

TE MAHERE POKAPŪ O WHANGAPARĀOA

Whangaparāoa Centre Plan

December 2018

Āwhina mai ki te tārai i te Pokapū ā-Tāone o Whangaparāoa o āpōpō

Help Shape the Future of Whangaparāoa Town Centre

We are delighted to present the Whangaparāoa Centre Plan. This plan is a significant step forward in planning for the future of Whangaparāoa Town Centre and how we envisage the development of the community over the next 30 years.

Whangaparāoa Town Centre is the largest town centre on the Whangaparāoa Peninsula. The Auckland Plan supports this historical role by designating it a town centre. In common with many of the communities within the area of the Hibiscus and Bays Local Board the town centre and surrounding residential areas are characterised by the proximity to the coast and amazing lifestyle quality.

The Whangaparāoa Town Centre is the natural focal point for the surrounding residential community with the library and community hall located close to the Coast Plaza Mall along with other amenities such as the cinema. Recent development of the Silverdale Town Centre has resulted in some movement of businesses from the Whangaparāoa Town Centre. We have developed this plan to help to stimulate and support growth in and around the centre to ensure it becomes a vibrant and attractive place for the community.

This Town Centre Plan is positioned within the town planning context of the Auckland Unitary Plan (AUP) and related Council and Transport Plans. The recently established planning framework therefore provides a strong reference point in developing ideas for the future vibrancy of the town centre and wellbeing of the surrounding community.

This Plan has benefited from a very good level of public engagement with the community group Future Whangaparāoa in particular being of great assistance in organising local workshops and displays. It is hoped this plan will succeed in involving more people in the ongoing development of the town centre area.



Julia Parfitt

Julia Parfitt
Hibiscus and Bays Local Board

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This plan has been prepared by ET Urban Design Ltd for the Hibiscus and Bays Local Board.

Kupu whakataki

1. Introduction

Whangaparāoa Town Centre in the Future

1.1

Hibiscus and Bays Local Board has developed a plan for the future development of the Whangaparāoa Town Centre. The centre plan sets out:

- the desired outcome for the Whangaparāoa Town Centre area
- the vision and key development principles
- development themes and key projects or initiatives to realise the vision
- agencies and public and private organisations who need to be part of the process for implementation of the plan.

1.2

The Whangaparāoa Peninsula, similar to many other areas in the Hibiscus and Bays Local Board area, offers an outstanding living environment.

Access to the coast and attractive beaches means that the residents of the peninsula are never more than a short walk from the coast. These natural amenities form the very essence of why the peninsula has developed as a collection of beach side communities. These may be identified as:

- Red Beach
- Stanmore Bay (including the Beverley Road development)
- Whangaparāoa
- Manly
- Gulf Harbour.

1.3

Naturally there are many other neighbourhoods such as Tindalls Bay, Arkles Bay, Army Bay and Matakatia but the focal point areas of the peninsula are those that provide local shops and services.

Whangaparāoa Town Centre remains the largest and until relatively recently offered the only choice for weekly supermarket shopping on the peninsula.



1.4

The present development cycle has impacted on the Whangaparāoa Town Centre. Rapid growth at Silverdale and the catchment residential areas of Millwater have led to some retail movement off the peninsula to the new 'growth areas'.

This development is not something unplanned and was identified in the Hibiscus and Bays Area Plan. The consequence of the growth in more accessible centres such as Albany and the more locally significant Silverdale has potentially negative effects on the commercial position of Whangaparāoa and Ōrewa.

1.5

In light of this the Hibiscus and Bays Local Board made provision for town centre revitalisation plans to be put in place to develop a strategic response.

1.6

This centre plan provides the means of assessing the effects of what has happened over recent years and generating ideas and goals for the future that are founded within the structure of the existing community and also acknowledge the future likely development opportunities for Whangaparāoa, the town centre and its surrounds.

Developing the Plan

1.7

This centre plan is the product of a number of workshops with community groups, the public, council officers and local board members. The community group Future Whangaparāoa have been particularly active and helpful in supporting and assisting with consultation to date. Key engagement meetings so far are:

- council officer workshop at Auckland Council offices
- community planning workshop at Whangaparāoa Library
- open day at Coast Plaza, Whangaparāoa
- open day at Whangaparāoa Library.

1.8

The process of developing a vision, and series of practical measures to realise that vision, requires input at each stage and for this reason the flow diagram opposite illustrates the next stages to be followed towards adoption of the final Town Centre plan.

1.9

This centre plan is focused on highlighting potential areas of change and improvement against the context of the Auckland Unitary Plan (AUP).



Community planning workshop at Whangaparāoa Library.

Draft Plan prepared and submitted to workshop process with local board before publication for public engagement.



Draft plan released for public engagement (four week period).



Community and stakeholder engagement on draft plan completed.



Review of feedback and revise document for final approval by local board.



Final plan adopted and published for action.

Te Horopaki ā-Rautaki

2. The Strategic Context

The Whangaparāoa Centre Plan has been prepared within the wider context of the following plans.



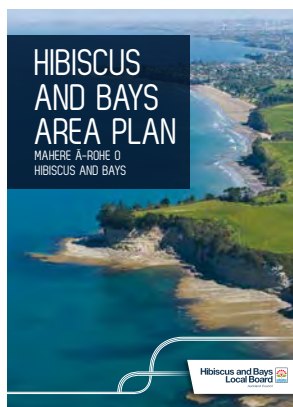
Auckland Plan 2050

The Auckland Plan 2050 is required by legislation to contribute to Tāmaki Makaurau / Auckland's social, economic, environmental and cultural well-being. Auckland Council has developed the Auckland Plan 2050 with, and on behalf of, all Aucklanders. Tāmaki Makaurau / Auckland now has a shared responsibility for implementing it. The plan outlines the big issues facing Tāmaki Makaurau / Auckland and recommends the way in which Aucklanders and others involved in the future of Tāmaki Makaurau / Auckland can best respond to them.



Auckland Unitary Plan

The Auckland Unitary Plan contains the land use zones and rules that will guide development in and around Whangaparāoa Town Centre. The pattern for future development is in place and is something to be positively responded to in framing ideas for future sustainable development.



Hibiscus and Bays Area Plan

The Hibiscus and Bays Area Plan presents a 30 year vision for the local board area, implementing at a local level the strategic directions of the Auckland Plan. This Plan (adopted April 2013) identified the Whangaparāoa Town Centre and Ōrewa Town Centre as priority areas for further planning work because of the likely effects of anticipated growth at Silverdale. Of most significance to enabling growth at Whangaparāoa (and further growth at Silverdale) is the construction of the Penlink bridge that will connect the peninsula directly to the North West Motorway.



Hibiscus And Bays Local Board Plan 2017

The Hibiscus and Bays Local Board Plan 2017 guides the local board's decision making and actions for the next three years. The local board plan was developed after extensive consultation with the community and acknowledges the challenges and opportunities that a growing population presents. It recognises importance of working with the community and volunteers to make the area a better place to live.



2012-2041 Integrated Transport Programme

Auckland's Integrated Transport Programme (ITP) sets out the 30-year investment programme to meet the transport priorities outlined in the Auckland Plan across modes covering the responsibilities of all transport agencies. Developed by Auckland Transport and the New Zealand Transport Agency in collaboration with Auckland Council, the ITP provides a consolidated transport investment programme across the transport system over the next 30 years. Auckland Transport's role as the Road Controlling Authority means that some of the proposed actions in the Whangaparāoa Centre Plan will require their funding and support.



The 10-year Budget Long-Term Plan 2018-2028

The Long-term Plan (LTP) is council's main budgetary tool for all Auckland Council and Council Controlled Organisations (CCOs). It sets out the projects and services identified for funding across Tāmaki Makaurau / Auckland over a ten-year period. Once completed, the Whangaparāoa Centre Plan may include some actions for the local board to advocate for LTP funding from the governing body or to re prioritise its own local board funding.

Te Horopaki ā-Rohe

3. The Local Context

Existing Context

3.1

The Whangaparāoa Town Centre is located on the southern side of the Whangaparāoa Peninsula on a hilltop with 360 degree outlook of the coast. The town centre occupies a stunning location and has developed historically to service the residential neighbourhoods that have grown from the origins of post war 'bach' development. Roughly located half way in terms of the length of the peninsula, the town centre is the largest centre on the peninsula and until recently the only close choice for supermarket shopping.

Developed at a time when planning was predominantly concerned with successfully accommodating growth in car ownership the town centre has developed on essentially a retail mall format with the dominant land use being the Plaza shopping mall now rebranded the Coast Plaza.

In terms of functioning as a destination the Plaza does have some features one can expect from an older traditional town centre such as the square (recently enhanced) but the format is essentially one that is inward looking with the majority of shops and activities focused on the internal environment rather than street based.



Coast Plaza identifies the town centre hill side location. New World supermarket right of picture is the location of the most recent larger scale commercial development close to the town centre.

3.2

Other important community buildings are located close by including the library and Whangaparāoa Hall and a further community building, a 'Family Centre', has been proposed. The town centre is also fortunate given its relatively small size and population catchment to have a range of leisure uses such as the bowling alley and cinema. Other leisure facilities such as the recently upgraded Stanmore Bay Leisure Centre also complement the area.

3.3

Historical development along Whangaparāoa Road has taken place in a piecemeal nature and resulted today in a strip retail pattern where trade is based on the movement of vehicles rather than development based upon a 'destination' that offers a more pedestrian focused type of development pattern.



Local facilities and their relationship to the town centre.

Community Engagement

3.4

Developing the centre plan has involved a number of stakeholder workshops and displays with council officers, key community stakeholders and members of the public all contributing to the process. The Future Whangaparāoa group have been especially helpful to work with in organising community meetings and helping collate ideas. Each of these formal and informal meetings has added to the knowledge of the local issues and opportunities as well as providing a great variety of ideas of what may be done to improve the town centre and surrounding area.

3.5

The very first meetings focused on identifying broad issues facing the town centre and surrounding area as well as settling on the primary study area. As a kickstart the groups considered the following list of elements that related to the concept of a 'liveable community'.

- freedom of movement – a walkable community is drivable but the reverse is not true (or at least not encouraged or pleasurable)
- liveable community has great public spaces that connect you as a pedestrian to shops, schools and amenities and offer types of places to be enjoyed
- liveable community provides diversity and proximity. There is a choice of housing and you should feel invited to walk to cafes, parks and amenities
- liveable community is a healthy place that supports social connection – the desire to be 'out and about'
- liveable community presents opportunities for chance encounters and sense of localism – knowing people and feeling known
- liveable community offers a range of activities throughout the year not just when larger organised events take place
- liveable community creates value, promotes local commerce and meets the market demand.



Workshop held at Whangaparāoa Library to consider key projects to improve the town centre.

Three Key Themes

BUSINESS AND ECONOMY

WHAT OTHERS ARE SAYING...

