

eke
panuku

An evening with Eke Panuku

Pukekohe Business Association
9 August 2022

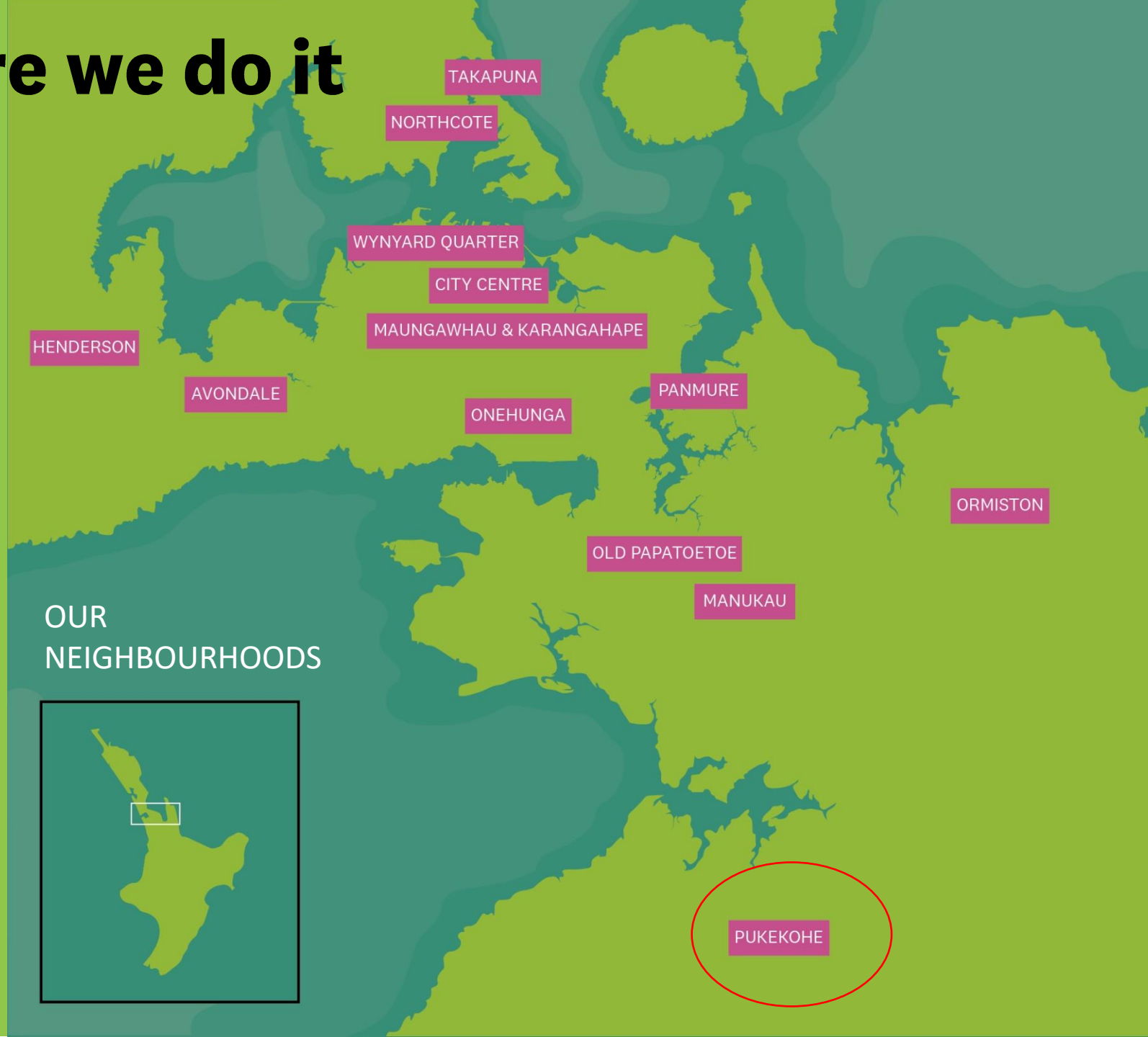
Who we are

- Eke Panuku Development Auckland is the council-controlled organisation that delivers urban regeneration in Tāmaki Makaurau (Auckland).
- We work across many neighbourhoods throughout our city – from large, long-term urban regeneration plans to small projects on specific sites – to meet the needs of the city’s long-term growth, including more types of homes people can afford.
- We’re Auckland Council’s agent and as such we work alongside other parts of the council, government organisations, businesses and locals to regenerate our city in ways that benefit both our communities and Auckland as a whole.
- We optimise returns for council, but at the same time we ensure our buildings contribute positively to their neighbourhoods.
- We also [manage around \\$2.4 billion of land and buildings](#) that Auckland Council owns, which we regularly review.

What we do

- Urban regeneration
- We work in places where there is an opportunity to build on the existing vitality of a neighbourhood.
- Focusing our regeneration in town centres means that homes, offices, shops and eateries are close to public transport, reducing our reliance on cars.
- One of our priorities is to increase the number of available homes in Tāmaki Makaurau / Auckland, particularly homes more people can afford and homes for the elderly.
- Our challenge is to balance our obligation to make money with ensuring our regeneration projects are good quality, strategic and better for the environment.

Where we do it



OUR
NEIGHBOURHOODS



How we operate

WE HAVE A VISION

Our mission is to *create amazing places*. We're dedicated to delivering a Tāmaki Makaurau that's made up of strong, thriving neighbourhoods.

