



It aligns with Auckland Council's City Centre Masterplan, which envisions a liveable and connected city centre. Community input is key to shaping this important transformation.

What do you want High Street to look like in 10, 20, 30 years? Share your ideas and let's build a street that reflects our community's unique character.



HIGH STREET IMPROVEMENTS PROJECT

Summary of public engagement:
July to October 2024

ProgressAKL.co.nz/highstreet





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PURPOSE OF THIS REPORT

This report summarises the first two phases of public engagement on the High Street Improvements project. The engagement summary outlines key findings across the different engagement methods for the first two phases of engagement between July and October 2024, including one-on-one interviews, on-street intercept interviews, pop up activation activities and an online survey.

Project Background

Introduction

Situated on the edge of the beautiful Waitematā, our city centre spans just 4.42km² but is responsible for 20% of the total GDP of Tāmaki Makaurau. The city centre is New Zealand's biggest employment hub and has a growing population of over 38,000 residents. As the epicentre of the largest Māori city in the world, Tāmaki Makaurau's city centre has a unique and precious identity.

Guided by our City Centre Masterplan (CCMP), Auckland Council is building on these great advantages and opportunities and investing in transformative projects to ensure that we have a vibrant, thriving city centre well into the future. Shaping the future of High Street is one of these important transformational projects.

High Street, one of the busiest laneways in our city centre, is brimming with potential. With neighbouring O'Connell Street, Jean Batten Place, Freyberg Place and Ellen Melville Centre enjoying relatively recent upgrades, and with Victoria Street undergoing its own significant transformation, it's now time for Aucklanders to help determine how they want to experience High Street in the future and for the next generation.

The High Street Improvements project is part of a wider suite of upgrades taking place in midtown. The Midtown Regeneration programme is designed to rejuvenate the heart of our city centre, future-proof infrastructure and bring new energy to public spaces, preparing us for the significant increase in the number of residents, workers and visitors predicted to come to midtown once the City Rail Link's Te Waihorotiu Station opens.

This engagement summary outlines key findings across different engagement methods, including one-on-one interviews, on-street intercept interviews, pop up activations and an online survey.



Where we've been

Throughout 2019 and 2020, Auckland Council ran a pilot programme to explore ways to create a more people-focused High Street. The pilot implemented temporary features to give the community and users of High Street an opportunity to experience a different layout before anything more permanent was decided.

High Street's temporary changes included using a boardwalk to widen the footpath, increasing greenery along the street, trialling waste management solutions and supporting the availability of loading and servicing spaces. Overall, feedback on the pilot was positive, with people generally liking the temporary changes or finding them satisfactory. People like the extended footpath because it provides more space for people and improves the pedestrian experience.¹

All in all, two-thirds of respondents who gave feedback on the initial temporary changes in High Street believe they enable a more positive experience on the street.

Where we are now

The temporary boardwalk (installed during the pilot to widen the footpath), is nearing the end of its lifespan and will be removed in the next 3-5 years. It is now time to plan for High Street's long-term future.

While additional footpath width was provided by the temporary boardwalk, it is constrained by the large planters that are required to prevent vehicle damage to the boardwalk. Other issues such as drainage and accessibility issues were unable to be addressed through the pilot programme.

We want to understand what the High Street community wants, so that we can ensure that High Street is future proofed and continues to provide a unique offering in our city centre.

Investment objectives

A business case process identified the following investment objectives for the High Street Improvements project:

- **Place and function:** ensuring the High Street area operates well as a place – prioritising people, safe movement, and opportunities to relax and enjoy the space.
- **Unique character and identity:** High Street's rich history, unique character and identity are respected and enhanced, encouraging a strong sense of community and belonging.
- **Vibrant and mixed use:** the High Street area is supported as a unique destination for people to explore and experience, with a diverse range of arts, culture, retail, hospitality and entertainment.
- **Investing in our future:** High Street is a resilient and adaptable place which attracts ongoing private investment.

¹ High Street Pilot Project Summary Analysis, July 2019 – September 2020 (Auckland Council)

ENGAGEMENT PROCESS

In planning the engagement process, we aimed to let the community’s voice shape the direction of any future changes for High Street. We wanted to build on the community’s strengths and passion for the area by fully understanding their hopes, concerns, and vision for the future. Our goal is to ensure the community is part of this journey every step of the way.

Alongside working within the project objectives, the public engagement will be considered alongside input from mana whenua, the Waitematā Local Board, the City Centre Advisory Panel, subject matter experts, technical reports and analysis to develop the brief for any changes to High Street.

Engagement Phases

Phase One

Initial conversations

In July and August 2024, we talked with the local High Street community—including businesses, residents, and key stakeholders—to get their thoughts on what’s working, what could be improved, and their impressions of the pilot project.

In early December 2024, we hosted an event to share what we’ve learned, closing the ‘engagement loop’ and setting up the community for Phase Three. The insights from Phases One and Two will guide our design brief and communication materials, following the IAP2 ‘involve’ level approach.

Phase Three

Feedback on ideas

In early 2025, we’ll seek feedback on draft ideas based on community priorities. These could include small operational changes or larger streetscape upgrades.



High Street Improvements project

Phase Two

Continuing the conversation and hearing from the wider community

From September to October 2024, we expanded our outreach to include visitors, shoppers, and other people using High Street from across the region, while continuing to connect with local businesses and residents. This phase helped us reach new voices and strengthen the relationships built in Phase One.

Final Decision

After gathering community feedback, the preferred design option will be presented to an Auckland Council committee for a final decision.



Objectives

The objectives of the engagement process are to:

- Establish a clear path for future designs or changes, guided by the community’s aspirations for High Street and the surrounding area.
- Engage a diverse audience that reflects the range of interests and demographics within the High Street community.
- Build trust and support from the community and stakeholders by demonstrating transparency, integrity, and competence.
Keep the community informed and involved throughout, ensuring no surprises as options for the future are developed.

Implementation

The engagement process was undertaken as a partnership between Auckland Council, Boffa Miskell, Open Fort and independent analysis was done by Henare Analytics.

Phase One Engagement

Phase One, which ran from 16 July to 18 August 2024, gathered feedback on High Street’s current state and explored improvement ideas to meet future needs. Recruitment for interviews and the online survey targeted:

- Businesses and workers with direct access to High Street.
- Residents and property owners with direct access to High Street, invited by post.
- Surrounding businesses that access High Street for loading, servicing, or other needs.
- Properties and businesses within approximately 100 meters east and west of High Street.
- A sample of the wider public via the “Have Your Say” webpage.
- Additionally, a workshop with the City Centre Advisory Panel was held on 26 August to explore the panel’s views on High Street.

Key activities

- One on one and group interviews.
- Online survey.
- 1169 letters to local residents, property owners and businesses in the district.
- Door knocking and business visits across the district.
- A consultation page on Auckland Council’s ‘Have your Say’ Page.
<https://akhaveyoursay.aucklandcouncil.govt.nz/high-street-improvements>
- A project web page <https://progressakl.co.nz/highstreet>
- A flyer to promote the process.
- E-newsletter created with updates to a database of interested and/or previously involved community members.
- High Street email address for direct contact with the project team
- Project film shared on Auckland Council social media.
- Phase One Interviewees: In-depth interviews were conducted to explore two key themes—pedestrian experience and heritage—that emerged from initial analysis and needed further investigation.

Phase Two Engagement

- Phase Two ran from **7 September to 11 October 2024** and was guided by the same questions as Phase One. Engagement recruitment focused on:
- Businesses, workers, and residents directly on High Street who weren’t reached in Phase One were targeted with a flyer drop, including an online survey link, distributed to all businesses on both ground and upper floors.
 - Visitors, shoppers, residents, and businesses within 100 meters east and west of High Street were engaged through on-street intercept surveys at key times. These included standalone interviews and sessions held during 16 activation events.

Key activities

- Activities on High Street, along with a heritage display at Ellen Melville Centre, encouraged varied feedback through engaging activities like “Love Notes to High Street.”
- Further visits to businesses, including flyer drops with the survey link.
- Current and potential users of High Street were reached through an online survey promoted via flyers, Auckland Council’s social media, and the People’s Panel.
- Street signage and an activation booth.
- Heritage display at Ellen Melville Centre.
- Project webpage on ProgressAKL.

Activities summary



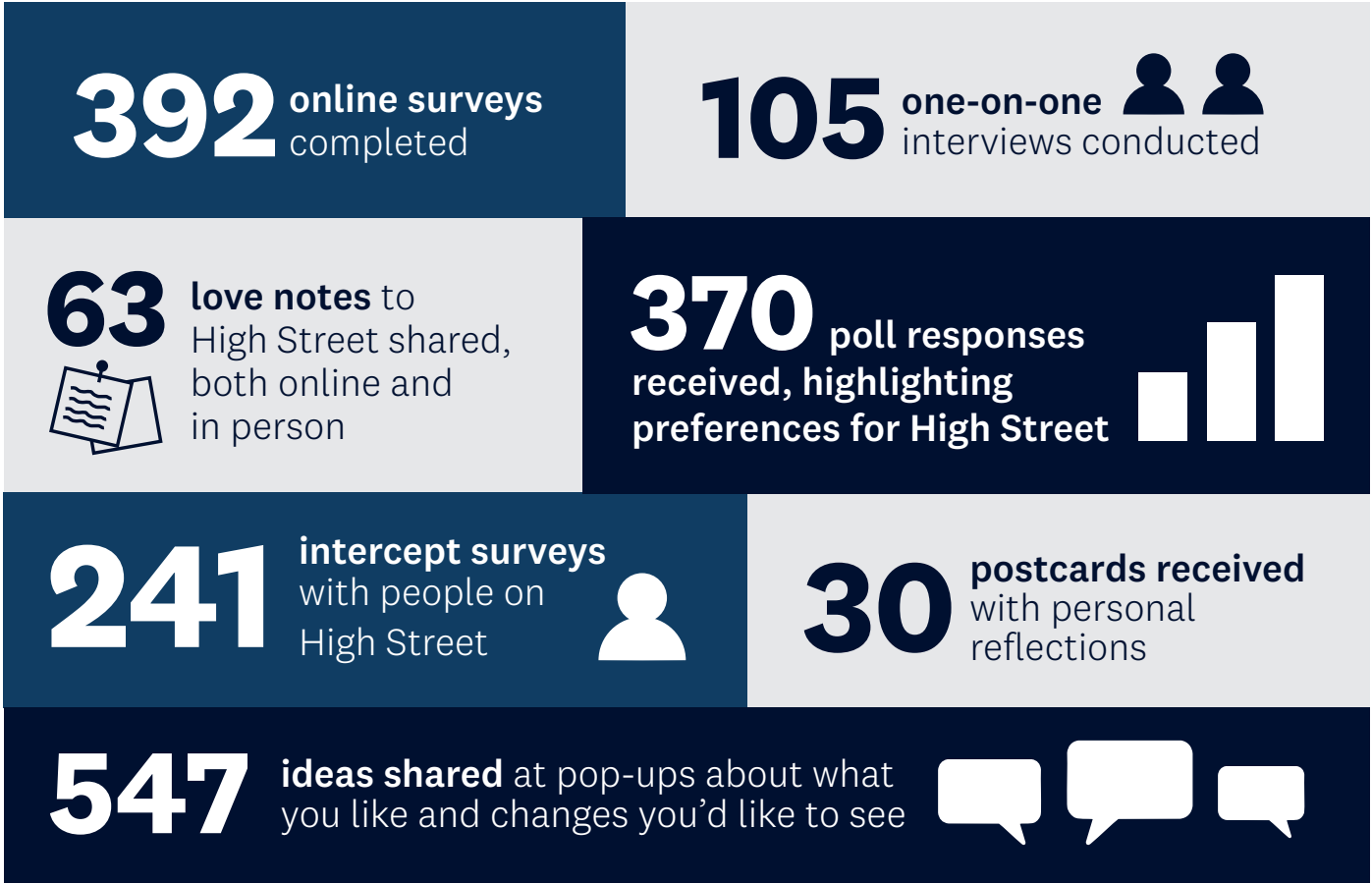
Engagement questions

Our engagement sought to understand the community’s views, using some consistent questions. These questions guided the delivery of the engagement methods and were asked in different ways to suit the context and audience.

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?

These allowed us to combine the analysis from Phases One and Two, giving a more complete picture of the community’s aspirations and needs.

Summary of participation



Limitations of the engagement methodology

The engagement methodology was tailored to best fit the specific needs of the project and audience. However, as with any methodology, limitations exist and are outlined here to support interpretation of the findings.

The analysis of the findings is primarily quantitative, focusing on the most mentioned themes. This approach was chosen as it was clear from Phase One that High Street needs high footfall to be successful. Therefore, the engagement used quantitative analysis to show what would encourage most people to go there. However, in terms of design development, it is important to note that two stakeholder groups are relatively smaller but have significant influence on High Street’s future success:

- Street facing retail and hospitality owners and workers
- Street whānau and social care providers

This limitation was effectively managed through targeted interviews in Phase One and will be further managed during Phase Three by ensuring these groups are specifically engaged to provide feedback in the design development and consultation process.



High Street Improvements project

KEY ENGAGEMENT INSIGHTS

This section summarises the nine key themes identified through engagement. We heard that the community want a:

THEME	Percentage of responses related to this theme	Count of responses related to this theme
Vibrant Street Level: a lively mix of quality retail and hospitality, and few vacant spaces.	25%	673
Better walking experience: a desire for a better walking experience came up across all the feedback. People had a range of ideas of what that looked like – from full pedestrianisation to time restrictions on traffic.	22%	591
Space for Community: the community can come together at regular events and festivals that make use of the whole street.	14%	364
Well-maintained place: it is clean and tidy with well cared for and appropriate greenery.	11%	300
Safe and welcoming place: at all times of day, for all. They want High Street to be busy with people, with good lighting. They aspire for a harmony between all users.	11%	282
Unique and memorable character that continues to provide a strong sense of connection and belonging for many, both through the buildings and nostalgic features that remind them of past cafes, bars and shops.	5%	139
Quirky, welcoming, urban vibe, that is embraced and enhanced - with independent shops and diverse experience, making it distinct from other streets in Auckland.	5%	130
Ease of getting to/from High Street: for waste, deliveries and visitors coming from other places in Auckland and beyond.	4%	104
Well connected to the surrounding area through a network of laneways, creating a broader sense of community and the aspirational feel of some well-loved international cities.	3%	76

Feedback taken from surveys (n=1692 responses to 4 open ended questions across 496 interviews) and in-person activations (n=908 responses). Percentages indicate shares of responses for a theme out of the top 9. N scores depict number of responses that include a mention of this theme. Multiple themes possible within a single response.

Read on to understand more about what the community said, and how we approached the engagement process.

OVERALL THEMES

Methodology

This section and the following summarises data collected through all engagement methods (see methodology section for details). In some cases, only a few questions were asked, as brief, creative activities were used to engage passersby without going in-depth. If findings come from only certain activities (like interviews or the online survey), this is noted.

The themes below are based on an analysis of all collected data, identifying key considerations for the future. This analysis began in Phase One (with key stakeholders, businesses, and residents) to identify initial themes, which were refined and expanded in Phase Two using data from a broader audience.

Overall results

Among those who provided feedback to the surveys, 92% identified found something they liked about High Street. Meanwhile, 96% identified at least one area they felt needed improvement.

Two main priorities emerged across all the feedback:

- Qualities that support **vibrant street-level activity** on High Street (e.g. businesses and activities operating at ground level).
- A desire for more **pedestrian-friendly spaces and better walking experiences**.

These priorities were also reflected in the feedback relating to the top three themes for High Street's future. Amongst all those who provided feedback, the two most important themes were 'pleasant to walk down' (23% of responses) and 'a good range of shops' (15% of responses).



Theme 1: Vibrant street level (673 responses)

This theme centres on High Street's vibrant street-level businesses and activities and the amenities that support this, including loading zones, nearby parking, and customer pick-up/drop-off.

Key desires for street-level activity include:

- A diverse mix of businesses, like combining retail and hospitality in the same space.
- Unique and appealing shops and cafés, especially in currently vacant spaces.
- High-quality or premium business options.

While people value a diverse mix of offerings, the primary feedback focused on simply having businesses available. Nearly 40% of the responses within this theme highlighted a desire for a selection of shops, cafés, and restaurants to be accessible when visiting High Street. Some respondents want to retain the current mix, while others suggest filling empty premises to increase retail and hospitality options. Some mentioned wanting businesses to be unique, appealing, or interesting, with some preferring a higher standard—such as high-quality or premium options.

There is some appetite for outdoor dining (e.g. tables and chairs occupying the space outside restaurants), with people making comparisons to nearby streets like O'Connell Street where this already exists. There is recognition that this would require streetscape changes, such as removing parking, widening footpaths, pedestrian-only zones or shared pedestrian zones.

