



# Te Atatū Peninsula Masterplan

## Stage 1. Consultation, Analysis, and Scoping

For: Te Atatū Peninsula Business Association

June 2025

By: Wayne Bredemeijer Urban Design

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For: Te Atatū Peninsula Business Association



Report prepared by:

**Wayne Bredemeijer**  
MSc[Urbanism]; Assoc.NZPI  
Ph: 021 812930  
E: wbredemeijer@outlook.com

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## 1. INTRODUCTION

### 1.1. SCOPE OF THIS REPORT

Te Atatū Peninsula Business Association (“TAPBA”) desires to produce a strategic urban design-led masterplan for the Te Atatū Peninsula Town Centre (“the Town Centre”). Town centre planning requires a process and specialist input tailored to the specific needs of the centre. In order to sufficiently clarify these needs, initial investigations were undertaken during the first stage of the masterplan process. This report contains the outcomes of that stage, including consultation, high-level analysis, and scoping.

The intention is that these outcomes will inform the process for a future stage in terms of structure and scope, as well as any other technical specialist inputs required for this.

### 1.2. PROJECT PROCESS

The project process for Stage 1 has so far included the following steps:

- Desktop analysis of relevant parts of existing plans and strategies for the Town Centre.
- A site visit of the Town Centre to observe what state it is in, inspect key sites, and take photographs.
- Consultation events, including:
  - An item during the bi-monthly Community Planning meeting.
  - A two-hour workshop with a combination of key stakeholders in the community.
  - A two-hour workshop with the business community.
  - A meeting with local iwi by TAPBA.
  - Web-based questionnaires produced by TAPBA.
  - Paper-based questionnaires produced by TAPBA.
- Documentation of findings from the desktop analysis, site observations, and consultation engagements.

TAPBA gratefully acknowledges  
the Henderson-Massey Local  
Board’s support for this project.



## 2. REVIEW OF BACKGROUND INFORMATION

### 2.1. PLANS REVIEWED

The following documents were reviewed:

- The Te Atatū Peninsula Town Centre Plan (2008)
- Henderson-Massey Connections Plan (2019)
- The Henderson-Massey Open Space Network Plan 2015-2025
- Henderson-Massey Local Board Plan 2023
- Henderson-Massey Play Plan (Draft in 2024)
- Harbourview-Orangihina Masterplan
- The Auckland Unitary Plan

### 2.2. RELEVANT INFORMATION

#### The Te Atatū Peninsula Town Centre Plan (2008)

- Provides comprehensive analysis of the Te Atatū Peninsula Town Centre Plan at the time (before the development of the library / community centre).
- Distinguishes several precincts with proposals for each.
- Mainstreet precinct:
  - Redevelop at an appropriate scale (2- 3 levels) with active facades on the street to provide for a mix of uses and improve the mainstreet condition for pedestrians.
  - Improve access and parking. The rear lane improves access, provides opportunity for intensification and has an additional advantage of providing an opportunity for more intensive residential development.
- Community precinct:
  - Activate the mainstreet and improve the interface with Jack Pringle Park.
  - Provide access from the mainstreet and through the park. Rationalise parking and explore shared parking / access with redevelopment of the Town Centre core.
- Town Centre core:
  - Consider redevelopment in conjunction with the library / community centre redevelopment.
  - Redevelopment that is well designed and well connected will happen through advocacy, Urban Design Guidance (via the concept), and the preparation of a development brief.
- Licensing Trust Precinct:
  - Develop intensive housing / mixed-use.
- Northern Shops & Kaumatua Precinct:
  - Increase scale and shift building lines forward on key corners. Street front glazing should extend out from the intersection. The mix of uses should become more residential toward the reserve.
  - Connect reserve to Taikata Road and improving pedestrian conditions at the intersection.
- Gunner Drive Commercial Precinct:
  - Line both sides of the street with retail-based mixed-use development.

- Gateway and Corridor Precinct:
  - Provide an entrance to “town” at an appropriate scale (up to 6 levels opposite Bella Vista).
  - Improving the public transport corridor, linking pedestrians around Yeovil / Gunner Drive.
- Residential Intensification – Surrounding Precincts:
  - Provide a mix of scales / housing types within 500m of the Town Centre. Improve connections (from open spaces), maintain view-shafts and greenways.
- Contains suggestions for implementation:
  - Ways in which the Council can influence change and implement components of the concept plan.
  - Lists actions for the short, medium and long term with required budgets and resources.

