



Auckland's city fringe

ECONOMIC DEVELOPMENT ACTION PLAN
NOVEMBER 2017

OUR OPPORTUNITIES

Urban living

The city fringe is home to a growing number of residents and businesses looking for a stimulating inner city location. Architecturally significant mixed use developments see residential and commercial sit comfortably side by side. This combined with leading edge place making make this New Zealand's most desirable inner city life style opportunity.

Exciting industries

Active progression of precinct plans for city fringe suburbs provide significant opportunities to attract more investment into the area as a place to work and live. The city fringe has strengths in professional services, healthcare and social assistance, creative industries and ICT which can be built on through innovation and exports.

Skills and employment

The city fringe borders two of New Zealand's best universities. Businesses can draw upon these as resources together with the well-educated, skilled local workforce where a high proportion of residents have a university degree or are working towards one.

Retail, hospitality and tourism

The city fringe boasts a range of high value, interesting retail and hospitality precincts offering diverse entertain and leisure experiences. Bordering Auckland's CBD, this opportunity is accessible for locals and visitors alike.

Ease of movement

Over the coming decade the city fringe will see significant improvements in transport infrastructure. Most importantly, the City Rail Link, due for completion in 2020, will transform the connectedness of the city fringe for the growing number of businesses and residents which call the area home.

OUR ROLE

Local economic development brings together a range of players to build up the economic capacity of a local area and improve its economic future and quality of life for individuals, families and communities.

The local boards of Auckland Council are in a unique position to understand their local economy, work with the local business community, facilitate growth in industries in which their area has a competitive advantage, and advocate or catalyse activities for local economic development.

For economic development in the city fringe, the role of the Waitematā Local Board is to:

Lead by funding investments that stimulate economic activity

Enable by partnering with important entities to help them create more economic activity through their respective efforts

Advocate by using the board's strategic relationship with Auckland Council and other city fringe stakeholders to influence greater investment into the city fringe.

OUR VISION

Auckland's city fringe

Vibrant, connected, healthy and thriving businesses and communities.



DESIRED OUTCOMES

Thriving communities

Inclusive communities that are vibrant, healthy and connected.

Placemaking

Attractive and versatile public spaces that meet our communities' needs.

The natural environment

The natural environment is valued, protected and enhanced.

Built environment

A high-quality built environment that embraces our heritage.

Accessibility

An accessible, connected and safe transport network with well-designed streets.

Strong economy

An innovative, productive and resilient local economy.



DESIRED OUTCOME 1: THRIVING COMMUNITIES

Inclusive communities that are vibrant, healthy and connected

Initiative	Priority	Key relationships	Measurement
<p>1.1 Enable events and promotions Business associations – Energise the city fringe through supporting our business associations to leverage, and run events that emphasise an area's unique character and attractions, acting to protect, enhance and celebrate them.</p> <p>ATEED & AT – Collaborate with ATEED major events and Auckland Transport to maximise the economic benefits for the city fringe of events such as the Pasifika Festival, Eden park, the Domain and waterfront events.</p> <p>Event planning – Assist event planners to navigate the local government terrain to ensure the event planning and funding process is as easy as possible and events are successful.</p>	Ongoing	BIDs, ATEED	City fringe events strategy adopted for major events
<p>1.2 Enable city fringe identity Initiate the design of a city fringe communications platform which publicises upcoming events, connects businesses and customers, showcases achievements, informs on topical issues such as infrastructure disruptions and strengthens the identity of the city fringe.</p>	1	Online communications partner	Use of communications platform
<p>1.3 Enable connections to funding / procurement opportunities Facilitate business associations, social enterprises and other local board partners access to funding platforms and procurement opportunities provided by the wider Auckland Council and other funding partners.</p>	2	Auckland Council, funding partners	# successful grants supported
<p>1.4 Enable creative communities Encourage creativity in city fringe communities through ease of availability of public spaces for activation and aiding in the navigation of relevant consent processes.</p>	Ongoing	BIDs, Auckland Council activation team, Studio One Toi Tū	# creative events in public spaces

DESIRED OUTCOME 2: PLACEMAKING

Attractive and versatile public spaces that meet our communities' needs

Initiative	Priority	Key relationships	Measurement
<p>2.1. Lead space activation Encouraging residents and visitors to linger and connect with the environment and each other (Ponsonby Park) and the city fringe commercial centres.</p> <p>The City Rail Link presents opportunities to redevelop sites once they are no longer required for the build.</p>	1	BIDs, CRL Ltd urban design team	Agreements made re site redevelopment
<p>2.2 Advocate for local area plans Advocate for local plans: Support Uptown and K'Road business associations to ensure ideal outcomes from the Newton and Eden Terrace plan and the Karangahape Road plan.</p>	1	Uptown BA, K'Rd BA, Auckland Council	Plan outcomes achieved
<p>2.3 Advocate for a Parnell Plan to be developed Advocate for Parnell plan: Support the Parnell Business Association to successfully secure a local plan for Parnell.</p>	1	Parnell BA, Auckland Council	Local plan in place