Some respondents recognised that businesses also require amenities such as loading and delivery access. They suggested coordinating these needs with pedestrian and dining requirements—like setting delivery hours, prioritising deliveries over private vehicles, or using bollards to control access. Opinions on parking are mixed: some would like some on-street or short-stay parking, while others are satisfied with nearby parking structures such as available parking buildings or other parking in the neighbourhood.

Sub-themes related to this theme include:

- **General street-level activity (39% of responses made within this theme).**
- **Interesting and appealing retail/dining options (27%).**
- **Offers a range of businesses/mixed-use offerings (e.g., public spaces, retail, hospitality) (21%).**
- **Accessible services (e.g., loading, waste, customer pick-up) (20%).**
- **Parking options for users and visitors (17%).**
- **Outdoor dining options (14%).**
- **Entertainment facilities (e.g., cinemas, game arcades) (3%).**

There is no need to park on the streets and delivery vans should either come before 9am or park in the garage and wheel goods over. I don't get why we allow delivery vans to constantly park right outside businesses during business hours.

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

Love the small businesses e.g. Unity Books vs Whitcoulls

It would be great to see lively, outdoor dining options.

Parked at Vic St. car park, good it is still here. Currently no parking on High St. so no need for cars.

Theme 2: Better walking experience (591 responses)

This theme focuses on creating a safe, comfortable, and accessible walking environment on High Street for pedestrians and those with accessibility needs. There is a strong desire for High Street to be pedestrian-friendly.

While some have a general desire or preference for this, others offer specific suggestions for how this can be achieved, such as widening footpaths, limiting or removing car access (e.g., full pedestrian zones, time-restricted car access, or restrictions on private vehicles), and improving pedestrian safety by preventing collisions with scooters or bikes. Other ideas include reducing footpath obstructions like scattered scooters or parked vehicles, and enhancing accessibility by minimising trip hazards and creating level kerb-free footpaths.

The following sub-themes are associated with creating a pedestrian-friendly environment on High Street:

- **Pedestrian-friendly design and enjoyable walking experience (39% of responses made within this theme).**
- **Full pedestrianisation, with all cars removed (30%).**
- **Additional space for pedestrians (26%).**
- **Reduced or restricted traffic access (15%).**
- **Improved accessibility features (e.g., level surfaces, fewer trip hazards, non-slip paths) (10%).**
- **Pedestrian zones with access only for service/delivery vehicles (9%).**
- **Safer pedestrian experience (e.g., separation from bikes/scooters, removal of scooters) (8%).**
- **Shared pedestrian zone (7%).**
- **Reduced or removed parking (6%).**
- **Fewer obstructions on footpaths (e.g., no scooters or parked cars) (4%).**
- **Increased foot traffic (2%).**

How good would it be if there were no cars...If there were no cars there could be more public space, gathering space.

A level surface that is shared, with walking and driving would be an improvement. Wider footpaths. Footpath is blocked by loading and unloading & width outside the shop is dangerous, people can't get past each other.

Eliminate the distinction between road and pavement by creating a single, level surface across the entire street. This would significantly improve accessibility for all users, especially those with mobility challenges, and make it easier to cross from one side to the other.

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

Theme 3: Space for community (364 responses)

This theme reflects the desire to retain High Street's community feel, with many expressing hope that this character remains central to its future. Over half of the feedback in this theme emphasised the importance of opportunities for the community (both local and the wider community) to gather on High Street. Suggestions included arts and cultural events (like music, performances, and buskers) and larger-scale festivals and markets. Some people see these events as ways to make High Street a destination and attract visitors to the city centre.

Others suggested holding events more regularly and expressed appreciation for current events. Others see opportunities for more street closures for larger scale festivals (recognising the flow on effects required with vehicle traffic restrictions/bollards etc). The Ellen Melville Centre and Freyberg Place were noted as playing important roles as hubs and activators for social connection, offering events, markets, and spaces for community gatherings.

Public spaces and seating are also valued, with some recognizing Freyberg Place as a useful gathering spot. Others suggested adding more seating areas, possibly through expanded pedestrian zones or full pedestrianisation.

Sub-components linked to this theme include:

- **Social connection opportunities, such as markets, events, music, performances, and installations (55% of responses made within this theme).**
- **Ellen Melville Centre and Freyberg Place as positive community activators (20%).**
- **Freyberg Place as a community space (17%).**
- **Seating and gathering areas for community interaction (18%).**
- **A strong community feel (5%).**
- **Inclusive spaces in Freyberg Place for all, including street whānau (1%).**

Community feel... frequent and varied events in Freyberg Place and Ellen Melville

In the future I saw cafe tables in the road space and a fountain. I heard birds, laughter, music and a fountain. I found covered seating, a weekend market and grassy areas. I bought coffee and books. I did not wait for cars as I cross the street and I sat in the sun.

Markets & fairs. The fashion shows in the middle of the streets.

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

More interactive and activation, useable space for community.

Theme 4: Maintenance and care (300 responses)

This theme focuses on elements that keep the area looking clean and well-maintained. Key factors include appropriate and well-maintained greenery, regular rubbish removal, and street cleaning/tidy streetscapes.

Feedback on greenery reflects a desire for more plant life on High Street, with a focus on including greenery in future designs. While most comments were general, a few suggested specific additions like fruit trees, community gardens, or flowers. Some also emphasised the need for proper maintenance, such as keeping planters free from rubbish and weeds and using larger trees for shade.

Regarding rubbish removal, some people noticed unacceptable amounts of waste accumulating on the footpath, often in the form of rubbish bags from businesses which cause obstructions and detract from the walking experience. This feedback calls for more frequent and timely rubbish collections, as well as additional waste disposal options like bins.

Cleanliness is seen as an essential quality for High Street. While some feel this is already a positive aspect to maintain, others believe the area needs more regular cleaning and better overall upkeep.

Sub-components linked to this theme include:

- **Greenery that is well-maintained and appropriate for the area (65% of responses made within this theme).**
- **Clean and tidy streets (29%).**
- **Improved rubbish/waste removal (19%).**

In the future I saw lots of greenery and clean street.

Would be good to have the rubbish in bins rather than on the street.

A place with green rest areas where you can shop and also relax and eat lunch in a tidy space.

Love the planter boxes of kawakawa.

Lots of shade. More trees, Urban forest.



Theme 5: Safe and welcoming place (282 responses)

This theme relates to aspects that support personal safety and what will help people feel safe and confident when using High Street, whether during the day or at night.

Many people recognise that there are Aucklanders facing significant social challenges, such as mental health issues or sleeping rough. However, some feel uncomfortable when encountering people with challenging behaviours, or are concerned that other people might feel unsafe. This discomfort was limiting some people's use of High Street and areas like Freyberg Place, especially for activities like eating lunch. For some there are reduced feelings of personal safety in this shared environment. While some would like to find ways to manage these interactions, they find it difficult to suggest specific measures.

Feedback from the street whānau and service providers highlighted Freyberg Place's importance as a public space for their community. It offers a place to support one another and access essential services, such as washing clothes, meals, and haircuts, though some improvements could be made to support these needs. They noted that other people in the area often have unfounded fears about their presence, which limits direct interaction.

Many people view the area as safe and hope it remains so in the future. For those who feel less safe, suggestions for improvement include more police patrols, a visible security presence, and better lighting to reduce dark spots on the street. Some believe a busier, more active environment would enhance safety by increasing the number of eyes and therefore passive surveillance on the street. Others appreciate the current safety measures (including police/security patrols) and hope they continue. The street whānau and support providers, however, expressed interest in more opportunities to connect with local residents, such as through community dinners at the Ellen Melville Community Centre and by building relationships with security personnel (due to the small number of responses in this category, these are not reflected in the sub-themes below).

The main sub-themes linked to this theme include:

- **Feeling safe and confident on High Street at all times of day (45% of responses made within this theme).**
- **Lots of activity on the street and busyness (28%).**
- **Measures to ease discomfort around the street whānau on High Street (23%).**
- **Improved lighting (23%).**
- **More patrols and increased security presence (17%).**



More stuff going on at night, proper lighting it's quite dark and doesn't feel active as people are passing through, fairy lights and street lights.

Shared spaces make it look like everyone can be there.

People feel safe when the street is busy.

Really like the Police and safety improvements early in the morning.

Theme 6: Unique and memorable character (139 responses)

This theme focuses on the buildings on High Street and their significance to visitors and users of the area. Underneath this, there is a sentiment that High Street embodies a unique character derived from its heritage, architecture, and original buildings. For some, this contributes to the area feeling special or giving weight to maintaining their presence, emphasising preserving these structures. Some also have an affinity or admiration for the buildings where they are deemed interesting or visually appealing.

Many people wish to celebrate the heritage reflected in the buildings through preservation, restoration, or simply by embracing these heritage structures. For residents and business owners, these buildings foster a strong sense of connection, as they represent their homes or workplaces, often building relationships over many years.

For some, their connection to the buildings is rooted in nostalgia and positive memories based in the past and includes positive youth memories, e.g. of attending previous business including nightclubs/cafes from their youth, or an affinity to a time with fewer vacant store fronts/when there were more high-end retail offerings.

Sub-components linked to this theme include:

- The past as expressed through buildings, including architectural history and heritage (40% of responses made within this theme).
- A strong connection to the area – where I live/work (18%).
- High Street's best was in the past (18%).
- Connection/belonging to the space based on memories of youth experiences (16%).
- Celebrate built heritage (15%).

High Street has among the most dense concentration of architectural fabric in Auckland city - composed of heritage and modern (period) buildings, with a scale that is most similar to a typical "old city" zone of a large contemporary city.

I walked up and down on my way to uni, the bars and shops feel very nostalgic to me.

Keep and maintain the heritage buildings and overall building scale.

High Street was the cool place to go during university. Had all the cool bars and shops which have now moved to K Road.

I like the heritage buildings would love to see more of [them], build more heritage buildings or work with owners to maintain theirs so they aren't an eyesore. Keep High Street looking like it is in terms of the heritage buildings.

Theme 7: Quirky, welcoming, urban vibe (130 responses)

This theme highlights what currently makes or could make High Street special (and therefore worth consideration in its future).

Some describe High Street as having a unique and distinct vibe or atmosphere. This sense of place is what separates High Street from adjacent neighbourhoods, such as Queen Street, by offering more unique, independent, and eclectic retailers.

Other descriptors give High Street a personality including quirky, alternative, happy, relaxed, cosy and friendly/welcoming.

The selection of shops, its proximity to the central library, the fact that it is quieter and feels more intimate than Queen Street while running parallel.

Its lively atmosphere: there is an undeniable buzz and energy on High Street that is hard to find elsewhere. The constant flow of people, the mix of voices, and the hum of activity create a special atmosphere that is both exciting and welcoming.

Embrace the quirkiness of High Street, create artist spaces, events & opportunities for art & music & dance and the rest of the vibe will follow!

It feels unusual for Auckland, like a cool, urban slice of a bigger, better city with pedestrian focused areas. It deserves to have that character cherished and taken seriously.

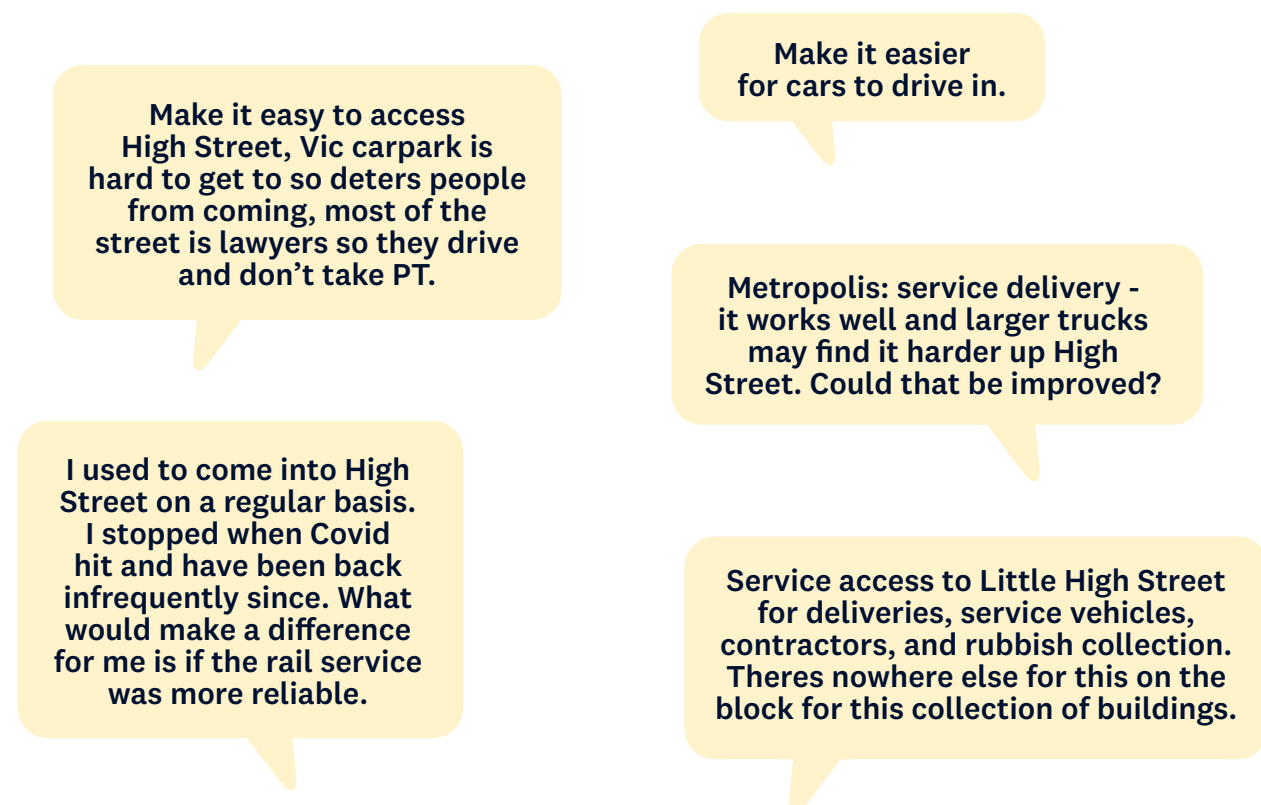
I have been a regular visitor for two decades now. There is always a reason to visit - whether it is for shops, services, or I'm just passing through. It is retained a cosy, friendly feel over the years and this means I'll often choose to walk on High Street despite the narrow footpaths.



Theme 8: Ease of getting to/from High Street (108 responses)

This theme emphasises the desire for easy access for private vehicles entering and exiting High Street, including concerns that it may be difficult to access. For some businesses, this also involves ensuring easy access for essential services like rubbish collection and delivery of goods and stock to businesses. Additionally, others link this to the ease in which they can get to/from High Street via public transport.

Suggestions for improving access include mainly ensuring reliable connections to public transport, and some references to private on street vehicle parking reintroduction for shoppers. Feedback on getting out of High Street primarily focused on measures to ease congestion when exiting parking buildings.



Theme 9: Well connected to the surrounding area (76 responses)

This theme highlights how High Street is seen to be well positioned as a 'hub' in the city centre. Its connections to adjacent neighbourhoods through laneways give visitors a sense of belonging to a valued area. This sense of place is something that visitors deem special about High Street and enhancing these connections/creating a greater flow is desired by some in the future design of High Street/surrounding areas – including to the waterfront. However, it is also noted by some that each laneway has its own distinct function and identity.

Some people see these connections as linking High Street to similar international locations, such as the laneways of Melbourne or European streets.

Sub-components linked to this theme include:

- Connection and accessibility to surrounding streets/ High Street as part of a precinct (78% of responses made within this theme).
- An inclusive place where different communities come together (14%).
- Improved wayfinding (13%).



IN DEPTH ANALYSIS ON KEY ISSUES

The initial analysis of Phase One themes revealed that the interests of key stakeholders closely aligned with the investment objectives. This alignment was further examined in Phase Two through data analysis.