### Henderson-Massey Connections Plan (2019)

- Defines shared paths for cyclists and pedestrians.
- Page 32: labels Te Atatū Road as Key Route and Taikata Road and Harbour View Road as key connections (to be improved for cycling).
- Indicates as opportunities:
  - Increase number of commuter cyclists and reduce vehicle congestion on Te Atatū Road.
  - Create express passage to local town centre facilities and schools.

### The Henderson-Massey Open Space Network Plan 2015-2025

- Kaumatua Reserve:
  - Improve seating and landscaping along the path to Kaumatua Village (WB: probably meant is the Te Atatū Village Kindergarten).
  - Develop and implement a concept plan that will resolve access issues and pedestrian connections into the park from Te Atatū Road, including from the reserve’s carpark.
- Jack Pringle Village Green:
  - Add barbecues near the playground area.

### Henderson-Massey Local Board Plan 2023

Contains vision, challenges, opportunities, “what we want to achieve”, and “What we will deliver in the next 3 years”, under headings: Our people, Our Environment, Our Community, Our Places, Our Economy. Also includes Funding Information, Local Activities and Levels of Service, and Financial Overview. Most relevant are the following:

#### *Our Community*

- Challenges:
  - Costs for maintenance and repair of buildings are rising faster than the budget capacity.
  - Cost of recovery from flooding and Cyclone Gabrielle damage.
- Opportunities:
  - Development of a Local Parks Management Plan will help manage use, development and protection of parks, reserves and other open space.
  - Our diverse community broadens our perspectives and people are keen to contribute to initiatives that enhance and celebrate their neighbourhoods and cultures.
- The plan wants to achieve:
  - Māori identity is visible, valued and understood throughout the rohe.
  - Places and services meet diverse community needs.
  - Culture and creativity are an integral part of community life.

#### *Our Places*

- Our vision: A range of transport options are easily available. Our well-planned town centres are prosperous, accessible, and inviting. Equitable access to community places and spaces. [...] As our population grows, we need to keep pace with rising demand and changing needs for the spaces we use. Our long-established town centres are feeling the effects of growth and intensification, and Central Park Henderson and Te Atatū Peninsula Business Associations are key partners in ensuring a strategic approach to keeping these centres economically thriving and people friendly.

- Challenges:
  - Increasing congestion and a public transport network that does not meet the needs of west Auckland.
  - Population growth puts pressure on community infrastructure.
- Opportunities:
  - Established path and cycleway sections in the network can be connected and extended.
  - Strengthening our working relationship with Te Kawerau ā Maki will help identify priorities and projects to progress.
- The plan wants to achieve:
  - More transport choices to reduce reliance on private car use.
  - We contribute to high quality and sustainable urban growth.
  - Our town centres are thriving, safe and inviting. Of note, this includes: Work with the Central Park Henderson and Te Atatū Peninsula Business Associations to deliver on their strategic plans.

### Our Economy

- Challenges:
  - Due to a lack of local employment opportunities and inadequate public transport options, a higher-than-average number of residents travel by car out of the area for work.
  - There has been a steady decline in the manufacturing sector and access to local employment opportunities is limited.
  - Developments such as Westgate mall and the opening of Costco attract shoppers away from Henderson Town Centre.
- Opportunities:
  - Strong local organisations are experienced in working with communities around job preparedness and training.
- The plan wants to achieve:
  - More people can live and work locally.
  - Local businesses and industry are resilient and sustainable.
  - Thriving local businesses and town centres.

### Local activities and levels of service

Local Planning and Development: We support local town centres and communities to thrive by developing town centre plans and development, supporting Business Improvement Districts (BIDs), heritage plans and initiatives.

### Henderson-Massey Play Plan (Draft in 2024)

Does not have a geographic area focus.  
Identifies gaps in play opportunities.

### Harbourview-Orangihina Masterplan

- This restoration plan for Harbourview-Orangihina Park aligns with, and is guided by, the Harbourview-Orangihina Park Master Plan that was adopted in 2019. It seeks to provide a detailed restoration plan for the park that incorporates community and iwi values and perspectives and can be easily adopted by community groups and iwi and to encourage engagement and collaboration between community.
- Not considered directly relevant.