WE'RE PLACE-LED

We know that each of our neighbourhoods is unique, and that their identity, attributes and aspirations should be supported to thrive. This attitude leads our thinking in everything we do, from engagement to design.

WE LOVE EXPERTISE

As part of the Auckland Council whanau, we're guided by expertise such as the Auckland Plan, local board plans, town centre plans and economic development strategies. Our work is based on deep research and extensive feedback.

WE DON'T WORK ALONE

So far as we're concerned, working with others will always beat working alone. Collaboration with local communities, Auckland Council, mana whenua, the private sector and the like means better results for everyone. Just as Tāmaki Makaurau is made up of various neighbourhoods, each neighbourhood should evolve with the help of various friends.

Unlock Pukekohe

Masterplan proposal

Our approach for Pukekohe Town Centre

Goals Key moves

Encourage new growth in town centre



Redevelop flagship sites that promotes Pukekohe's distinct offering and increased access to employment, education and healthcare opportunities for local people.

Improve access for all



Enliven the lanes



Improve pedestrian and cyclist connections between essential facilities and the town centre.

Attract new businesses & services



Upgrade play facilities

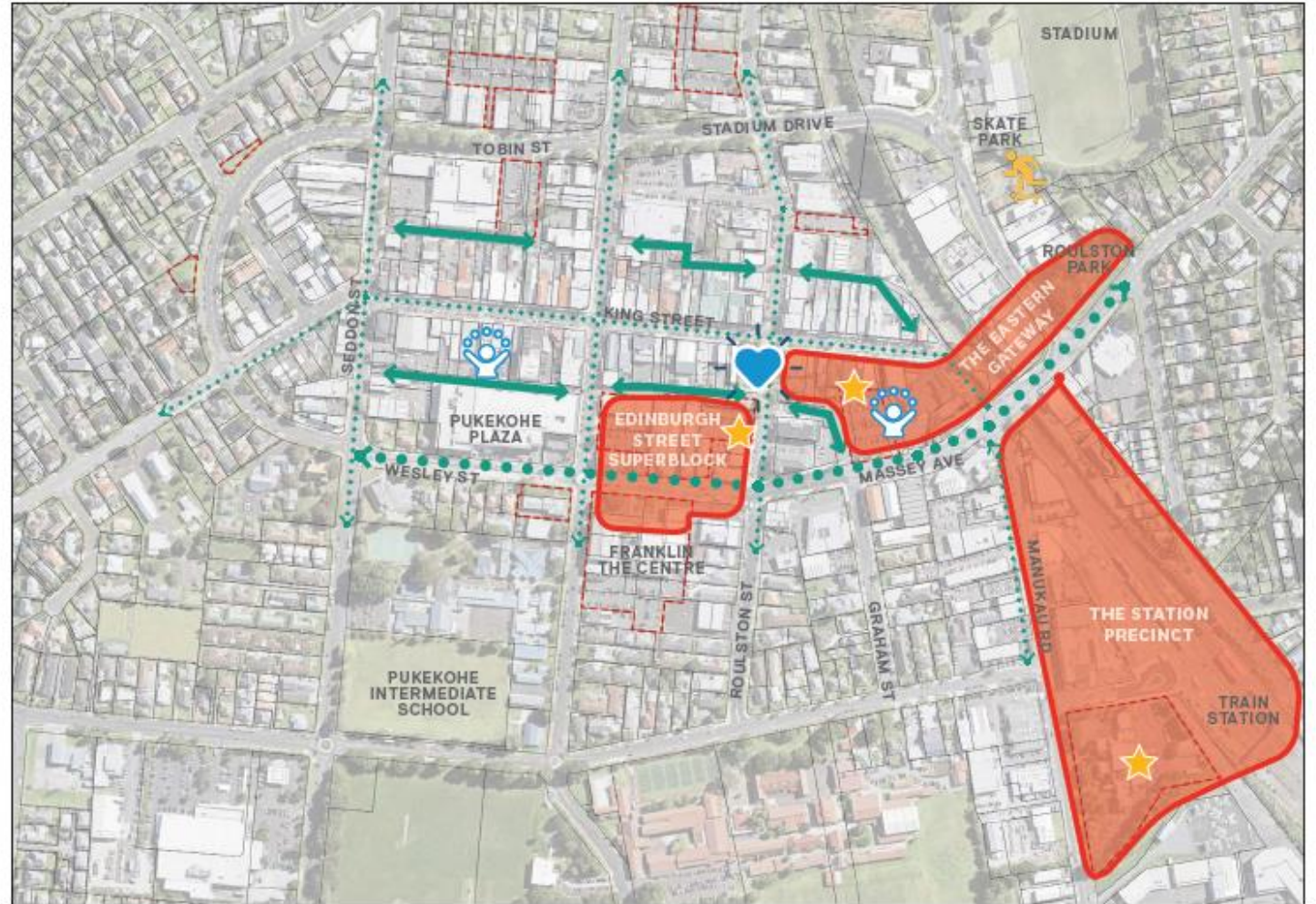
Enhance local community identity



Relocate, grow and enhance the Farmer's Market, Roulston Street and King Street



Placemaking trials



Panuku strategic levers



Commercial strategy



Public good investment



Placemaking

The masterplan proposal – Plan Overview



The masterplan proposal – High Level 3D visualisation



The masterplan proposal – In Three Stages



Spotlight on our key projects

STAGE 1: Construction start date 0-3 years

1

Roulston Park and Pukekohe Skate Park Enhancements

This project will upgrade the local playground and provide a community gathering space.