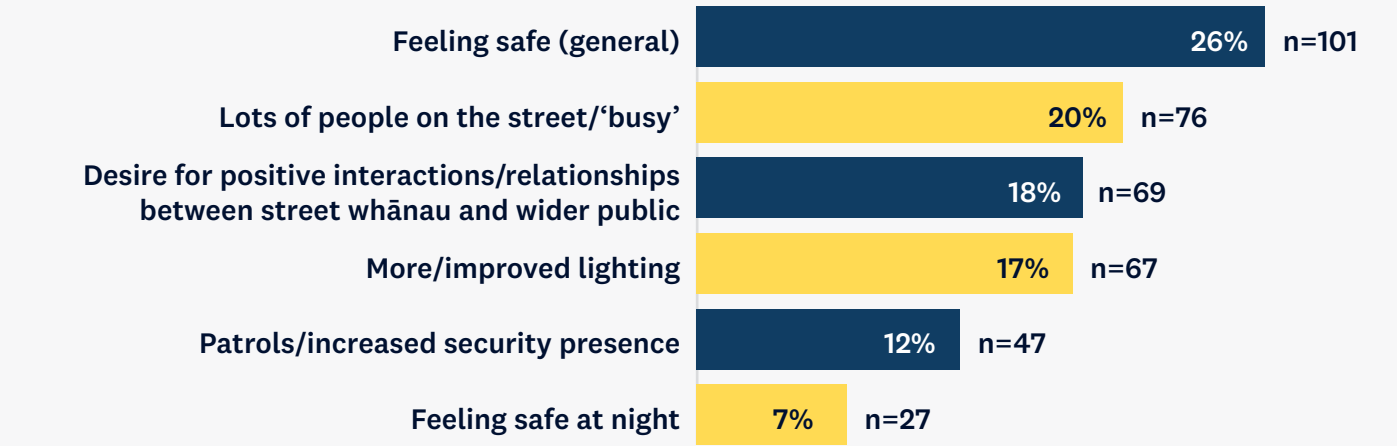
We conducted a more detailed analysis of key issues that related to the investment objectives for the project. While these issues are strongly connected to the investment objectives, additional insights will be useful in refining the desired outcomes for the design.

Investment objectives	The in-depth analysis topics relating to the investment objectives are as follows:
Place and Function: Ensuring the High Street area operates well as a place – prioritising people, safe movement, and opportunities to dwell.	In depth analysis of pedestrian experience and personal safety
Unique character and identity: High Street’s rich history, unique character and identity are respected and enhanced, encouraging a strong sense of community and belonging.	In depth analysis of built heritage
Vibrant and mixed use: The High Street area is supported as a unique destination for people to explore and experience, with a diverse range of arts, culture, retail, hospitality and entertainment.	In depth analysis of vibrancy
Investing in our future: High Street is a resilient and adaptable place which attracts ongoing private investment.	The data indicated that this was considered an overarching objective, and the way that design outputs could support this was by contributing to objectives 1-3.

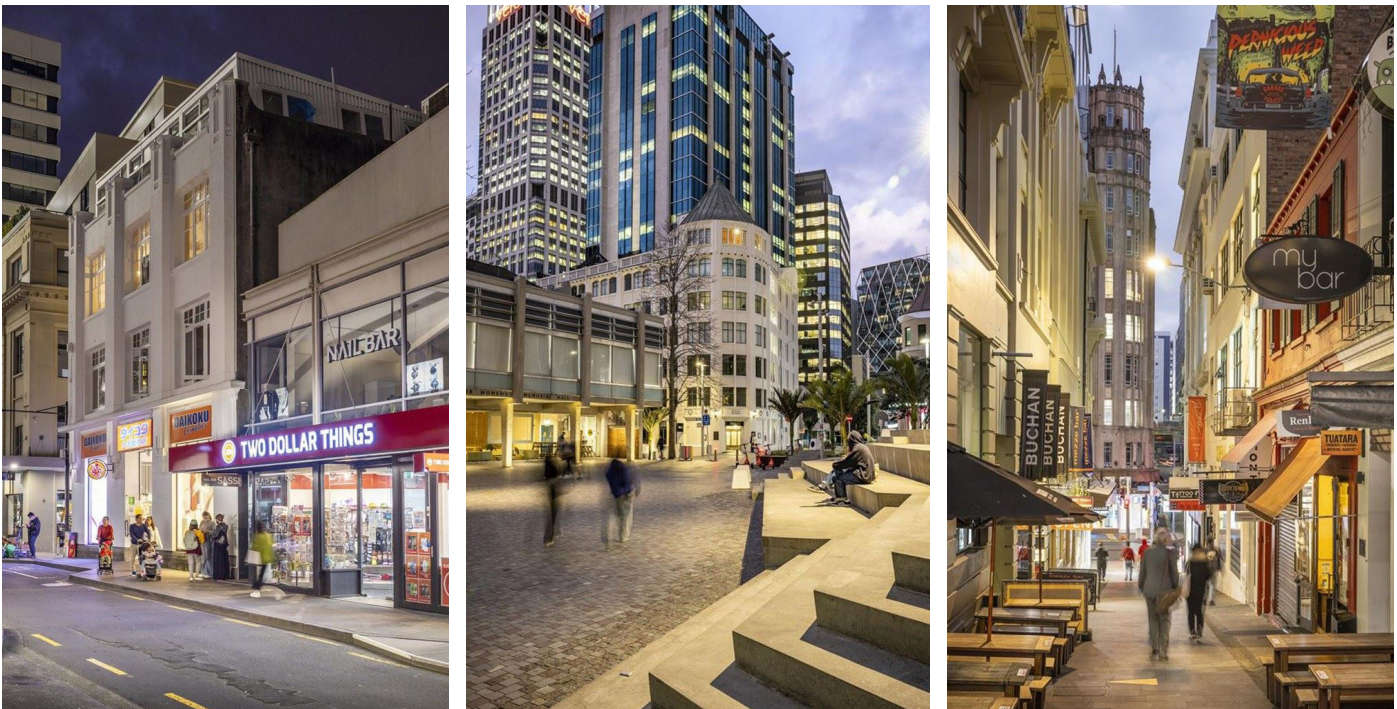
Deep dive on personal safety

A review of all feedback was conducted with a focus on identifying anything related to personal safety. The chart below illustrates the key themes linked to safety. The most mentioned feedback around safety centred on a general desire to feel safe in the area (n=101), the awareness of the street being ‘busy’ (n=76) and desire for positive interactions/relationships between street whānau and wider public (n=69).

Meta-analysis themes related to safety [ACROSS ALL RESPONSES]



Feedback taken from surveys (n=1692 responses to 4 open ended questions across 496 interviews) and in-person activations (n=908 responses). Percentages indicate shares of responses for a theme out of the 6 key themes established and sum to 100%. N scores depict number of responses that include a mention of this theme. Multiple themes possible within a single response.



THEMES: PERSONAL SAFETY

Feeling safe (general) (n=101)

The most common feedback linked to personal safety and appeal for feeling safe / wanting to feel safe (when in the area).

Lots of people on the street/’busy’ (n=76)

A sentiment with repercussions for personal safety, this captures comments made by those recognising the area as ‘busy’ (busy in this context linked to being safe). This relates mainly to footfall and the volume of people walking up and down the street, the ‘hustle and bustle’ and the corresponding busy vibe/message this portrays.

Easing discomfort with street whānau (n=69)

There are diverse people using High Street in different ways. For some, the presence and behaviour of street whānau is noticed by other users. This includes feelings of unease or discomfort and for some this has impacts on feelings of personal safety – both their own, and their concern for others. Notably, interviews with street whānau and their support services raised queries of whether this unease was warranted. Some would like to find ways this behaviour or presence could be managed but specific measures are challenging to articulate. Some street whānau did propose more integrated events and services e.g. shared dinners for residents and street whānau.

More/improved lighting (n=67)

This relates to a desire for improvements to the current lighting setup on the street. There is a sentiment among some that parts of High feel too dark at night, negatively impacting perceptions of personal safety. Others proposed the use of lighting as art/decorate to attract more people (improving social surveillance and community ownership) e.g. artworks, statement streetlights, fairy lights etc.

Patrols/increased security presence (n=47)

Some recognise this measure is currently in place and having a positive impact while there is also a desire to see this continue and/or become more regular in occurrence.

Feeling safe at night (n=27)

This relates to the appeal/desire for feeling safe at night. Here some suggested this could be aided by lighting while others would take comfort in having more people around during the evening/at night, including outdoor dining.

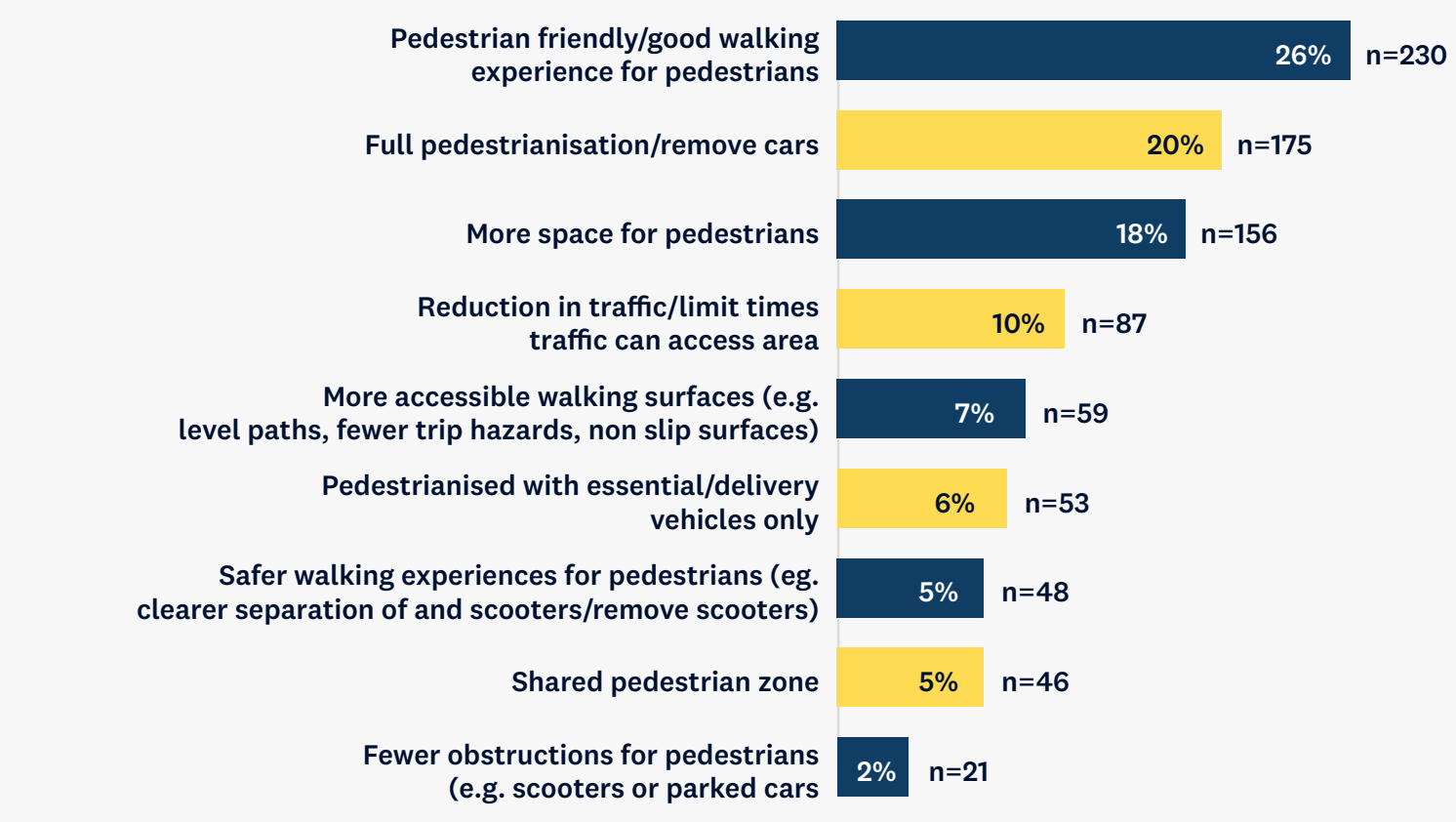


Deep dive on pedestrian experiences

A review of all survey feedback was conducted with a focus on identifying anything related to pedestrian experiences. The chart below illustrates the key themes linked to the pedestrian experience.

The most mentioned feedback around pedestrian experiences centred on a general desire for pedestrian friendly spaces/good walking experiences (n=230), a desire for full pedestrianisation (n=175) and the creation of more space for pedestrians (n=156).

Meta-analysis themes related to safety [ACROSS ALL RESPONSES]



Feedback taken from surveys (n=1692 responses to 4 open ended questions across 496 interviews) and in-person activations (n=908 responses). Percentages indicate shares of responses for a theme out of the 6 key themes established and sum to 100%. N scores depict number of responses that include a mention of this theme. Multiple themes possible within a single response.

THEMES: PEDESTRIAN EXPERIENCES

Pedestrian friendly/good walking experience for pedestrians (n=230)

The most common feedback provided around pedestrian experience was the desire/appeal for High Street to be a pedestrian friendly area/a space that provides good walking experiences.

Full pedestrianisation (n=175)

This captures the desire for greater prioritisation of pedestrians via a fully pedestrianised space/removal of all cars (with no mention of provisions for delivery/service or other essential vehicle access).

More space for pedestrians (n=156)

This sentiment centres on the desire for pedestrians to have more space in this area. Wider footpath space/appeal for current footpath widening was commonly mentioned here. Some felt that the footpath is too narrow/too narrow in parts which can cause issues when foot traffic was high. Some looked to the future and identified other benefits additional space could provide such as more space for people to sit, stop and linger or have the opportunity for outdoor dining.

Reduction in traffic/limit times traffic can access area (n=87)

A step down from full pedestrianisation, this captures the desire to see fewer cars accessing the street. Some felt this could be achieved via having designated times where car traffic is allowed or by restricting private vehicle use. Among those wanting a reduction in traffic a few still recognise the need to maintain service/delivery vehicle access which some feel could be limited to certain times of day.

More accessible walking surfaces

(e.g. level paths, fewer trip hazards, non-slip surfaces) (n=59)

This sentiment captures the desire for surfaces to be more accommodating to pedestrians with feedback here talking to more level paths (i.e. curb removal), fewer trip hazards (i.e. even surfaces, gradients) and surfaces that don't turn into slip hazards in wet weather.

More accessible walking surfaces

(e.g. level paths, fewer trip hazards, non-slip surfaces) (n=59)

This sentiment captures the desire for surfaces to be more accommodating to pedestrians with feedback here talking to more level paths (i.e. curb removal), fewer trip hazards (i.e. even surfaces, gradients) and surfaces that don't turn into slip hazards in wet weather.

Pedestrianised with service/delivery access only (n=53)

Feedback here relates to the appeal/desire for greater pedestrian priority balanced with the need to maintain service/delivery access to High Street. Under this scenario all private vehicle access would be banned, and delivery/service vehicles access would remain. Some would like this access to be time restricted, potentially outside business hours.

Safer walking experiences for pedestrians

(e.g. clearer separation of scooters/remove scooters) (n=48)

Some would like to see measures taken to aid in their walking experience as there are concerns around sharing a space with scooters that travel at high speeds and have the potential to cause harm.

Shared pedestrian zone (n=44)

Some would like to see pedestrian experiences improved via the implementation of a shared zone/shared space. Here some made comparisons with neighbouring O'Connell Street where this treatment current applies, others suggested this would give pedestrians greater priority over cars, remove the need for so many cars/carparks and/or accommodate outdoor dining.

Fewer obstructions for pedestrians (e.g. scooters or parked cars blocking footpaths) (n=21)

Another pedestrian improvement measure, this one focused on limiting the obstructions faced by pedestrians that currently block the footpath. The more commonly cited obstructions include scooters and parked cars and rubbish (in the form of rubbish waste from businesses).

Think about accessibility, pedestrianise the street, flatten pavement, make the curb flatter.

It would better if there were no cars or deliveries only. How good would it be if there were no cars. If there were no cars there could be more public space, gathering space, events, outdoor dining. We would come into town more if there were more reasons to come in.

Squished for people on the walking paths. Not clear where scooters are supposed to be.

Footpaths are too narrow. Too many obstructions, scooters, plants, rubbish bags. Why do people drive on this road?

