack of consultation has marred this trial from the very beginning!!! It would be SO nice if RDC would stop knee jerk reacting, get consulting and communicating like professionals!!!! I love Eat Street and would like to see it stay as an integral part of Rotorua's CDB. Well done the restaurateurs!!!!
- its a good for the city to have a place for the public to have alfresco dining as long as you are getting the same amount of money that you would have received from car parking EG the restaurants have to pay for the extra seating to make it fair on the other restaurants that don't have this chose

- They have this option in Napier and seems to work well - extend the footpath and have only one lane - not two way traffic and no parking just a lay-by for drop offs
- Do the job properly and take Rotorua to a pleasant and dry dining street where people can sit, relax, and enjoy the experience al fresco, but under cover and without the wind whistling past, with reduced wasp presence at those times of the year!! It's a tourism venue..... Go for it Rotorua....
- A huge backward step for the progress of Rotorua as a tourist destination. Ask 100 Tourists what they think of Eat Streat, All very positive.
- We have created a superb eating facility with pleasant surrounds - let's not destroy it and pretend that we can pick up the pieces again at a later time.
- I believe that it is potentially dangerous having Eat Streat open to two way traffic, although signs say 5kms per hour, yesterday I saw traffic (all traffic) moving through at speed, i.e. more than 20kms.
- As a Restaurant owner outside "Eat Streat" it infuriates me that my very own council market this as the place to dine in Rotorua. What adds insult to this is that I'm still not allowed to have customers dine out on the street and have a wine or beer but the same council that denies me the opportunity was the very same council that re-designated "Eat Streat" to allow them to have customers out on the street consuming alcohol. It is a completely unfair arrangement for all Restaurateurs outside "Eat Streat".
- Persuade the landlords with non wining, dining and hospitality business lessees to take a look at their tenants and encourage them to make the Streat a complete wining, dining and hospitality precinct. So remove the hair salon and gift store - that site in particular would enhance the whole precinct if it was a restaurant, opening out on to the sunny side of the street!
- Who want to eat outside in the summer with car fumes filling the air? Close it off and make a space everyone can relax and enjoy!
- The heavy hand of Council - Again
- I am flabbergasted that Council changed it back to slow moving traffic without consulting first. Amazing.
- Slow moving traffic with minimal parking spaces could be opened up within the winter months only, and alfresco dining with the Streat fully closed as it has been recently during Summer/Warmer months.
- NO traffic.
- I think eat street concept is not fair to other restaurant business outside the eat street. It gives a competitive edge to restaurant in the eat street over the outside restaurant. just imagine someone puts his money in restaurant business considering all the factors effecting business than comes this eat street a big external factor which can ruin his business so that's not fair to others. Either it should be back as normal or other restaurants should have the same facility as eat street. Actually I like the concept but it's not fair at all.

- For a great dining and shopping experience, for residents and tourists I think more multi-storey car parks should be used and more streets closed in fact extend this along to city focus.
- With Rotorua on the verge of being able to establish something really special to offset the effects of the recession and invest in its future, this is certainly not the time to wimp out and re-establishes traffic movement in an area where its absence has caused such minimal inconvenience.
- The Stage for entertainment to be reinstated
- I have enjoyed the atmosphere by having the street closed to traffic. There is no need for traffic to access this block
- I think that it is ridiculous that the CEO of the RDC can barrel ahead & do whatever he chooses when there is a Council mandate in place which needs to be dealt with by RDC committee, not just the Clothe concept has been very successful to date with minimum disruption, so why change it!!
- RDC needs to get some courage and do what is right rather than flip flop to every dissident's individual point of view. Eat street is the first innovative example of how to grow Rotorua from just another pleasant provincial centre to a place with unique visitor value - and do it cheaply!!
- If not Completion of the Street as per original plan, then the status quo i.e. the Street closed to traffic as it has been recently,
- The Street closed off was extremely good for the area & it was a great place for family to have lunch especially with small children
- It's a no-brainer. This is great for Rotorua and gives that area a real character. Landscaping and cobbles would be the ultimate.
- Wake up RDC you were finally doing something right!
- Get the concept and quality right. Current it cheapens the Rotorua brand
- Option 1 second choice. We take visitors to EAT Street and they love it. Even when we are not stopping there but are driving past either end I always point it out as one of the things Rotorua has done to make the city tourist & people friendly. They think that is great. Owners of the businesses on the street should have most say on best option.
- Let's complete the original plan and make it a real feature of our INTERNATIONAL city. Who is going to park in Eat Street for 15 MINUTES!!!!!!