

## 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)



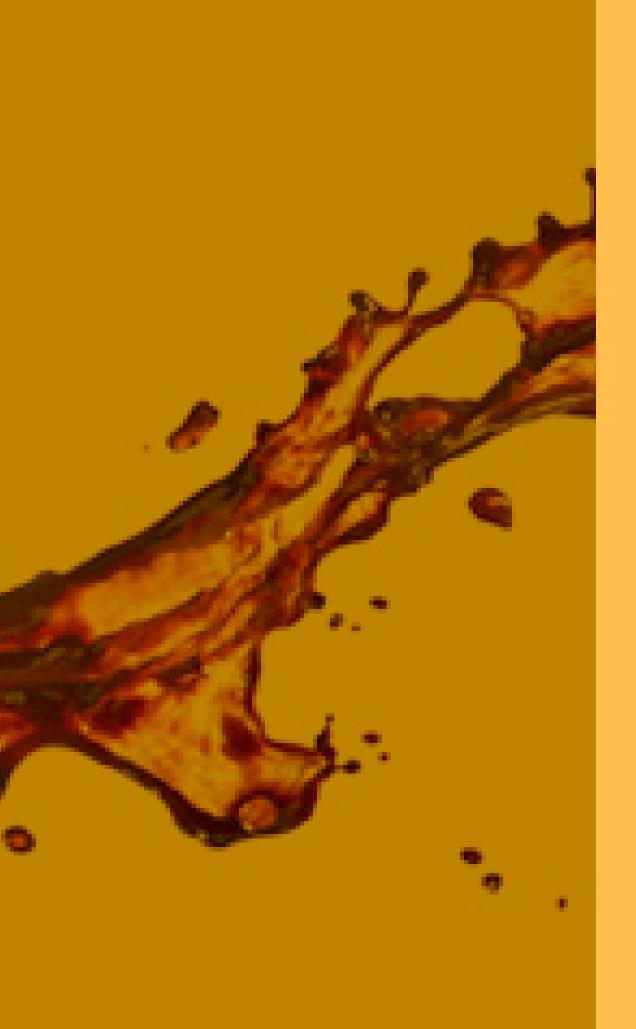
#### PATHWAYS TO AND AROUND PONSONBY

- 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