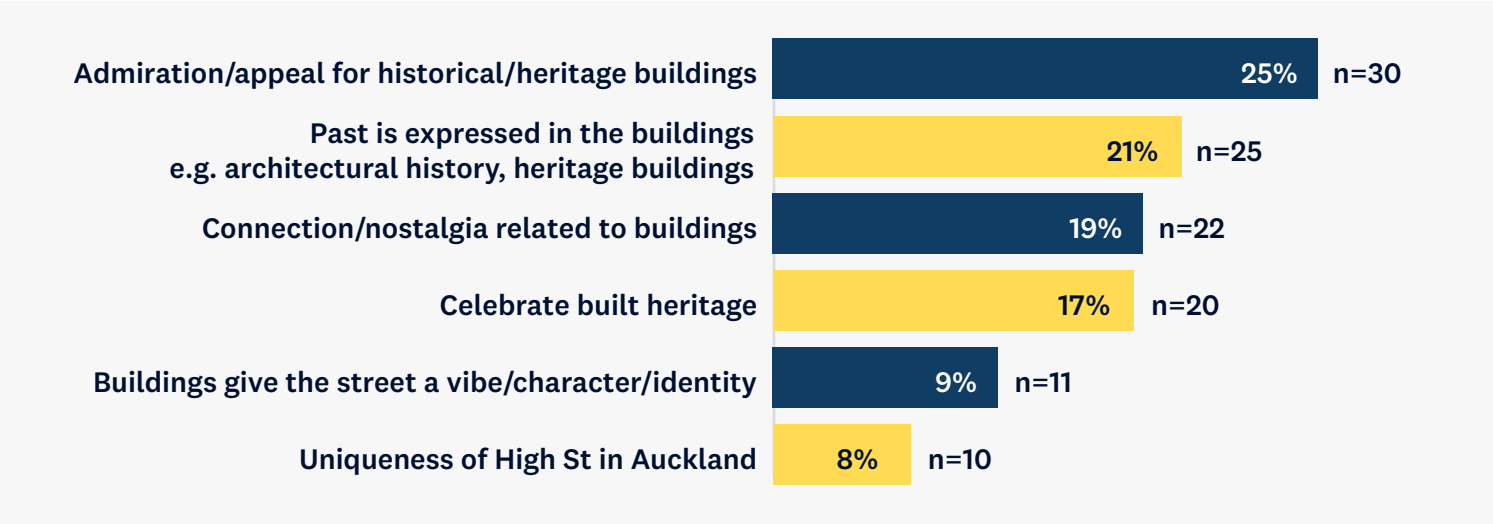
Remove all non-essential vehicle access and street parking, transforming High Street into a fully pedestrianized zone. This would create a safer, more enjoyable environment for pedestrians and enhance the street's appeal as a destination.



Deep dive on heritage

A review of all survey feedback was conducted to identify comments related to heritage. The chart below shows the main themes linked to heritage. The most common feedback on heritage highlighted admiration for historical buildings, their role in connecting to the past, and a desire to preserve and celebrate heritage buildings.

Meta-analysis themes related to safety [ACROSS ALL RESPONSES]



Feedback taken from surveys (n=1692 responses to 4 open ended questions across 496 interviews) and in-person activations (n=908 responses). Percentages indicate shares of responses for a theme out of the 6 key themes established and sum to 100%. N scores depict number of responses that include a mention of this theme. Multiple themes possible within a single response.



THEMES: HERITAGE

Admiration/appeal for historical/heritage buildings/streetscape (n=30)

The most common feedback relating to heritage was the appeal of the heritage/historical buildings themselves – in particular the facades but also the materiality and form of the streetscape, and scale of the street. The heritage buildings were something that was liked about High Street or an element deemed to make it feel special.

Past is expressed in the buildings e.g. architectural history, heritage buildings (n=25)

For some the heritage buildings/original buildings help provide links to the past, giving High Street a visual history to those who use it. Some reported this enhanced their sense of belonging / connection to the city centre and in particular High Street.

Connection/nostalgia related to buildings (n=22)

For some there is a sense of history/connection to activities that had taken place in the buildings that is embodied in memories/nostalgia. Here feedback includes positive experiences within cafes/bars, clubs and restaurants that occupied the street in living memory e.g. 1990s – including remnants of e.g. signage

Celebrate built heritage (n=20)

This captures the sentiment that the heritage and history of the buildings is something that attention can be drawn to. Some feel this means making sure they are kept in good condition/adequately restored/preserved, and that any changes made to the streetscape enhances local people’s connections to this built heritage.

Buildings gives the street a vibe/character/identity (n=11)

Some feel that the buildings in High Street are a part of /related to its character, give a ‘historical vibe’. For some businesses (street level and higher levels) the unique character was a reason to be here – as part of their identity/brand – including how they now use their shop windows.

Uniqueness of High Street within Auckland (n=10)

Some believe High Street, or the character of High Street, is unique/different to other places in the city centre or the wider Auckland area. There was a sentiment that High Street has retained its built character, where other areas of the city centre have been redeveloped. This included providing smaller footprint retail stores to other areas. There was a recognition that there were different areas within the street – denoting different eras. Any change needs to be in tune with the existing character.

Keep and maintain the heritage buildings and overall building scale.

“You can’t recreate this” – the feeling, the history of the place that comes from the buildings, the narrow street, the busyness. Change needs to add to the “dynamic”.

What you want when people leave, is a memory of the place.

The character buildings give it a good vibe.

Familiarity is really important. Everyday, people come into my shop with stories of what they did on this street and in this area.

A cultured heritage building feel. It’s got a small town quirky charm. A European feel. It needs to be cherished.



Ellen Melville Centre, 1964.

“High Street has a unique character not like other places in Auckland with lots of heritage buildings and history. Bring that character back to life by showcasing businesses who are here. The street form itself and Vulcan Lane also adds to this character.”



AUDIENCE INSIGHTS

High Street is used by different groups in different ways. We investigated how seven groups ranked the themes:

- Business Owners
- Workers
- Property Managers
- Residents/Property Owners
- Visitors and Shoppers
- Commuters
- Delivery People

We wanted to understand if they had different interests and requirements. The following summarises what we found.

The top 3 themes are similar across all groups and are:

- Vibrant street level
- Better walking experience
- Safe and welcoming place



Residents differ slightly and rank ‘safe and welcoming’ 5th and place higher emphasis on ‘well maintained’ (3rd) and ‘space for community’ (4th). However, it is noted that there is an established connection between a place being well maintained with space for community – and a place being safe and welcoming.

It is also notable that analysis of the 5 top sub-themes ‘pedestrian friendly/good walking experience for pedestrians’ and ‘more space for pedestrians’ is ranked highly by all groups.

We can conclude from this that the highest related themes relate to providing an improved and more vibrant on street experience within High Street.

In comparison the themes that consider High Street’s connection to the wider area are ranked but at a lower level. Workers, residents/property owners, and visitors/shoppers, all consider the ‘ease of getting to and from High Street’ as having the lowest significance of the nine themes, with business owners also ranking this relatively low at 7th. Being ‘well connected to the surrounding area’ is also of low significance - ranked 8th and 7th by all groups (except delivery people – ranked 4th).

The two sub-themes related to vehicle access: ‘spaces to put my car/visitor cars when using the area’ and ‘access to goods and services e.g. loading, waste, customer pick up etc’ are ranked in the top five by two groups: delivery people and property managers (ranked 1st and 2nd) and ranked by business owners (ranked 2nd and 4th). These two sub-themes are not in the top five for workers, residents/property owners, visitors/shoppers and commuters.

We can conclude from this analysis that the primary concern is that High Street is a destination in its own right, with a high value placed on a good pedestrian experience. However, it is notable that servicing vehicle access is ranked by those familiar with business needs.

THE HERITAGE OF HIGH STREET

A TIMELINE THROUGH THE CENTURIES

The Heritage of High Street was a display featured at the Ellen Melville Centre as part of the engagement process.

Pre-history

Pleistocene, between 200,000 and 100,000 years ago, the area's earliest and smallest volcanic vent erupted between Freyberg Place (Terraced stairs and seating now cascade down the hill in the same spot a lava flow once did) and Victoria Street carpark.

Pre-1839

Tāmaki-makau-rau is an important trade route important trade route 1740-1750 was occupied by 10,000-30,000 tangata whenua.

1840

Te Kawau of Ngāti Whatua Orakei forms a *tuku rangatira*- agreement between chiefs-with William Hobson Lieutenant Governor of NZ inviting English settlers to share the land with them. Te Kawau wanted to offer hospitality, and partly to seek protection from their enemies. The 'Auckland' settlement is founded 18th of September 1840.

1851

1851 plan of the town of Auckland. Includes names of original crown grant purchasers and has 'High Street' labelled.



1885

New Zealand Herald, 24 December 1885. 'The oldest house in Auckland' erected on an allotment in O'Connell Street. Belonging to Campbell, John Logan & Brown, William, allotment was bought in April 1841, and building was started June 1841.



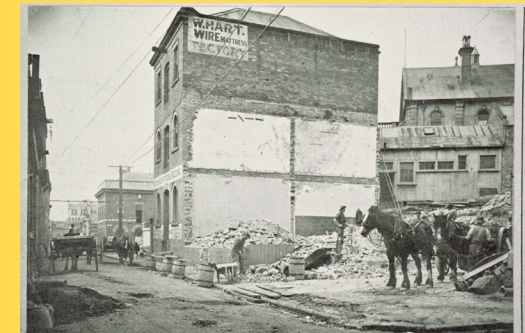
1880's

1880's Watercolour painting by Walter Wright showing the Mechanics Institute which was situated on the corner of 1880's High Street and Chancery Street, the ramp at the right led to Courthouse Lane.



1858

The 1858 High Street fire put an end to it's focus as Auckland's main business centre.



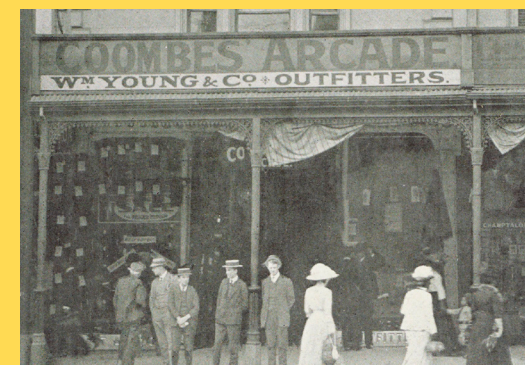
1910

Demolition work as part of street widening at the junction of High Street and (the current) Freyberg Place, 1910. Auckland Libraries Heritage Collections -NZG_19101116_0029_02

1910

'Land in Auckland sells for £1000 a foot', view of Coombes arcade Coombes arcade Street, 1912.

Auckland Libraries Heritage Collections -NZG_19120403_0018_01



1926

The development of High Street has been going on for over a decade, with it's narrowness a key issue. New Zealand Herald, Volume LXIII, Issue 19401, 9 August 1926, Page 10

HIGH STREET AS A MAIN CENTRE. NARROWNESS ACCOUNTED FOR. EARLY BUSINESS PLACES.

The narrowness of High Street—seeing that its name indicates that its promoters designed it to be a main street of the city—has often been the subject of comment and astonishment. It seems, however, to be sufficiently accounted for by the fact that High Street was not provided for on the original plan of the

2024 and beyond

What do you think the future of High Street will look like?

2017

Redevelopment of Freyberg Place, 2017. Auckland Libraries Heritage Collections - 1458_041 (Andrew Pettengell)



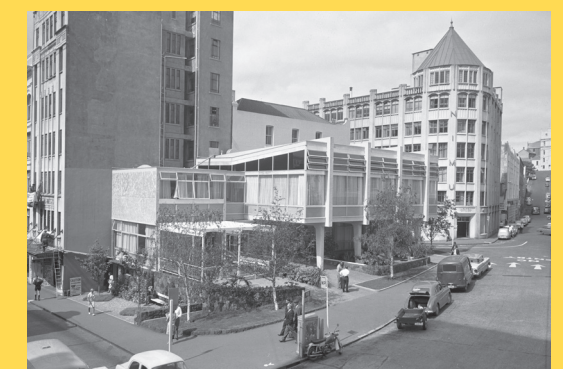
1974

Aerial photograph taken above central Auckland. Auckland Libraries Heritage Collections - Map5977j



1963

Ellen Melville Hall, Freyberg Place when there was still a street running through it, 1963. Auckland Libraries Heritage Collections -580_08330



APPENDICES

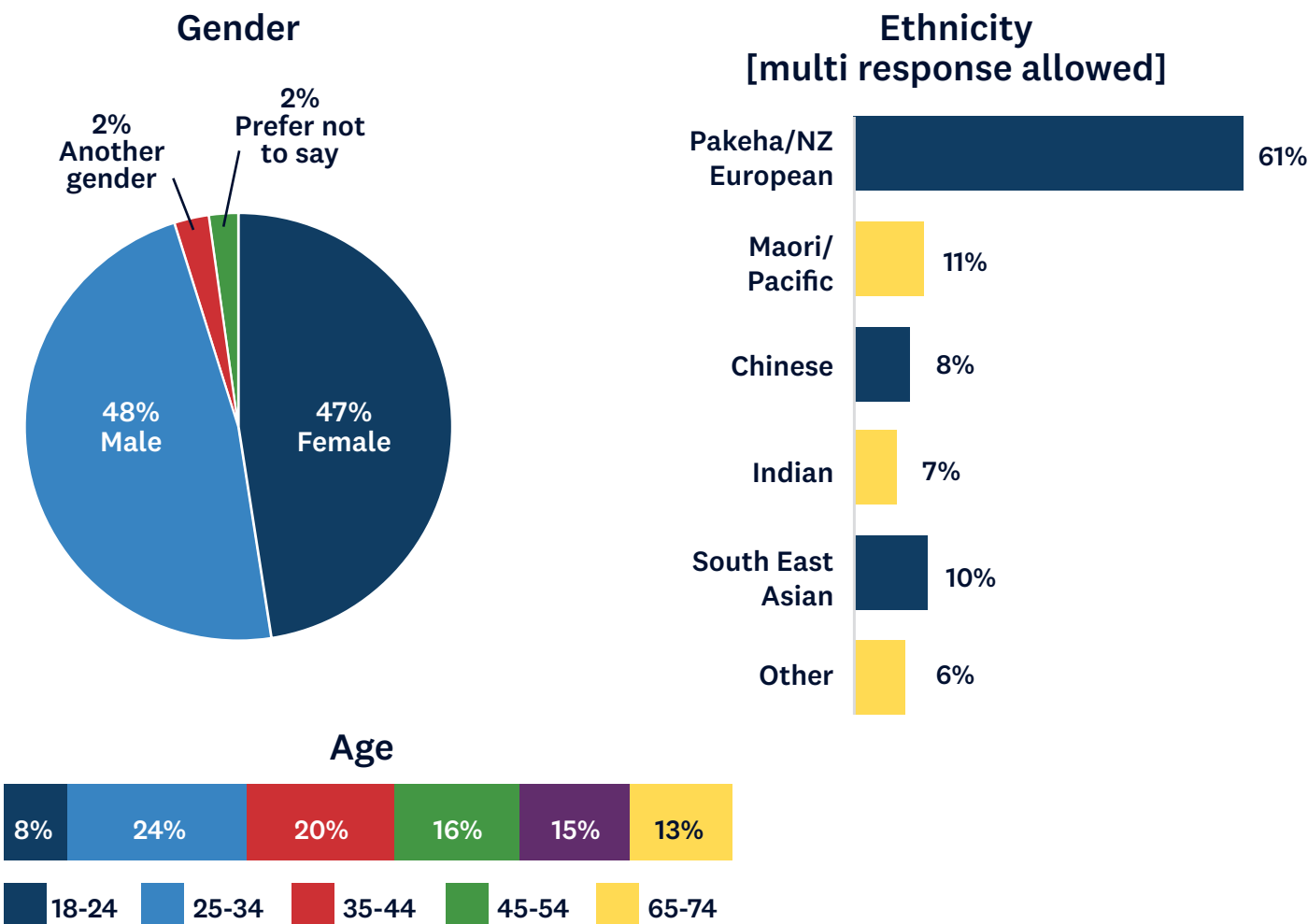
APPENDIX 1: DEMOGRAPHICS

Overview of demographics of respondents, and their relationship to High Street

This section gives an overview of respondent demographics and their connection to High Street. The engagement aimed to reach diverse groups through various methods. While some methods made it harder to gather demographic data, they broadened the range of participants overall. Detailed demographic and usage information was only collected through the structured survey methods including like the online survey, intercept surveys, one-on-one interviews, and public access to the survey online.

Who we heard from in the survey

Demographics of survey participants [ACROSS ALL RESPONSES]



Bases variable by question as some chose not to respond: Gender n=463; Age n=411; Ethnicity n=431



Demographics of survey participants [BY AUDIENCE]

		Businesses	Residents	Other general public
Age	18-24	0%	7%	9%
	25-34	33%	26%	25%
	35-44	19%	22%	19%
	45-54	26%	15%	17%
	55-64	11%	15%	17%
	65+	11%	16%	13%
Gender	Male	59%	52%	47%
	Female	38%	43%	51%
	Another gender	0%	3%	2%
	I prefer not to say	3%	3%	1%
Ethnicity	Pakeha	54%	63%	61%
	Māori/Pacific	7%	11%	12%
	Indian	4%	3%	5%
	East Asian	18%	7%	8%
	Chinese	7%	6%	10%
	Other	4%	8%	6%

Bases variable by question/audience based on number responding. Minimum bases; Businesses; n=27 – Age, Residents; n=150 – Age, Other general public; n=253 – Age.