1. CREATE LOCAL NICHE RETAIL TO PROVIDE FOR LOCAL MARKET BUT ALSO ATTRACT VISITORS
2. ENCOURAGE AND PROMOTE THE AREA AS A TOURIST DESTINATION
3. ESTABLISH A BUSINESS HUB FOR LOCAL BUSINESS
4. ESTABLISH PENLINK TO MAKE THE PENINSULA MORE ACCESSIBLE
5. A BUSINESS NETWORK/ ASSOCIATION TO SUPPORT AND PROMOTE LOCAL BUSINESS
6. POTENTIAL TO ESTABLISH A CRAFTS/ARTISAN CENTRE IN LIAISON WITH ESTUARY ARTS CENTRE
7. POTENTIAL FOR HOTEL IN TOWN CENTRE
8. POTENTIAL FOR FUNCTION CENTRE IN CONJUNCTION WITH HOTEL
9. BUY LOCAL CAMPAIGN
10. ESTABLISH TIC FOR WHANGAPARAOA

COMMUNITY AND PLACE

WHAT OTHERS ARE SAYING...

1. RE-PLAN MAIN ST TO PROVIDE MORE PEDESTRIAN FRIENDLINESS (HURSTMERE RD TAKAPUNA EXAMPLE)
2. MORE GREENSPACE/TREES IN CAR PARKING SPACES AND AROUND LIBRARY
3. CREATE DESTINATION PLAYGROUND PERHAPS WITH WATER FEATURE
4. DOWNSTAIRS CARPARK IN PLAZA NEEDS IMPROVING
5. MORE HOUSING IN AND AROUND TOWN CENTRE
6. CREATE GATEWAY TO TOWN CENTRE – MORE TREES
7. REDEVELOP WHANGAPARAOA HALL AND CREATE A COMMUNITY CENTRE
8. CREATE ATTRACTIVE VIEWING SPOTS AROUND THE TOWN CENTRE
9. CATER FOR CAFES CLOSE TO BEACHES
10. HAVE MORE EVENTS THROUGHOUT THE YEAR

CONNECTIVITY

WHAT OTHERS ARE SAYING...

1. WIDEN FOOTPATHS AND CREATE CYCLEWAYS ALONG WHANGAPARAOA ROAD
2. CREATE BETTER FOOTPATH CONNECTIONS BETWEEN COMMERCIAL AREAS IN WHANGAPARAOA
3. HAVE SMALL SHUTTLE BUSES TO WORK ON A LOCAL LINK BUSES BETWEEN LEISURE CENTRE, BEVERLY ROAD, PLAZA
4. CREATE BETTER FOOTPATH CONNECTION BETWEEN SCHOOL, LEISURE CENTRE AND TOWN CENTRE
5. CREATE NEW LINK BETWEEN ARKLOW AND RISHWORTH
6. MAKE BETTER RIGHT TURN FROM KAREPIRO TO WHANGAPARAOA ROAD eg. ROUNDABOUT
7. DEVELOP BUS STATION/PARK AND RIDE AT TOWN CENTRE
8. HAVE A WALK WAY OVER WHANGAPARAOA ROAD
9. CREATE 'BIKE DOCKS NETWORK' TO ENABLE PEOPLE TO LEISURE CYCLE AROUND THE AREA
10. BETTER CONNECTIONS BETWEEN WAREHOUSE AND HOYTES CINEMA
11. PUT A ROUNDABOUT AT THE JUNCTION OF STANMORE BAY ROAD AND WHANGAPARAOA

3.6

These ideas were then developed into three key themes along with ideas for change. The key themes were represented in the form of display boards that were used in the next stage of consultation. Once again a 'springboard' of ideas that the broader public added to and that helped shape this centre plan.

Identified Strengths

3.7

Similar to some of the other coastal settlements in the Hibiscus and Bays Local Board area Whangaparāoa has great natural assets that can be utilised in the future planning and development of the town centre such as:

- Many areas of the town centre have views of the coast and this reinforces the identity of the town centre as a coastal settlement.
- The town centre has established community and local board services such as the library and other supporting community facilities such as the Whangaparāoa Hall (privately owned). These are both key assets and focal points for the surrounding community.
- The town has relatively large blocks of undeveloped or developing land close to the centre that may be planned to support increased economic and social vibrancy in the town centre. The land at Link Crescent for example is presently under development for additional houses that will be closely related to the town centre whilst land opposite the library owned by the Ministry of Education has been recently highlighted for sale. The underlying land use designation for the property is for higher density housing or apartment development.
- The existing layout of the town centre features a by-pass roading layout where the Whangaparāoa Road skirts the edge of the centre. This means large volumes of traffic do not need to pass through the town centre.
- A well established main street and recent improvements to the Coast Plaza square provides a focal point space to the town centre.

Identified Weaknesses

3.8

It is also important to recognise the less positive elements of the town as currently planned. Feedback from the recent consultation exercise has highlighted the following:

- There is no sense of arrival at the town centre.
- The junction at Whangaparāoa Road and Tower Hill is perceived as poorly organised in terms of traffic light sequencing.
- There is a lack of public toilet facilities in the town centre.
- Traffic movements along Whangaparāoa Road are perceived as heavy and produce a poor quality environment for the pedestrian and cyclist.
- There is presently no identified cycle infrastructure.
- Pedestrian movement between the town centre and the other amenities such as the cinema are poor quality.
- The Whangaparāoa Community Hall is owned and managed by a trust and provides a base for many clubs and activities. The building is however ageing but provides a significant opportunity for improvement and enhancement to this valuable resource.

Defining the Study Area

3.9

The Whangaparāoa Centre Plan study area is shown below. Definition of the study area has been debated to ensure the right balance is found between maintaining a strong focal point for the plan whilst not ignoring relevant and related development outside of the study area. The study area ensures the 'energy' of the plan is focused to the area most needed.

3.10

Following both community and council officer workshops it has been decided that the primary focus of this plan should be the Whangaparāoa town centre itself but still reference the broader setting and commercial areas. Historically and in terms of land use planning documents the town centre is the focal point for the local community and highlighting the potential for physical and social development anchored on the town centre is considered the best strategy for regeneration.

3.11

The aerial plan below shows the primary focus of the study area falls within the 800m² pedestrian catchment of the town centre (using the Coast Plaza square as the centre point). The study area is also therefore consistent with the planning approach identified in the Auckland Unitary Plan (AUP) and supportive of the land use development pattern identified in the AUP. It is intended that the centre plan can identify opportunities consistent with the statutory planning framework to improve the physical, social and economic qualities of the town centre.



Whangaparāoa Study Area.

Recent Commercial Development

3.12

Recent years have witnessed new development around the town centre and broader area, both in terms of new commercial premises and residential living. Redevelopment of the older existing buildings has not yet taken place however and this is most likely as a consequence of the ongoing availability of undeveloped land or 'greenfield' sites. The historical trend of site by site development, without any overall vision or broader strategy (other than the district plan) has therefore persisted. Public sector projects have, in the main, been equally piecemeal responses to developing and or perceived problems. The lack of coordination and strategy has led largely to a disconnect throughout the area with poor quality public realm and pedestrian environment.

3.13

The trend of vehicle based retail has also continued with the most recent retail development at Beverley Road providing another choice for supermarket shopping and associated small retail units configured around a central car parking area. This format of retailing is by no means unusual nor specific to Whangaparāoa and is very common throughout Tāmaki Makaurau / Auckland. Whilst the commercial or perceived commercial necessity for this particular development model may be largely accepted it nonetheless offers poor quality public realm space and cannot be regarded as a destination other than for the commercial services it offers.

3.14

The development model is so strongly biased toward the convenience of car movement it can offer little in terms of quality of pedestrian experience or destination vibrancy that one may expect and enjoy in older more established town centres or those new master planned ones that offer squares and streets of varied and interesting character.

3.15

Closer to the town centre a further commercial and medical centre development has been recently completed on the corner of Karepiro Drive and Whangaparāoa Road. The format is once again dictated by the car and passing trade with buildings set back from the road frontage and with minimal landscape treatment to the forecourt car park.

3.16

Further along Karepiro Drive at 35 Karepiro Drive and 43 David Sidwell Place are two 'Live Work' developments, one of which is only recently completed. This development type (examples of varying quality can be found elsewhere in Tāmaki Makaurau / Auckland) provide a different type of commercial/ residential unit for Whangaparāoa and have their historical origin in the idea of 'living over the shop'.

The closest and earliest local development is at 592 Whangaparāoa Road adjacent to the Beverley Road retail area. The format for the more recent developments is largely focussed on the commercial element of the scheme with one ancillary residential apartment. Spaces between units are therefore predominantly hard surfaced with minimal landscape treatments. Outdoor living is located at first floor and provided in the form of balcony spaces.

“ Ōrewa Boulevard offers an example of a flexible urban space. For the majority of the year a through route it has the capacity also to function as a gathering space for the community. ”



Recent commercial development at Beverley Road.



'Live Work' development at Karepiro Drive.



Ōrewa Boulevard.

3.17

The largest mixed use development to have been completed recently is 'The Link' development located on Link Crescent. The scheme consists of a mixed use development of ground floor commercial tenancies and residential apartments on the three floors above. Car parking is provided in a surface car park located between the development and the Warehouse car park area. Located very close to the town centre the apartments have proven popular but the take up of commercial floor space has not been as successful to date. Some retail spaces are occupied and more may become occupied as the general 'profile' of Link Drive increases with the development of the residential area opposite.

3.18

In terms of pure residential development there are major residential developments at the Woodridge Estate accessed from Wade River Road and ultimately Karepiro Drive and at Mariner Rise on previously council owned land. The Link Crescent development consists of sixty new homes a 2700m² public reserve, children's playground and a site identified for a future Family Centre. The local board were particularly active in working with the developers to ensure a high quality development that offered a range of housing and community amenities. The Woodridge Estate consists of approximately 118 lots with further higher density development in the form of town houses being developed at the foot of the hillside development where connection with Karepiro Drive will take place.

3.19

The recent history of development in the current growth cycle is significant but is of variable benefit to the town centre. Clearly the commercial developments introduce both added competition and variety to the area whilst the increased residential development increases the potential for local spend. Of these latest developments the proposals on Link Crescent offer the most potential benefit because of the proximity to the town centre. The plan on page 20 provides an overview of the most recent developments and their relationship to the town centre.



Plan showing the layout of new houses at Mariner Rise. The development offers a range of duplex and terraced housing close to the town centre.



Roading and street planting at Mariner Rise.

