

MEDIA RELEASE

ISSUED BY THE FLORIDA ROAD URBAN IMPROVEMENT PRECINCT (UIP)

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Florida Rd Set For A New Vibe

No matter where you track on the timeline, no matter the highs and lows of the journey, Florida Rd has always been steadfastly Durban.

Now, thanks to the collective focus of passionate “doers” in both the public and private sectors, Florida Rd is set to reveal its new character and reclaim its place as a key player in the future growth of Durban.

So stand by for the Florida Rd vibe...

A vibe that embraces local experiences and businesses.

A vibe that serves different people and communities.

A vibe that engages diverse needs and desires.

A vibe that holds true in an ever changing local and global reality.

After more than 18 months of research, surveys, workshops, meetings, participation processes and public engagements, a new Florida Rd brand is ready to emerge, and with it the action plan and interventions needed to help the road reach its full potential as a *go-to-place* for Durban’s locals and visitors alike.

With an authentically urban beat interwoven with iconic snippets of history, both finding their place along a busy thoroughfare, Florida Road is uniquely Durban. Yet despite its history and its people, despite its restaurants, galleries, and bars, by 2013 Florida Road had begun to slide into urban decay, slowly losing its’ reputation as one of the city’s trendiest streets.

Thankfully through a collective urban management intervention that saw the creation of the Florida Rd Urban Improvement Precinct (UIP) in late 2013, safety, attention and care have been restored, and Florida Rd is once again poised for change with an inclusive and long-term identity.

Initiated in June 2016 by a collective of the Florida Rd UIP and the eThekweni Municipality’s Economic Development and Tourism units, Florida Rd took its first steps on a journey of discovering its brand identity. This long and inclusive process looked to uncover the roads true character, understanding who it is and who it isn’t, how it wants its personality to be communicated and the image it would like to shake off.

“The research has been very clear in revealing that Florida Road remains a vital physical, historical and emotional connector to so many elements of Durban living and the business community are looking forward to delivering an enhanced experience and offering on Florida Rd,” said Mike Holland chairman of the Florida Rd Marketing Committee the vehicle that will drive place-making on Florida Rd.

Captured as a new logo and place-making tool for the road, the Florida Rd brand is made up of all the strands in the roads DNA. And it is this DNA that will be used to guide what must be done to unlock the economic potential of the road.

According to Gary Cullen, Project Manager for eTM's Economic Development and Investment Promotion Unit, the Florida Rd brand DNA process has brought a range of roads users – residents, businesses and customers into a discussion about the road and how to collectively develop it as the special social and economic place that it is.

"Based on the collaboration to date the City sees three strands of developmental progress, including the evolving precinct management partnership approach; developing and marketing a sense of place for Florida Road and establishing its profile as a must visit destination, and the physical regeneration of the area, with an outdoor pavement style leisure scene as a main destination feature," he said.

THE VIBE is expected to hit Florida Rd by mid-May 2017.

Read more at www.floridaroaduip.co.za



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Issued by UrbanPLACES on behalf of the Florida Rd UIP

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