APPENDIX 2: SUMMARY OF RESPONDENTS ANSWERS TO INDIVIDUAL QUESTIONS

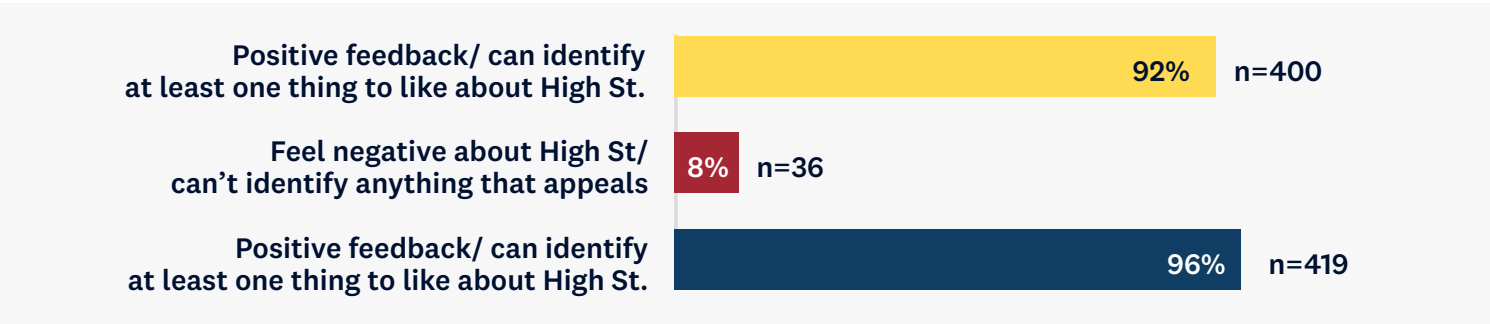
This section provides a summary on responses to each question.

Where possible results are split further by 3 audience groups which are as follows:

- **Business owners** (Own a business on High Street or nearby).
- **Residents** (Live there nearby or in own home or in a rental).
- **Other general public** (Comprised of non-business owners/residents and includes workers, visitors, shoppers, event attendees, managers, those passing through or delivery people).

Meta-analysis across Question 1 and 2

Thinking about your experience of High Street as it is currently, what do you like or feel works well for you / Thinking about your experience of High Street as it is currently, what would you like to change?
[ACROSS ALL RESPONSES]



Base: n=436 respondents.
Note – feedback here comes from structured survey feedback i.e. online survey, intercept surveys, one-on-one interviews, and public access to the survey online.

Breakdown of results by audience
(taken from data where audience information is available)

	Total	Businesses	Residents	Other general public
Positive feedback/can identify at least one thing to like about High Street	92%	91%	95%	90%
Feel negative about High Street / can't identify anything that appeals	8%	9%	5%	10%
Can identify at least one element that could improve/be changed	96%	98%	95%	96%

Bases: Total; n=436, Business; n=45, Residents; n=152, Other general public; n=248.

Your Street, Your Voice engagement

YOUR STREET, YOUR VOICE

The future of High Street is in your hands!

Got an idea of what you'd like to change about High Street, or what you think should stay the same?

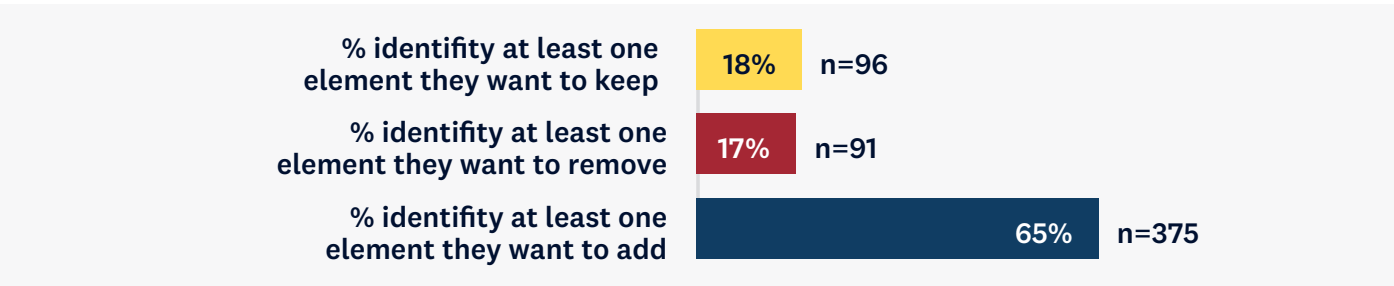
- Choose a prompt, complete the sentence onto a post-it and then put it on the board showing how strongly you feel about it

- High Street should definitely keep ...
- My favourite thing about High Street is ...
- I like coming to High Street because ...

- High Street should have more ...
- High Street should have ...
- One thing I'd like to see in High Street is ...

- One thing I don't like about High Street is ...
- I'm not a fan of High Street's ...
- High Street should lose ...

Got an idea about what you'd like to change about High Street or what you think should remain the same? [BREAKDOWN OF FEEDBACK RECEIVED]



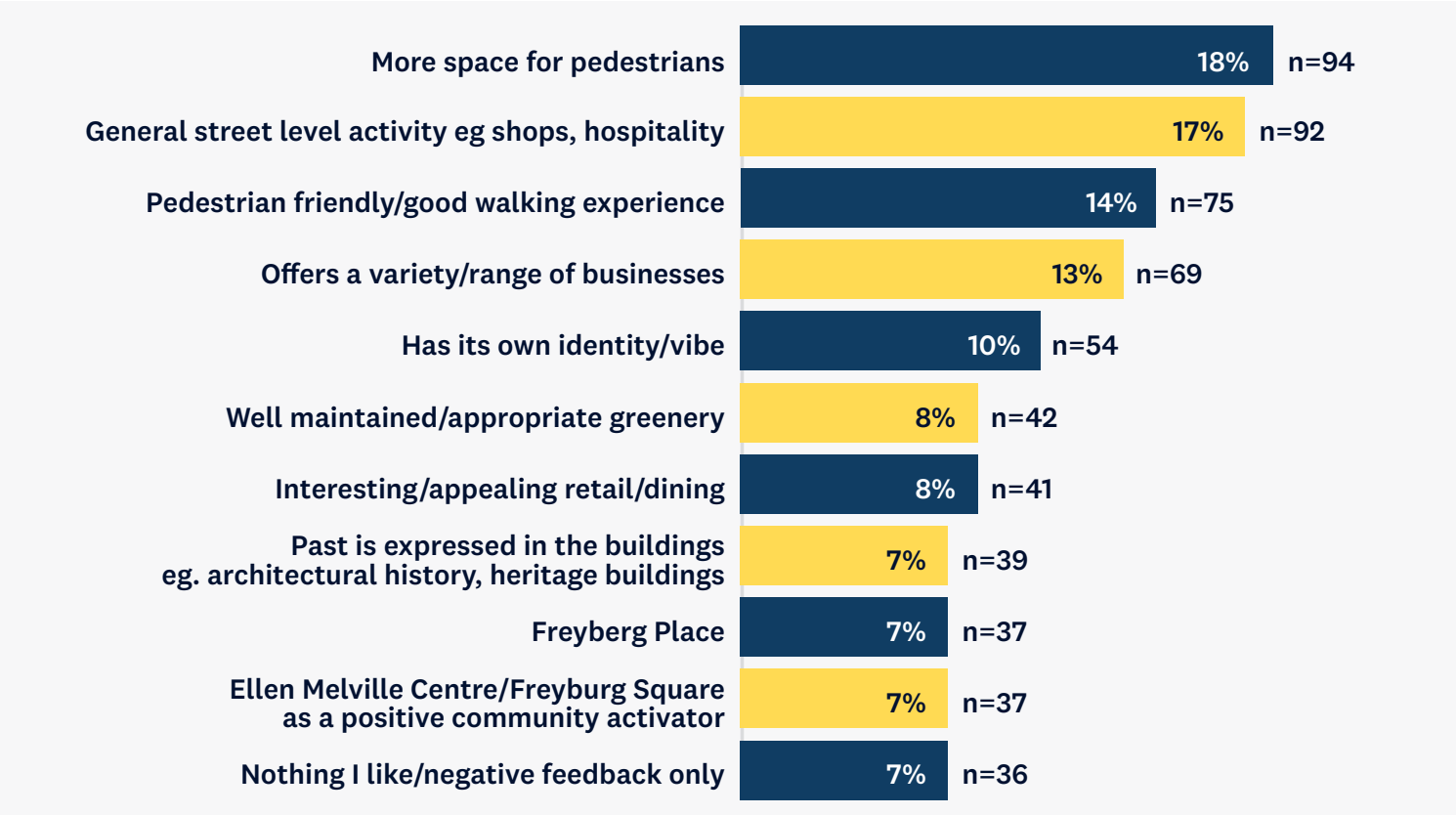
Base: n=547 responses
Feedback here comes from in person activations on High St where respondents had the opportunity to provide feedback on elements they wanted to keep/remove or add



QUESTION 1:

Thinking about your experience of High Street as it is currently, what do you like or feel works well for you? [ACROSS ALL RESPONSES]

[Data drawn from both structured survey and interview feedback and in-person activations on High Street]



Base: n=532 responses. Top 10 themes shown [based on feedback count].
Note: Percentages show proportion of responses linked to each theme and n scores depict absolute number of responses that include a mention of this theme. Multiple themes possible within a single response.



High Street Improvements project

Breakdown of results by audience
(taken from data where audience information is available)

	Businesses	Residents	Other general public
More space for pedestrians	18%	22%	21%
General street level activity e.g., shops, hospitality	13%	16%	15%
Pedestrian friendly/good walking experience	7%	23%	14%
Offers a variety/range of businesses	9%	18%	13%
Has its own identity/vibe	11%	11%	11%
Well maintained/appropriate greenery	11%	6%	8%
Interesting/appealing retail/dining	4%	8%	8%
Can identify at least one element that could improve/be changed	16%	7%	7%
Freyberg Place*	-	7%	9%
Ellen Melville Centre/Freyberg Place as a positive community activator	16%	7%	7%
Nothing I like/negative feedback only	9%	5%	10%

Bases: Business; n=45, Residents; n=152, Other general public; n=248. Colour coding indicates key themes for each audience type, the more prominent the colour the more common this theme is amongst this audience.
*Not spontaneously mentioned by businesses

THEME

More space for pedestrians (n=94)

This captures an affinity towards measures taken to increase space for pedestrians such as widened footpaths/additional space provided for walking. Feedback here talked about how this was an improvement to the previous streetscape, that it has made the street feel less narrow, easier/more pleasant to navigate and allows space for people to stop, talk and gather.

General street level activity e.g. shops, hospitality (n=92)

This sentiment captures the general appeal for the street level activity provided by High Street (i.e. it offers shops/hospitality, a good volume of retail/hospitality). Some called out an affinity for businesses e.g. Unity, Tatty’s, coffee shops and Asian food options.

Pedestrian friendly/good walking experience for pedestrians (n=75)

This feedback links to the appeal for the pedestrian walking experience with supporting comments linked to low/slow traffic, space that feels accommodating to pedestrians and a sense that the space is more ‘people focused’.

Offers a variety/range of businesses (n=69)

Along High Street there are many different businesses and for some this range/diversity on offer makes this street appealing. For some having it’s appealing having a mix of both retail and hospitality (e.g. cafes, restaurants, clothes stores, bookstores and other service providers all in the same proximity). Others appreciate the diversity within just hospitality (e.g. numerous cuisines, good diversity of food/cultures represented) or within retail (e.g. range/diversity of shops).

Has its own identity/vibe (n=54)

This sentiment links to the belief that High Street has a distinct identity, a ‘vibe’ about it and for some this is seen is appealing. While for some High Street simply embodies its own ‘vibe’ others characterise it as having more of a personality with descriptors including cozy, unique, energetic, boutique, welcoming, vibrant or having a good atmosphere.

Greenery/Well maintained-appropriate greenery (n=42)

The installation of planter boxes along the street holds appeal among a cohort of users/visitors to High Street. Others admire the trees and general greenery. Some feel these add decoration or are visually appealing.

Interesting/appealing retail/dining (n=41)

Comments here relate to the appeal of the retail/dining options on offer, speaking more to the calibre of the businesses (e.g. nice/good eateries, charming/unique/independent retailer that offer something different to the ‘chain store’ experience’). Some hold affinity with particular stores or hospitality venues.

Past is expressed in the buildings e.g. architectural history, heritage buildings (n=39)

This sentiment is linked to the appeal of High St’s buildings and what they represent. There are numerous original/heritage buildings along the street that appeal and give High Street a sense of character/vibe and history (that is linked to the building themselves).

Freyberg Place (n=37)

Feedback here captures the appeal for Freyberg Place. Where supporting comments were supplied these included it being a nice place to be, a nice open space or its ability to provide outdoor seating.

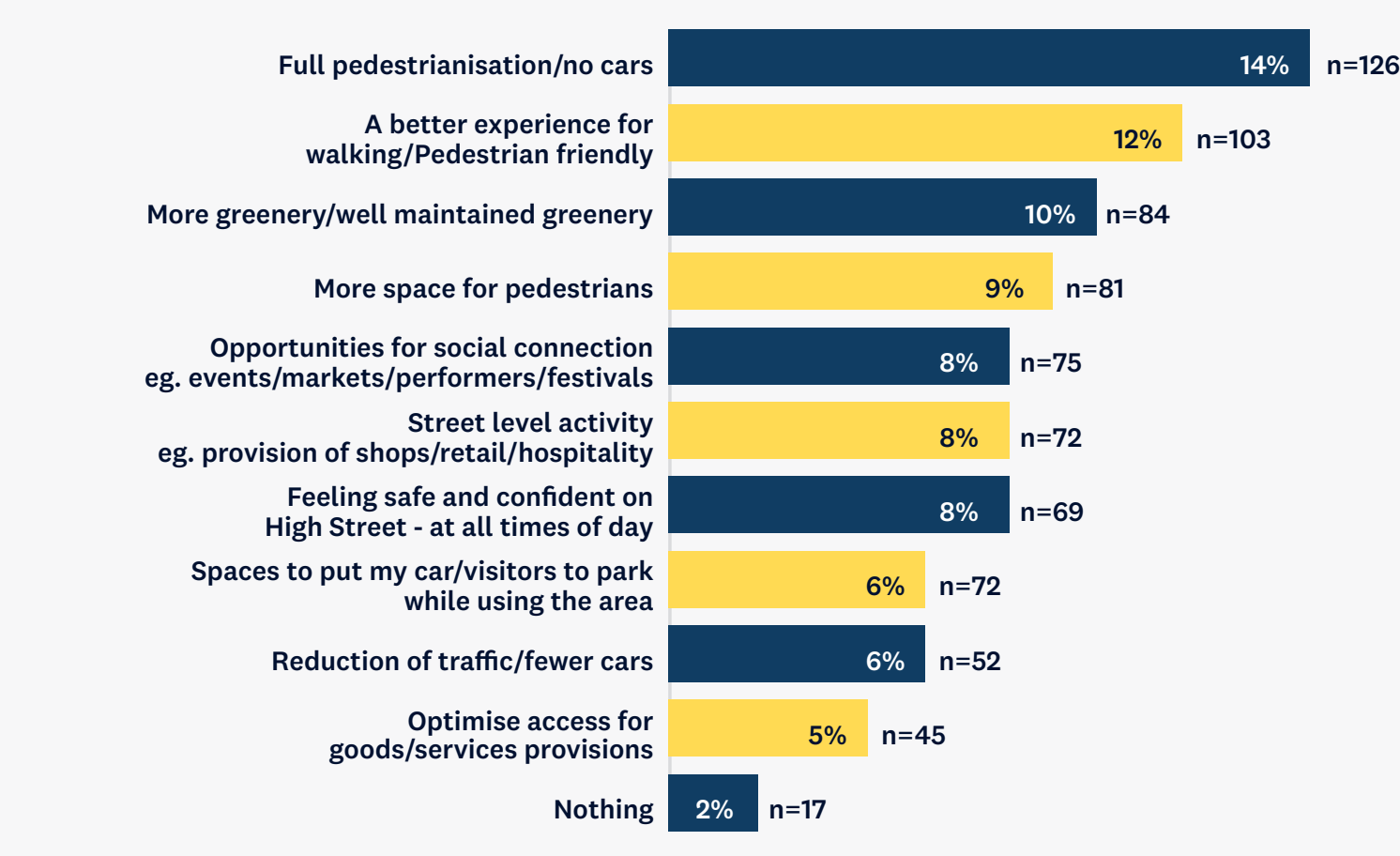
Ellen Melville Centre / Freyberg Place as a positive community activator/community space (n=36)

The amenities of Ellen Melville and Freyberg Place appeal as they offer a community ‘hub’, a chance for community connection via organised events, festivals, pop up dance events and markets. Some like that it provides a space for families to gather.

