

Papatoetoe

FIVE YEAR PLAN

2023 - 2028





Contents

Message from the Chair	4
Message from the Manager	5
Papatoetoe Central Main Street Society	7
Key Facts	8
Five year plan	9
<i>Our Heritage</i>	10
<i>Our Prosperity</i>	11
<i>Our Place</i>	12
<i>Our Performance</i>	13
Key Partners	14



Message from the Chair

After a turbulent few years of pandemic lockdowns and restrictions and their subsequent impacts on funding and budgets, I am very pleased to present a positive and proactive 5-Year Plan for supporting and growing business in Old Papatoetoe. In my 40 years of owning and running businesses in the area I have seen many changes to the main street and local business, and also in the people who shop and visit our town centre. Throughout this time, the constant has been an abiding commitment to the area, and a desire to see the town centre succeed.

In recognition of the fact that the majority of Old Papatoetoe customers are locals, the Society deliberately sought their input into the development of our 5-Year Plan, and I was thrilled to see that the commitment to the town centre is still alive and well. The issues and opportunities identified through consultations with our members, local people and key stakeholders have been incorporated into our Plan, and there is plenty to keep us busy over the next 5 years!

However, we are a very small Business Association with very limited resources, and in order to deliver our Plan we will need support and collaboration with key partners such as Auckland Council and the Local Board. Whilst collaboration will remain key to our success, over time and as our resources increase, our role will grow from being an advocate, coordinator and catalyst for action to include the capacity to commission and deliver more projects and activities for the benefit of our members and development of the Old Papatoetoe town centre.

Thank you to all those who have contributed to the development of our 5-Year Plan, and we look forward to your continued support and commitment to the success and reinvigoration of Old Papatoetoe.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Albert Lim'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Albert Lim
Chairman, PCMSS



Message from the Manager

We have seen many changes to our town centre over the last few years, and there are more to come. The joy of foresight is that we can plan to accommodate change, and we can also work to influence and be a part of the change.

Our new 5-Year Plan has been developed to accommodate planned changes such as the Eke Panuku residential development, and also incorporate the aspirations of local business and local people. Whilst much of the work programme outlined in the Plan is already underway, the insights and intelligence gained through the Plan's development process have provided a very clear steer that enables us to be proactive in directing our energies and focus, as well as identifying some exciting new opportunities to pursue.

Thank you to everyone who has been a part of developing our 5-Year Plan, and I look forward to working with you to realise the opportunities and aspirations that have been identified.

