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Ponsonby
BUSINESS ASSOCIATION

Draft Business Plan 2026–2028

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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.

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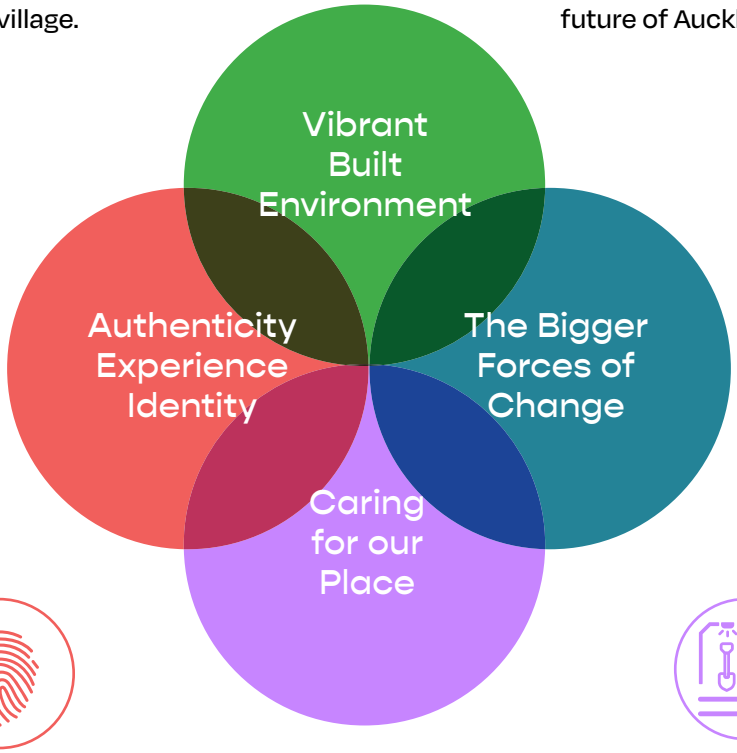
Four Core Pillars

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 & 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.

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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.

Achievements 2025–2026

- New planters installed at top of Franklin Road (priority location)
- Draft design for Three Lamps entrance with AT for approval (priority location)
- Te Rimutahi Summer program of over 25 free community events delivered between Oct 2025 - April 2026
- Full review presented to the WLB and the PBA Board

Priority Actions 2026–2028

- Complete Three Lamps entrance installation & planting
- Collaborate with AUT Design School in Semester 2 2027, to produce an art installation at Williamson Street corner (location 3)
- Approach Watercare for viability of a mural and lights on the reservoir wall next to Studio One (location 4)
- Develop alternative ways to activate Te Rimutahi including light installations, musical performances and family entertainment
- 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.

Achievements 2025–2026

- People of Ponsonby print ad and social media campaign completed
- Social Media campaign featuring Ponsonby people for International Woman's Day completed
- Promo for Iconic Eats AKL completed
- PonsonBurger 2026 ran May 2nd – June 2nd, 2026
- Priority Partnership contract with new annual hospitality event secured
- Photo Exhibition of 1974 Ponsonby at Auckland Council Heritage Festival 2026

Priority Actions 2026–2028

- 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
- Explore ways to evolve our promotions from 'limited time only' to an 'always on' context. The proposed 1% ($9,035) increase in the BID targeted rate grant will be allocated to this activity.
- Scope new ways to showcase our Ponsonby People
- Review the outcomes of PBA's 2026 Auckland Feast participation and consider future participation based on member engagement and results
- Gauge interest to rerun PonsonBurger in May 2027 and find an alternative Ponsonby Hospitality Event if members would prefer that
- Explore the Ponsonby passport concept and consider options for further development and potential trial

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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.

Achievements 2025–2026

- Collaborated with developers of Ponsonby Central and PoP and others to ensure their construction plans went ahead with as little impact to our other members as possible
- Worked with Auckland Council Parks & Facilities Team on the shed at Te Rimutahi
- Lobbied the Council for footpath repairs
- Collaborated with AT AND Council on the Three Lamps entrance landscaping design
- Lobbied the Council for Tree pits audit and upgrade program of works

Priority Actions 2026–2028

- 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.

Achievements 2025–2026

- NZ Community Police Patrols from Avondale Station organised
- CPNZ patrols organised
- Anti-Social 'hot spots' identified and cameras upgraded in those areas to increase visibility
- Over 35 police requests for footage completed

Priority Actions 2026–2028

- Continue to monitor and maintain the implemented network of CCTV cameras as part of ongoing 'Back of House' operations to support safety and security
- Work with the Police, central and local government agencies on other ongoing and future initiatives to improve safety and security