

SHAPING THE FUTURE OF HIGH STREET

SUMMARY OF COMMUNITY ENGAGEMENT FROM JULY-OCTOBER 2024

Guided by the City Centre Masterplan, Auckland Council is shaping a thriving, future-focused city centre, with High Street at its heart. From July to October 2024, we engaged the community to gather aspirations for High Street's future. These insights will inform future design ideas.

Engagement snapshot

Between July and October 2024, Auckland Council conducted engagement to understand the community's aspirations for High Street's future. The engagement resulted in valuable community insights that will shape the development of future design options.

Our engagement sought to understand the community's views, using these key questions:

1. What works well currently on High Street?
2. What needs to be different about High Street?
3. What makes High Street special?
4. What a good future for High Street looks like?

Our goal was to ensure the community is involved at every step of the journey. By understanding their hopes, concerns, and vision, we aim to build on their strengths and passion for High Street.

We spoke to

- Business owners
- Residents
- Property owners
- Workers
- Property managers
- Visitors and shoppers
- Commuters
- Delivery people

Summary of Engagement

16 activations including pop-up and displays on High Street

162 visits to local businesses



1169 mailed letters to local businesses



4 interactive walk-shops on heritage and the pedestrian experience



3 school holiday walking tours, capturing families' experiences



392 online surveys completed

93 love notes and postcards written



105 one-on-one interviews



370 poll responses highlighting preferences for High Street

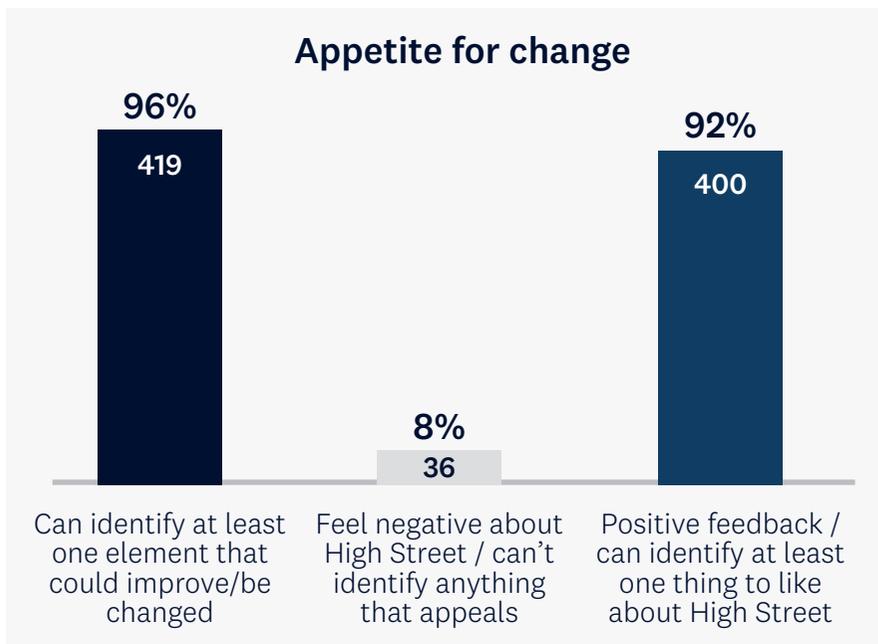


241 intercept surveys on High Street

547 ideas shared at pop-ups



Key insights from the community



92% of survey respondents identified something they liked about High Street, while 96% noted one area that needed improvement. Nine themes emerged across all groups and highlighted the most important ideas for the future:



- 673 A lively mix of quality retail and hospitality.
- 591 Accessible, safe, and enjoyable pedestrian spaces.
- 364 Opportunities for gathering, events, and social connection.
- 300 Clean, well-maintained streets with greenery and effective waste management.
- 282 Improving personal safety and creating a welcoming environment for all.
- 130 A distinct identity defined by independent and eclectic retailers.
- 104 Ensuring easy access for pedestrians, deliveries, servicing, and public transport.
- 76 Linking High Street to nearby precincts and city landmarks.

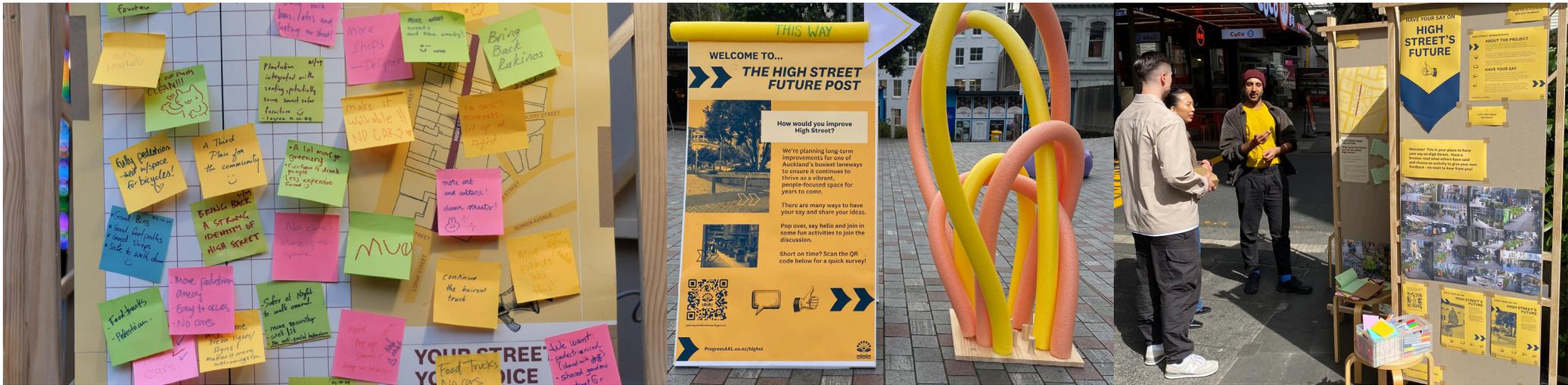


Community feedback

There is a great range of shops on the street - not the usual big brand stores, more the smaller local shops.

Gathering space, events, outdoor dining. We would come into town more if there were more reasons to come in e.g. bandstand with music.

Wider footpaths are great. Making it a nice, safe, wide, space to walk along will be much better.



Timeline

2019 - 2020

Pilot programme to test pedestrian-friendly changes like a widened footpath and added greenery.

July-August 2024

Targeting local businesses, residents, workers and property owners.

September-October 2024

Continued engagement with local businesses, residents, workers and expanding this reach to include visitors, shoppers.

Mid 2025

Deliver draft ideas, based on community input, for consultation.

Late 2025

Preferred option will be presented to an Auckland Council committee for a decision.