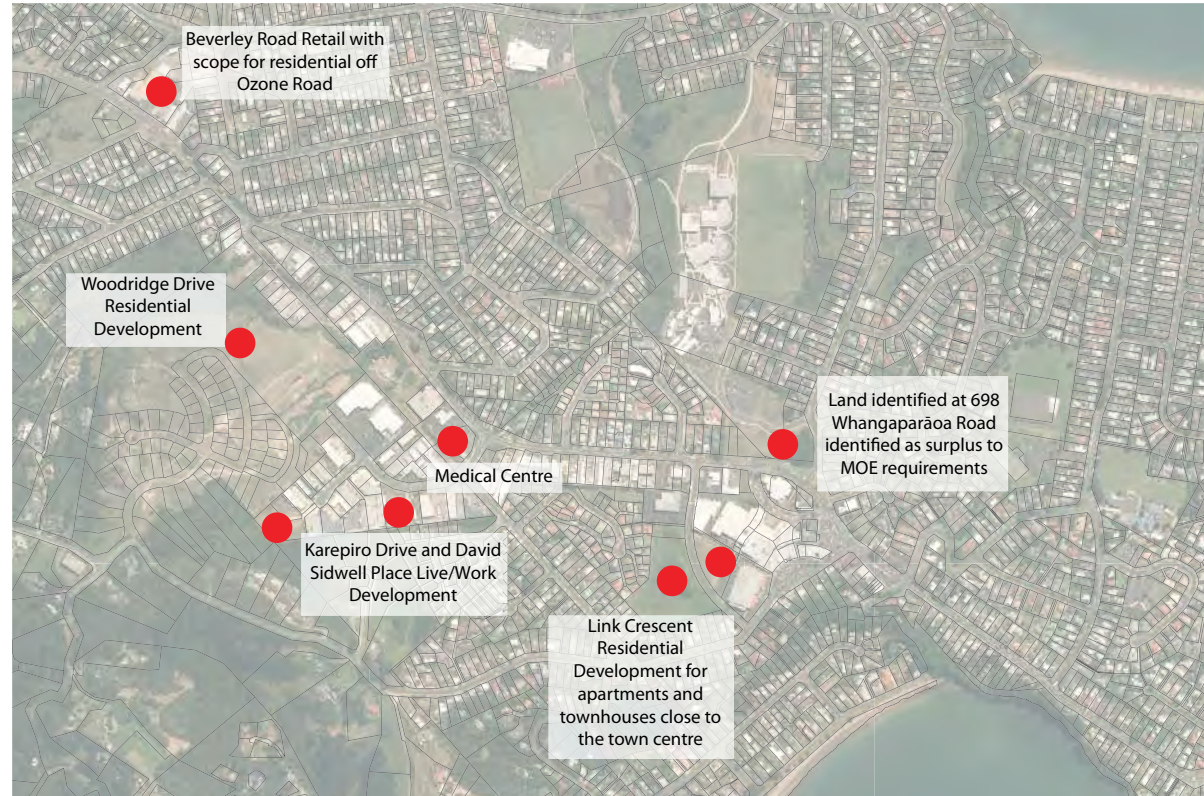


The Link apartments and commercial development on Link Crescent forms the south east 'edge' of the town centre and is located opposite the new subdivision of Mariner Rise.

Future Change and Development Character

3.20

In recent years the town centre has experienced some changes resulting from development elsewhere such as that at Beverley Road and perhaps more significantly the growth of the retail centre at Silverdale. With the increased competition and location advantage of Silverdale some businesses have relocated. In town planning terms however the Whangaparāoa Town Centre has retained its position in the hierarchy of 'centres' defined by the council and so has a framework of land use zoning to support the ongoing role as a town centre.



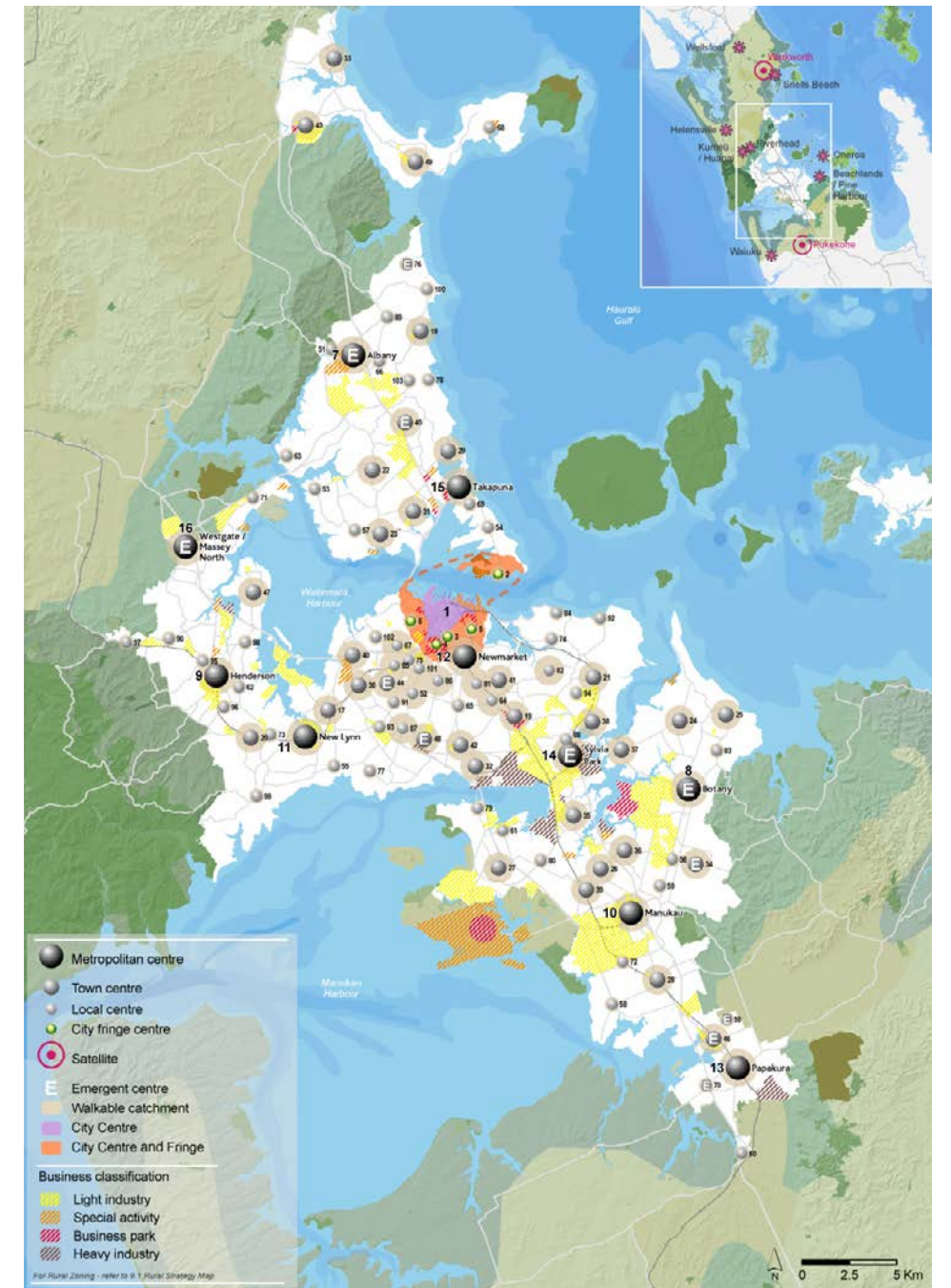
Recent developments and their relationship to the town centre.

3.21

The Auckland Plan whilst acknowledging the individual identity of town and local centres offers the following definition for a town centre:

“Town centres – these act as local hubs for communities, providing a wide range of retail and business services and facilities, and community facilities. They are generally accessible by frequent public transport services, and provide a range of residential living options, including mixed-use and higher-density options. They have variable capacity for accommodating new residential and business development.”

Map 10.2 from the Auckland Plan identifies the overall hierarchy of centres in Tāmaki Makaurau / Auckland.

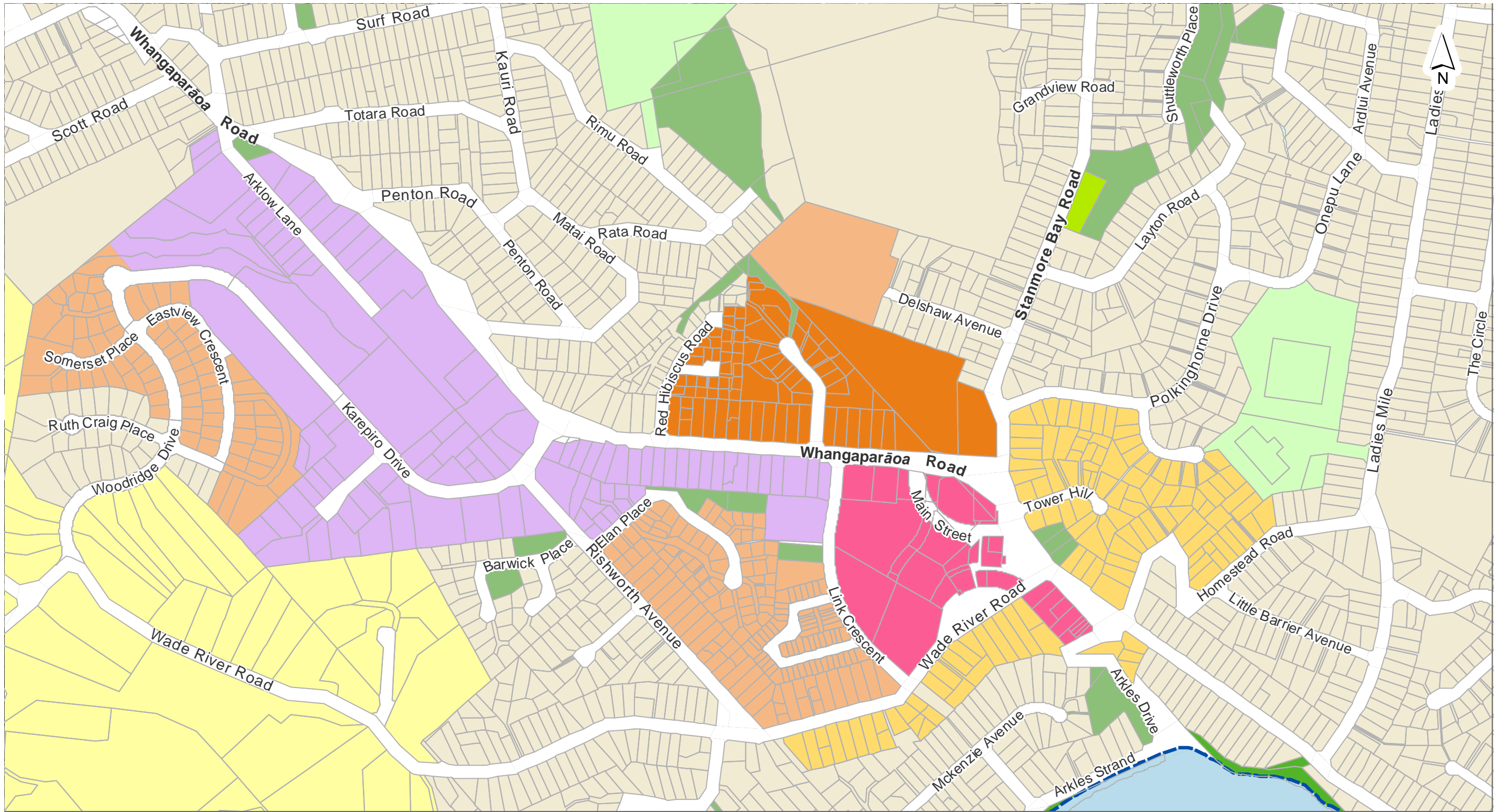


3.22

The basic planning objective of concentrating services towards centres is contained also within the envisaged development outcomes discussed in the Auckland Unitary Plan.

