

# Business Improvement Districts

*Meeting the needs of local centres*

Summit Outcomes

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slides 2 – 8 [themed]

slides 9 - 27 [raw material]

July 2019

**Absolutely Positively**  
**Wellington City Council**

Me Heke Ki Pōneke

# Summit Outcomes

## 3 Big Ideas - Table Session

Island Bay, Berhampore, Newtown	Karori	Kilbirnie	Khandallah & Johnsonville	Tawa	Miramar
Creation of a business group + community group liaison/coordinator person - to ensure a collaborative approach and make sure objectives of both groups are in line with each other and supporting each other. Maybe this can be	Destination Karori what draws people / Unique Strengths / Tourism development / Natural Features/ Interesting drawcards / Eateries/Marketing / Branding / Cinemas full or PT Unity / One plan and info / Events Calendar Markets (need co -design)	Light for high density, living in Kilbirnie - More local people	Council role for co-ordinating land owners to encourage development	Deification - MDH / HDH / height restrictions	Create more synergy within the BID community
Creation of strong 'identity' for both Berhampore and Island Bay. May require Council officers to facilitate this to identify their vision	Infrastructure - including parking, 3 waters, toilets (Marsden) public transport, public space design, good spaces for family / Children	Night life - a great venue for socialising / eating and drinking Kilbirnie need this	Mixed use medium rise development and third spaces	Encourage Tawa living / shopping	Local event calendar platform / Website page on WCC
WCC support for the sustainability ideas. Group felt they were all good ideas but at a loss on how to action them / Suggested a WCC office to provide tools and real world/practical suggestions on how to do things / Have mentoring and teaching available as well as resources	Integrating formally Business Association & wider community unification  Public - Private citizen involvement partnership model.	Centetivise responsible transport options	New Johnsonville BID - Coordinated voice for businesses	Proximity to CBD - Train Link	Create a unique event / Identity bring back what's makes Miramar Unique
		More beautification  Being friendly and non car users  Alternative Transport Shop local / Collective delivery  Indoor & outdoor community facility centre of bay road "Third Space"  Attract new retail businesses e.g. Service and or office		Transport / stronger linkages between train station to centre, E Scooters, Way Finding, Bus Service, Take pressure off park & ride  Encourage destination businesses and / or Tenants, Fill gaps. Attract good businesses, Be strategic about targeting businesses	

# Themes

Theme	Mentions	BID Area
Transport	Incentivise responsible transport options Stronger linkages between train station to centre E-scooters Alternative transport Being friendly and non-car users	Kilbirnie Tawa Tawa Kilbirnie Kilbirnie
Business Attraction	Attract new retail businesses e.g. Service and or office Attract good businesses	Kilbirnie Tawa
Event Calendar	Local event calendar platform / Website page on WCC Events Calendar	Miramar Karori
Branding	Create a unique event / Identity bring back what's makes Miramar Unique Marketing / branding Creation of strong 'identity' for both Berhampore and Island Bay. May require Council officers to facilitate this to identify their vision	Miramar Karori Island Bay, Berhampore, Newtown
Space Design	More beautification Public space design Natural features	Kilbirnie Karori Karori
Higher density living	Mixed use medium rise development and third spaces Light for high density, living in Kilbirnie - More local people MDH / HDH / height restrictions	Khandallah & Johnsonville Kilbirnie Tawa

# Themes

Challenges themes	mentions	BID areas
	Lacks alignment	Mirimar
	Time for small business	Mirimar
Attracting non locals	To be a destination people will come in Karori in purpose	Karori and Thorndon
BID organisation	Encourage and support leadership from communities through council	I Bay, Ber, Newt
	Connecting with our members who we represent	Kilbirnie
	Getting a summit of local businesses / Jo discuss these sort of issues	Kilbirnie
Business climate	Empty shops in Berhampore - earthquake issues	I Bay, Ber, Newt
	Reduce turnover of retail spaces	Kilbirnie
	The level of vacant retail space	Kilbirnie
	Landlord expectation of rental	Kilbirnie
	Get more quality retailers into Kilbirnie	Kilbirnie
	Filling empty tenancies	Tawa
	Proximity to Porirua	Tawa
	Weekend shopping hours	Tawa
	The Mall	Khand and John
District Plan	Online has increased	Mirimar
	Height restrictions for building	Tawa
Marketing	Encourage supermarket customers to also shop at other shops	Kilbirnie
Population/Housing	Thorndon - lot of transient people	
	getting ahead of growth - Johnsonville - Glenfield	Khand and John