STAGE 2: Construction start date 2-5 years

2

Market Street Upgrade and Market Hall

3

The Market Hall and Street project proposes 'Market Hall' as a new home for the farmers market through redevelopment of 1 Roulston Street. We will also reconfigure the town square to better accommodate market activities and events.

4

Edinburgh Street Development Opportunity

This development includes a 'dining district' laneway running from Franklin: The Centre to the town square. Above the laneway could be commercial or residential development. As many as 2,000 people could work here, or 500 people could live here instead.

5

Parking and Crossing Upgrades

We will change the existing parking on Roulston Street and Graham Street from parallel to angle parking to maximise the number of parking spaces. The car parks on the top half of the Farmers building will be made safer and easier to access at any time.

STAGE 3: Construction start date 6+ years

6

Massey Ave Development Opportunity and Roulston Lane Upgrade

7

The Massey Ave development will enable commercial, retail, or residential space. It includes the upgrade of Roulston Lane and ground level shops and eateries.

8

Civic Hub Enhancements

At Franklin: The Centre, the interior spaces will be optimised and the area outside the entrance enhanced.

9

Hall Lane to Stadium Drive Footbridge

An footbridge from Hall Lane to Stadium Drive will provide a safer way for people to move between Roulston Park and the Skate Park, and Pukekohe's town centre.

What you told us recently

PBA Workshop outputs

Future Vision workshop – the results

In June 2022 we collaborated with PBA to organise a Future Vision workshop, hosted by an external facilitator. 7 businesses attended. Here is a snapshot of the results.

- Participants described a strong sense of **community**, **ownership** and **passion** and a generally **supportive culture** among business-people operating in the town centre
- The **history**, **charm** and **character** of the town and a lot of the buildings in the town centre are felt to be key elements of its identity... and connection to the land and agriculture should be acknowledged.
- Generally, there is an acceptance of and often an appetite for change and development to ready Pukekohe for the future growth that will come.

Future Vision workshop – the results

Town centre strengths

- Economic diversity - range of sectors, produce – quite a self-sufficient “mini economy”
- Retail diversity – variety of shops and services “One stop shop”, “It’s all here”
- Socio-cultural diversity – range of people, backgrounds history, connections
- Location/proximity – not far away for people to come and visit – at junction for East/West Coast – for rural servicing
- History, historical buildings, classic awnings
- Solidarity in community/Ownership
- Busy, vibrant, energy, bustle
- “Local” – locals shop locally – Covid seems to have strengthened this
- Independence – of operators/businesses, of spirit – a solidity
- Currently functions pretty well for everyone
- Murals, events held

To improve

- Accessibility has not grown with population size - carparks and roads feel at capacity volumes/growth
- Traffic flow bad at times
- Pedestrian experience could be improved
- Main street is looking ‘worn out’ in some areas, buildings need some TLC TC identity could be strengthened
- General modernising of the town centre
- A suitable market site and vibrant market (showground (done well) suggested as a possibility)
- Improve some footpaths
- Town square lacks identity and activity – “too quiet”. Market doesn’t function as well as could.
- TC identity could be strengthened
- Sunday retail spend leakage as many businesses closed
-



Future Vision workshop – the results

When considering the ‘future context’, two main underlying principles were raised and these are founded on the view that Pukekohe TC has existing character ready to be enhanced in a “considered” and thoughtful way:

1. That future development should be based on **enhancement** of the **existing identity** of Pukekohe as the starting point; which was described as heritage based - with the emphasis discussed as being 80% heritage; 20% enhancement or “modernisation” .
2. **Gardens, greenery and planting** – as a key approach to increase beautification and enhancement for the heritage settings to create a point of difference to the larger scale and more modern developments they anticipate for Drury.

Three key moves

1. Activate and develop the southern edge of the square, moving the farmers market to the square
2. Create a new dining district on a laneway, with new offices, apartments or other development above.
3. Create a connection to Franklin: The Centre

The Town Square: Before



The Town Square: After



Relocate, grow and enhance the market

The Development Opportunity: Before



Southern Edge of the Square – 1 Roulston St

The Development Opportunity: After



Activate the square and its edges

The Entry to Franklin: The Centre



The Connecting Dining Lane: After



Local businesses focused on food and beverage

Supporting parking moves

Early moves in the next few years

Carparking

Over 1900 of these are public (Auckland Transport) spaces

1. 9 Tobin Street = 87 car parks
2. 4 Tobin Street = 114 car parks
3. 24 Hall Street = 89 car parks
4. 9 Hall Street = 30 car parks
5. Farmers building = 432 car parks (132 car parks are public spaces)
6. 27/29A Edinburgh Street = 66 car parks
7. 1-3 Roulston Street = 61 car parks
8. Franklin: The Centre = 112 car parks
9. 7 Massey Avenue = 110 car parks
10. Train station parking = 144 car parks

