

Nelson Towers Christmas activation report

December 2022 to January 2023

The summer activation campaign for Nelson Towers, Nelson Bay ran during December 2022 and January 2023. Following concerns about the removal of the overhead pedestrian bridge, Council worked with retailers, residents and other stakeholder groups to encourage foot traffic.

The activation aimed to:

- test potential placemaking options in Nelson Towers
- increase foot traffic through Nelson Towers
- positively impact business in Nelson Towers.

The campaign ran during stage 1 bridge works. This project was designed to facilitate a short term trial place project that inspired stakeholders to lead future long term change.

What we delivered



Wayfinding footpath stickers leading people to the central part of the Towers.



Interactive mural board for people to rest and take fun photos.



Coloured flags attached to the verandah railings to draw attention.



Additional theming such as decals and Christmas decorations.



Roving performers entertaining in the lead up to Christmas.



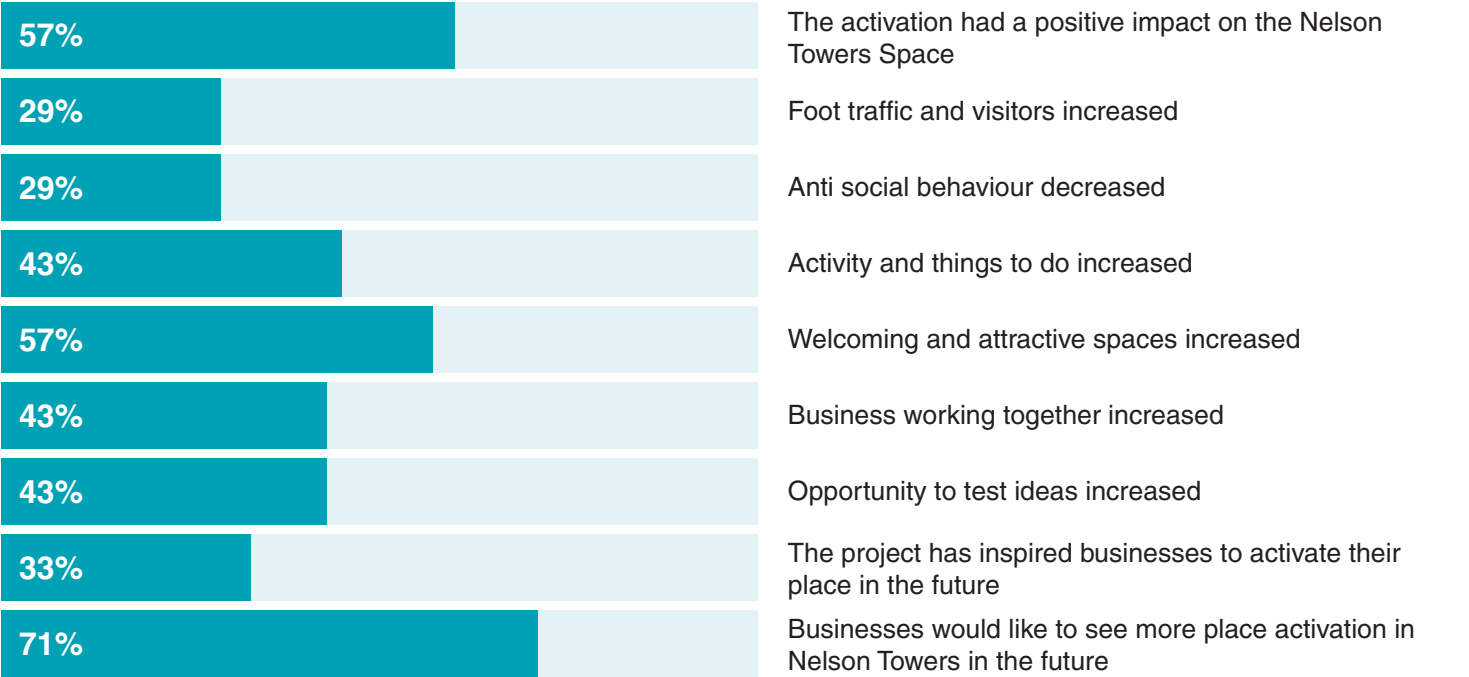
Installation of Christmas lights throughout the arcade.



Christmas Trees provided to each business within the towers.

Our feedback

Most respondents were **business owners** (71%)



What we heard

“You should encourage retailers, residents and strata to take control of their own place initiatives in the future, noting that Port Stephens Council can support with advice, contacts and through funding.”

“Enable retailers to develop strong ties with Business Port Stephens to advocate and support on their behalf.”

“You should communicate the next stages of the Public Domain Plan including wayfinding signage.”

“You should encourage stakeholders to consider applying for grants through the Port Stephens Community Funding program.”

Thanks for your efforts in creating the activation area around the arcade. It has helped our retail and services businesses tremendously following the removal of the pedestrian overpass.
Strata Manager – Nelson Towers



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