### The Auckland Unitary Plan (map shown below)

- Most of the shops and the former Te Atatū Tavern site are in the Business – Town Centre Zone, with the following Building Height limits:
  - South of Gunner Drive: 16m + 2m for roof form
  - West of Te Atatū Road: 16m + 2m for roof form
  - East of Te Atatū Road and north of Harbour View Road: 16m + 2m for roof form
  - East of Te Atatū Road, south of Harbour View Road, and north of Gunner Drive: 25m + 2m for roof form
- The library / community centre, Te Atatū Memorial RS, Fetufa Tokelau Akoga Kamata Preschool, and the Te Atatū Village Kindergarten are in the Open Space – Community Zone.
- Jack Pringle Village Green has an Open Space – Informal Recreation Zone.
- Jack Pringle Park and Kaumatua Reserve have an Open Space – Sport and

Active Recreation Zone.

- On the northern and southern peripheries of the centre there are some properties with a Business – Mixed Use Zone, with a Building Height limit of 16m + 2m for roof form.
- Most of the residential properties immediately surrounding the town centre have a Residential – Terrace Housing and Apartment Buildings Zone, with a Building Height limit of 16m

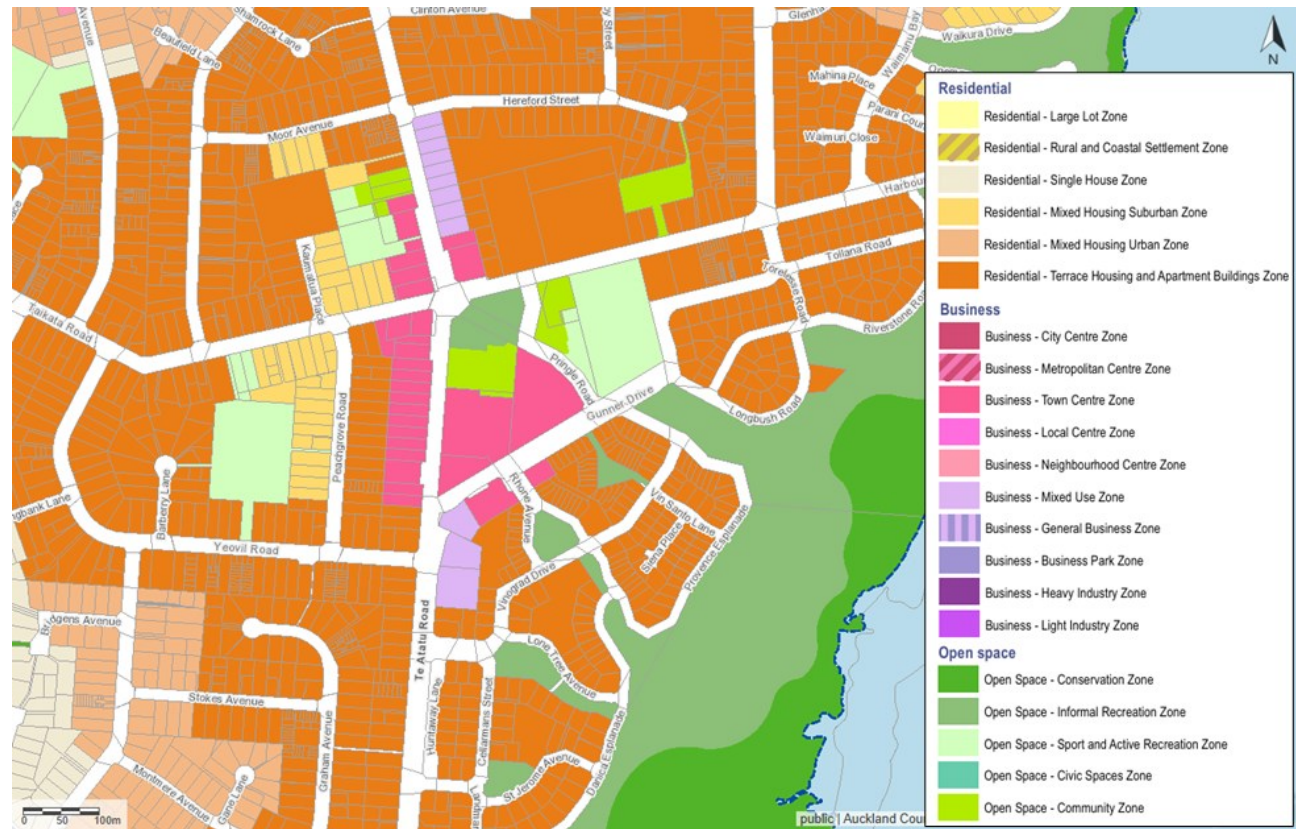


FIG. 2-1: Auckland Unitary Plan map and legend for the Te Atatū Peninsula Town Centre and surrounding area.