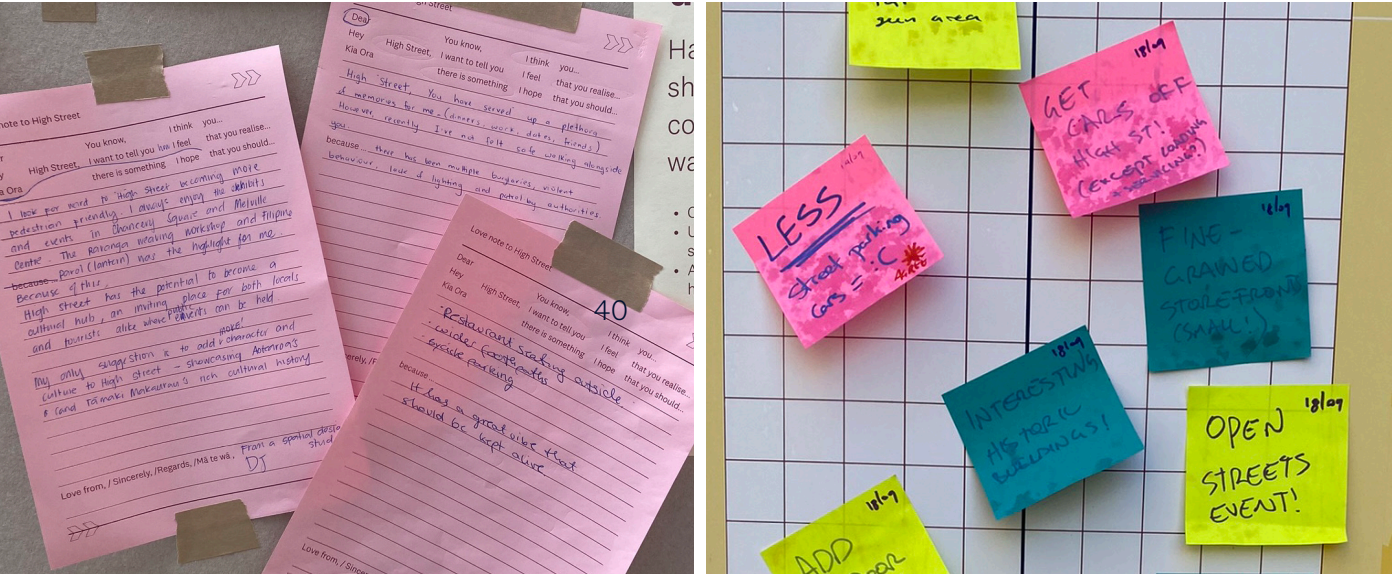
QUESTION 2:

Thinking about your experience of High Street as it is currently, what would you like to change? [ACROSS ALL RESPONSES]

[Data drawn from both structured survey and interview feedback and in-person activations on High Street]



Base: n=884 responses. Top 10 themes shown [based on feedback count].
Note: Percentages show proportion of responses linked to each theme and n scores depict absolute number of responses that include a mention of this theme. Multiple themes possible within a single response.



Breakdown of results by audience

(taken from data where audience information is available)

	Businesses	Residents	Other general public
Full pedestrianisation	9%	18%	15%
Pedestrian friendly/good walking experience for pedestrians	20%	18%	17%
Well maintained/appropriate greenery	13%	15%	6%
More space for pedestrians	9%	23%	15%
Opportunities for social connection eg., events/markets/festivals*	-	3%	3%
Street level activity e.g., provision of shops/retail/hospitality	13%	5%	7%
Feeling safe and confident on High St - at all times of day	11%	8%	10%
Reduction of traffic/fewer cars	2%	9%	9%
Spaces to put my car/visitors to park while using the area	35%	7%	8%
Optimised good/services access	9%	7%	9%
Nothing	2%	5%	4%

Bases: Business; n=46, Residents; n=152, Other general public; n=247. Colour coding indicates key themes for each audience type, the more prominent the colour the more common this theme is amongst this audience.
*Not spontaneously mentioned by businesses

THEME

Full pedestrianisation/remove cars-through traffic (n=126)

Put simply this captures the desire for a redesignation of car accessibility within High Street, changing it to a pedestrian only zone with no through access to cars/traffic. Supporting reasons included a greater prioritisation of pedestrians in this space, enhancing the pedestrian experience and allowing for outdoor dining or more green spaces.

More pedestrian friendly/better walking experience for pedestrians (n=103)

This sentiment pertains to a general desire for more focus on pedestrians e.g. pedestrian friendly walking spaces, shared pedestrian spaces, more priority given to pedestrians and better experiences for those accessing the area on foot.

More greenery / better maintained-appropriate greenery (n=84)

This feedback builds on the appeal shown for greenery/green spaces within High Street and captures the desire for more greenery to be included (i.e. more green spaces, trees, plants, flowers) while others would like to ensure the greenery is well maintained (e.g. free of weeds/rubbish) or considered in its placement (i.e. offering shade/sun protection).

More space for pedestrians (n=81)

This sentiment captures the desire to increase the space allocated to pedestrians (e.g. wider footpaths), wanting to make the temporary changes more permanent and in some cases a desire to extend the footpath widening to avoid ‘pinch points’. There are beliefs that the current volume of foot traffic feels congested/ cramped and that pedestrians need more room as they make up a large proportion of users.

Opportunities for social connection e.g. markets/events/performers/festivals (n=75)

For some there is a desire to see more social connection activations including markets/events/festivals/ music taking place within High Street. This could be something that utilises the whole street (with accompanying street closures) or Freyberg Place. Suggestions included weekend/outdoor markets, DJ events, street festivals, bands and live music

Street level activity e.g. provision of shops/retail/hospitality (n=72)

This feedback relates to High Street providing visitors/users with retail and hospitality. There is the belief that opportunities lie in filling empty spaces with more shops/cafes/restaurants or simply providing more than what is currently available.

Spaces to put my car/visitors’ cars while using the area (n=57)

There is a desire by some to maintain parking access either on High Street itself or close by. Some want to ensure parking is available while others believe there should be more than what is currently on offer. To accommodate more parking, some feel this could be traded off against planter boxes or loading zones while others feel this could be time restricted/short term e.g. 5-15 minutes.

Reduction in traffic/fewer cars (n=52)

Feedback here echoes the desire for High Street to accommodate less traffic in its future. Some would like to see fewer cars/less traffic in general, while others would like to see private car access revoked/limited with provisions for service/delivery vehicles to use the area. Some feel that cars detract from the experience for other active mode users, creating noise and/or fumes and posing risks to pedestrian safety.

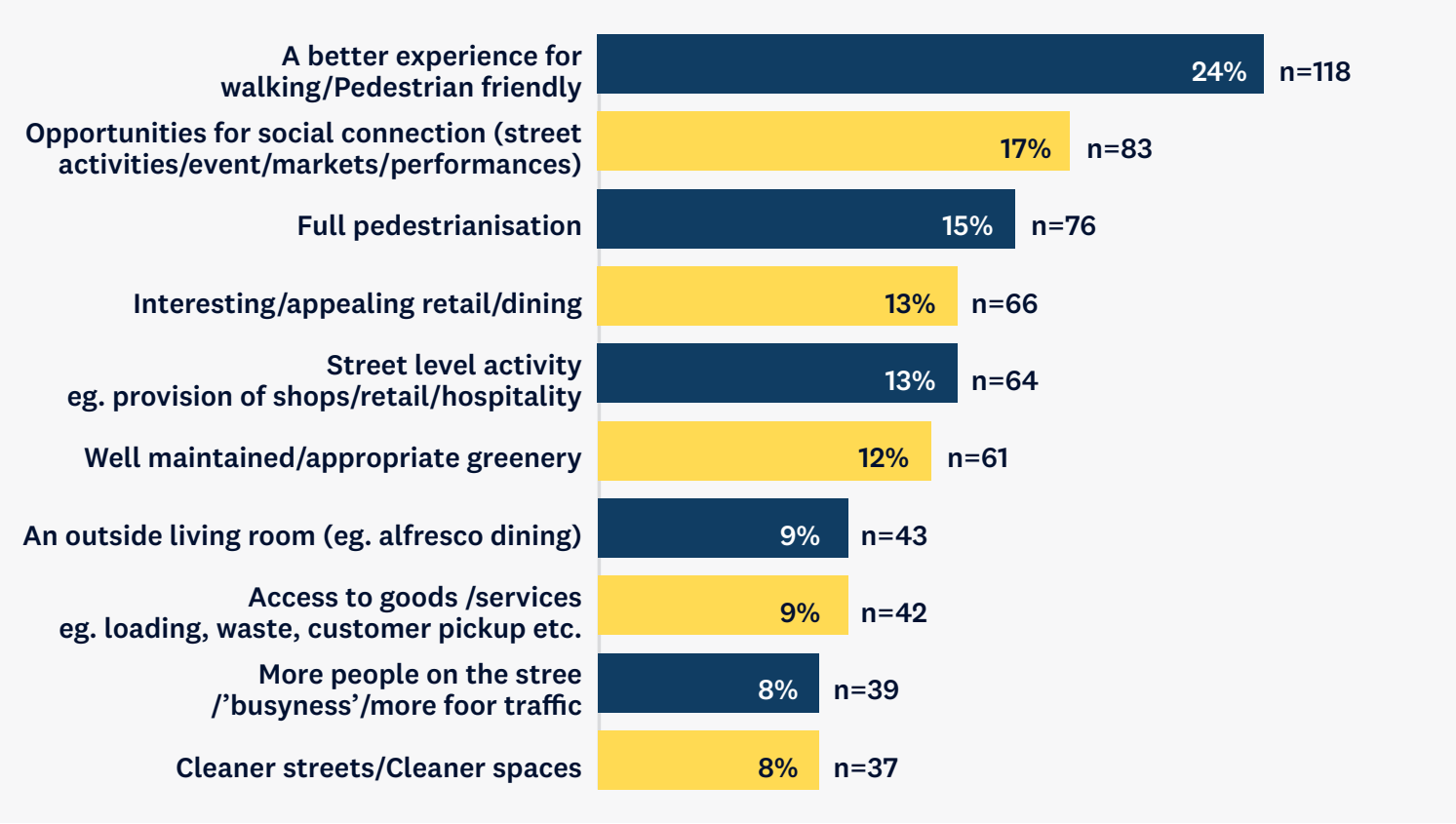
Optimise goods/service access (n=45)

This captures a desire to retain and/or improve management of loading, service vehicle access. This feedback was commonly mentioned in conjunction with desire to enhance pedestrian experiences/reduce access for non-service/delivery vehicles. There are some concerns that a lack of loading provisions is leading to issues with illegally parked cars blocking footpaths or that planter boxes are taking up space which could be dedicated to loading/servicing/deliveries. Others would like to see delivery/service vehicles being given priority over other traffic for access/parking and/or be granted access during set time (e.g. after business hours).

QUESTION 3:

Please describe how you would most like High Street to be in the future.
[ACROSS ALL RESPONSES]

[Data drawn from both structured survey and interview feedback and in-person activations on High St]



Base: n=492 responses. Top 10 themes shown [based on feedback count].
Note: Percentages show proportion of responses linked to each theme and n scores depict absolute number of responses that include a mention of this theme. Multiple themes possible within a single response.



Breakdown of results by audience

(taken from data where audience information is available)

	Businesses	Residents	Other general public
A better experience for walking/Pedestrian friendly	24%	35%	21%
Full pedestrianisation	4%	19%	22%
Opportunities for social connection (street activities/ event/markets/music	15%	13%	14%
Interesting/appealing retail/dining	28%	11%	11%
Street level activity eg. provision of shops/retail/hospitality	9%	10%	13%
Well maintained/appropriate greenery	4%	13%	11%
An outside living room (eg. alfresco dining)	15%	7%	8%
Access to goods /services eg. loading, waste, customer pickup etc.	7%	9%	7%
More people on the stree /'busyness'/more foor traffic	13%	5%	9%
Cleaner streets/Cleaner spaces	4%	7%	9%

Bases: Business; n=46, Residents; n=152, Other general public; n=246. Colour coding indicates key themes for each audience type, the more prominent the colour the more common this theme is amongst this audience.

THEME

A better experience for walking/Pedestrian friendly (n=118)

Echoing feedback from what’s currently appealing or needs to change, this captures the general desire for more focus on pedestrians. Comments here focused on curating pedestrian friendly walking spaces/spaces with more of a pedestrian focus e.g. shared pedestrian spaces, safe/comfortable walking spaces. Some coupled this feedback with a desire for limited traffic/less congestion/noise.

Opportunities for social connection e.g. events/markets/fun (n=83)

This sentiment captures the desire for more opportunities for social connection/community gatherings including markets, events, activities, festivals and/or art installations. Feedback here spoke to time spent with friends/ family or in the company of others. In some instances, this would involve other changes such as removing private car access to facilitate street closures. Others spoke about these opportunities providing drawcards to the city.

Full pedestrianisation/remove cars/through traffic (n=76)

This extends on the sentiment of wanting a pedestrian friendly space but captures the desire for High Street to become a pedestrian only zone with no through access to cars/traffic. Supporting reasons for this included the belief this would create a safer space for pedestrians and pivot towards more hospitality opportunities such as space for outdoor dining as well as street festivals, events and other opportunities for social connection.

Interesting appealing retail/dining (n=66)

This sentiment links to the type of retailers on offer on High Street and the desire for High Street to provide customers/visitors a pleasant experience. Visitors welcome the opportunity to experience retail/hospitality that strays from the ‘usual’ or chain store experience and would like to maintain the independent/boutique shopping/ dining experience.

More street level activity e.g. provision of shops/retail/hospitality (n=64)

While there is appetite for the retail/hospitality venues to be of a certain quality/appeal, there is also some appeal in a greater depth of activity on offer e.g. more empty shops filled, more hospitality venues, more shops/ higher density of retail offerings. As such ensuring adequate retail/hospitality provisions should be considered in the future design.

Greenery/Well maintained-appropriate greenery (n=20)

The appeal of greenery/green spaces helps give weight to its continued presence in High Street. Feedback here appeals to ensuring greenery is present, creating more green spaces and/or an abundance of greenery (namely planters, trees).

An outside living room (e.g. alfresco dining) (n=43)

There are aspirations towards High Street offering outdoor/alfresco dining. Comments here speak to a desire for cafes/restaurants offering sidewalk/outdoor seating and tables. This sentiment speaks to sidewalk tables and chairs and in some cases couples this with the desire for more pedestrian space/fewer cars to create the desired atmosphere.

Access to goods and services e.g. loading, waste, customer pick up, etc. (n=42)

This sentiment captures the wish for High Street to maintain access for delivery/service/essential vehicles and/or loading bays. Some felt this could be optimised to help accommodate enhanced pedestrian experiences, e.g. priority given to delivery/service vehicles over private traffic or parking dedicated to loading/servicing only (not private vehicles). Others would like access to be optimised based on time restrictions e.g. outside of business hours or at set times of day.

More people on the street/’busyness’ / more foot traffic (n=39)

The ‘hustle/bustle’ or ‘busyness’ is a characteristic of High Street that helps provide appeal and some also deem this to be important to the future of High Street. Here there is a desire to see the place busy and bustling, aided by the visible presence of more people/crowds walking up and down the street. Some recognised that other measures may need to occur to facilitate this and suggested more focus on pedestrians, activations/events to encourage people to the area and quality/destination retail/hospitality.

