



PONSONBY BUSINESS ASSOCIATION
DRAFT BUSINESS
PLAN 2025-2027

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Overview

This Business Plan is based on the strategic direction of Future Ponsonby, which was agreed and confirmed at the October 2024 AGM. Future Ponsonby is a 5 year strategic plan built around four core pillars. This Business Plan identifies priority actions under each of these pillars, that build upon and continue the progress made in the last 12 months since adoption of the strategy.



Four Core Pillars



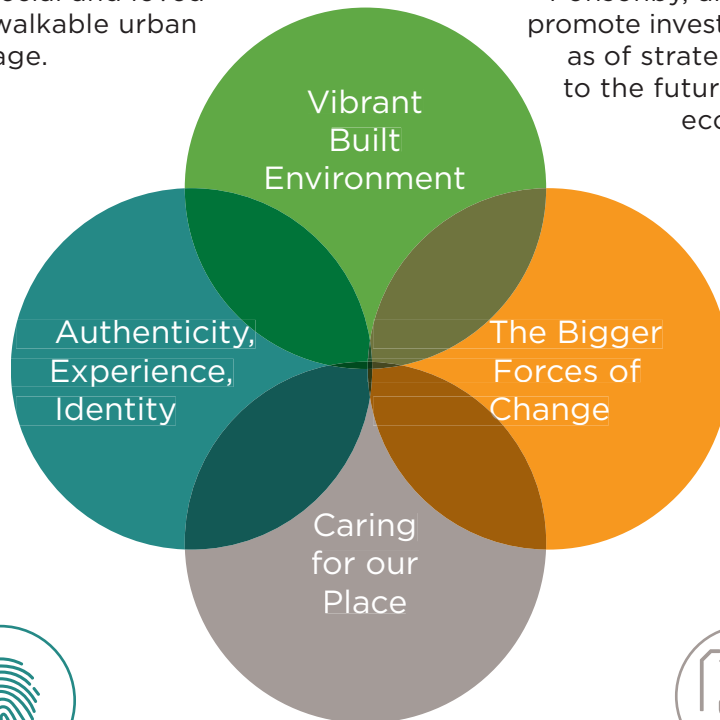
Vibrant Built Environment

Increase the vibrancy of Ponsonby's built environment in ways that strengthen and reinforce its special and loved qualities as a walkable urban village.



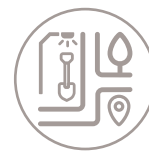
The Bigger Forces of Change

Engage with, influence and harness the bigger forces of change shaping the future of Ponsonby, and recognise and promote investment in Ponsonby as of strategic importance to the future of Auckland's economy.



Authenticity, Experience, Identity

Elevate and celebrate what makes Ponsonby special, embrace change while knowing who we are, and evolve our authentic expressions of identity.



Caring for Our Place

Ensure good urban street function and place management are actively monitored, with issues addressed and opportunities for improvement realised.

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Defining Ponsonby's key qualities and dimensions as a place

Ponsonby is not one place, but many. Woven together along a walkable ridgeline, its pockets connect diverse places and people in ways that enable everyone to find their own version of Ponsonby. A vibrant urban village where individuality and a sense of community connection go hand in hand.

People First

Much more than a physical place, Ponsonby is a community of people who choose to live, work, and gather here. Passion for this place, its social values, and long-standing inclusiveness are defining traits.

Belonging & Being

Ponsonby is a natural social realm, a third place to gather & grow; where emotional connections are made, and attachments run deep.

Dynamic & Rooted

Constantly evolving yet respectful of our past, Ponsonby balances change with continuity. While its built fabric feels familiar, its entrepreneurial spirit and cultural vibrancy keep it fresh and forward looking.

Walkable & Social

Positioned along on a ridgeline with city views to the east and the setting sun to the west, its walkability strengthens the community vibe and invites exploration and encounter.

Unscripted & Authentic

Ponsonby is not overly curated or controlled -it's real, natural and unforced.



Vibrant Built Environment



Increase the vibrancy of Ponsonby's built environment in ways that strengthen and reinforce its special and loved qualities as a walkable urban village.

Priority Actions 2025-2027

- › Increasing the vibrancy - look to implement key actions at one of the four priority locations where potential ideas to increase the vibrancy have been identified and developed, and continue to progress initiatives at the other three locations.
- › Te Rimutahi Programming - Deliver the planned Te Rimutahi Summer Series programme of events and continue to monitor and review outcomes to ensure an ongoing programme of high quality, interesting and engaging events and activities.
- › City Rail Link Station Access - Improve active mode connections with the future Beresford Square entrance to Karanga-a-Hape CRL Station 600m to the southeast of Ponsonby Road, via Hopetoun Street and Western Park, including safety and crime prevention environmental improvements identified by the CPTED study as well as wayfinding improvements between both station entrances and Ponsonby Road.
- › Greenways that link with and look like Ponsonby - Support LAMP and other potential greenway initiatives by Auckland Transport and the Local Board that strongly link residential streets and connector roads with Ponsonby Road to enhance walkability for locals and incorporate design cues that reflect Ponsonby's DNA and sense of place

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Authenticity, Experience, Identity



Elevate and celebrate what makes Ponsonby special, embrace change while knowing who we are, and evolve our authentic expressions of identity.

Priority Actions 2025-2027

- › Continue social media campaigns highlighting the people that make Ponsonby special and loved.
- › Repeat and grow the success of Iconic Eats AKL Ponsonby and Ponsonburger events, and develop one new hospitality event for 2026 year.
- › Organise an exhibition or event of the 1974 Ponsonby photography collection, that recalls our rich social history and how much things have evolved in living memory.
- › Evolving our events - Continue evolving our future programme of events with an emphasis on authentic expressions of culture, identity and place.
- › Use the Ponsonby key place qualities and dimensions to better articulate and express the unique place differentiators of Ponsonby in future activities and initiatives, including branding.

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The Bigger Forces Of Change



Engage with, influence and harness the bigger forces of change shaping the future of Ponsonby, and recognise and promote investment in Ponsonby as of strategic importance to the future of Auckland's economy.

Priority Actions 2025-2027

- › Continue to advocate to Auckland Council, Auckland Transport, MBIE and other government bodies to promote investment in Ponsonby and ensure the directions of our new Future Ponsonby strategic plan is recognised in forward planning that influences what happens in Ponsonby.

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Caring For Our Place



Ensure good urban street function and place management are actively monitored, with issues addressed and opportunities for improvement realised.

Priority Actions 2025-2027

- › Continue to monitor and maintain the implemented network of CCTV cameras as part of ongoing 'Back of House' operations to support safety and security.
- › Start to implement key initiatives to improve safety and security as identified in the priority recommendations of the Ponsonby CPTED study.
- › Work with the Police, Māori Wardens, and central and local government agencies on other ongoing and future initiatives to improve safety and security.