Plus Auckland Transport controlled on-street public spaces = 966 car parks ¹

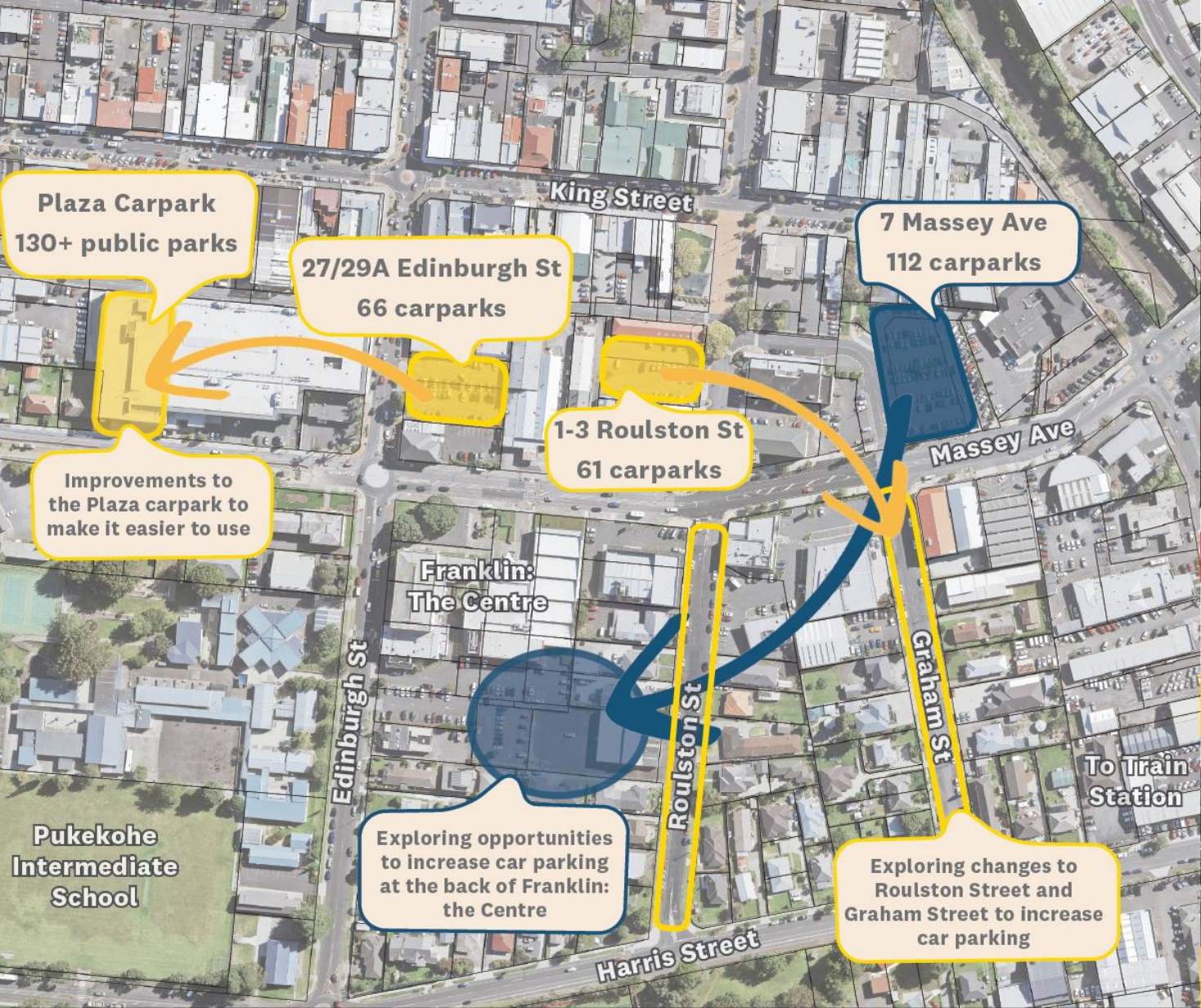
Plus Visitor and commuter parking on private land = 1944 car parks ²

¹ Source: Parking Management Plan, 2018. Coalesce Consulting

² Estimate based on count from aerial photography



Carparking Moves: Proposed approach



Public carparks at Pukekohe Plaza



Possible improvements to safety, lighting, signage and wayfinding to existing Pukekohe Plaza carpark




Converting Roulston and Graham Streets in to one-way streets with angle parking

Insights Survey

What we heard and found out about how people use the town

What have visitors to Pukekohe's town centre told us lately



Town centre visitor survey completed for Pukekohe Business Association and Eke Panuku
Development Auckland by GravitassOPG, July 2022

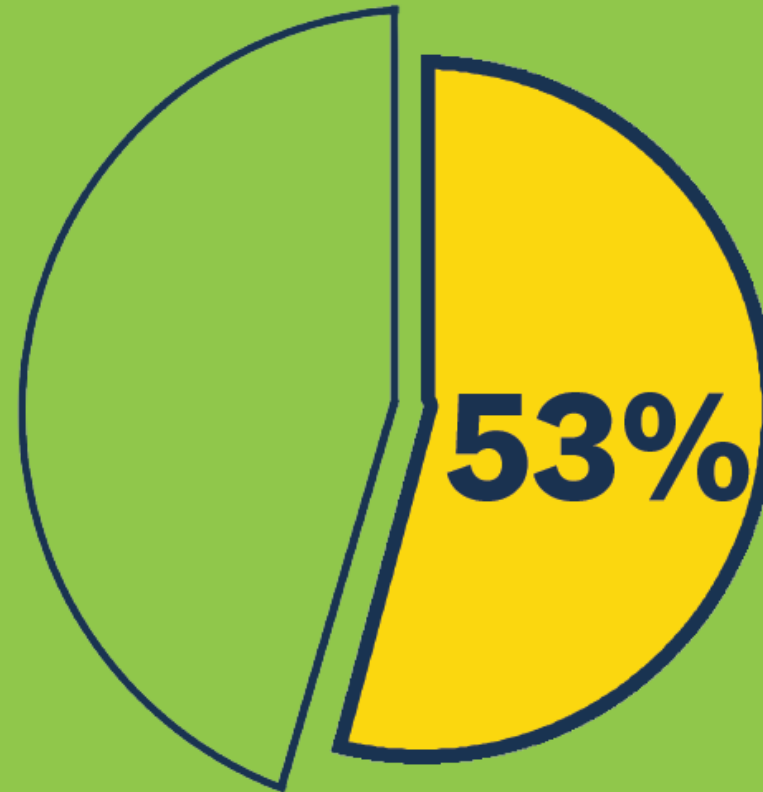
**People who visit Pukekohe Town Centre
love the vibrancy, atmosphere, friendly
feel and scale of the current town centre**