- A strong network of centres that are attractive environments and attract ongoing investment, promote commercial activity, and provide employment, housing and goods and services, all at a variety of scales.
- Development is of a form, scale and design quality so that centres are reinforced as focal points for the community.
- Development positively contributes towards planned future form and quality, creating a sense of place.
- Business activity is distributed in locations, and is of a scale and form, that: Provides for the community's social and economic needs. Improves community access to goods, services, community facilities and opportunities for social interaction and manages adverse effects on the environment, including effects on infrastructure and residential amenity.

Whangaparāoa Zoning



- = Large lot
- = Mixed urban
- = Mixed housing urban
- = Public open space conservation
- = Terrace housing and apartments
- = Town centre
- = Mixed housing suburban
- = Public open space conservation and sport active recreation
- = Single house

0 50 100 150
Meters

Scale @ A4
= 1:8,000

Date Printed:
12/10/2017

3.23

The framework provided by both the Auckland Plan and AUP are beneficial in planning terms in setting a relatively high level of importance to the centre's role in servicing the needs for the local community. In terms of land use zoning the AUP has taken a methodical and traditional approach largely. Higher density zoning is focused upon and around the town centre. There are also however extensive 'Mixed Use' zoning along the Whangaparāoa Road acknowledging the present commercial strip development and creating the opportunity for more mixed use development in the future.

3.24

All of the zoning broadly fits a similar 'mid rise' development solution with the tallest buildings potentially located within the centre. Both the Town Centre zoning and Mixed Use zoning facilitate the development of ground floor commercial development with further commercial or residential development on the floors above. The plan on page 22 shows the land use zoning pattern for the study area and surrounding context. In terms of overall height the future town centre buildings (coloured pink) have a maximum height of 21m whilst the Mixed Use (coloured lilac) and Terraced Buildings and Apartments Zone (coloured orange) have 18m and 16m height limits respectively. The main residential zones of Mixed Housing Urban (coloured light orange) and Suburban (coloured mustard) zones have maximum heights of 11m and 9m respectively.

3.25

Other elements of the AUP that are likely to significantly influence future development is a more relaxed position on parking supply in future commercial development. Parking requirements are often cited as a reason mixed use development has not been able to proceed with the cost of providing parking either above or below ground rendering development ultimately unfeasible. The new position, advanced in the AUP, of adopting parking maximums for town centres will introduce more flexibility in the way developments and their parking requirements are planned for and delivered in the future.



Extract from Council's 'Business Centres' AUP document that illustrates the envisaged built scale for future town centre development.



'Public' car parking provision along Main Street.

3.26

The possible impact of this to future parking demand and supply will need to be carefully reviewed. Presently the town centre has significant levels of parking but the majority of this is provided in the private car parks of the Coast Plaza and Warehouse retail store. Public car parks are located at the top of Plaza, Wade River Road car parks and on Main Street. These car parks account for approximately 176 car parks against approximately 300+ 'private' car parks. Given this position and the potential for further intensification in and around the town centre an effective parking management and transport strategy needs to be designed.

3.27

Achieving good off street parking with other 'place making' objectives of continuous and pleasantly designed buildings at the back of footpath naturally means car parking should be located behind the building line. Alternatively a further option could be to incorporate parking within the volume of the building – combining parking with other uses.

3.28

The concept of 'sleeving' car parking buildings with other commercial and or residential uses has been successfully delivered many times and has the benefit of maintaining high levels of parking whilst disguising the fact in terms of visual appearance. The council owns a number of sites within the town centre used for car parking and it is important these areas are not sold without carefully considering parking supply for the future and against the policy context of the AUP.



Parking for the Coast Plaza is substantially provided for within the building complex.

Te Tirohanga Whānui me ngā Angitūtanga Matua

4. Vision and Key Opportunities

4.1 Defining Vision

“Whangaparāoa will develop to provide a vibrant and accessible town centre for everyone. The beach side character and human scale of the town will be protected and enhanced by new development and improvements to streets and other public spaces. Commercial and residential development will be high quality and provide a full range of services, residential choice and employment opportunities for the community.”

4.2

Similar to other beach side communities within the Hibiscus and Bays Local Board area, Whangaparāoa has a tightly focused community, character and identity that need to be developed sympathetically.

Recent commercial developments on the peninsula and at Silverdale have resulted in some retail/commercial 'drift' but housing development close to the town centre and the availability of further sites means there are opportunities to re-establish the Whangaparāoa Town Centre as the focal point for the peninsula.

Positive local factors that can contribute to this are:

- the hilltop setting of the town centre and aspect to the surrounding coast
- the existing infrastructure and ownership pattern in the town centre
- well developed community and recreational facilities such as the library, cinema and Whangaparāoa Hall
- a busy and diverse retail and commercial sector anchored by major retailers such as the Countdown supermarket and the Warehouse.

4.3

In 2015 the local board commissioned Point Research to do an assessment of community development needs and priorities in the Hibiscus Coast subdivision area. The research identified clear priorities for the future focus of community development work in the Hibiscus Coast and recommended that there be an emphasis on community place making activities. The following key priorities were identified:

Infrastructure

- That there is the right balance of activities and facilities in each area.
- That the natural amenities in the area are protected and enhanced. There are concerns that these could be undermined by development and infrastructure changes.

Community connectedness (reducing isolation)

- That the sense of community is strengthened. Many residents say a sense of community is important to them, but fewer feel that they have a sense of community with those in their area.
- That initiatives are in place designed to reduce isolation and loneliness. There are some members of our community, in particular parents, newcomers and older adults, who feel isolated and lonely.



Whangaparāoa Library is an important and well used community building.



Whangaparāoa Hall offers important local activities for various arts and community groups.

Placemaking

- That community spaces are turned into vibrant, exciting places that attract people to them. Residents and visitors to the area would like to see arts, cultural, outdoors and active lifestyle supported locally through local events and activities, as this provides informal opportunities to meet locally.

Economic development

- That local businesses are supported through attracting people into local areas, particularly areas where businesses are struggling.

Youth development

- That education, training and work opportunities for young people are improved.

Transport

- That transport, including traffic management and public transport in the area is improved.



Big Manly Beach.



Coast Plaza.



Stanmore Bay Beach.

The findings of the survey echo the same issues raised in community consultation leading to this report.

Further to this key initiatives already defined by the local board and other agencies that can positively influence the regeneration process have been prioritised and/or being implemented are:

Penlink Project

4.4

The Penlink project is a proposed road and bridge, approximately 7km long, linking SH1 just north of Redvale and Whangaparāoa Road just north of the Whangaparāoa Town Centre.

This route could be a significant opportunity for the town centre and peninsula as a whole as it would make accessing the peninsula more easy as well as enable residents to access the motorway more easily. The Penlink project is a priority for the local board and has an approved business case with its completion in the next 10 years.

Greenways Plan

4.5

The Hibiscus and Bays Greenways Plan seeks to create safe and enjoyable ways for people to get around, get active, and get engaged with their community and the environment. The network of greenways identifies the location and opportunity to:

- improve walking connections
- improve cycle connections
- improve recreation opportunities
- improve ecological opportunities
- improve access to streams and waterways.

Specifically related to Whangaparāoa the local board has prioritised the Weiti River Paths.

D'Oyly Reserve Enhancement

4.6

As a consequence of development at Link Crescent the local board negotiated offset mitigation enhancements to D'Oyly Reserve. The reserve currently comprises mown parkland on top of what was historically a stream environment. The reserve has negligible ecological value and no formalised recreational opportunities.

The planned enhancements will reinstate a natural stream bed with the stream channel designed to have sufficient capacity to convey natural flows, and suitable riparian margins would be established to create an ecologically sound and attractive stream environment. Both passive and active amenity opportunities (potentially including cycleways, lawn play areas, park 'furniture', outdoor classrooms, view points and walkways) would be integrated into the design, taking into account local board, parks and community needs (including local schools).

4.7

Sense of community and the quality of public spaces as focal points for people are crucially connected. For the residents of Whangaparāoa these may be characterised as:

Natural realm

The nearby beaches, local reserves and Shakespear Regional Park. These are all easily and freely available for enjoyment.

Community public-private

Community facilities such as the library or the nearby Stanmore Bay Leisure Centre are focal points for the community and used by many people weekly or more frequently. Other community facilities are planned such as the Family Centre and the Whangaparāoa Hall also provides a venue for many local activities and community services such as 'Love Soup'.

Community private

These are the local private entertainment facilities such as the Hoyts Cinema, bowling alley and the local shops and restaurants. Many people visit the Coast Plaza weekly for shopping or to meet friends and dine at one of the local cafes.

Public realm

The area that is less well provided for may be characterised as the public realm. This constitutes the 'everyday' environments defined by public and private buildings. Pedestrian routes besides roads, formal hard or soft landscaped areas, public squares, etc all form a part of the public realm.



Public open space outside the Whangaparāoa Library. Despite being an element of the original plan the space is uninviting. A new proposal has been designed to make the area more inviting and better used.



View along Whangaparāoa. Car dominated and characterised by strip retail development, footpaths are often in poor condition and specific cycle provision non-existent.