# Themes

Challenges themes	mentions	BID areas	
Public amenities	Road and footpath cleaning should be more regular – to improve the look of the commercial areas	I Bay, Ber, Newt	
	Lighting	Mirimar	
Shortage of resources	Shortage of trades to undertake development	Khand and John	
Transport/Parking	Parking - want to retain spaces but move them off the main street, but still inside the 'village' area	I Bay, Ber, Newt	
	Street obstacles - are an issue for mobility impaired people - blind, on scooters etc.	I Bay, Ber, Newt	
	Thorndon - Parking		
		Karori - Marsden Village	
	Private Carpark	Karori and Thorndon	
	Parking	Kilbirnie	
	Traffic congestion on both sides of Kilbirnie	Kilbirnie	
	Parking availability	Kilbirnie	
	Public transport	Khand and John	
		Parking needed now, maybe not so much in the future.	Tawa
		Commutes parking taking up shoppers parks	Tawa
		Park and rides at capacity	Tawa
		Public Transport and parking	Mirimar
Vibrancy	Crossing on Cobham	Mirimar	
	Night life - getting it classy	Kilbirnie	
	Anti social behaviour - Loitering	Kilbirnie	
		Johnsonville centre Ugly duckling need beautification	Khand and John
		Geographical location of business spread-out	Tawa
WCC support	Need council help for sustainability officers, people to actively help and provide info. Not just a website	I Bay, Ber, Newt	

# Themes

Opportunity Themes	Mentions	BID areas
	Divert \$\$ to DCM = Beggars	Kilbirnie
BID organisation	Beremphore - Combine with Island Bay and Newtown BID?	I Bay, Ber, Newt
	Develop the concept - find the keen ones	Karori & Thorndon
	Create new ways & getting together ( not necessarily BID organised related )	Kilbirnie
	Engage with WCC including via let's talk wellington.govt.nz	Kilbirnie
	Strong business voice required in Johnsonville	Khand & John
	Tap into the collective	Tawa
	organise BIDS to work together	Mirimar
Business support	Seminars / bringing in coaches to support business (Solves that problem).	Mirimar
	Business talking with business	Mirimar
Development/buildings	New building is being developed in berhampore - with retail/commercial opportunities, although no one knows what exactly?	I Bay, Ber, Newt
	The Mall	Khand & John
	Integrated development required	Khand & John
	More intensive development of mall site	Khand & John
	Land beyond the mall / countdown / warehouse land for mixed use development	Khand & John
	Kenepuru landing	Tawa
Housing/Population	Increased population as a result higher density residential	Kilbirnie
	More intensification of housing bringing more customers	Khand & John
	Younger people demographic	Tawa

# Themes

Opportunity Themes	Mentions	BID areas
Local solutions and resources	Shared space - for waste collection. Economic benefits to collectivisation	I Bay, Ber, Newt
	Island Bay - promote Italian connections/boats/etc.	I Bay, Ber, Newt
	Capitalise on Kilbirnie as sporting hub Swimming Park Skating ASB Arena	Kilbirnie
	Better utilisation of available land for recreation for youth	Khand & John
Marketing	Focus on attracting your community (BID Really helps that)	Karori & Thorndon
	Image something developed by the BID and the wider community together	Karori & Thorndon
	Brand - sustainability	Kilbirnie
	Non local shoppers	Kilbirnie
	Local's spending local	Kilbirnie
	Different / Unique offering	Tawa
	Weekend shopping hours	Tawa
	Why come to us: Business Directory	Community BID - Weta Statues
New attractions/ events	Free 'Wi-Fi'	I Bay, Ber, Newt
	Sunday Market using school ground	Kilbirnie
	Market using school groups	Kilbirnie
	Events that attract customers but don't disrupt existing retail	Kilbirnie
	Adventure park	Tawa
New businesses	Need a pharmacy in Berhampore – need to identify what business/community functions are missing	I Bay, Ber, Newt
	Ethical workplaces	Karori & Thorndon
	Fill empty tenancies with quality businesses	Tawa
	Small businesses that supply main chains - Link with other small businesses	Tawa
	Sprig and fern - very positive reaction to this, seen as something the community wants. S&F have done extensive community research to choose this location	I Bay, Ber, Newt