Cleaner-tidier streets/cleaner spaces (n=37)

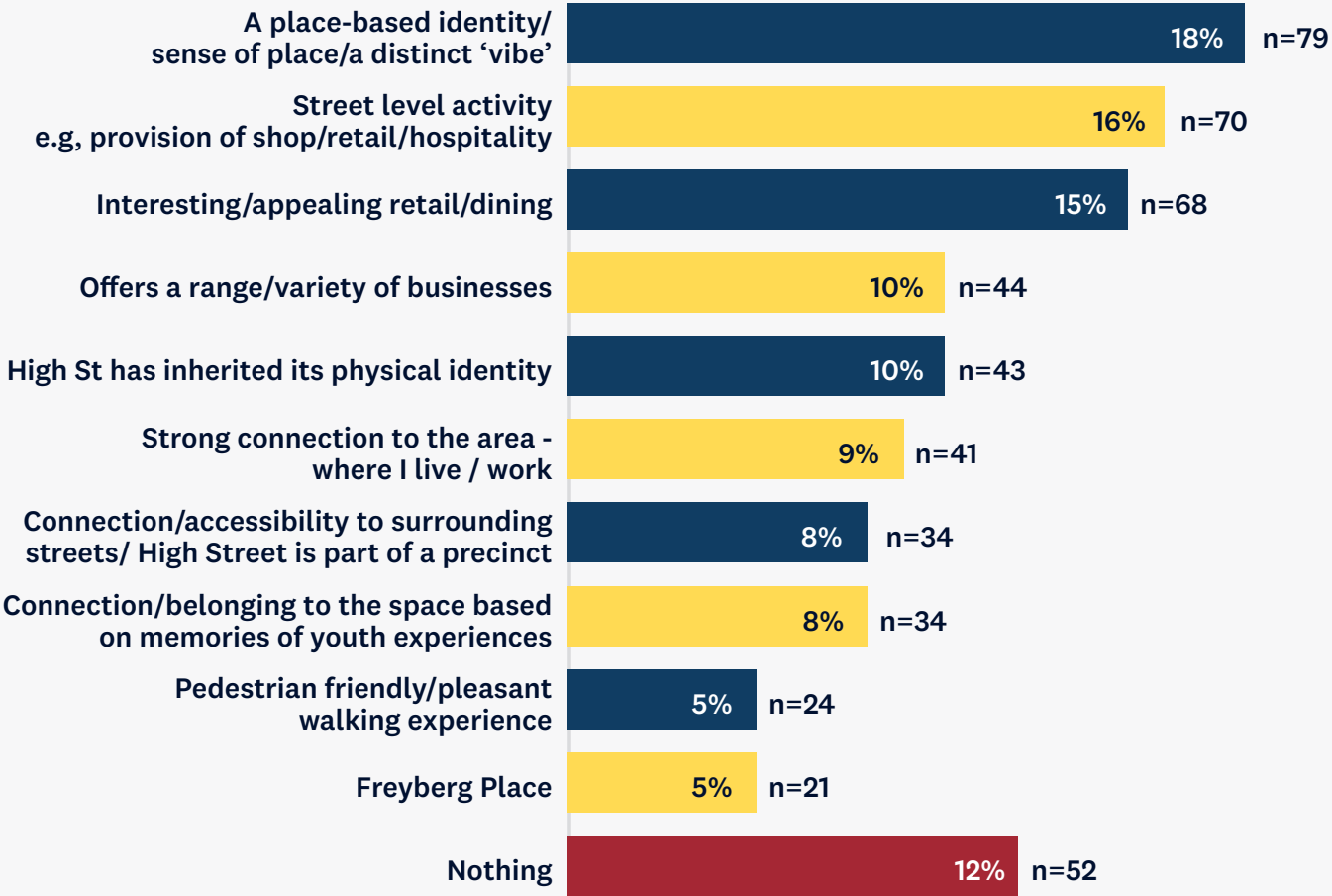
There is a sentiment held by some that High Street in its current state could benefit from being kept tidier/ cleaner and therefore there is a desire for High Street to be better maintained via more street cleaning/creating a cleaner space for those using it.

QUESTION 4:

Can you tell us what makes High Street special to you?

[ACROSS ALL RESPONSES]

[Data drawn from both structured survey and interview feedback and in-person activations on High Street]



Base: n=448 responses. Top 10 themes shown [based on feedback count].
Note: Percentages show proportion of responses linked to each theme and n scores depict absolute number of responses that include a mention of this theme. Multiple themes possible within a single response.



Breakdown of results by audience

(taken from data where audience information is available)

	Businesses	Residents	Other general public
A place-based identity/sense of place/a distinct ‘vibe’	8%	16%	19%
Street level activity e.g, provision of shops/ retail/hospitality	8%	22%	13%
Interesting/appealing retail/dining	17%	22%	12%
Offers a range/variety of businesses	11%	14%	8%
High St has inherited its physical identity	11%	11%	12%
Strong connection to the area - where I live / work	17%	14%	8%
Connection/accessibility to surrounding streets/ High Street is part of a precinct	3%	8%	10%
Connection/belonging to the space based on memories of youth experiences	8%	2%	11%
Pedestrian friendly/pleasant walking experience	8%	5%	4%
Freyberg Place	3%	9%	3%
Nothing	8%	6%	11%

Bases: Business; n=36, Residents; n=140, Other general public; n=218. Colour coding indicates key themes for each audience type, the more prominent the colour the more common this theme is amongst this audience.

THEME

A place-based identity/sense of place/a distinct ‘vibe’ (n=79)

High Street is appreciated for its identity which for some relates simply to the ‘vibe’ it embodies or attributing it as having a culture/atmosphere. For others they personify High Street with personality characteristics such as quirky, happy, friendly, eclectic, charming and welcoming. Some define this identity by how it differentiates itself to surrounding neighbourhood e.g. independent/eclectic retailers vs neighbouring Queen Street.

The street level activity e.g. provision of retail/hospitality (n=70)

High Street’s ability to provide visitors with a good volume of street level activity (e.g. retail/hospitality) helps make it feel special for some. Others have a strong attachment/connection to a particular business with Unity and Tatty’s garnering a few mentions.

Interesting/appealing retail/dining (n=68)

High Street’s ability to provide visitors with a certain calibre of retail/hospitality is what helps make it special for some. Here there is an affinity for the types of retail on offer with descriptors including interesting, boutique, unique or independent shops.

Offers a mix of businesses (n=44)

High Street’s ability to offer a mixed-use destination (retail, hospitality, public spaces) gives it a special quality. This also captures the appeal for the diversity/variety of retail on offer and collection of different speciality shops (as well as other services).

Strong connection to the area - where I live / work (n=41)

For some High Street is special as there is connection to the area through work or as a place of residence with some speaking about its role in their daily life.

Connection / accessibility to surrounding streets / High Street is part of a precinct (n=34)

This sentiment captures High Street’s location as part of a wider precinct and the accessibility and connectivity of High Street to other areas in this precinct (Queen Street, Chancery, Albert Park, Freyberg) and nearby lanes e.g Vulcan Lane. For some this connectivity offered by the laneways draws comparisons to Melbourne and Europe.

Pedestrian friendly/pleasant walking experience (n=24)

Similar to previous feedback on this theme, here feedback speaks to how the current pedestrian experience makes High Street feel special. Some feel it is nice to walk along, comfortable or offers space to move.

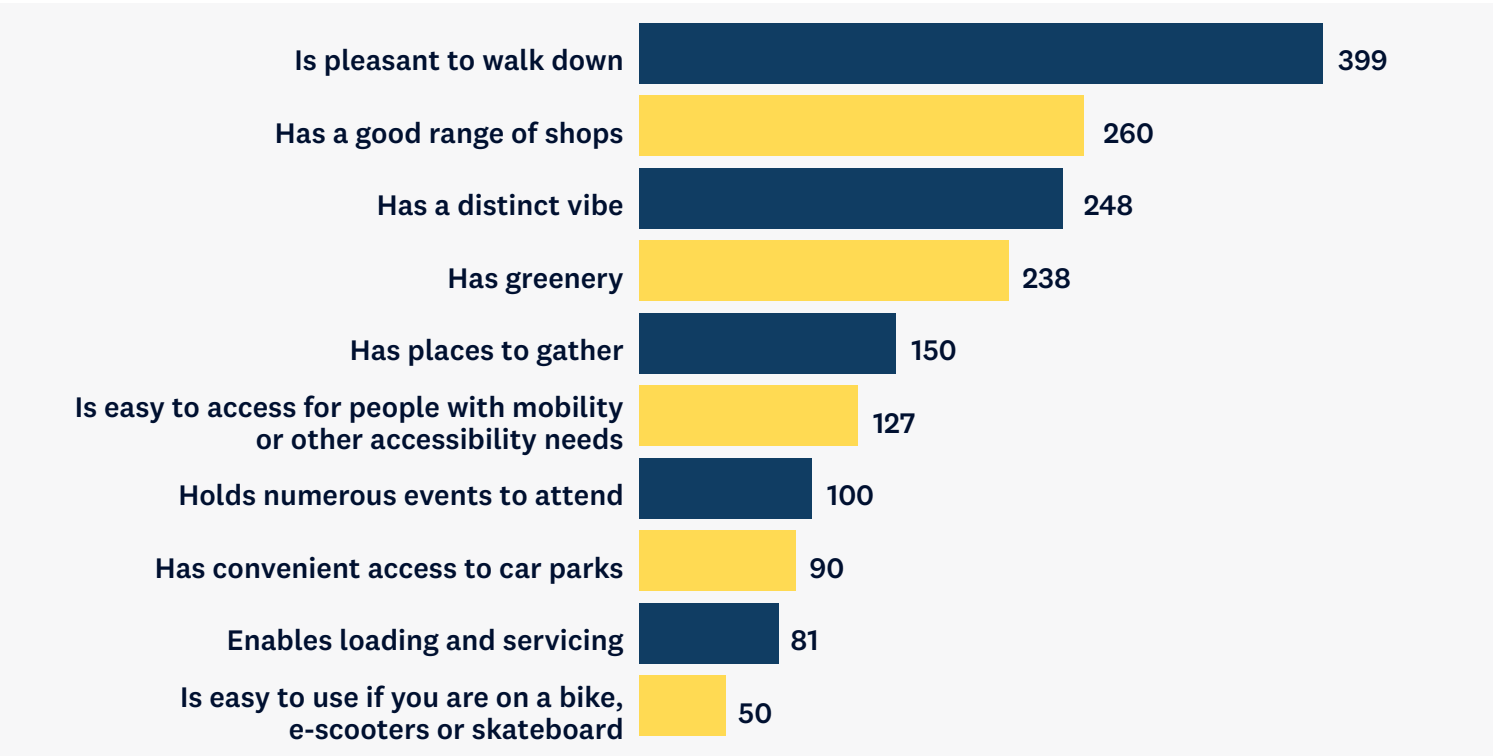
Freyberg Place (n=21)

Most feedback here links simply to the appeal of Freyberg Place and how this space makes High Street special. Those who provided reasons behind this linked it to the stairs (for eating, people watching, relaxing).

QUESTION 5:

In developing a plan for High Street’s future, we’d like to understand which themes are most important to you? Please identify from this list which 3 themes you would most like to see incorporated into High Street’s design.

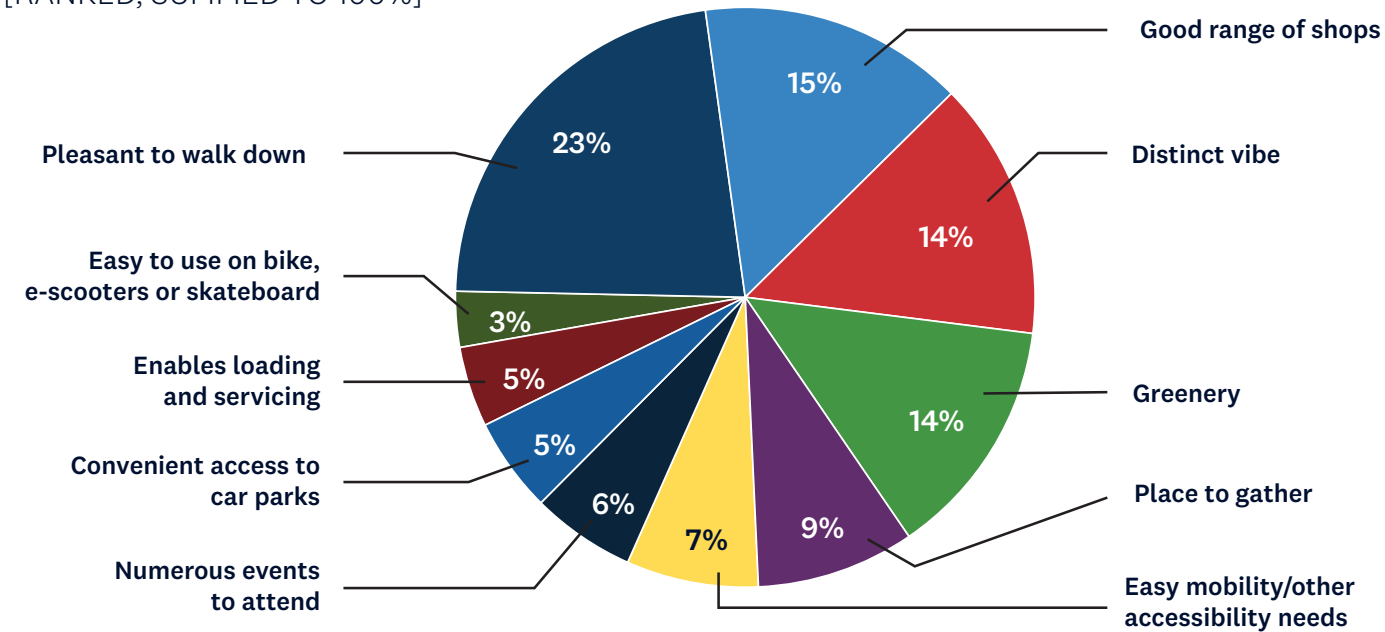
[RESULTS CONSOLIDATED ACROSS ALL ELEMENTS SELECTED – ACROSS ALL RESPONSES]



Base: n=1743 responses. Feedback collated between online engagement and in-street High Street activations

Importance of elements in the future design of High Street

[RANKED, SUMMED TO 100%]



Base: n=1743 responses. %s show share of responses for each element. Feedback collated between online engagement and in-street High Street activations

Breakdown of results by audience

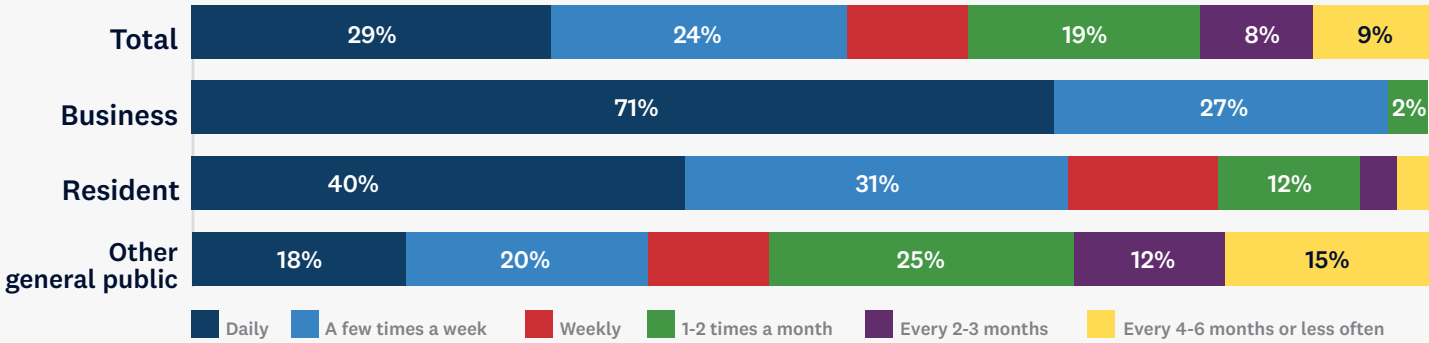
(taken from data where audience information is available)

	Businesses	Residents	Other general public
Is pleasant to walk down	64%	66%	74%
Has a good range of shops	51%	44%	47%
Has a distinct vibe	36%	36%	45%
Has greenery	27%	50%	35%
Has places to gather	7%	27%	21%
Is easy to access for people with mobility or other accessibility needs	18%	22%	21%
Holds numerous events to attend	18%	14%	13%
Has convenient access to car parks	36%	8%	16%
Enables loading and servicing	40%	15%	12%
Is easy to use if you are on a bike, e-scooters or skateboard	2%	10%	7%

Bases: Business; n=45, Residents; n=165, Other general public; n=271. Colour coding indicates key themes for each audience type, the more prominent the colour the more common this theme is amongst this audience.