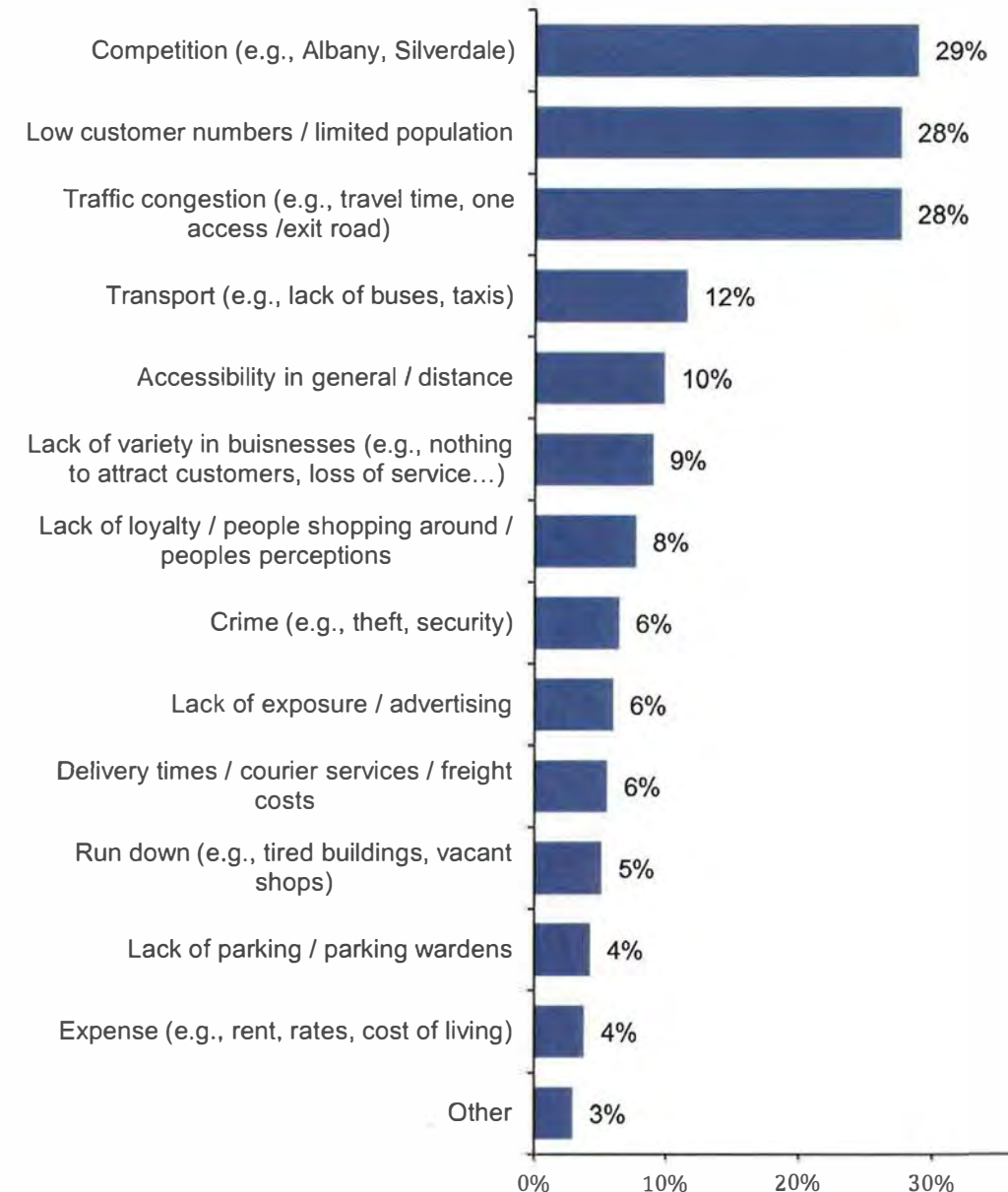
4.8

Community engagement and feedback so far has helped shape an approach to future planning by organising possible future projects into three key themes. These themes together with an outline of their goals are:

Business and Economy

The 2016 Whangaparāoa Business Area Report prepared for the Hibiscus and Bays Local Board revealed the strong 'local' nature of many businesses with many highlighting the convenience of both living and working locally. Given the sense and strength of 'localism' there is support for acting together to improve business opportunities and a strong desire to improve physical access to the peninsula (Penlink) as well as improving the quality of local connections around the town centre.

Main challenges facing businesses in Whangaparāoa



Community and Place

Based upon community engagement so far the positive lifestyle qualities of living in a coastal community are carried also into a desire to ensure the urban realm is as attractive and rewarding as the natural environment. The natural infrastructure of beaches, reserves and rolling landscape character of Whangaparāoa is contrasted by the often poor quality urban environment of strip retail development, unattractive buildings and wide featureless roading corridors. Naturally enough all development takes place in an incremental way and certain elements may be better than others but the lack of consistent vision of creating high quality and attractive public spaces and focal points has been identified as an area for improvement. Balancing the commercial necessities of development with the social and community functions requires a positive approach to planning. The diagram below by Leon Krier demonstrates this balance in an idealised way where the commercial 'every day' qualities of urbanism are contrasted or punctuated by civic values and focal points.

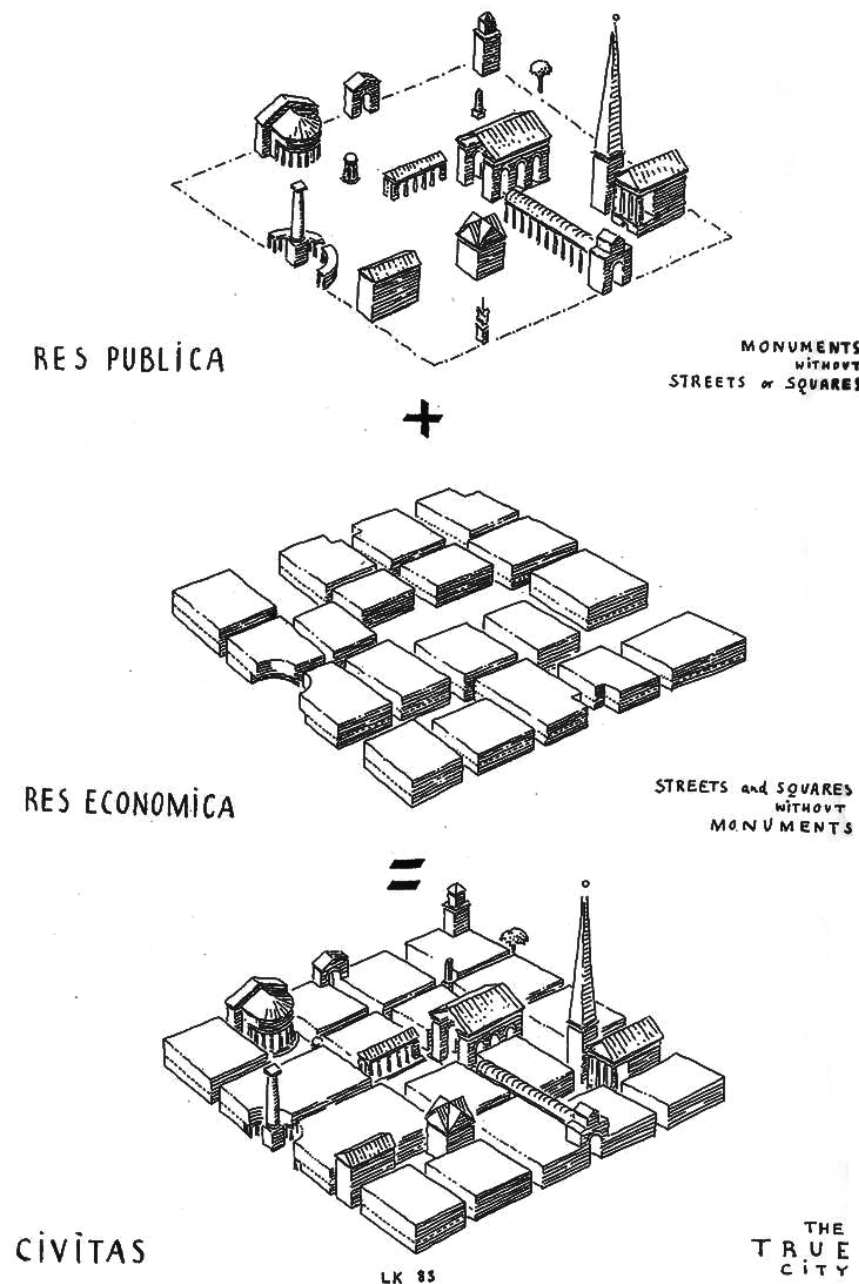


Diagram by Leon Krier illustrating the interaction of public and private buildings and the streets they make up.

Connectivity

The ease and attractiveness of movement in and around the town centre has emerged as a key theme from the community. This means, ease and the quality of the movement is not only a practical necessity but also one that can positively benefit the 'place making' aspirations for the urban spaces. The need for better connections for drivers, pedestrians and cyclists have been highlighted and some of the ideas for how improvements may be realised are put forward. Creating a hierarchy of urban spaces that together can form a coherent flow will create richness and diversity and offer different atmospheres and activities. Supporting the creation of better quality urban life in the squares and streets is also the possible role of new, redeveloped or existing buildings that could have new buildings added.

Throughout the Whangaparāoa Town Centre, there are often poor relationships between buildings and the public realm. In particular, ground-floor frontages are often blank or only partially 'active' i.e offer some idea of the uses and activities that lay within. This is particularly evident along the route between the library and the Hoyts Cinema and along much of Main Street.



Connection between the Main Street and cinema. No footpaths are provided and the scale of the space and character unwelcoming.



Main Street character achieved by retail frontage to pedestrian path and trees framing the road to help balance the relative scale and proportions.

4.9

The intensity of development or density of people in terms of people living close or within the town centre is also at a low level. The consequence of this is that whilst the town centre can be busy during the day or when special events are organised the centre is often lacking sufficient numbers of people living and working in the centre to offer a sense of vibrancy at other times.

4.10

Apart from the benefits that may come from future development close to the town centre and potentially within the centre itself. A key element to creating identity and maximising the natural benefits of the town centre's location comes with better 'framing' of the town centre i.e. ensuring that there is some sense of arrival and the roads framing the town centre are of a distinct character to those outside of the area. This need not involve a wholesale change (financially that would likely prove unfeasible) but could be achieved through a combination of gateway treatments and additional landscaping measures.



Even anonymous or blank facades can be improved if not 'activated' with appropriate landscape treatments.

4.11

Within the centre new, redesigned or intensified buildings could provide the defining edges of places for retail, hospitality and rich social meeting places for people.

4.12

The plan and model on page 47 help to illustrate the potential level of change that could occur within and adjacent to the town centre. This is not intended to be a master plan, but helps to illustrate how the ideas and development discussed in this plan could evolve.

Te Hapori me te Wāhi

5. Community and Place

The town centre will be redefined by improving the sense of arrival to the town centre along the Whangaparāoa Road, creating a gateway to the town centre.

A new, multi-purpose community building will support the town centre focus and this will be complemented by new attractive public spaces.

5.1

The amenity of the public space will be improved by:

- creating a gateway sense of arrival to the town centre
- supporting the redevelopment of the Whangaparāoa Hall to provide a modern multi function community space
- encouraging and supporting the owners of the Coast Plaza to investigate ways to improve the relationship and attractiveness of buildings that define pedestrian spaces
- supporting the development of a new focal point public space linking the library with the Coast Plaza.

Context

5.2

While Whangaparāoa Town Centre offers local shops and 'anchor' retailers such as Warehouse and Countdown together with well-used community facilities, minimal development has taken place there since the 1980's. The centre is perceived as being tired, disconnected from the residential neighbourhoods and at risk of losing important retailers to Silverdale.

