



**PONSONBY BUSINESS
ASSOCIATION**

**STRATEGIC PLAN
2019**



**OUR MISSION:
A PASSION FOR PONSONBY**

OUR VISION:

PONSONBY IS A VIBRANT AND SUCCESSFUL URBAN VILLAGE THAT BUZZES WITH STREET LIFE BOTH DAY AND NIGHT. ITS UNIQUE STYLE AND ECLECTIC CHARM MAKE IT A NATIONALLY AND INTERNATIONALLY RECOGNISED DESTINATION. PONSONBY IS RECOGNISED FOR ITS CULTURE AND CHARACTER WHICH HAS ENABLED IT TO EVOLVE AS A FORWARD-LOOKING AND SUSTAINABLE LOCATION FOR A DIVERSE RANGE OF HIGH QUALITY BUSINESS ACTIVITIES.”

PONSONBY - SHOP, EAT, DRINK, PLAY, REPEAT

- **Continue to support, leverage and grow our partnerships with the Pride Parade, St Patrick's Day Parade and New Zealand Fashion Week**
- **Hold a Christmas Market Day annual street-wide event**
- **Investigate refreshing the street-wide market days**
- **Hold dedicated local area events**
- **Run and grow an annual major winter hospitality event**
- **Hold a Christmas event in Western Park**
- **Participate in region-wide events (such as the Auckland Art Week, the Heritage Festival and other regional events)**





PATHWAYS TO AND AROUND PONSONBY

- **Actively monitor the cycleway developments in wider Ponsonby**
- **Work with Auckland Transport to tailor ways to ensure car-parking is available for customers along Ponsonby Road**
- **Work with the Waitemata Local Board to prioritise the ‘Laneways’ initiative to encourage pedestrians, activate street-life and create vibrant spaces**
- **Promote Ponsonby Road becoming a more attractive, accessible and people-friendly destination to Auckland Transport and the Waitemata Local Board**
- **Investigate ways of transporting attendees of major sporting and entertainment events to and from Ponsonby**

PONSONBY PLACEMAKING

- **Advocate for a refresh of the implementation actions of the Ponsonby Road Masterplan**
- **Advocate for improvements to the streetscape (including trees)**
- **Advocate for public artworks**
- **Promote and protect heritage character buildings and street frontages**
- **Anticipate intensification under the Unitary Plan**
- **Promote the option of a small market space at 254 Ponsonby Road, bordered by retail offerings with residential apartments behind**



A PROACTIVE PONSONBY BUSINESS ASSOCIATION

- **Build and expand the communication of iloveponsonby through social media and the membership database**
- **Increase funding (e.g. utilising the membership database and sponsorship)**
- **Engage with the Waitemata Local Board, Council Controlled Organisations (such as Auckland Transport) and Auckland Council**
- **Establish local member network groups at natural 'hubs' or localities (e.g. a 'Three Lamps' member network)**
- **Increase the focus on serving non-retail businesses**
- **Consider a BID boundary extension**
- **Maintain governance and management best practice**