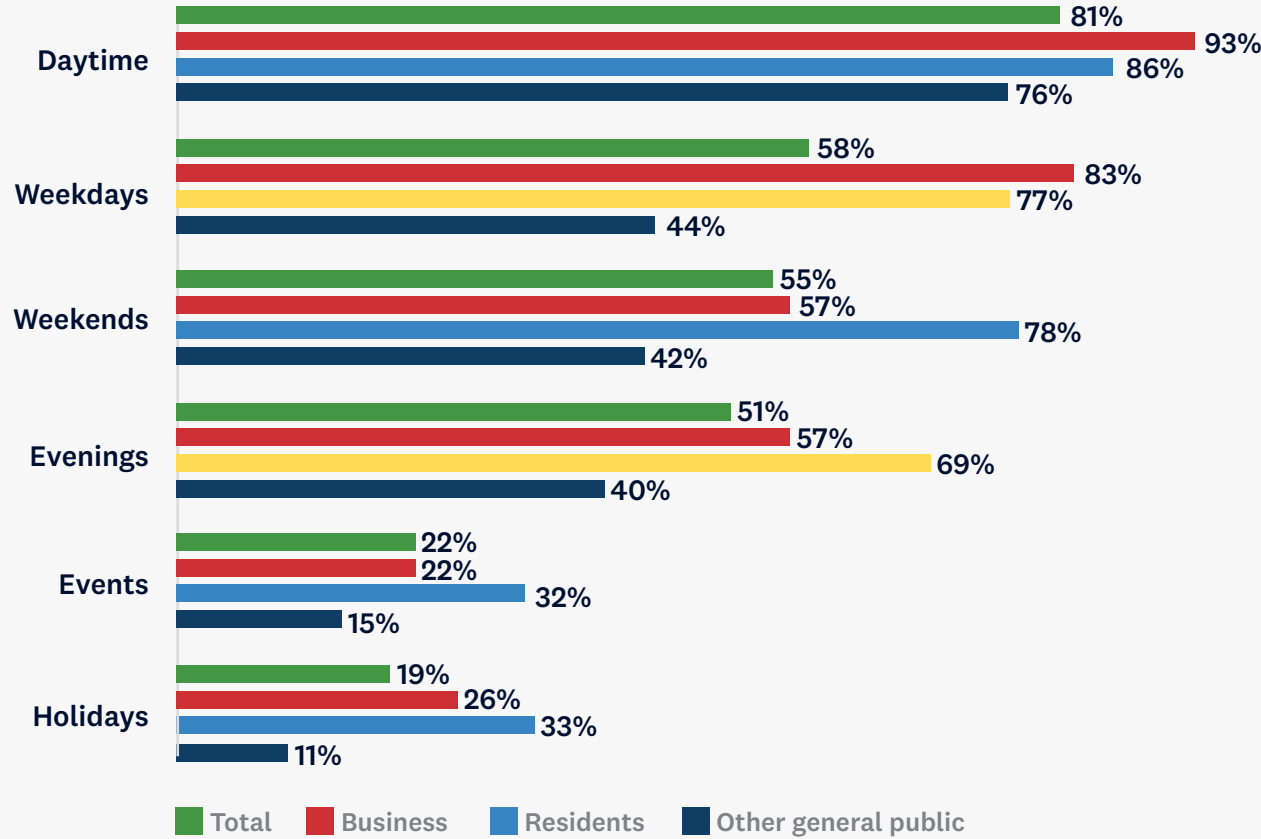
APPENDIX 3: USAGE BEHAVIOUR OF SURVEY RESPONDENTS

Approximately how often are you on High Street?



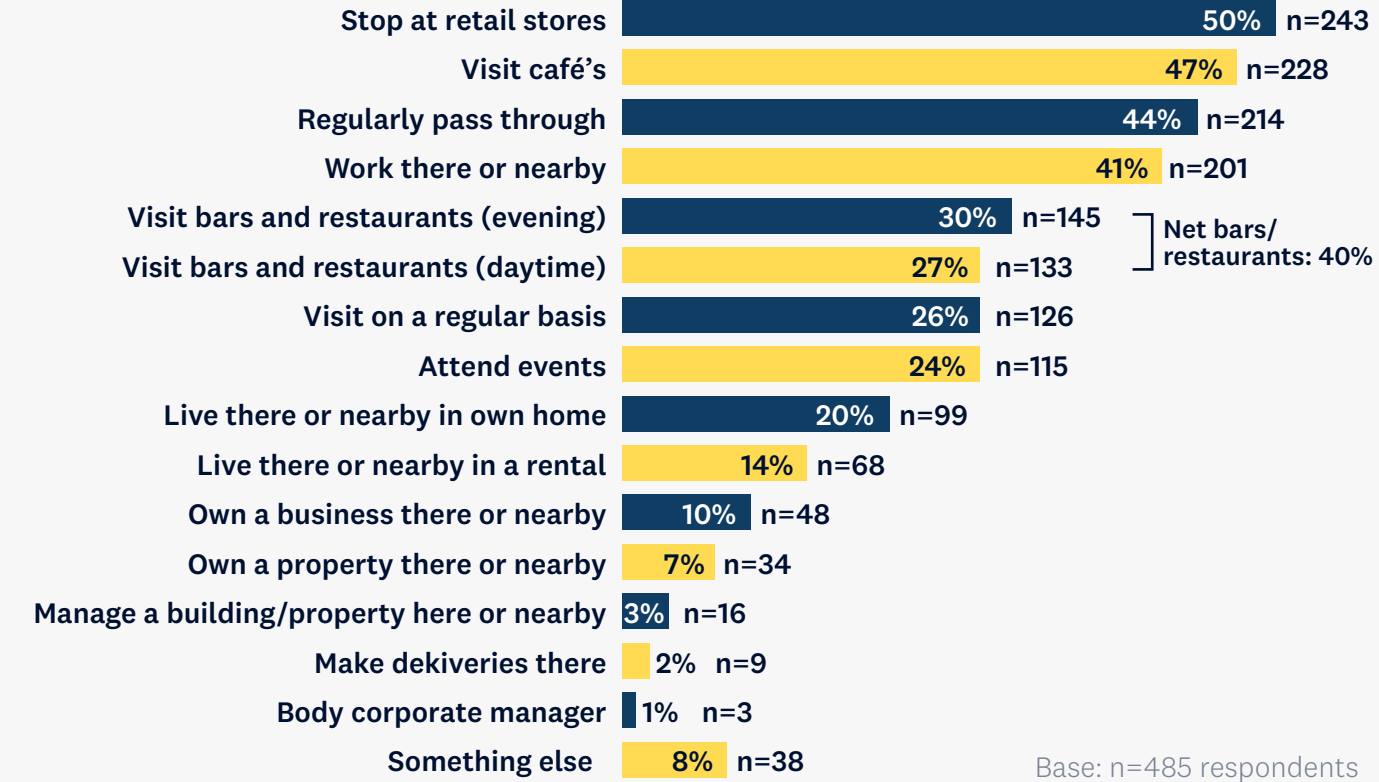
Bases: Total; n=486, Business; n=45, Residents; n=166, Other general public; n=284.

Typically, when are you on High Street?



Bases: Total; n=486, Business; n=45, Residents; n=166, Other general public; n=284.

Relationship to High Street [ACROSS ALL RESPONSES]



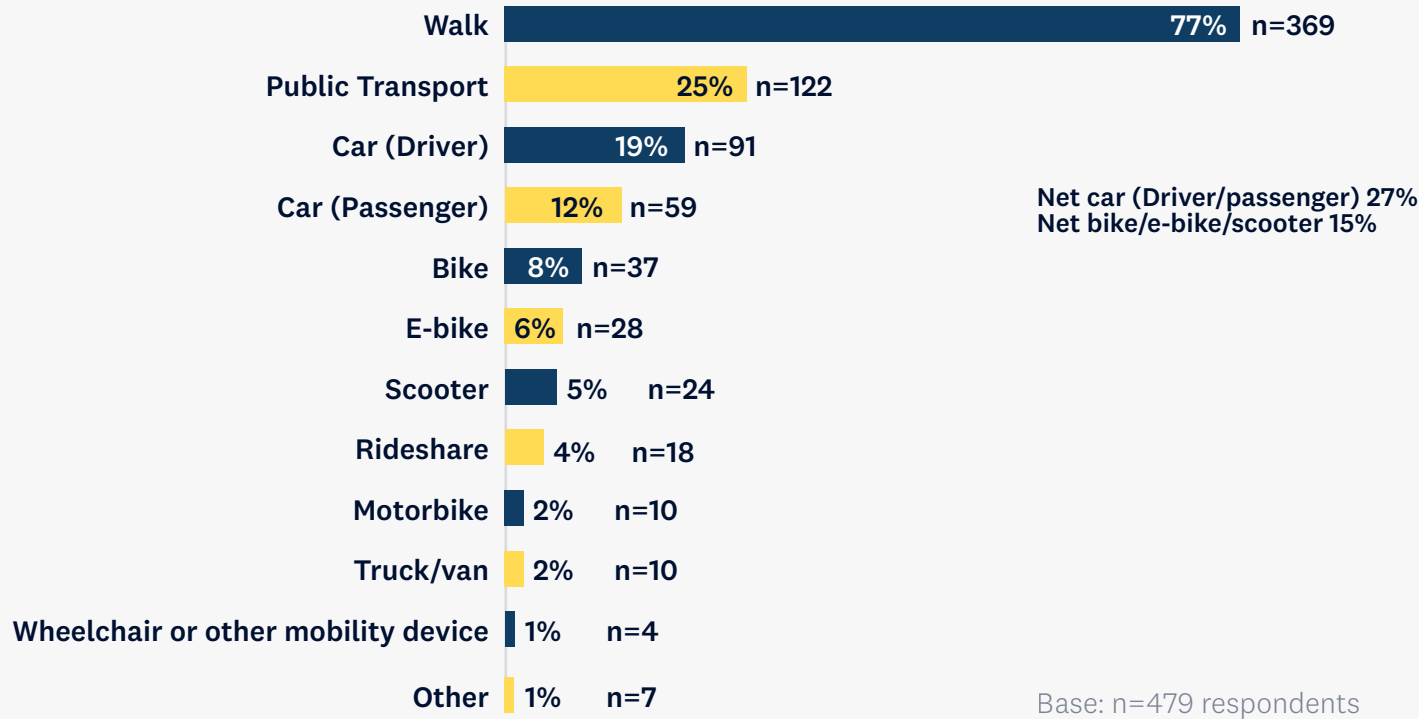
Base: n=485 respondents

Relationship to High Street [BY AUDIENCE]

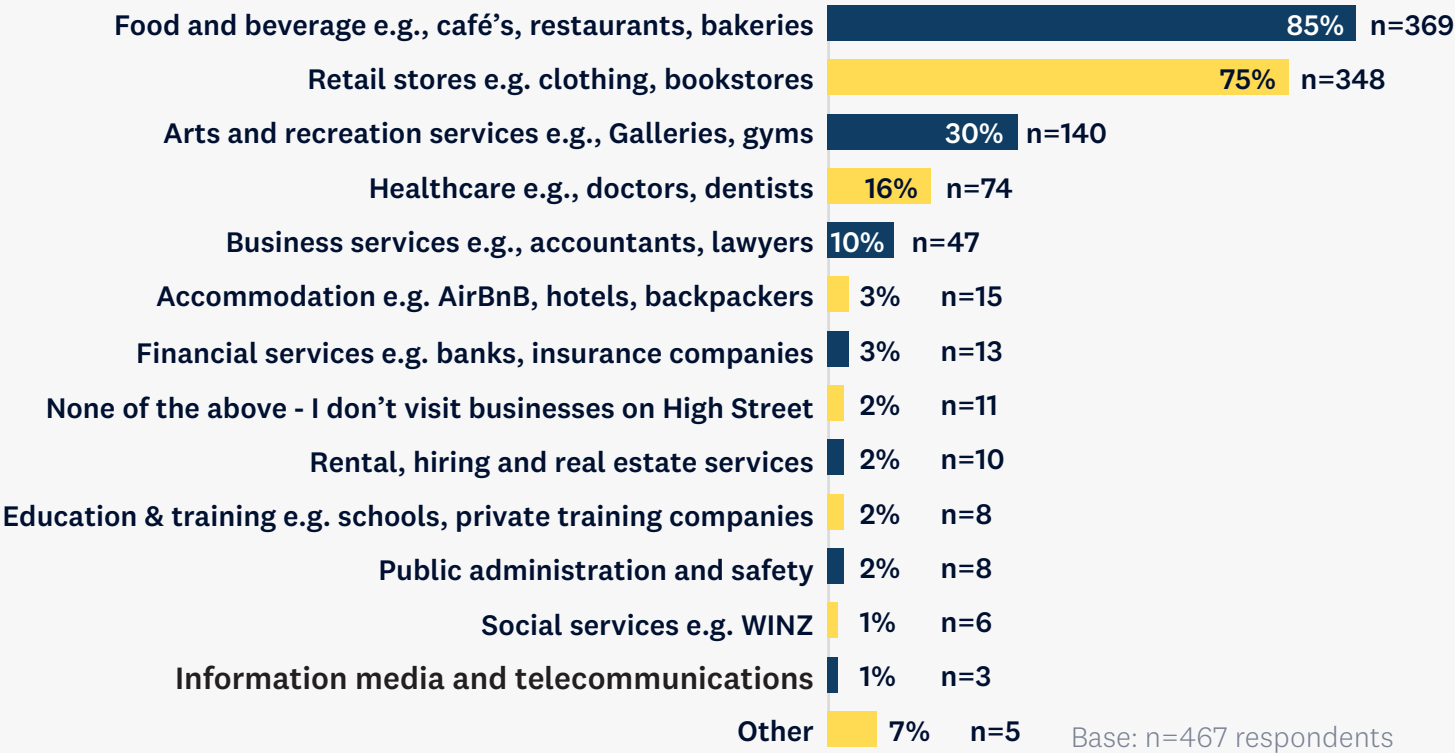
	Total	Businesses	Residents	Other general public
Stop at retail stores	50%	52%	55%	47%
Visit café's	47%	65%	60%	38%
Regularly pass through	44%	44%	54%	38%
Work there or nearby	41%	54%	38%	42%
Visit bars and restaurants (evening)	30%	40%	38%	24%
Visit bars and restaurants (daytime)	27%	52%	30%	23%
Visit on a regular basis	26%	27%	39%	18%
Attend events	24%	27%	33%	19%
Live there or nearby in own home	20%	13%	60%	-
Live there or nearby in a rental	14%	8%	41%	-
Own a business there or nearby	10%	100%	5%	-
Own a property there or nearby	7%	15%	8%	5%
Manage a building/property here or nearby	3%	10%	1%	4%
Make deliveries there	2%	10%	2%	1%
Body corporate manager	1%	2%	1%	0%
Something else	8%	2%	4%	11%

Bases: Total; n=479, Business; n=47, Residents; n=166, Other general public; n=275

How survey respondents access High Street [ACROSS ALL RESPONSES]
Respondents provided multiple mentions as applicable to them.



Type of businesses usually visited on High Street [ACROSS ALL RESPONSES]



How survey respondents access High Street [ACROSS ALL RESPONSES]
Respondents provided multiple mentions as applicable to them.

	Total	Businesses	Residents	Other general public
Walk	77%	60%	96%	69%
Public Transport	25%	28%	13%	32%
Car (Driver)	19%	60%	11%	17%
Car (Passenger)	12%	23%	9%	13%
Bike	8%	9%	8%	7%
E-bike	6%	13%	5%	5%
Scooter	5%	9%	10%	1%
Rideshare	4%	4%	4%	4%
Truck/van	2%	15%	2%	1%
Motorbike	2%	4%	1%	2%
Wheelchair or other mobility device	1%	0%	1%	1%
Other	1%	4%	1%	1%

Bases: Total; n=479, Business; n=47, Residents; n=166, Other general public; n=275

Type of businesses usually visited on High Street [ACROSS ALL RESPONSES]

	Total	Businesses	Residents	Other general public
Food and beverage e.g., café's, restaurants, bakeries	85%	86%	89%	82%
Retail stores e.g., clothing, bookstores	75%	79%	82%	69%
Arts and recreation services e.g., Galleries, gyms	30%	23%	37%	27%
Healthcare e.g., doctors, dentists	16%	16%	25%	10%
Business services e.g., accountants, lawyers	10%	28%	8%	9%
Accommodation e.g. AirBnB, hotels, backpackers	3%	7%	4%	3%
Financial services e.g. banks, insurance companies	3%	5%	2%	3%
None of the above - I don't visit businesses on High Street	2%	0%	1%	3%
Rental, hiring and real estate services	2%	9%	3%	1%
Education and training e.g., schools, private training companies	2%	2%	4%	1%
Public administration and safety	2%	2%	4%	1%
Social services e.g. WINZ	1%	0%	2%	1%
Information media and telecommunications	1%	2%	1%	0%

Bases: Total; n=467, Business; n=43, Residents; n=166, Other general public; n=268

APPENDIX 4: QUESTIONS
ACROSS THE DIFFERENT METHODS

What works well currently on High Street?	What needs to be different about High Street?	What makes High Street special?	What a good future for High Street looks like?
Thinking about your experience of High Street as it is currently, what do you like or feel works well for you? (survey, interviews)	Thinking about your experiences of High Street as it is currently, what would you like to change? (survey, interviews)	Can you tell us what makes High Street special to you? (survey, interviews)	Please describe how you would most like High Street to be in the future (survey, interviews)
Write a love note and share your deepest desires for High Street (postcards used in activations)	Write a love note and share your deepest desires for High Street (postcards used in activations)	Write a love note and share your deepest desires for High Street (postcards used in activations)	In developing a plan for High Street’s future, we’d like to understand which features are most important to you. Pick your top three from this list
What would you keep on High Street? (activity used in pop ups)	What is most important to you about High Street – pick the features you like most? (sticker preferences activity used in pop ups)		What is most important to you about High Street – pick the features you like most? (Sticker preferences activity used in pop ups)
	What would you keep, add or lose on High Street? (activity used in pop ups)		Write a love note and share your deepest desires for High Street (postcards used in activations)
	What new things will be on High Street in the future? (activity booklet used in walking tour activation)		What future hops will there be on High Street? (activity booklet used in walking tour activation)
			What new things ill be on High Street in the future? (activity booklet used in walking tour activation)



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