### 3. CONSULTATION OUTCOMES

#### 3.1. CONSULTATION UNDERTAKEN

The following consultation events took place:

- The Town Centre was a discussion topic during the bi-monthly Community Planning meeting that engages agencies including NZTA, Auckland Transport, Watercare, Henderson Massey Local Board, the MP for Te Atatū, and others. This took place on 14 February 2025.
- A dedicated meeting with representatives from various community organisations on the Te Atatū Peninsula. This took place on 1 May 2025.
- A dedicated meeting with property owners and representatives from various businesses in and around the Te Atatū Peninsula Town Centre. This took place on 8 May 2025.
- Web-based surveys. This took place in the period December 2024-May 2025.
- Paper-based surveys at the library. This took place in the period February-May 2025.
- A meeting between TAPBA and an iwi representative on 27 May 2025.
- One-on-one conversations.



**FIG. 3-1: Consultation meeting with representatives from various community organisations on 1 May 2025.**



**FIG. 3-2: Consultation meeting with property owners and representatives from various businesses in and around the Town Centre on 8 May 2025.**

#### 3.2. COMMUNITY PLANNING MEETING

##### Date

14 February 2025.

##### Attendees

Attendees included representatives of Auckland Council, Henderson Massey Local Board, NZTA, Auckland Transport, Watercare, Healthy Waters, Rivercare Trust, Kāinga Ora, TAPBA, the Te Atatū Union Church and Opportunity Shop, the MP for Te Atatū, the owner of The Point, the Foodstuffs Development Manager.

##### Contextual information relevant to the Masterplan project

- The Peninsula has a strong cultural identity and community cohesion, due to the local schools, environmental groups, and Orangihina Park.
- Many Māori leaders of today grew up locally.
- NZTA and AT are working on the Northwest rapid transit project involving a busway along the Stage Highway16 Motorway between Brigham Creek Road and the City Centre. This will be a major improvement for the residents of the Peninsula who would be able to cycle to one of the bus stations. There is a possibility that local buses from the Peninsula to the busway will travel along dedicated bus lanes not shared with the general traffic.
- The Peninsula is slowly but certainly intensified. As a result, traffic and water infrastructure is struggling to cope. Community cohesion is also under threat due to rapid changes.
- Much of the Peninsula consists of peat soils, so broken infrastructure leads to wastewater or stormwater seeping into the harbour as well as to flooding. Peat soils also make high-rise development difficult due to the requirements for the foundations.
- The Peninsula is important for birds flying between the harbours. Light pollution is problematic for birdlife.
- Watercare is currently undertaking small local maintenance projects as well as very large-scale projects like the Northern Interceptor connecting to Rosedale as part of a 70-yr Metropolitan Servicing Strategy. Water infrastructure should

play an important role in the town centre project.

- Foodstuffs will undertake a substantial refurbishment of the existing supermarket, including extending the building footprint and carpark, developing a drive-through pickup area, separated route for delivery trucks separated. The site of the former tavern land will be used during construction and the building may be extended into it. After that, the site, or the balance of it, may be become available for development.

#### Key inputs into the Masterplan project

- The Town Centre should be walkable, cyclable, inviting, and surrounded by high-density development to assist the viability of businesses and services.
- The identity of the community and history of the area should be made visible in the public realm.
- The Town Centre should have clear entrances, possibly marked with elements like pou.
- The Town Centre should cater for families and children as well as an ageing population and provide safe and attractive spaces.
- Low-impact stormwater solutions should be implemented in the Town Centre.
- The Town Centre could provide ecological connections for birds in the form of trees.

### 3.3. COMMUNITY GROUPS

#### Date

1 May 2025.

#### Attendees

Attendees included representatives of Henderson Massey Local Board, the Licensing Trust, TAPBA, Toi Te Atatū, Te Atatū Tennis Club, the RSA, Bike Te Atatū, the library and community centre, the Te Atatū Union Church.

#### Contextual information relevant to the Masterplan project

- The Peninsula was known to produce bricks, accommodating several kilns which are now dismantled although some underground remnants still exist, including in Orangihina Park.
- The Local Board is working on the roll-out of more CCTV cameras.
- The Local Board can be involved in the lifting of tree crowns.

