

Kingsland

Business Improvement District

Report from public meeting on 24th August 2009

Executive Summary

A public meeting was held at Eden Park on 24th August to commence a discussion about creating a business improvement district (BID) for the Kingsland business community. The meeting was well attended with approximately 30 local business operators and property owners along with Rt Hon David Shearer MP, Councillor Glenda Fryer and Chris Dempsey Chair of the local community board.

The purpose of the meeting was to discuss the development of a business improvement district and identify a number of key issues that a BID association might focus on addressing in the Kingsland area. As part of the discussion attendees were put through a series of exercises looking at ideal future scenarios for the area and what issues might need to be addressed to work towards making that future a reality.

The main issues identified during the workshop were:

- Improving the mix of local businesses to increase the appeal of the Kingsland area as a shopping and entertainment destination
- Marketing the Kingsland brand to increase awareness for the area locally, nationally and internationally
- Connecting the Kingsland brand to Eden Park to capture opportunities presented by the Rugby World Cup in 2011
- Looking at ways of improving the parking experience in Kingsland
- Encouraging increased pride in presentation of business premises and public areas in Kingsland

The outcomes from the meeting will be taken into account as part of the process for creating a business plan for a proposed BID association. That plan will then be used to promote the development of a BID for the area as part of any future polling process.

Discussion

The future for Kingsland

Attendees were asked to describe what a shared vision could look like for the new business improvement district association.

The following are a selection of suggested elements of a shared vision as put forward on the evening:

Aesthetically appealing with a village feel

Sustainably aware with a respect for its heritage buildings

Iconic cafes, retail, restaurants and bars

Edgy with a collection of eclectic boutiques, cafes and fashion outlets

The gateway to Eden Park - the Rugby World Cup and beyond

Key issues to enhance economic prosperity

Attendees worked in groups to identify what key issues need to be addressed in the grater Kingsland area to enhance economic prosperity. Feedback from groups was collected and a list of issues agreed.

Attendees were then asked to participate in a weighted voting exercise that aimed to uncover the consensus on what the four most important issues were for the group. Attendees had a total of three votes each.

The result of the weighted voting exercise was as follows:

Key issue	Description	Votes
Business mix	<ul style="list-style-type: none">Ensuring a mix of businesses that puts Kingsland top of mind as a destination for shopping and entertainment	24
Branding	<ul style="list-style-type: none">Investing in the Kingsland brand as a key destination for locals and people from outside of the area	19
Eden Park	<ul style="list-style-type: none">Connecting the brand to Eden Park to capture the opportunities of the Rugby World Cup and beyond	19
Parking	<ul style="list-style-type: none">Improve the parking experience for customers of the Kingsland business community	18
Presentation	<ul style="list-style-type: none">Encourage pride in presentation of business premises, in particular of bars, and public areas to improve customer experience	17
Defining Kingsland	<ul style="list-style-type: none">Make sure people know when they are entering and leaving the Kingsland precinct	5
Petty crime	<ul style="list-style-type: none">Eliminate petty crime from the Kingsland area	0

Potential Solutions

The top scoring issues were then discussed at each table. Attendees brainstormed ideas of what solutions to each of the four key issues could be. The following is a list of the ideas generated:

Key issue	Solutions
Business mix	<ul style="list-style-type: none"> ▪ Develop relationships with landlords, communicate the vision for the Kingsland precinct and help them find the best tenants for the community as a whole ▪ Work with the Council to improve zoning (mixed use) to allow for the right development that will attract desired new businesses ▪ Work with Council to relax parking requirements of businesses reducing this as a barrier to entry ▪ Identify gaps that exist and develop a short list of desired businesses then target them specifically when premises become available
The Kingsland Brand	<ul style="list-style-type: none"> ▪ Establish a sub committee to oversee the further development of the Kingsland brand and use it effectively to promote Kingsland as a premier destination in Auckland that's easily accessible ▪ Identify opportunities to connect the Kingsland brand to the Rugby World Cup and Eden Park, e.g. rugby walk of fame <ul style="list-style-type: none"> ○ be sure to balance the connection to rugby ▪ Establish a working party to co-ordinate the development of a mural next to the train station that promotes the Kingsland brand ▪ Create gateway signage welcoming people to the Kingsland precinct
Parking	<ul style="list-style-type: none"> ▪ Improve awareness of parking facilities that currently exist in the area ▪ Promote the use of public transport to and from Kingsland ▪ Proper policing of the two hour parking limit ▪ Investigate shuttle services from Eden Park, valet parking and the sharing of existing parking facilities (including Eden Park) as options for improving the parking experience in Kingsland ▪ Build a new parking facility, possibly subterranean ▪ One lane traffic with angle parking
Pride in presentation	<ul style="list-style-type: none"> ▪ Manage street cleaning relationships to ensure they do a great job ▪ Introduce CCTV and improved lighting to discourage unwanted behaviour ▪ Introduce an alcohol ban to Kingsland ▪ Investigate the possibility of having a community constable ▪ Look at ways of sprucing up the presentation of the railway station and plaza with public toilets ▪ Approach Dulux to discuss possibility of paint sponsorship for Kingsland properties ▪ Liven up decorations at Christmas time ▪ Introduce more plantings / greenery / flower beds