

## Florida Road Park Kiosk To Be Transformed

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The Gordon Road Park kiosk on the corner of Florida Road will soon be transformed when Durban street artist Shaun Oakley a.k.a The Damn Vandal applies his signature street art skills to a mural commissioned by the Florida Rd Urban Improvement Precinct (UIP).

This small but significant project is part of the UIP's mandate to rejuvenate Florida Rd through the management of public open space. "The main aim of the UIP is to manage public open space and make visible changes to the road via cleaning, maintenance, security services and special projects, and this mural is a significant step in not only dealing with aesthetics but in taking pride and ownership of the road," said Florida Rd precinct manager Jarrod Evans.

The Damn Vandal will start working on the mural on Friday night 24<sup>th</sup> June, and weather permitting, should complete the work by the end of the weekend. Shaun is a Durban graphic designer by trade and a street artist by passion and his love for Durban and Florida Rd will be expressed in his work.

While Shaun has been given license to apply his creativity to the final realisation of the mural, the art work will talk to a combination of local touch points. The history of the road as central route through Durban, is a significant one, from it being a well-worn elephant track that took the animals on their daily trek for water from the top of Berea down to the Greyville Marsh (now part of Royal Durban Golf Course), to the road being the route for the first municipal tramline in South Africa, laid in 1892. The architecture and high street feel of Florida Rd will also be recognised in the mural.

In February this year, the eThekweni Municipality's Parks department together with Metro Police and the UIP set-up the park kiosk as a joint community service office for the road. The dedicated Florida Rd Metro Police officers are currently based here and over time it is hoped that this kiosk will be used for tourist information as well as for a dedicated UIP representative.

"The Gordon Road Park Kiosk has become a great community asset with so much potential for the future, and we thank City Parks for allowing the UIP to liven it up with the mural – we can't wait to see the outcome," concluded Jarrod.

### What is The UIP?

The vision of Florida Road is a high street shopping daylight atmosphere with a lively night location emphasising less on clubbing and "bad behaviour" but more on the vibrant dining experience.

Florida Road property owners established the Florida Road Urban Improvement Precinct (UIP) in July 2013 with services phased in from October 01 2013. The UIP is responsible for managing the public space along the full length of Florida Road from Lilian Ngoyi to the intersection in the south to Mitchell Park in the north and includes properties on both sides of the road. The UIP aims to:

- Retain existing investment and build investor confidence
- Create an environment which supports vibrant and responsible business activity
- Improve safety, the general environment and quality of life for the benefit of all
- Respond to the challenge of environmental sustainability

To achieve this, the UIP partners with the eThekweni Municipality to ensure that this key node delivers an exceptional experience of public space. The UIP management team is constantly responding to the ever-evolving needs of Florida Rd, whether it be service levels or special projects.

### Images below of the kiosk as it stands



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**Issued by the Florida Rd UIP**

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