# Themes

Opportunity Themes	Mentions	BID areas
Public amenities	We need beautiful bathrooms - issues of cleanness of the public toilets (berhampore)	I Bay, Ber, Newt
	Dementia Friendly	Karori & Thorndon
	Toilet @ Marsden Village offer of land. Council officers not interested. Thorndon has none either	Karori & Thorndon
	Ready Reckoner:- More pet friendly	Mirimar
Social connections	Third space idea – support new community facilities	I Bay, Ber, Newt
	Co-living idea to promote as a positive thing	I Bay, Ber, Newt
	Thorndon - Quizzes and Charity fundraising	Karori & Thorndon
	Thorndon - Pubs / Cafes as gathering places for the local community	Karori & Thorndon
	Centralised community space - community friendly outdoor and indoor spaces	Kilbirnie
	Bringing our ethnic communities together	Mirimar
Sustainability initiatives	Sustainability - Biodiversity, waste reduction, business supporting, revegetation etc..	Karori & Thorndon
	Use local expertise to lead networking and common-sense organics	Kilbirnie
	Waste audit Recycling	Minimisation Tawa
Transport/ parking	Let's get wellington moving include Kilbirnie	Kilbirnie
	Commuter Bus service	Tawa
	Good public transport between Island Bay and Berhampore	I Bay, Ber, Newt
	Slowing down speed - key issue in Berhampore	I Bay, Ber, Newt
	Alternative parking / facilities for staff	Kilbirnie
WCC relationship	Early involvement with mpt issues via WCC liaison person / website	Kilbirnie

# 3 Big Ideas

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**Sustainability -  
work with the  
council for  
action plan and  
implementation**

**Berhampore  
and Island Bay  
interested to  
start a joined  
*BID***

**Transportation  
and Parking**

**Create more  
synergy between  
BID and the  
Community & its  
Residents**

**Create a strong identity  
with unique feature per  
each suburb**

**Night Life**

# Island Bay, Berhampore & New Town

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## 3 Big Ideas

Creation of a business group + community group liaison/ coordinator person to ensure a collaborative approach and make sure objectives of both groups are in line with each other and supporting each other. Maybe this can be

Creation of strong 'identity' for both Berhampore & Island Bay.  
May require Council officers to facilitate this to identify their vision

WCC support for the sustainability ideas. Group felt they were all good ideas but at a loss on how to action them  
Suggested a WCC office to provide tools and real world/practical suggestions on how to do things  
Have mentoring and teaching available as well as resources

# Island Bay, Berhampore & New Town

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## Opportunities:

- Shared space - for waste collection. Economic benefits to collectivisation
- Free 'Wi-Fi'
- Third space idea – support new community facilities
- New building is being developed in Berhampore - with retail/commercial opportunities, although no one knows what exactly?
- Is Berhampore too small for a BID?, not enough footprint?
- Combine with Island Bay and Newtown BID?
- Island Bay - promote Italian connections/boats/etc.
- Good public transport between Island Bay and Berhampore
- Supporting a local host through the BID – paid position to connect with the community
- Need a pharmacy in Berhampore – need to identify what business/community functions are missing
- We need beautiful bathrooms - issues of cleanness of the public toilets (Berhampore)
- Slowing down speed - key issue in Berhampore
- Co-living idea to promote as a positive thing
- Sprig and fern - very positive reaction to this, seen as something the community wants. S&F have done extensive community research to choose this location



# Island Bay, Berhampore & New Town

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## Challenges:

- Encourage and support leadership from communities through council
- Empty shops in Berhampore - earthquake issues
- Parking - want to retain spaces but move them off the main street, but still inside the 'village' area
- Road and footpath cleaning should be more regular – to improve the look of the commercial areas
- Street obstacles - are an issue for mobility impaired people - blind, on scooters etc.
- Need council help for sustainability officers, people to actively help and provide info. Not just a website



# Karori & Thorndon

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## 3 Big Ideas

**Destination Karori - what draws people / Unique Strengths**  
**Tourism development / Natural features**  
**Interesting drawcards / Eateries**  
**Marketing / Branding / Cinemas full or PT**  
**Unity / One plan and info / Events Calendar**  
**Markets (need co -design)**

**infrastructure - including parking, 3 waters, toilets (Marsden) public transport, public space design, good spaces for family / Children**

**Integrating formally Business Association & wider community unification**

**Public - Private citizen involvement partnership model.**

# Karori & Thorndon

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## Opportunities:

- Dementia Friendly
- Focus on attracting your community (BID Really helps that)
- Image something developed by the BID and the wider community together
- Thorndon - Quizzes and Charity fundraising
- Thorndon - Pubs / Cafes as gathering places for the local community
- Toilet @ Marsden Village offer of land. Council officers not interested.
- Thorndon does not have toilet none either
- Sustainability - Biodiversity, waste reduction, business supporting, revegetation etc..
- Ethical workplaces
- Develop the concept - find the keen ones (businesses)