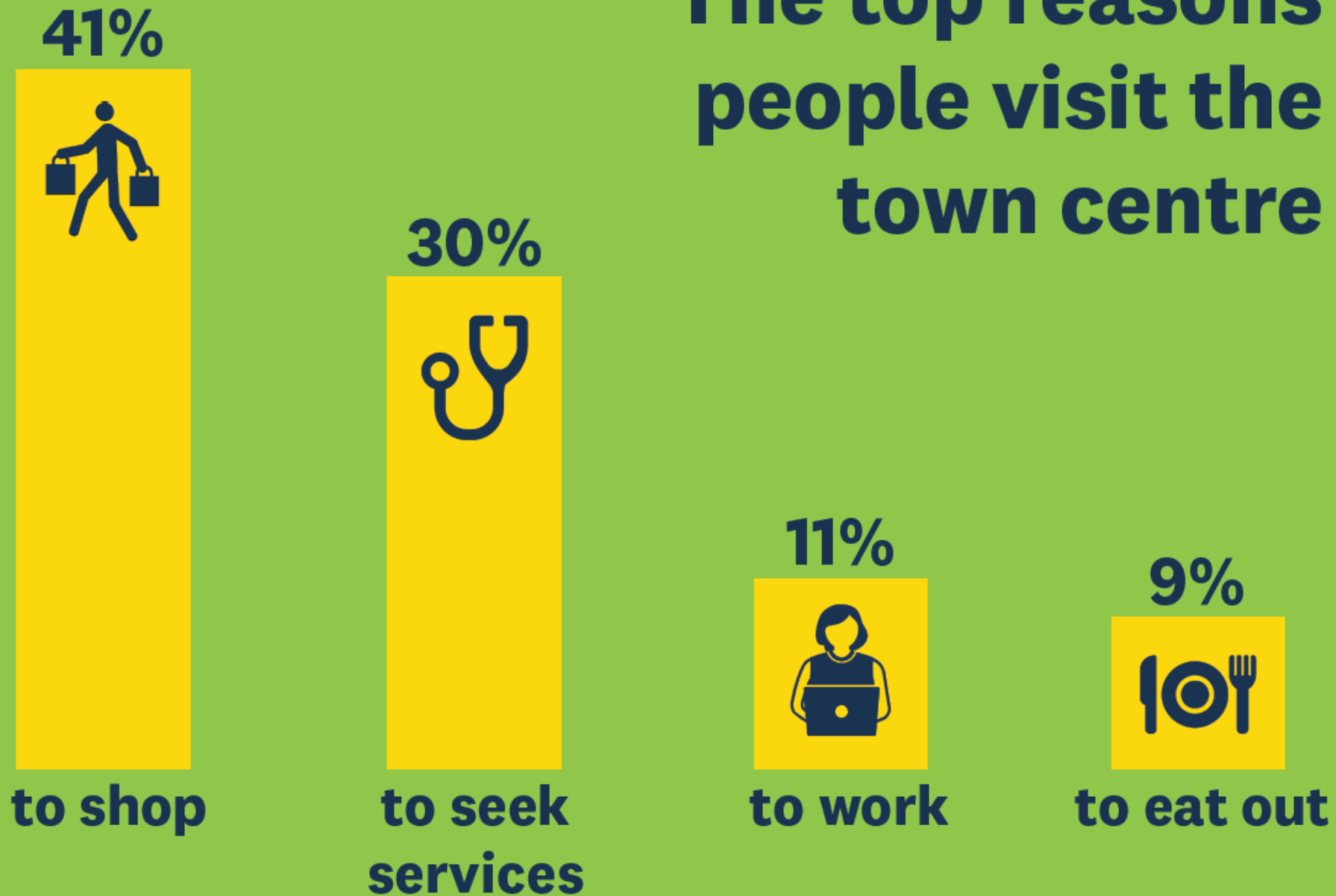
**Most people we spoke to
last month visit the town
centre at least once a week**



**With over half visiting
more than once a week**



The top reasons people visit the town centre



**Half of those who visit
spend up to an hour here**



**and half spend
longer than an hour**



Most people tend to park up once and walk around (70%) with only a few (30%) moving their car more than once

**98% of people who visit
are willing to walk from
their car to the shops**



**only 2% not
willing to
walk**





**Those with a
mobility issue
are more likely
to have found
parking difficult,
and less likely
to want to walk
very far**

**For 9 out of 10
people, Pukekohe is
their main centre**



**Manukau and
Sylvia Park are the
two other centres
visited regularly**

Next Steps in the plan

Where to from here

What will happen to feedback

- **September 2022:** A report will be produced covering off all feedback received, highlighting topics people felt strongly about as well as interesting suggestions for us to consider.
- **October 2022:** This report will be sent to our urban design team for consideration, to see if any changes need to be incorporated into our plan, or if any public suggestions could be actioned at this early stage. Sometimes there are obvious changes that we can incorporate at this stage in the process, otherwise these are considered as we go into detailed planning for each project.
- **February 2023:** We will return to a workshop with Franklin Local Board in the new year to present community feedback, discuss recommended changes and share any changes to the masterplan for consideration. This could possibly be moved earlier, pending the completion of the induction process.
- **Mid 2023:** We will return once again with the amended masterplan for endorsement at a formal business meeting.

