

Trafinz Leadership Awards 2019

Trafinz Sustainability Leadership Award – Highly Commended

Innovative Streets - Places for People – Nelson City Council

This Nelson City Council is a Smart Little City whose vision has now created the trials and evidence base to permanently develop the city centre as a community led, safe and accessible place.

Trial closures of Nelson’s main street, Trafalgar Street, from summer 2017 and 2018 were one of the steps taken innovatively to bring vitality and energy into the City Centre.

The traffic effects of prohibiting motor vehicles were relatively minor with drivers ultimately able to access the City.

Repeated pedestrian counts conducted prior to the closures and again during the closures show an average increase of 300 pedestrians per day.

The cost of the trials was minimal for rate payers with management of space cost being met by highly successful business through Council rental and licensing arrangement.

Measured economic benefits outcomes showed a trebling of the community spend during closures demonstrating community buy in and local business commitment.

Feedback and input was sought from the public on the trial closures and phenomenal support was received.



Margaret Parfitt accepts the award from John Goettler, Vice-President, Trafinz



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