5.3

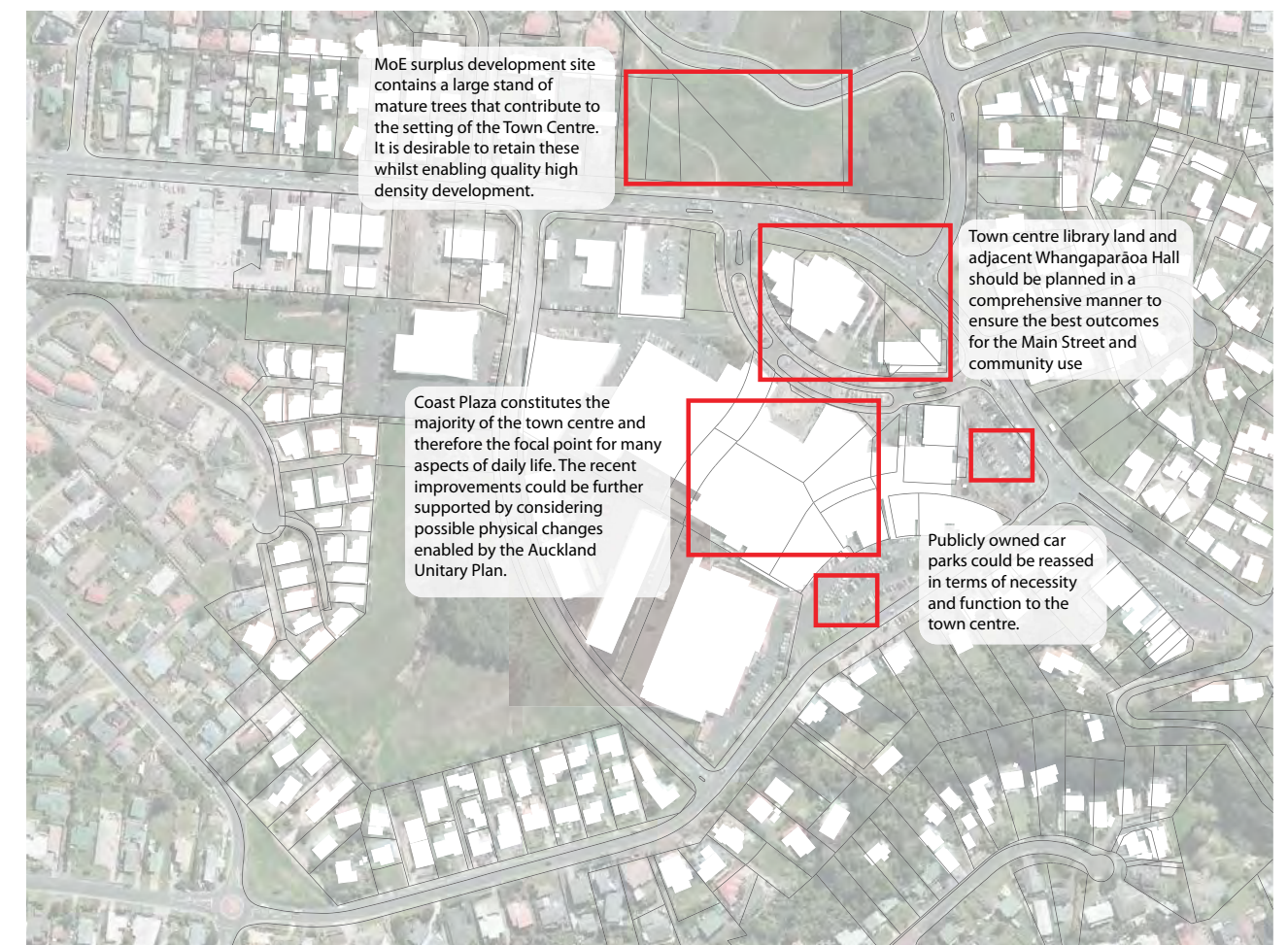
The inward facing nature of the Coast Plaza means that the surrounding streets struggle to achieve any real visual and experiential quality for the pedestrian.

5.4

The main community facilities – Whangaparāoa Library and the Whangaparāoa Community Hall are close to one another physically but do not make the best of possible relationships to the Coast Plaza. The site for the proposed Family Centre is identified next to the Hoyts Cinema and will also benefit from work to improve linkages across the town centre.

5.5

The town centre also lacks a resident population which reduces its potential overall vitality and natural surveillance outside of trading hours.



Community and Place Overview.

5.1.1 Creating a gateway sense of arrival to the town centre

The existing roading pattern is in some ways very beneficial to the town centre and establishing more of a pedestrian scaled environment because through traffic is located to the edge. Already the multiple traffic light controlled junctions establish a low speed environment that may be regarded as a hindrance for drivers but is beneficial in pedestrian terms.

The missing element however is that there is no special sense of arrival with the roading treatment and design the same as elsewhere on the Whangaparāoa Road.

Through localised visual improvements to the key access points to the town centre a better sense of arrival could be achieved. This in itself will help to support the concept of identity for the centre as a place to go and be a relatively cost effective measure.



Gateway treatment at Titirangi. An example of a very idiosyncratic but memorable approach to signaling arrival and departure from a destination.



Showing how a gateway can be created at the town centre.

1 - Redesign existing junctions with new surface treatments to emphasise entry to the town centre.

2 - Modest kerb realignments and introduction of structural landscaping on approach to and surrounding the town centre.

3 - Introduce as a part of a broader strategy a separated cycleway to provide safer routes for cyclists.

4 - Resurfacing and planting to define east west connection as Laneway.

5 - Investigate opportunities for parking demand and alternative means of provision in an additional parking building

5.1.2 Encourage the redevelopment of the Whangaparāoa Hall to provide a modern multi function community space.

- Provide a higher quality building to accommodate existing and additional community services and groups in the heart of the town centre.
- Create a building with a better relationship to the library and the Coast Plaza.
- Maximise the opportunity for Whangaparāoa's new 'gateway' to be a signature community building.
- The project could part-fund itself by realising residential development on the existing site.

The existing hall provides a range of community services presently and has the capacity in the future to provide more still within a high quality multi use building. Land to the east of the present hall between the library and hall could be utilised to extend the available site area and draw the hall into a closer relationship with the library and the Coast Plaza.

The higher part of the site on the junction with Tower Hill has fantastic views to the coast and this is an element that could well prove attractive for residential development as a part of a redeveloped site. Such a measure would have the threefold benefits of:

- drawing in funding for the new community building
- providing good quality residential living opportunities in the heart of the town centre
- acting as a focal point or gateway for people visiting the town centre.



Showing how the Whangaparāoa Hall could be redeveloped.

5.1.3 Encouraging and supporting the owners of the Coast Plaza to investigate ways to improve the relationship and attractiveness of buildings that define pedestrian spaces.

The Coast Plaza has had some recent improvements to the buildings and main public square in preparation for sale. The property is currently marketed and represents a significant opportunity for investment not solely in commercial terms but also in terms of the latent residential development value.

The existing mall is a product of its time and design philosophies for mall design have moved on to mimic traditional town centres, featuring open streets, focal point public open spaces and a mix of residential and commercial uses.

The Coast Plaza could very much be re-configured along these lines and the sketch opposite illustrates some of those key elements and how they could be delivered in this case. This is not a master-plan but merely an illustration of possible approach opportunities in the heart of the town centre.



Showing how pedestrian spaces can be used to open up the town centre.



Santa Monica Place. Originally a conventional closed mall design the plan has been revised to provide an open air shopping environment with focal point public spaces and rooftop cafes.

5.1.4 Supporting the development of a new focal point public space linking the library with the Coast Plaza.

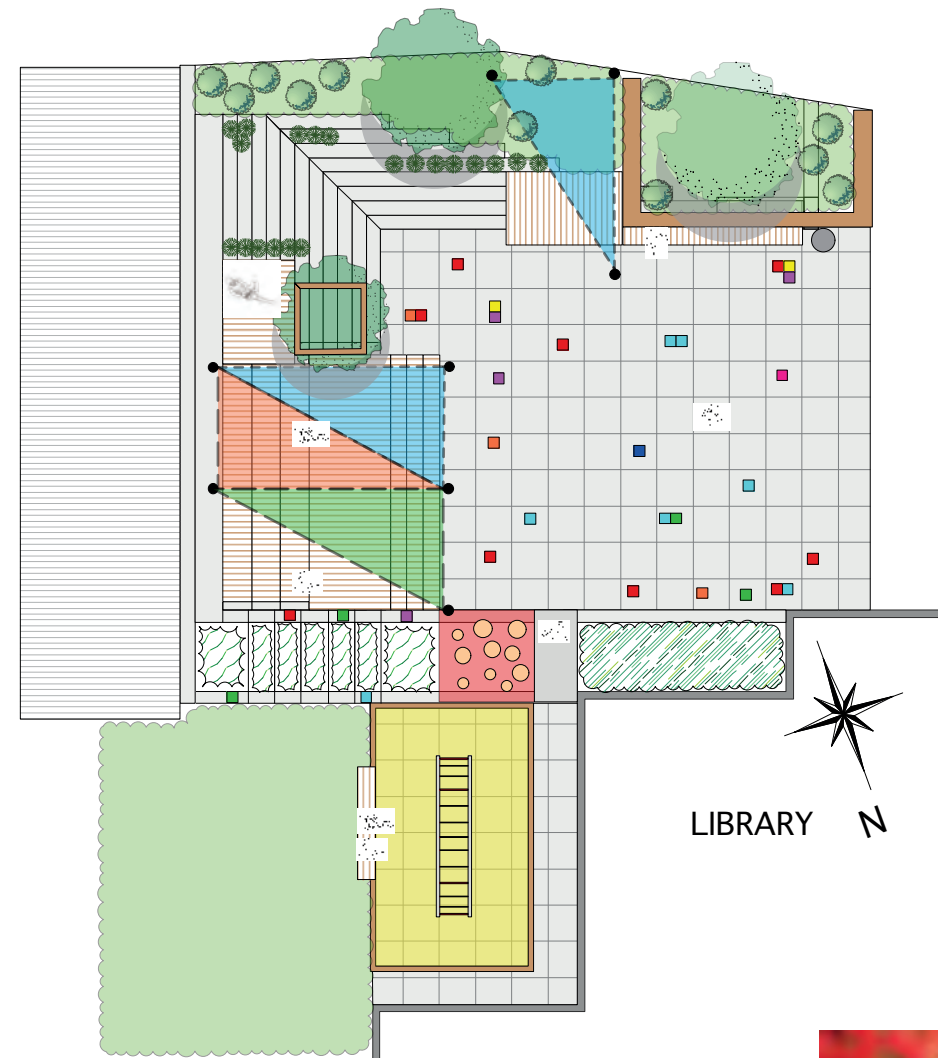
Whilst the library was planned originally with a civic space beside the entrance the character of the space has never offered anything truly attractive to encourage its use. The local board have funded the development of an alternate design to promote better use of this space. The design process has been overseen and managed by Future Whangaparāoa and the layout design complements enhancement works recently carried out to the Coast Plaza square opposite. A further stage of consideration and design thinking should also be brought to the connections between the two spaces.

Whilst a pedestrian crossing links the two areas presently the physical relationship and force of visual and physical connection is lessened by the extensive car parking. Potential reductions in car parking need to be considered carefully and from a position of knowledge on overall parking needs but in pure design terms the emphasis for public realm within the town centre should be biased to the needs of pedestrians.



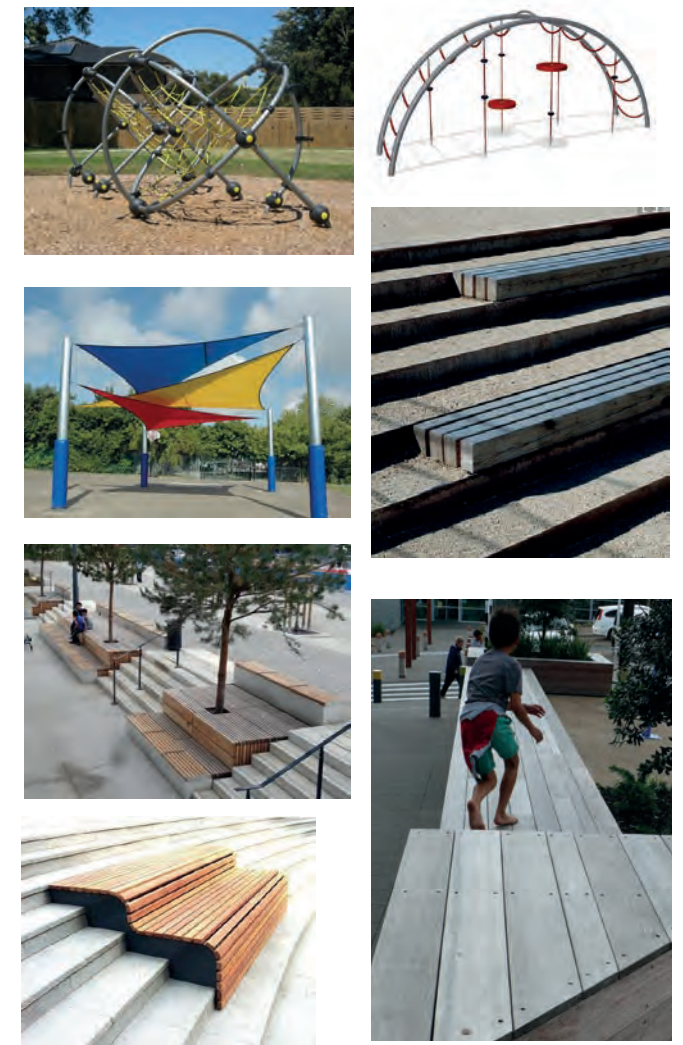
Present connection between library and Coast Plaza – functional but not high quality.