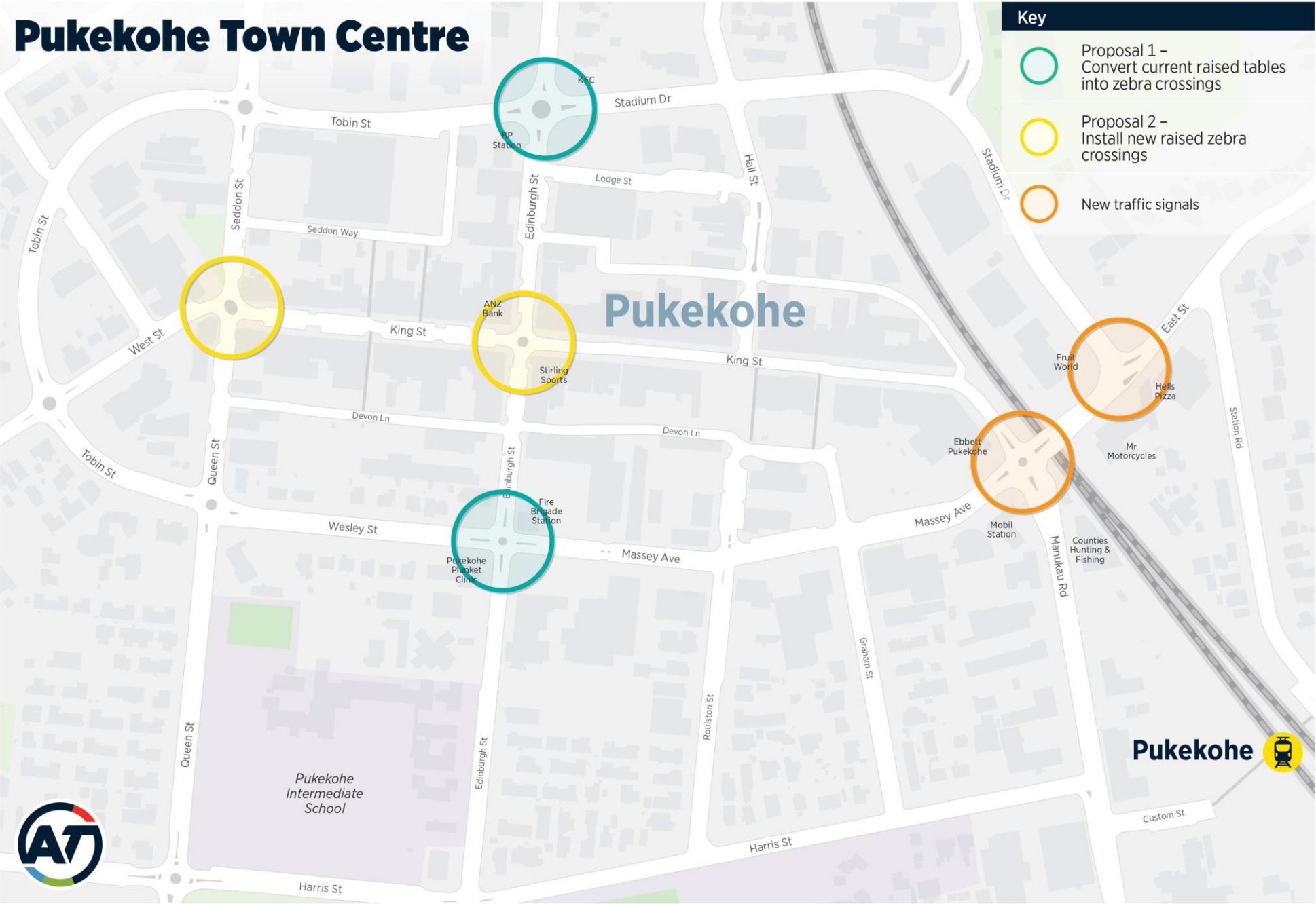
Next up: An overview from Auckland Transport

Pukekohe Town Centre improvements consultations:

Pedestrian improvements &
Traffic signals – Junaid Ameer



Pukekohe Town Centre

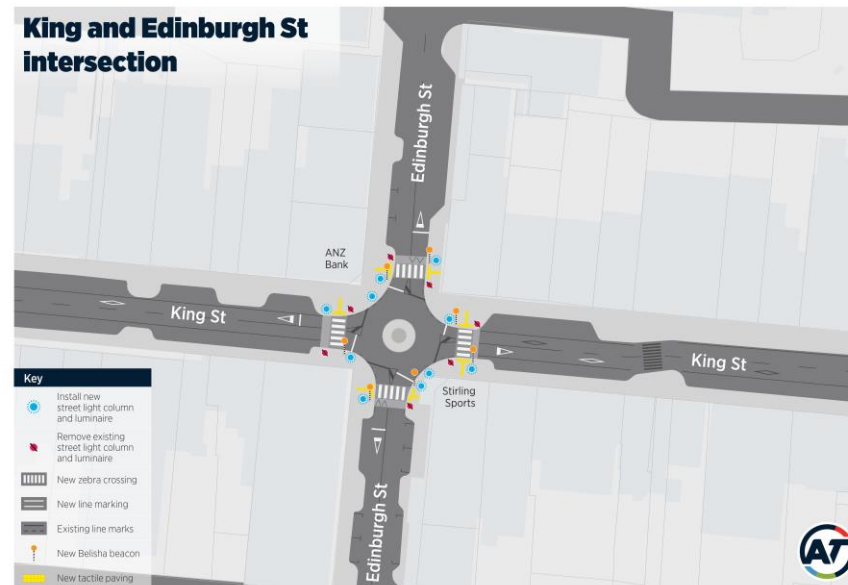


Proposal 1 – Convert raised tables into zebra crossings

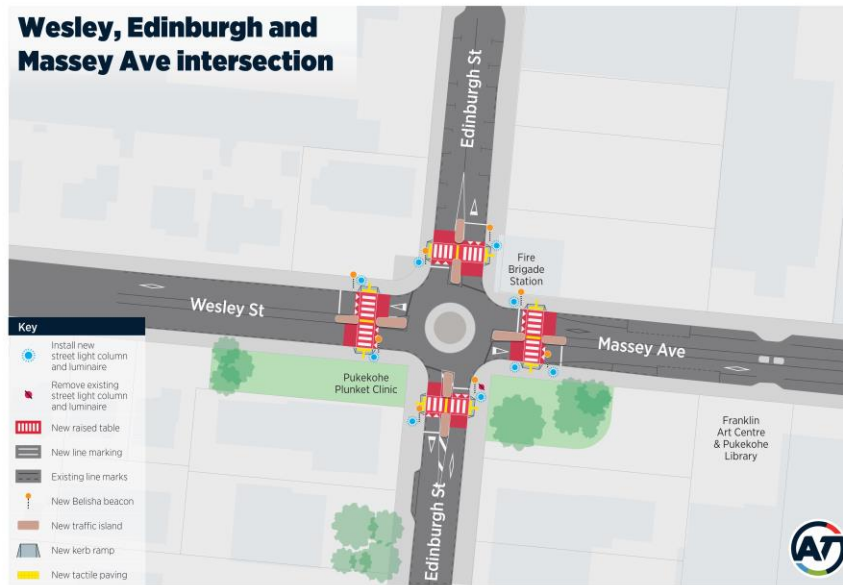


What would construction look like

- Painting the raised crossings
- New road markings and signs to alert drivers to the crossing ahead
- Traffic management
- Removing or replacing some streetlights

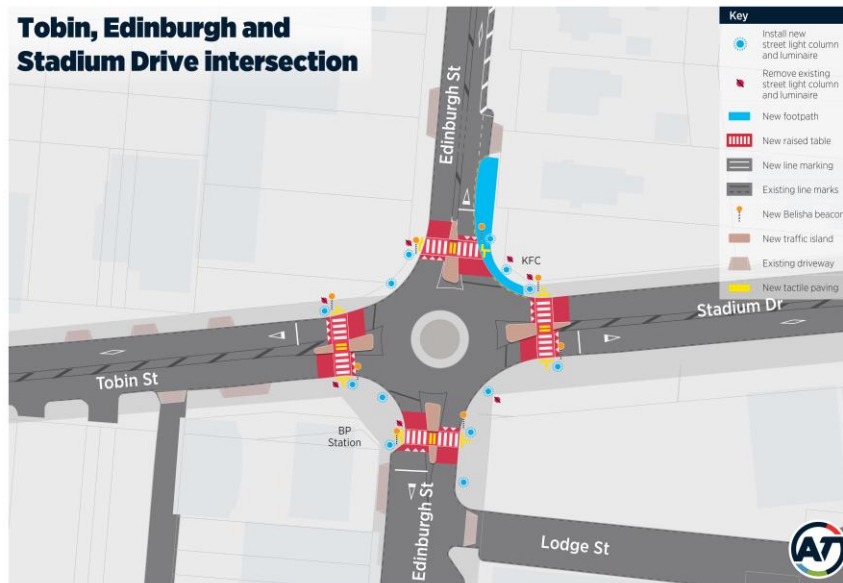


Proposal 2 – Install new raised zebra crossings



Swedish-style raised tables on each leg of the intersection, erect new road signage, remark the road, and change the kerbs to show where people can cross the road safely.

The roundabout would remain
No changes to parking on the street



Proposal 3&4 – Install new traffic signals



Main benefits of traffic signals

- We can synchronise and coordinate the signals to increase the efficiency of both intersections
- Ability to quickly adjust and respond to traffic flows at peak times and across the day
- Link in with the existing signals at Pukekohe Station
- Safe and controlled pedestrian crossings
- Traffic signals generally have a smaller footprint, which means we will not need to purchase land
- Ability to adjust and respond to predicted increase in traffic in the next decade.

Proposal 3: Install traffic lights at Stadium Dr, East St intersection

Safety is the main reason for replacing the current give-way control. This intersection is well-known for safety issues, including Police reports of vehicle crashes and near-misses

The changes will include:

- East Street traffic will be given dedicated green times to safely exit.
- A signal-controlled pedestrian crossings across both Stadium Drive and East Street
- A new footpath on the southern side of Stadium Drive from reshaping the driveway exit and entrance of the corner businesses.
- A new signalised pedestrian crossing on Stadium Drive in front of Z service station (in partnership with Eke Panuku.)

Why a roundabout at Stadium Drive, East Street is not an option

Physically constrained space

Cannot control traffic flow

- A roundabout would have similar traffic flows, queues, and waiting times to what happens now. This means that there would be no genuine improvement for drivers. The safety of people walking and riding their bikes would also not improve.

