

MEDIA RELEASE
AUGUST 2017

FLORIDA RD LAUNCHES THE / VIBE

Another defining moment in the journey of this unique place, Florida Rd has launched its quarterly publication – THE / VIBE – available at outlets along the road and on the [Florida Rd UIP website](#)



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 character and reclaim its place as a key player in the future growth of Durban.

Developed by the Florida Rd place-making committee and Urban Improvement Precinct (UIP), with input and guidance from the eThekweni Municipalities Transport Authority (eTA) and Economic Development Unit (EDU), THE / VIBE is a space dedicated to serving the dynamic Florida Rd community, a place to share the news and views of the Roads’ food, culture, work, family, design and party happenings, a space to keep in touch about this rapidly evolving place.

The text-rich first-issue starts with hard-core strategy, summing up and sharing the discoveries of the Florida Rd brand DNA and urban development programs, initiated and funded by the eThekweni Municipality. Some of the influential voices on the road share their thoughts on the future of the place, after which the new Florida Rd visual identity is revealed. Visioning and the future of the physical spaces on Florida Rd are touched on, and finally, the magazine asks for the community to pull together explaining how everyone from businesses to residents can get involved.

“Essentially THE / VIBE aims to re-ignite the fire in those that may have left the road, while delivering on promises made to the die-hards for their commitment to keeping this place relevant and uniquely Durban,” said Florida Rd place-making committee chairman and owner of Next Chapter, Mike Holland.

With so much to talk about and so much to look forward to, the only way to understand it, is to read the magazine. Available freely at outlets along Florida Rd, THE / VIBE is also available as a flipbook on the [Florida Rd UIP website](#)

Live The Vibe And Win

To help bring the VIBE to life, Florida Rd will be giving away 5 x Florida Rd hampers. With the launch issue of the magazine in hand all you have to do is capture the perfect Florida Rd VIBE moment and share it on [Facebook](#) and or [Instagram](#) with the **#Floridavibe**.

Prizes include giveaways from Butcher Boys, Next Chapter, Spiga d'Oro, Mark Gold Jewelers, Roti and Chai, Fish on Florida, The Benjamin Hotel, KFC, Vacca Matta; Durban Brewing Company; I Love Coffee; House of Curries; Holdens Kwikspar – huge thanks for such community support!

Pro-Bono For Florida Rd - A Note Of Thanks

THE / VIBE cover shoot was inspired by the tangible effects the small street art project undertaken in the Gordon Rd Park had on bringing this public space to life and instilling a sense of freedom and creativity on Florida Rd. With a striking interpretation of Shaun Oakley's mural, our body-artist extraordinaire Maz Tuck captured some of the Edwardian architectural history that is so well known along the road and infused it with creative edge and vibe that is shaping the roads future path.

Special thanks go out to our *Photographer Tyron Mackensie*, lovingly captured the energy of what we wanted to bring across at no cost, while *Anita, our cover model*, who can frequently be seen waiting tables at Spiga also agreed to come in pro bono to support the community efforts – real community-mindedness in action!

The Florida Rd Urban Development Framework is the future of this place and our sincere thanks go to *Iyer Urban Design Architects* and *Arup Traffic Engineers* for committing to develop this work pro bono for the Florida Rd UIP and the eThekweni Transport Authority. Our ability to make the work will not be possible without you.

So start embracing 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.

DETAIL DESCRIBED – a short summary of the salient issues raised in THE / VIBE

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 Ethekewini Municipality's Economic Development, 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 two lenses of Florida Rd

This journey exposed a Florida Rd vision of the future with the capacity to open and connect communities and entrepreneurs from across the corners of the City, allowing platforms to do business, play and prosper.

Its ability to provide a space for the coming together of culture, styles, ages and demographics is key to the character of this unique place, one that is to be nurtured and grown within the Durban mix.

This vision and the development approach by the Florida Rd UIP team, place-making committee, City leaders and private sector collaborators focuses on stakeholder needs and is developed into detailed implementation plans to enable Florida Rd to develop and directly support the City's vision of being "The most liveable City in Africa" not by 2030 but right now!

How will this be delivered? Through the inter-connected lenses of place-making and urban planning.

The *place-making and branding* of Florida Rd focuses on building the Florida Rd community by interlinking public and private spaces in terms of what they offer and how they offer it. This plan looks at what the product, service and public open space mix should look like and what quality standards will be set to uphold them? It also talks to the idea of value, and understanding what benefits Florida Rd needs to provide to its stakeholders and how the place can go about fulfilling these needs.

This brand lens is summed up by the new Florida Rd logo, the *delicious and gritty x-factor* that is Florida Rd. This logo forms part of a branding toolkit for how business, communities and the drivers of the road use this brand and position Florida Rd – including a new brand for the Florida Rd UIP

The Florida Rd UIP, place-making committee and city structures such as the eThekweni Transport Authority, Urban Planning and Land-use are working on a *Florida Rd Urban Development Framework*, an effort that combines urban architecture, planning, transport and engineering designs with the findings of the DNA process. In its basic form, this framework looks at optimizing the street, its public open space and urban character, and the pavements, parks and places in between, for human interaction. In addition to this are detailed design concepts around parking provision, impact on surrounding roads, overall traffic flow etc.

ENDS

ISSUED BY THE FLORIDA ROAD PLACE-MAKING COMMITTEE – A SUB-COMMITTEE OF THE FLORIDA ROAD URBAN IMPROVEMENT PRECINCT (UIP)

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