MAIN STREET



| KEY | |
|-----|---|
| | New planting to existing garden bed |
| | Existing garden area |
| | Raised safety surface - play area Timber edging |
| | Timber cladding - seats and steps |
| | Shade sails - multi colours approx 6.0x3.0 |
| | New planting to existing water feature |
| | New coastal planting |
| | New coastal tree planting |
| | New raised timber planter |
| | New multi age play equipment |
| | Existing paving to remain - grind concrete Insert public art tiles |
| | New timber bench seat |
| | New stepping logs in safety surface |
| | Create planting holes in existing steps |

LIBRARY N



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 info@shaferdesign.co.nz
 www.shaferdesign.co.nz

LANDSCAPE CONCEPT **Whangaparāoa Library Plaza**
 1:200 @ A3 MAIN STREET, WHANGAPARAOA 18/05/2016 SHEET 01 REVISION 00

5.1.5 Supporting and delivering high quality living environments will require substantial intensive residential development

In terms of Auckland-wide growth the forecasted growth for Whangaparāoa is relatively modest. But for a tightly defined community the potential that does exist could be significant to support a sustainable and vibrant town centre. In this context supporting a broader range of future housing is important to ensure people not only have the choice to live locally but can also live close to local services and amenities. The AUP is particularly relevant in setting the framework for this the needs of pedestrians.



Recent planned development for the Milford Mall by NZ Retail Property Group illustrates the potential for significant residential development can be achieved by adding to existing buildings. Whilst this example is a different scale the principles could equally apply to the Whangaparāoa Mall.



Overview of Development Potential.

Te Tūhonohono me ngā Tikanga Tautaiāo

6. Connections and Eco-Mobility

Enhancing community connectivity – further developing the public transport network, and spreading a safe cycling and walking network, will provide for a better connected community both locally and regionally.

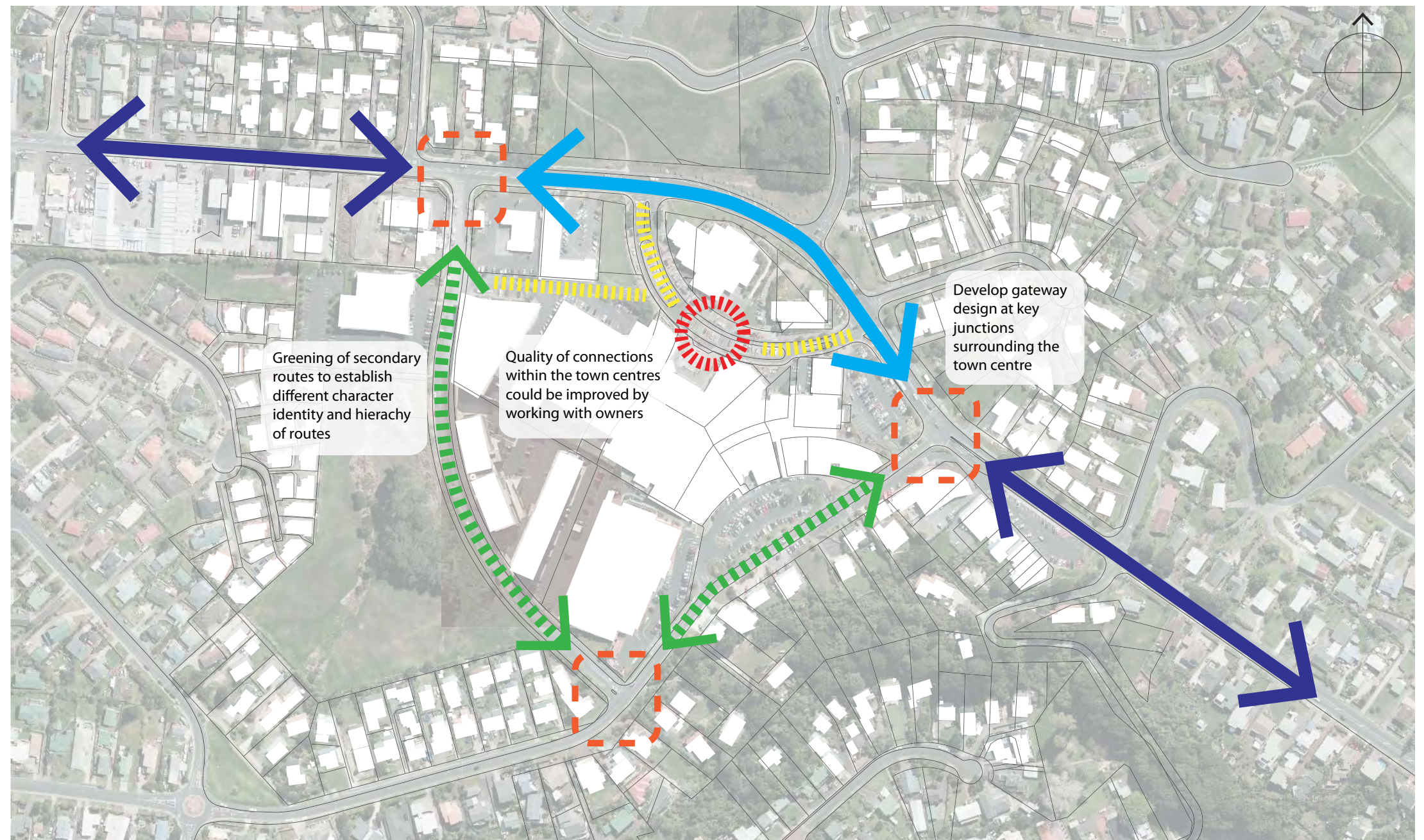
6.1

The component parts of this key move can be summarised as:

- upgrading Whangaparāoa Road as it traverses the town centre to provide some better sense of 'arrival'
- delivering Penlink to better connect Whangaparāoa to the motorway network and ensuring public transport options are effectively coordinated to encourage use
- survey parking demand and provision and consider this in light of the potential for transit orientated development in the future
- create a first stage cycle network that logically connects to other plans such as the Greenways Plan
- make it easy, safe and attractive to walk around Whangaparāoa.

6.2

Whangaparāoa emerged as a car-based centre in the 1980's, an era dominated by the private motor vehicle, and that heavily influenced the way we moved through, planned and built developments.



Connectivity Overview.

6.3

Due to the relative isolation of the town centre and the linear nature of the peninsula adequately catering for the car born local population made sense but came with some negative trade off in terms of the character of the environment created. The 'spine' of the Whangaparāoa Road coupled to the trends in strip retail development has led to a dispersed pattern of commercial development and poor quality pedestrian and cycle routes and connections.

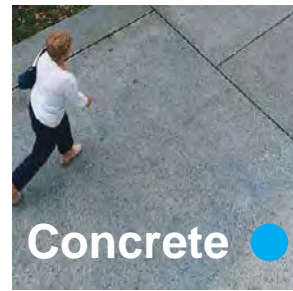
6.4

The challenge therefore is how to improve and in some cases retrofit these elements to service the existing and growing population. Whilst there remains the functional need for good roading connections expectations today are different to 20 years ago and there is a growing expectation that safe pedestrian and cycle connections should be delivered as a part of a balanced community development.

6.1.1 Whangaparāoa Road

The priority for the project will be the 450 metre stretch of Whangaparāoa Road between Link Crescent and Wade River Road. The road currently has a wide carriage way (multiple lanes and median) and bus stops adjacent and opposite to the public car park. The area has low pedestrian amenity but has three signalised intersections.

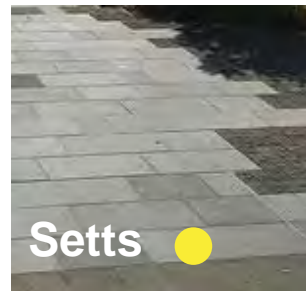
The proposal is to enhance this existing slow speed zone that will include narrowed carriage ways, cycle infrastructure and an enhanced streetscape environment with improved pedestrian connectivity. The balance of Whangaparāoa Road to the future connection point to Penlink (circa. 1.5km) will be upgraded to complement the neighbourhood's increased density. It will be improved by under grounding services, and by upgrading pedestrian routes and cycle infrastructure.



Simple and durable materials can be used to enhance key entrances to the town centre.



Separated cycle lanes around town centre to enable safe movement is desirable and should be a part of a broader connected network in time.



Native feature trees to define and assist with bringing human scale to roads in and around the town centre.



Native plants to define landscape at 'gateway' locations.

6.1.2 Penlink and Public Transport Connections

Being well-connected with efficient public transport, roadways, cycleways and walkways is essential for our communities and their quality of life.

Well-connected transport networks and access to parking provide economic benefits to towns and businesses and improve quality of life by reducing travel time and increasing leisure time.

Severe congestion during peak hours is commonplace around Silverdale and along the Whangaparāoa Peninsula. Pinch points at Beach Road, Browns Bay and East Coast Road intersections with connector roads to the motorway are also problematic. This has limited further expansion, development of business and has negative impacts on residential areas. Penlink is a key priority for those commuting locally and further afield.

With the project now within the Auckland Transport Alignment Project (ATAP) and a priority for Auckland Transport it is important to start to consider in more detail the future role of the town centre. Given the potential for greater density of development in and around the town centre proximity to the Penlink connection could lead to the creation of new public transport routes in the future.

Further to this it should also be acknowledged that relative proximity of the town centre to the Fullers Ferry Service at Gulf Harbour is also a significant asset in developing a more integrated movement network in the future. The numbers of sailings to the city have already increased with the local board presently advocating more sailings for the weekends.



The bridge that is planned as part of Penlink.

6.1.3 Examine parking levels and planning for future high quality provision

The town centre has significant levels of car parking at present mainly thanks to the two decks of car parking provided as a part of the Coast Plaza. The town centre does not have an up to date parking management plan and so it is not possible to assess the suitability of this level of provision going forwards.