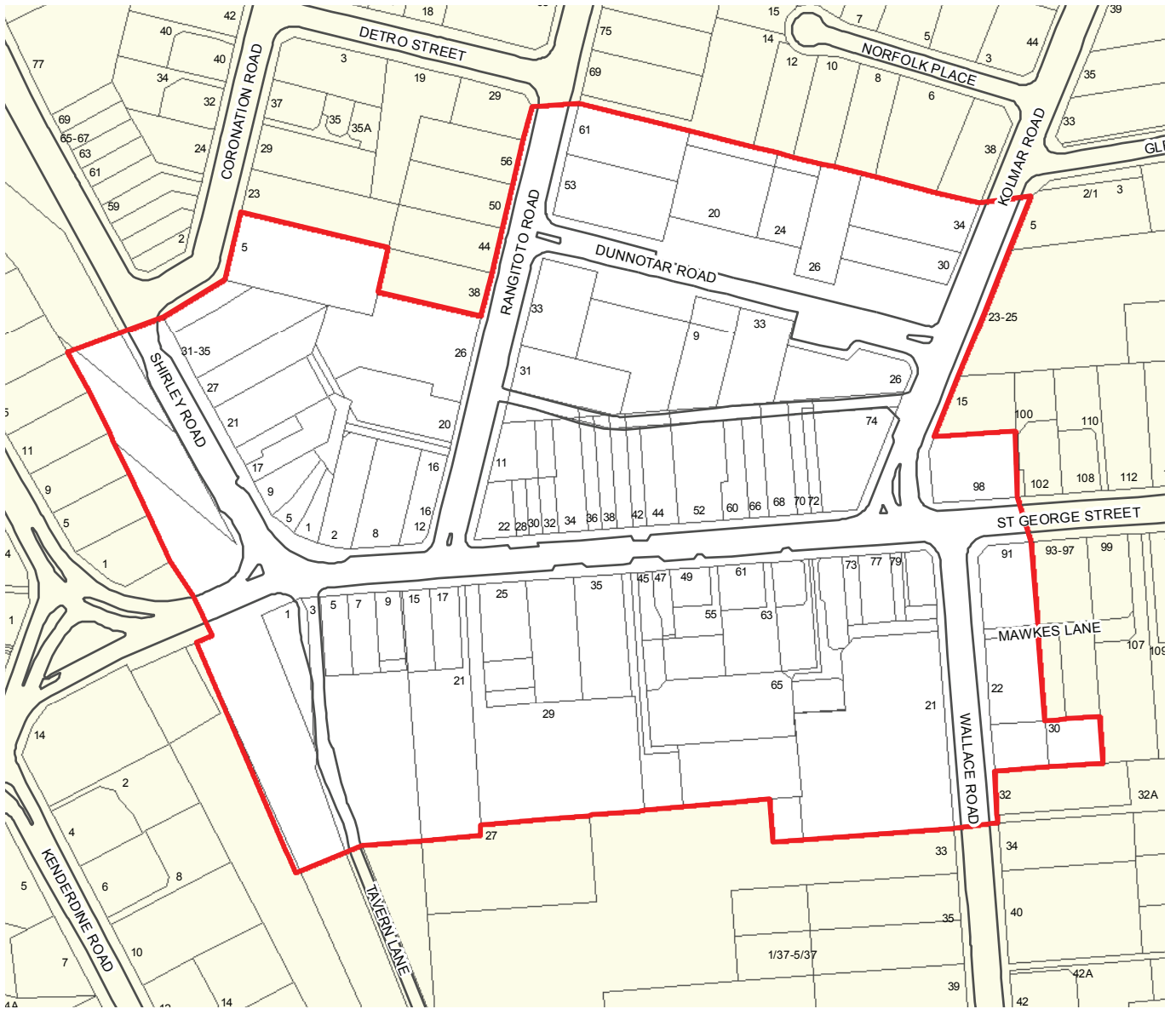
Yours faithfully,

A handwritten signature in black ink, appearing to read 'Rana Judge'.

Rana Judge

Manager





Papatoetoe Central Main Street Society

The Papatoetoe Central Main Street Society represents retailers and landlords in the Old Papatoetoe Business Improvement District (BID). Revenue received from BID members funds the coordination and delivery of our core activities to make the Old Papatoetoe town centre a great place to shop, visit and do business.

The Society works alongside the Otara Papatoetoe Local Board and other partners to provide successful community events throughout the year. It also provides an environment of collaboration and partnership where there is potential overlap between the local community and the Old Papatoetoe Town Centre activities enabling both to benefit and ultimately provide more opportunities for the community of Old Papatoetoe.

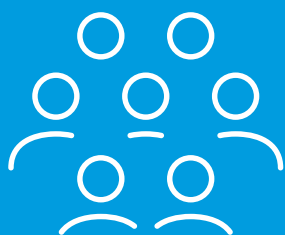
The Papatoetoe Central Main Street Society engages with the Otara Papatoetoe Local Board, Auckland Council and other BIDs to provide feedback to the Auckland Council’s Annual and Long Term Planning Process informing them of local issues and feedback from the businesses in the Old Papatoetoe Town Centre. We carry out projects such as Old Papatoetoe Town Centre Tidy-Ups, Graffiti reporting, and seasonal promotional competitions. There is also a large amount of advocacy to promote and enhance the best interests of the town centre.

We are a small BID with big goals, and so coordination and collaboration with key partners has been and remains essential in helping to explore and develop opportunities to promote and support the prosperity and wellbeing of our town centre.

Key Facts

Papatoetoe in Auckland's Top 20 shopping destinations

70 businesses in Old Papatoetoe Business District, and growing...



