

# Our premier place to play

## Courtenay Place Precinct Plan



The  
Pōneke  
Promise

Absolutely Positively  
**Wellington City Council**

Me Heke Ki Pōneke

**Courtenay Place has a proud history as Wellington's gathering place – the home of Te Aro Pā and was developed into Pōneke's leading hospitality and entertainment district.**

Loosely defined as the general district between Cambridge Terrace and Taranaki Street, centred on Courtenay Place is the beginning of our 'Golden Mile'.

The precinct has a concentration of retail, bars, nightclubs and restaurants that bring our city to life during the day and night. The area is home to tech and creative businesses, which contribute significantly to the economic vibrancy and identity of our city.

But it has seen better days. Over the last five years, residents' perceptions of the central city as lively and attractive have fallen, perceptions

of safety in the city after dark are down, business confidence is down, and more and more Wellingtonians say they're not proud of how the city looks and feels. This impacts not just Wellington's reputation but can also be a barrier for private sector investment that is necessary to enhance the central city as a destination to live, work and explore.

Safety and vibrancy are intrinsically linked. By enhancing the vibrancy of our city, we can in turn drive positive outcomes our community are seeking. This is aligned with Wellington City Council's 2024 Long-term Plan vision: 'Pōneke, a creative capital where people and nature thrive'.

The Pōneke Promise has made good progress, but there is further collaboration needed to drive action, investment, and engagement.

**Courtenay Place offers us the best opportunity to improve peoples experience and perception of Wellington's central city.**

## Courtenay Place timeline



# By the numbers



## \$500m

Consumer spend per year  
in Courtenay/Cuba precinct

## 11,880

Residents in wider area



## 95

 Licensed restaurants  
and bars

## 4,000

New households expected in  
the area over next 30 years



Theatres - St James, Opera  
House, Hannah Playhouse,  
Bats, The Embassy

**1940s**

First Chinese  
restaurant  
opened

**1990s**

Boom in cafes,  
restaurants  
and bars

**2000s**

Lord of the  
Rings premiere

**2019**

Closure of  
Readings Cinema

**2022**

Reopening of  
St James Theatre

# Throughout stakeholder engagement, five strategic pou were identified to help guide the path forward for Courtenay Place

- 1 Strategic alcohol management**  
Maintain and improve public order through responsible supply and consumption of alcohol, harm reduction strategies, and licensed venue management and processes.
- 2 Improved public space**  
High quality and well managed public space, that meets the needs of residents and visitors and tells the history of the area visibly, including Te Aro Pā.
- 3 Diversify offering**  
Offer alternative viable entertainment experiences that all ages can participate in and is not centred around alcohol.
- 4 Kaitiaki**  
Adequate capable guardianship and harm reduction services available.
- 5 Promotion and reputation building**  
Change in the perception of Courtenay Place is needed to support greater audiences to visit, residents to be proud of and to bring up confidence.



# Our objectives for the Courtenay Place Precinct Plan

- 1** Improve experience on Courtenay Place so everyone can enjoy it safely.
- 2** Improve image and reputation of Courtenay Place.
- 3** Attract investment to Courtenay Place.





1

**Clean and green**  
Regular targeted and community clean ups.



2

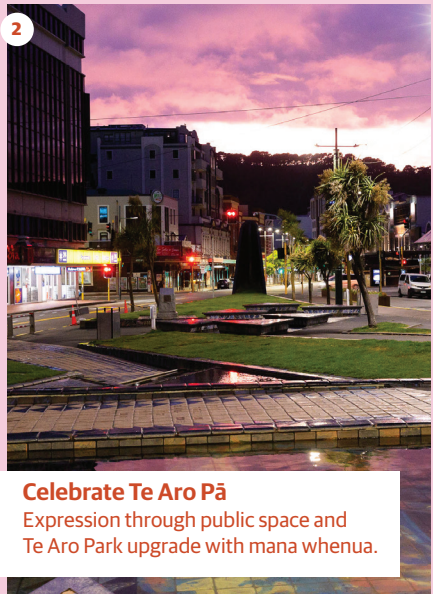
**Courtenay Place dining precinct**  
"Courtenay East", on street activations and live music nights.

# Our premier place to play Courtenay Place



1

**Strong support networks**  
Second Take 10, Safer Venues and night time Hāpai Ake.



2

**Celebrate Te Aro Pā**  
Expression through public space and Te Aro Park upgrade with mana whenua.

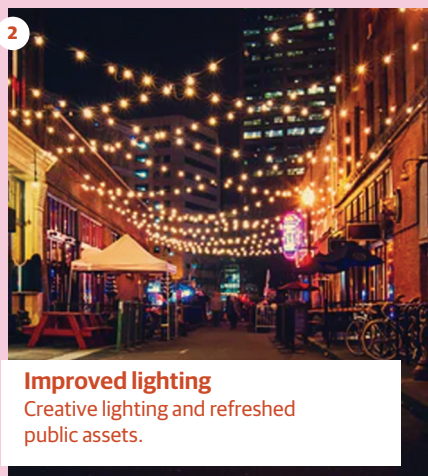




**Entertainment for all**

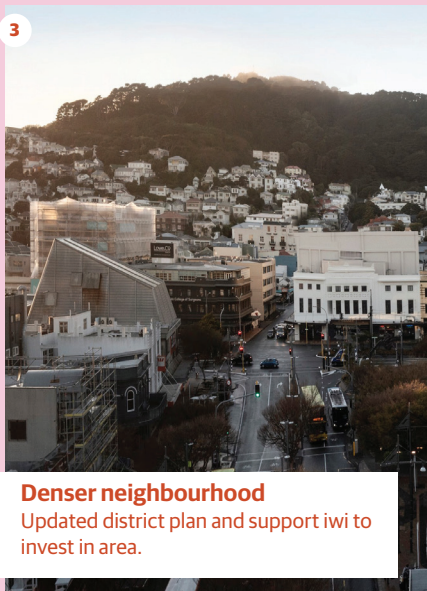
Refurbished Opera House, Readings Cinema and mid size venue attraction.

Partnering with local businesses and working across Council, we'll leverage existing funding to make immediate improvements to the area. Capitalising on the precinct's unique offering, upcoming policy changes and future population growth, we'll attract development and other investment to bring more people and more opportunity to revitalise Courtenay Place.



**Improved lighting**

Creative lighting and refreshed public assets.



**Denser neighbourhood**

Updated district plan and support iwi to invest in area.



**A positive story**

Highlighting independent businesses, and recognising the precinct's story.

# What part can you play in a reimagined Courtenay Place?

Get in touch [poneke.promise@wcc.govt.nz](mailto:poneke.promise@wcc.govt.nz)