#### Key inputs into the Masterplan project

##### General

- The town centre should be resilient for climate change and sea-level rise. The Town Centre and Peninsula should also be more self-sufficient to cope with possible times of isolation due to adverse weather events.
- The somewhat isolated position of the Peninsula is also a strength in terms of the cohesion of the community located within a clearly defined area.
- Consideration should be given to a brick feature to celebrate the area's recent historic brick production.
- The use of solar panels and green roofs should be considered.

##### Traffic / transport

- A ferry connection between the Peninsula and relevant points along the Harbour would helpfully complement roading connections. However, it was noted that extensive dredging would be needed to make a ferry service

possible.

- In the area around the Town Centre parked cars clog up many streets, which makes it sometimes unsafe for manoeuvring, results in a lack of visibility and accessibility by emergency services. Rubbish bins located on footpaths on collection days exacerbate this problem.
- New connections could be established such as laneways, including a connection between the Kaumatua Reserve / the tennis club and Taikata Road.
- Ideas for Te Atatū Road between Gunner Drive and Harbour View Road include:
  - Widening of footpaths for outdoor dining and meeting people.
  - Fully or partially closing a part of the road through the Town Centre or making it less attractive for vehicles, with Gunner Drive as a bypass.
  - Designing it partially as a shared space.
  - Closing it for parts of the day.
  - Making it suitable for closure during special events.
  - Relieve the road by making suitable other roads more attractive for through-traffic.
  - Improving the safety of cycling, including to make biking to the Intermediate School more attractive.
  - Lower the speed limit, e.g. to 30km/h.
- There is an issue with the visibility around the pedestrian crossing immediately opposite the library.

#### Public realm

- The Town Centre should feature water sensitive design, with systems designed to deal with leaves, and water cleaned up before it reaches the Harbour.
- Although many like the trees, the leaves of deciduous trees are a problem for retailers in autumn. They need sweeping, can block drains, and can become slippery. There is a need for trees that are more suitable as street trees. Olives dropping from trees could also cause safety issues.
- The main street has many obstacles and tripping hazards, especially tree roots pushing through the pavement.
- There is a need for a clear events area. Maybe the main street should be able to temporarily be closed during events.
- There is also a need for more public spaces to spend time in and meet each other.

- The crowns of the trees in Jack Pringle Village Green should be lifted. This could be complemented with uplighting. It was noted that electricity is available in the area.

#### Community / land uses

- Consideration should be given to community composting of leaves and food waste from local businesses.
- There is an opportunity to harness local arts talent, also involving and engaging young people.
- The former tavern site is a development opportunity for a variety of uses, including a community facility and / or mixed-use with commercial and residential. The site should be well-integrated and connected with the Town Centre and not gated or exclusive.
- There is a need for more youth activities, such as sports facilities, possibly including indoor. Ideas include turning the half-court at the skatepark turned into a full court and / or the development of an indoor sports facility for squash, pickleball or other sports at the tennis club. The Community Centre currently addresses this need to some extent by providing space for board games, arcade games, table tennis etc, however there are still young people loitering idly.
- A better mix of shops and businesses is desirable, offering unique and higher-quality goods and services. Ideas for uses and developments to attract:
  - A family restaurant, as an alternative to fast food outlets.
  - Developments with apartments above shops so that more people live within the Town Centre.
  - A bike hub (like the example in Henderson) which could be a container from which repairs are done and assistance with bikes is provided.
  - A Co-working space/ innovation hub.
  - A repair café.
- The open space next to the church could be used more, including for a pop-up use during events or one or more community organisations. It should however be noted that this is private land and the use of it would need to be agreed with the church.
- A Community Notice Board would provide greater community cohesion.

### 3.4. BUSINESSES AND PROPERTY OWNERS

#### Date

8 May 2025.

#### Attendees

Attendees included various property owners, retailers, real estate agents, an Auckland Councillor, a representative of the Henderson Massey Local Board and a representative of TAPBA.

#### Contextual information relevant to the Masterplan project

- There are currently approximately 15,000 residents on the Peninsula.
- Anecdotal evidence suggests that local crime rates are lower because of the slightly isolated nature of the Peninsula with only one road in and out.
- TAPBA has advocated for a Peninsula-wide traffic review, which has not been carried out yet.