The AUP takes a far less onerous approach to the provision of car parking (from previous district plans) as a consequence of development proposals and so parking management is likely to become a much more serious priority as development and redevelopment within the town centre takes place. Council controlled car parks are limited to Main Street, general street parking (where available) and car parks adjacent to the bus stop and a little further away at the Whangaparāoa shops. Operation and levels of provision need to be assessed with options developed to support future growth in the town centre.

Close liaison with the private sector providers of car parking should also take place to ensure a coordinated strategy is developed and avoid the potential to 'knock on' effects from pursuing a particular approach in isolation with the local board presently advocating more sailings for the weekends.



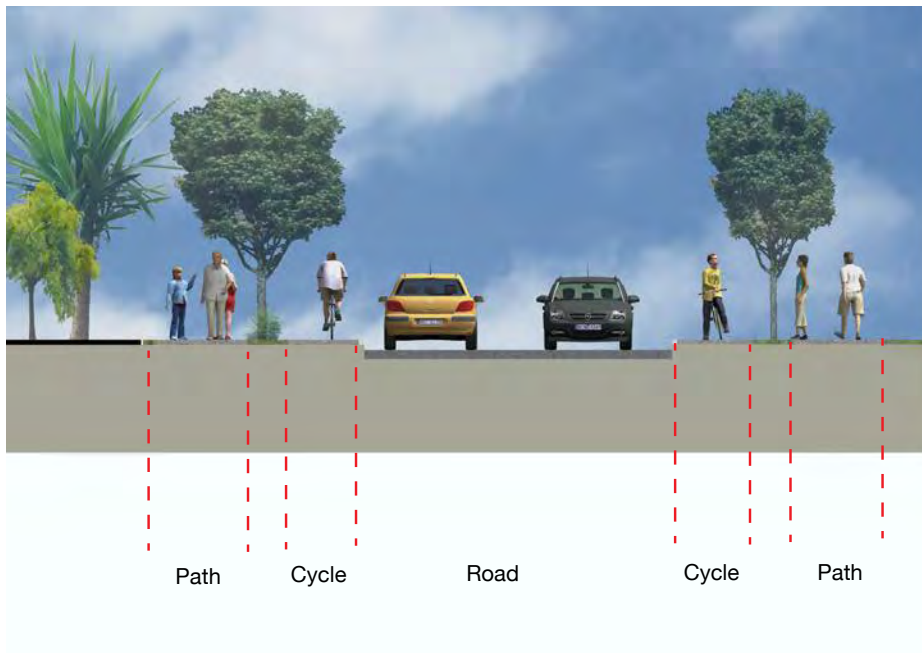
Showing car parking at the town centre.

6.1.4 Creating a cycle network

The role of cycling is increasing within Tāmaki Makaurau / Auckland. Cycling is one of the most efficient ways for people to move over distances between two and 12 kilometres. Providing safe cycle infrastructure can be cost effective, particularly if other works are occurring in the corridor. Unlike public transport, such infrastructure has minimal ongoing operational costs.

Much of the existing residential population on the Whangaparāoa Peninsula live at a distance from Whangaparāoa Town Centre that makes walking impractical or less attractive. However, the distances from residential areas to the centre are well suited to trips by bike if that trip is felt to be safe and attractive.

The existing cycling infrastructure is generally of poor quality. A mix of shared paths and unprotected cycle lanes on busy roads does not provide sufficiently safe infrastructure to attract new users. Providing safe and connected infrastructure, working with the community to overcome barriers to cycling, and providing education about cycling will be key factors in improving cycling to and from the town centre.



Conceptual drawing showing the relationships between vehicle, cycle and pedestrian.



Extract from Auckland Transport cycleway maps shows a lack of formal route designation. Given the relatively low population levels this is not unusual but with future growth identified there is a need to start to identify and plan for better cycleway provision.

Key

-  Route with space for cyclists may be busy roads
-  Route on quieter roads recommended by cyclists
-  Public Toilets
-  Local bike store

6.1.5 Walkability

Investment to improve the walkability of the town centre will require the local board to work together with Auckland Transport on a programme of minor improvements to supplement other investments.

This work will focus on improving connectivity, attractiveness, ease and safety for walking within the project area. This could include initiatives such as:

- making intersection improvements
- providing safe and convenient opportunities to cross streets
- filling in missing links
- managing speeds across the project area
- making safety improvements.

Some initial thoughts on potential improvements could be:

Re-imagining Link Crescent as an active urban street including new street trees, paving enhancement, rain gardens/swales. Improving the connection between Hoyts Cinema and the Whangaparāoa Town Centre. This will involve the active participation of the owners of Coast Plaza.

Before



Link Crescent today.

After



Link Crescent re imagined as an urban street incorporating street planting, cycleways and enhancement planting.



Pedestrian and vehicle connection between town centre and Hoyts Cinema.



Pedestrian and vehicle connection between town centre and Hoyts Cinema incorporating footpaths and street trees and landscaping.

Kaupapa Umanga me te Ōhanga

7. Business and Economy

Creating a positive business focus and energy that will build upon the existing strengths of the local customer base. This will be developed further by local businesses acting together and promoting Whangaparāoa as a lifestyle business destination.

7.1 Repositioning the place

The picturesque location of the town centre and quality of the surrounding beaches are significant assets in promoting Whangaparāoa to visitors and investors. The negative aspects of perceived distance or remoteness from Auckland city need to be countered in the first instance by re-branding and promoting the 'place' and secondly by overcoming those perceived barriers with improved infrastructure (Penlink).

Recent development at Woodridge Estate and Link Crescent demonstrate the ongoing desirability of living on the peninsula where access to a beach lifestyle can be achieved far less costly than in other areas of Tāmaki Makaurau / Auckland. Supplementing the traditional housing stock with other alternatives such as townhouses or apartments close to the town centre will further introduce variety in housing options and price point. These are positive measures in creating greater diversity but need to be supported also by quality commercial development and infrastructure.

The growth of e-commerce or small home based business means the relative perceived difficulties in access are not insurmountable but there does remain the need to also acknowledge that even with a healthy local market there is a need to look beyond the peninsula in working life.



Illustration of possible benefits prepared by ATEED.

Apart from the necessary improvements to infrastructure the recent launch of the Whangaparāoa website (whangaparaoa.info) is one step towards improving the profile of the businesses and facilities on Whangaparāoa further afield.

A further possible stage of development in this process could be for the local board to work with Auckland Tourism, Events and Economic Development (ATEED) and other agencies in promoting the tourism potential of the peninsula. Following other successful models such as the Matakana Coast Tourism establishing a formal tourism cluster could yield significant benefits in repositioning Whangaparāoa as a destination in Tāmaki Makaurau / Auckland.

7.2 Encouraging the creation of a business network.

The 2016 Business Survey commissioned by the local board for Whangaparāoa demonstrated a genuine interest amongst surveyed businesses to form a local business network or association.

With the majority of business owners being small operators (62%) employing five or less employees the greatest priorities for the future were felt to be:

- advocating on behalf of the area to improve access to and from the peninsula and making sure alternative routes and transport development projects such as Penlink are implemented to better attract customers and visitors to the area
- increased marketing and promotion for the area (especially for its local catchment areas within Whangaparāoa and encouraging residents to support its local businesses instead of shopping in Silverdale or Albany).

A first meeting of local business people took place on 5 October 2017 with approximately 40 people attending a breakfast meeting to learn about the recent development of the Whangaparāoa website and also share their ideas for how the business community could be developed into the future. Further meetings are planned.



The first Business Networking event organised by Future Whangaparāoa.

7.3 Explore the potential to create a co-working space.

The profile of local business are those with less than five employees and often sole traders. Dependant on the type of business the solitary nature of doing business can lead to a sense of stagnation in terms of business development.

Keeping up to date with new ideas and methods of working can be difficult and in creative industries the lack of interaction with other businesses make it difficult to innovate.

Increasingly in Tāmaki Makaurau / Auckland this has led to the development of co-working or shared space offices. The Grid AKL and BizDojo program offers a great example of flexible office space for small businesses to work meet, learn and develop.

Presently there is no co – working space on the peninsula despite the high numbers of small businesses or sole traders. This could be an area of further investigation with Auckland Tourism, Events and Economic Development (ATEED) perhaps leading the way to investigate the potential to develop a 'BizDojo' in the town centre.



Developments in Wynyard Quarter Auckland of shared co-worker office spaces by Precinct Properties and managed by BizDojo.

Te Mahere Whakatinana

8. Implementation Plan

| Key Move | Page Ref. | Action | Agency | Delivery Plan |
|---|-------------|--|---|---------------------|
| Creating a gateway sense of arrival | Pages 36-37 | Identify, design and implement gateway designs at key intersections. | Hibiscus and Bays Local Board | Short (0-5 years) |
| Encourage the redevelopment of the Whangaparāoa Hall | Pages 38-39 | Work in collaboration with Trust to enable redevelopment of the Hall to a new multi use community facility. | Local board Whangaparāoa Hall Trust | Medium (5-10 years) |
| Support the improvement of the public realm surrounding the Coast Plaza | Pages 42-43 | Support the new owners of Coast Plaza in their future plans and work with them to identify possible complementary improvements to the privately owned areas of public realm. | Private Local board | Medium |
| Supporting the development of a new focal point open space to the library | Pages 44-45 | Implement design for the library forecourt space and investigate further potential to strengthen pedestrian connectivity with the Coast Plaza. | Local board Auckland Council | Short |
| Encourage the delivery of higher density living in the town centre | Pages 46-47 | Support proposals that seek to diversify the housing stock and introduce higher density, quality residential development in the town centre. | Private Local board | Short |
| Improving PT connections, frequency and the delivery of Penlink | Pages 52-53 | Delivery of the Penlink has been highlighted by the local population and business community as a first priority. | Auckland Transport Local board Auckland Council | Short |
| Examine parking levels and forecasted demand and plan for the future | Pages 54-55 | Undertake analysis of parking provision and determine adequacy against future growth. A coordinated strategy with the owners of Coast Plaza should be put in place. | Auckland Transport Private | Medium |

| Key Move | Page Ref. | Action | Agency | Delivery Plan |
|---|-------------|--|--|---------------|
| Identify a suitable cycle network | Pages 56-57 | Establish and adopt key cycle network framework. | Auckland Transport | Short |
| Undertake walkability survey to highlight key areas for improvement on a phased implementation basis | Pages 58-59 | Undertake walkability survey and adopt programme for phased improvement and implementation. | Auckland Transport Private Local board | Short |
| Repositioning the Place | Pages 60-61 | Develop a marketing campaign to raise the profile of Whangaparāoa on the North Shore and city as a destination for high quality beaches, interesting local events and outstanding natural resources. | Local board Auckland Tourism, Events and Economic Development Limited (ATEED) | Short |
| Establish a business network/ association and appoint or share town centre manager to promote local businesses and events | Page 62 | Advise and foster the creation of a business association to enable local businesses to work together for mutual betterment. | Businesses Community Local board Auckland Tourism, Events and Economic Development (ATEED) | Short |
| Investigate the development of a co-working space or hub for small businesses | Page 63 | Reference the developing network promoted by Auckland Tourism, Events and Economic Development (ATEED) under Grid AKL. Learn and discuss the potential to establish a centre for Whangaparāoa. | Businesses Community Local board ATEED Future Whangaparāoa | Short |

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