DESIRED OUTCOME 3: THE NATURAL ENVIRONMENT

The natural environment is valued, protected and enhanced

Initiative	Priority	Key relationships	Measurement
<p>3.1 Advocate for a low-carbon community Share knowledge on more efficient energy and resource use, waste minimisation and sustainability.</p> <p>Encourage and show case innovative business solutions to this and community projects, that reduce carbon use.</p>	1	BIDs, Auckland Council, Auckland Chamber of Commerce, Low Carbon Network	Knowledge shared via events, educational resources and new relationships

DESIRED OUTCOME 4: BUILT ENVIRONMENT

A high-quality built environment that embraces our heritage

Initiative	Priority	Key relationships	Measurement
<p>4.1 Advocate for minimisation of disruption Advocate for mitigation of disruption: Champion a best practice approach to mitigating business disruption caused by infrastructure projects.</p> <p>Communicate impacts to businesses, residents and commuters and proactively work alongside them to develop innovative approaches that minimise disruption.</p>	1	CRL Ltd, AT, Utilities, Auckland Council, ATEED, BIDs	MoU with CRL Ltd and utilities companies
<p>4.2 Advocate for residential development Ensure new developments provide a range of housing types and meet resident's needs through shared space.</p> <p>Encourage more high-quality medium-high density residential and mixed use including city fringe student accommodation.</p>	2	Panuku, Auckland Council, Developers	Meet with developers to discuss

DESIRED OUTCOME 5: ACCESSIBILITY

An accessible, connected and safe transport network with well-designed streets

Initiative	Priority	Key relationships	Measurement
<p>5.1 Enable connectivity to Parnell Train Station Support University of Auckland, Parnell Business Association and other stakeholders to improve Parnell Train Station's connections with the city through safe, well-lit biking and walking paths.</p> <p>Promote the station's use for events and activities.</p>	1	University of Auckland, Parnell Business Association, AT, KiwiRail	Increased station use
<p>5.2 Enable improved relations with Auckland Transport Encourage a holistic approach to infrastructure and roading changes in the city fringe e.g. memoranda of understanding between stakeholders.</p> <p>Advocate to Auckland Transport to improve the accessibility and connectivity of the transport network, including prioritising public and active transport, safe and convenient connections in and through the Karangahape Road area and for a rapid transit crossing to the North Shore.</p> <p>Campaign for the connection of cycle ways from the top of Symonds Street-Grafton Gully to Upper Symonds Street / Karangahape Road.</p>	1	AT, BIDs	MoU with AT

DESIRED OUTCOME 6: STRONG ECONOMY

An innovative, productive and resilient local economy

Initiative	Priority	Key relationships	Measurement
<p>6.1 Enable business intelligence Support the collection of city fringe economic data for BIDs and business associations.</p> <p>Leverage this data to gain further insights about the city fringe economy.</p>	1	BIDs, AT, Auckland Council, Business Intelligence Provider	Programme to produce business insights regularly and to distribute findings to relevant organisations
<p>6.2 Enable partnerships to leverage resources Broker partnerships between businesses, business associations, industry organisations, social enterprises, property developers, educational institutions and council to share resources and support each other.</p>	2	BIDs, Auckland Chamber of Commerce, EMA, social enterprise Auckland, Akina, AUT, Auckland	# joint initiatives undertaken
<p>6.3 Enable partnerships for research Link city fringe businesses with Auckland University and AUT 's research capabilities.</p> <p>Continue to build the relationship between tertiary providers and businesses.</p>	2	AUT, Auckland University, BIDs	# joint initiatives undertaken
<p>6.4 Enable social innovation Act as a connector between council, council controlled organisations, businesses and social innovators.</p> <p>Raise awareness about social innovation through presentations at local board workshops.</p> <p>Support the formation of a social innovation centre of excellence as a key focus.</p> <p>Help to build a social innovation eco-system, including infrastructure such as seed funding / investment, online platforms, market places, co-working spaces and a recognition programme.</p>	2	Uptown, other BIDs, Council Controlled Organisations, social enterprise Auckland, Akina, ATEED	Local Board presentation by social enterprise, social enterprise centre of excellence underway
<p>6.5 Enable greater business support Work with partners such as the Auckland Chamber of Commerce, EMA and ATEED to deliver greater business support to the city fringe.</p> <p>Campaign for a single point of contact for city fringe businesses wanting to access regulatory services at Auckland Council.</p>	1	BIDs, Auckland Chamber of Commerce, EMA, Social Enterprise Auckland, Akina, ATEED	Business support line created & gaps identified with ATEED
<p>6.6 Enable the Grey Lynn business association Support the development of a new strategic plan for the GLBA that sets KPIs to deliver on Grey Lynn specific projects and fund their performance.</p>	1	Grey Lynn Business Association, Auckland Council Strategic Broker	Strategic plan developed