# Karori & Thorndon

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## Challenges:

- Thorndon - lot of transient people
- Thorndon - Parking
- Karori - Marsden Village Private Carpark
- To be a destination people will come in Karori in purpose



# Kilbirnie

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## 3 Big Ideas

Light for high density, living in Kilbirnie - More local people

Night life - a great venue for socialising / eating and drinking  
Kilbirnie need this

Cencetivise responsible transport options

More beautification

Shop local /  
Collective delivery

Attract new retail businesses  
e.g.. Service and or office

Indoor & outdoor community facility  
centre of bay road  
"Third Space"

being friendly and non car users

# Kilbirnie

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## Opportunities:

- Create new ways & getting together ( not necessarily BID organised related )
- Engage with WCC including via let's talk wellington.govt.nz
- Sunday Market using school ground
- Market using school groups
- Early involvement with mpt issues via WCC liaison person / website
- Divert \$\$ to DCM = Beggars
- Use local expertise to lead networking and common-sense organics
- Brand - sustainability
- Let's get wellington moving include Kilbirnie
- Capitalise on Kilbirnie as sporting hub / Swimming / Park / Skating / ASB Arena
- non local shoppers
- Local's spending local
- Alternative parking / facilities for staff
- Increased population as a result higher density residential
- Centralised community space - community friendly outdoor and indoor spaces
- Events that attract customers but don't disrupt existing retail



# Kilbirnie

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## Challenges:

- Connecting with our members who we represent
- Parking
- Getting a summit of local businesses / Jo discuss these sort of issues
- Night life - getting it classy
- Get more quality retailers into Kilbirnie
- Traffic congestion on both sides of Kilbirnie
- Parking availability
- Anti social behaviour - Loitering
- Encourage supermarket customers to also shop at other shops
- Reduce turnover of retail spaces
- The level of vacant retail space
- Landlord expectation of rental



# Khandallah & Johnsonville

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## 3 Big Ideas



**Council role for  
co-ordinating land  
owners to encourage  
development**

**Mixed use medium  
rise development  
and 'third' spaces**

**New Johnsonville  
BID - Coordinated  
voice for businesses**

# Johnsonville

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## Opportunities:

- The Mall
- Integrated development required
- More intensive development of mall site
- Strong business voice required in Johnsonville
- More intensification of housing bringing more customers
- Better utilisation of available land for recreation for youth
- Land beyond the mall / countdown / warehouse land for mixed use development



# Johnsonville

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## Challenges:

- The Mall
- Shortage of trades to undertake development
- Johnsonville centre 'ugly duckling' - needs beautification
- Public transport
- Getting ahead of growth – Johnsonville & Glenfield



# Tawa

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## 3 Big Ideas

**Deification -  
MDH / HDH /  
height  
restrictions**

**Transport - stronger  
linkages between train  
station to centre**

**E Scooters  
Way Finding  
Bus Service**

**Take pressure off park &  
ride**

**Encourage  
Tawa living /  
shopping**

**Encourage destination  
businesses and / or  
Tenants**

**Fill gaps  
Attract good businesses  
Be strategic about  
targeting businesses**

**Proximity to CBD  
- Train Link**

# Tawa

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## Opportunities:

- Tap into the collective
- Fill empty tenancies with quality businesses
- Kenepuru landing
- Adventure park
- Weekend shopping hours
- Commuter bus service
- Younger people demographic
- Small businesses that supply main chains - Link with other small businesses
- Waste audit / Minimisation / Recycling



# Tawa

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## Challenges:

Filling empty tenancies

Geographical location of business spread-out

Height restrictions for building

Parking needed now, maybe not so much in the future.

Proximity to Porirua

Weekend shopping hours

Commutes parking taking up shoppers parks

Park and rides at capacity



# Miramar

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## 3 Big Ideas

**Create more synergy  
within the BID  
community**

**Local event calendar  
platform**  
**Website page on WCC**

**Create a unique event**

**Identity**

**bring back what's  
makes Miramar  
Unique**

# Miramar

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## Opportunities:

- Seminars / bringing in coaches to support business (Solves that problem).
- Business talking with business
- Bringing our ethnic communities together
- organise BIDS to work together
- Ready Reckoner:- More pet friendly
- Why come to us:
- Community
- Business Directory
- BID - Weta Statues



# Miramar

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## Challenges:

- Lacks alignment
- Public Transport and parking
- Time for small business
- Crossing on Cobham
- Online has increased
- Lighting



# Thank you

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