93,900

people live in the Otago/Papatoetoe Local Board area



84.4%

of local residents shop locally.



\$72.4m

annual spend in Papatoetoe



46%

Pacific Peoples



15.7%

Maori



35.1%

Asian



16.6%

European



<3%

MELAA & Other

*Sourced from Papatoetoe Marketview Report, Auckland Council's Otago/Papatoetoe Local Board Scorecard

Five year plan

Development process

The Papatoetoe Central Main Street Society 5-Year Plan 2023-2028 is the result of a comprehensive review of previous business plans, key stakeholder interviews, online resident survey, desktop research and an analysis of other relevant documents and reports. Key themes from this work and further refinement with the Society's management has created a plan that will guide the development of Old Papatoetoe town centre as a thriving place for industry and enterprise.



OLD Papatoetoe 2028

Our Heritage

Celebrate our rich heritage, cultural diversity and traditions

Papatoetoe is one of the oldest European settlements in Tamaki Makaurau Auckland and has a long association with Mana Whenua before the first European settlers arrived. Originally a major centre for horticulture and agriculture, the community has always been culturally diverse with many early settlers hailing from India and China as well as the UK, Eire and Europe. Due to local commerce and location in the isthmus, rail has been a long-standing feature and asset for the town. Whilst the purpose for rail may have changed, it remains a major opportunity for connecting Old Papatoetoe with its immediate and more distant neighbours.

Priorities

- Celebrate and promote Old Papatoetoe’s rich Maori, Pasifika, Indian and Chinese history and heritage as a unique strength and difference
- Celebrate and promote the Town Centre’s long-standing history of trade and enterprise
- Build on Papatoetoe’s long-standing association with rail and transportation.

Programmes

- Explore the establishment of a programme of cultural events and celebrations
- Restore the Town Hall Clock, old windmill and murals depicting historical imagery and other heritage focal points
- Design and implement a multi-cultural heritage theme to guide the town centre’s revitalisation and property development
- Promote rail as a primary means of travel to the town centre

Projects

	Year 1	Year 2	Year 3	Year 4	Year 5
Develop and deliver a Town Centre Event Calendar	●	●	●	●	●
Restore Town Hall clock and other heritage assets	●	●	●	●	●
Establish mutli-cultural heritage guidelines for property development and revitalisation	●	●	●	●	●
Communications and marketing targeting Middlemore and Puhinui	●	●	●	●	●
Visitor attraction plan highlighting access by rail	●	●	●	●	●

OLD Papatoetoe 2028

Our Prosperity

Celebrate Old Papatoetoe as a great place to visit, shop and do business

Old Papatoetoe was once a thriving boutique shopping destination, and remains popular with local residents. With improvements in public transport, residential intensification and at least one major new residential development announced, revitalising the town centre, diversifying retail offerings and increasing the number of cafes and restaurants to accommodate the wants and needs of new and existing residents is essential. Location and the rail network also position Old Papatoetoe to be the preferred destination for residents, workers and visitors to Middlemore Hospital and Puhinui..

Priorities

- Increase retail diversity to reposition Old Papatoetoe as a boutique shopping destination
- Actively promote and showcase local businesses and business opportunities
- Establish a visitor attraction programme
- Build positive perceptions and connections with Papatoetoe residents and shoppers
- Advocate for improvements to roading and parking

Programmes

- Establish a visitor attraction plan targetting Middlemore Hospital and Puhinui
- Establish a programme of shopper events and competitions
- Business attraction and retention programme to increase the diversity of quality retail and hospitality offerings, and attract at least one more anchor tenant
- Explore the establishment of a vibrant night market or similar
- Work closely with Auckland Transport, Eke Panuku and other residential property developers to make Old Papatoetoe the shopping centre of choice for new residents

Projects

	Year 1	Year 2	Year 3	Year 4	Year 5
Develop and deliver a comprehensive marketing and communications plan for the Old Papatoetoe Town Centre, including business attraction and Buy Local campaigns	●	●	●	●	●
Deliver pop-up activations for retail and/or community events and installations	●	●	●	●	●
Re-introduce late night shopping		●	●	●	●
Revitalisation and regeneration plan development	●	●	●	●	●

OLD Papatoetoe 2028

Place

Our town centre will be a safe, clean and attractive place we are all proud of.