Unable to link and coordinate with the traffic signals at Stadium Drive, Manukau Road, Massey Avenue and King Street

A roundabout is uncontrolled. By signalling both intersections, we can coordinate and synchronise the phasing of the lights. This would increase the efficiency of both intersections.

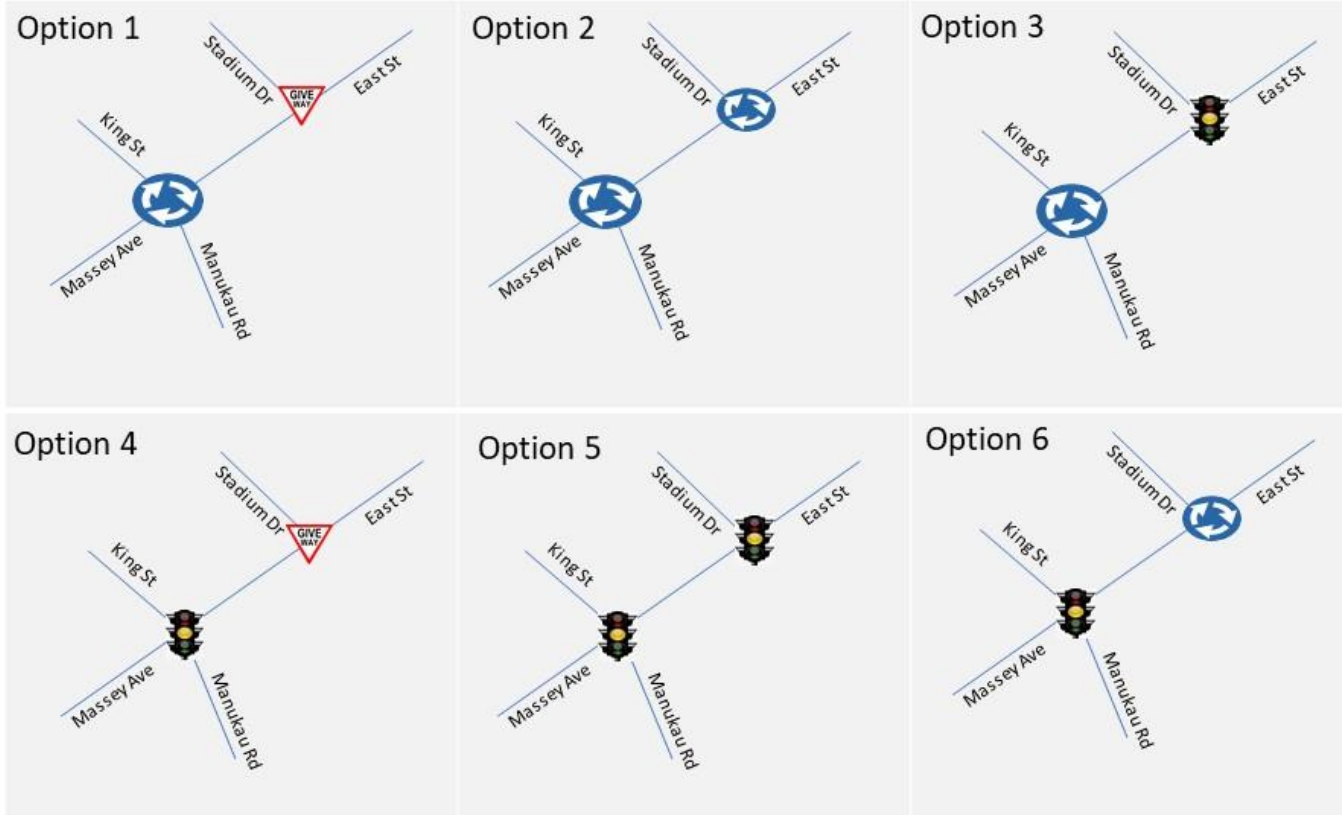
Proposal 4: Install traffic lights at King, Stadium, Massey, Manukau Road

We need to replace the existing roundabout to optimise the movement of people and traffic demand. The intersection is busy, and growth will put more pressure on its current layout. Manukau Road carries the most traffic, including both local traffic and traffic from Tuakau and further away.

The changes will include:

- Removing the right turn from Stadium Drive into King Street
- Removing of the roundabout, with traffic priority controlled by the new signals
- Providing signal controlled pedestrian crosswalks across all 4 roads
- East Street traffic will not be able to turn right into King Street. Instead, drivers can access the town centre by turning right on to Stadium Drive or straight ahead via Massey Avenue.
- There would be no changes to on-street parking.

Alternatives to traffic signals



Why we prohibit right turns from Stadium Drive into King Street

- Space is physically constrained: there is not enough space on the rail overbridge for a dedicated right turn pocket
- Providing a shared lane on Stadium Drive with a straight ahead and right turn into King Street is not viable.
- It would make the intersection operate efficiently. We considered 3 network layouts to assess how these layouts would move people during peak times

Consultation

Feedback period closes **Wednesday 31 August**

Maps, information and the online survey **[AT.govt.nz/Pukekoheimprovements](https://at.govt.nz/Pukekoheimprovements)**

Email the team - **ATengagement@at.govt.nz**

Come talk to the team:

Pukekohe Library – Wednesday 17 & 24 August from 10am to 1pm

Pukekohe Town Square – Saturday 13 & 20 August from 10am to 1pm

Panel discussion

eke panuku

Ngā mihi