Old Papatoetoe is one of Tamaki Makaurau Auckland’s oldest town centres and is now showing its age. Work is required to make it a safe, attractive and vibrant shopping precinct that encourages people to visit, socialise and do business. Refreshing the environment, services and facilities will increase visual appeal and help to minimise the risk of criminal and antisocial activity which is a major priority for the Papatoetoe Central Main Street Society. As a small business association, the Society will actively seek opportunities to collaborate in activities and initiatives that will make the town centre an highly desirable and attractive shopping and business precinct..

Priorities

- Modernize and beautify the town centre and street environments
- Design and implement a Safety Plan for the town centre and its environs
- Establish a green space and playground for children and their families
- Increase frequency and variety of public art, performances and events
- Explore reinstating the Ambassadors programme
- Reconnect with local residents, shoppers and workers

Programmes

- Advocate and lead Town Centre beautification and planting programmes, with a major focus on street lighting and lighting displays.
- Advocate for improvements to the road layout, traffic calming and parking in the Town Centre
- Advocate and lead initiatives to improve littering, waste management and minimisation
- Collaborate with local arts agencies to create and deliver a programme of public art and performance
- Collaborate with relevant agencies and organisations to establish and implement a Safety Plan for the town centre and its environs.
- Establish a marketing and communications plan to reconnect with local residents, shoppers and workers

Projects

	Year 1	Year 2	Year 3	Year 4	Year 5
Town Centre Safety Plan	●—————●				
Landscaping, planting and greening of streetscapes in and around the Town Centre.	●—————●				
Expand monitored CCTV network	●—————●				
Re-establish the Ambassadors programme			●	—————●	
Upgrade street lighting and lighting displays	●—————●				
Establish a programme of public art and performance	●—————●				
Establish Town Centre waste management and minimisation programme	●—————●				

OLD Papatoetoe 2028

Performance

PCMSS will be a strong, valuable resource and advocate for local business.

A thriving and sustainable local economy and business community needs a strong central agency to be a catalyst, resource and independent advocate for local development. PCMSS will be that catalyst and advocate, now and into the future.

Priorities

- Develop organizational capacity and sustainability
- Establish a broader range of revenue streams
- Facilitate member access to business support and services
- Advocacy to Council and other key stakeholders
- Build stronger, more productive connections with Council and other key stakeholders

Programmes

- Establish events and resources to guide and advise member businesses on their performance, planning and development
- Collaborate on innovative projects that benefit business and economic development in Old Papatoetoe
- Develop alternate revenue and funding connections and opportunities
- Champion the voice, needs and concerns of Old Papatoetoe businesses
- Create and host live and digital networking events and forums for BID members

Projects

	Year 1	Year 2	Year 3	Year 4	Year 5
Host regular business networking functions for PCMSS members and associates	●	—	—	—	●
Funding and Revenue Plan	●	—	—	—	●
Establish and deliver a training programme to meet the learning and development needs of local business	●	—	—	—	●

Key Partners

Partnership is key to everything we do and has been essential for the Association to deliver the outcomes we have for the Old Papatoetoe Business District. We work very hard to forge and participate in connections that benefit local business and community.



Otara/Papatoetoe
Ward councillors



Old Papaptoetoe
Community Agencies
and Organisations



Business
Improvement
District Team



Council Controlled
Organisations



Papatoetoe
Historical
Society



Local Businesses
and Property
Owners



Thank you to all our partners. We look forward to continuing to develop our relationship with you and to building new alliances for the benefit of Old Papatoetoe's businesses and community.



Papatoetoe 5-year Plan

2023 -2028

Prepared for the Papatoetoe
Central Main Street Society by
Dot Two Dot with the support of
the Otago Papatoetoe Local Board

Ōtago-Papatoetoe
Local Board
Auckland Council