#### Key inputs into the Masterplan project

##### *Town Centre general / Marketing*

- The Town Centre should have a village vibe, with activities for families.
- There is a need for clear entrance statements, possibly including a welcome sign.
- Better marketing for events is needed. This could possibly be done through electronic signs at the entrances to the Town Centre.

##### *Buildings and uses*

- The windows of many shops need to be cleaned more regularly.
- Buildings should have more uniform signage, possibly in line with a brand guide. This could possibly be achieved by reinstating a previous scheme which included the availability of subsidies to replace signage and adhere to an agreed style and colour scheme.

- Some absentee landowners are less involved with the maintenance of their buildings.
- A small indoor theatre should be attracted to enhance the offer of the Town Centre and benefit existing (hospitality) businesses with evening activity.

##### *Traffic*

- The pedestrian crossing by the proposed supermarket truck egress should be moved for safety reasons. Even in the current situations there are safety concerns.
- The masterplan should advocate for supermarket delivery vehicles to remain off the main street and access from and exit onto Gunner Drive.
- There is a concern that, unless there is dedicated staff carparking for the new supermarket, parking in the Town Centre will be negatively affected, as the staff will need to use customer carparks elsewhere.
- The areas behind the shops should be better utilised for parking and service vehicles.
- Traffic calming should be installed in the main street.
- There is a need for traffic calming and a pedestrian crossing by the bus stops at the entrance of the Town Centre (near McDonalds).
- Parking shortage, staff parks in customer carparks, people park in accessways while there is parking behind shops, but drainage issues
- Pedestrians and cyclists using the coastal walkway offer an opportunity for the Town Centre if connections between the coast and the Town Centre are improved.
- There is a large public carpark by the Kaumatua Reserve (near the Kindy, TAPBA office, Tennis Club, and Plunket) which is public land. This should be better underutilised through improved signage and pedestrian connections.
- Time-restricted parking is supported, although there is a need to review the time limits. Paid parking is not supported.

##### *Public realm*

- There is a need for more seating in the main street to increase vibrancy through the presence of people.
- The pavement should be thoroughly cleaned.
- There is too much rubbish on the street.

- The current amphitheatre in Jack Pringle Village Green is hardly ever used. Suggestions were made for the replacement of this area by an arts centre with an indoor stage.
- The pavement of the footpath should be of a more attractive and enduring material than the current asphalt.
- Planting throughout the Town Centre should be improved and increased.

### *Trees*

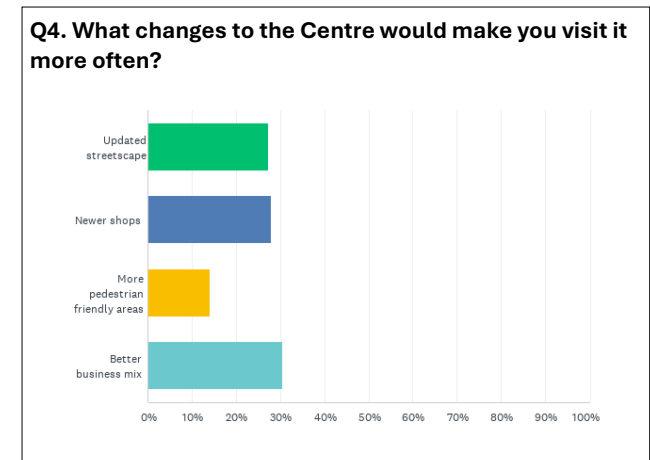
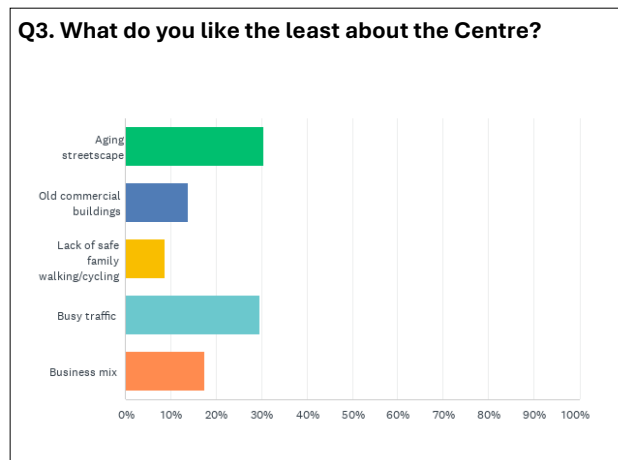
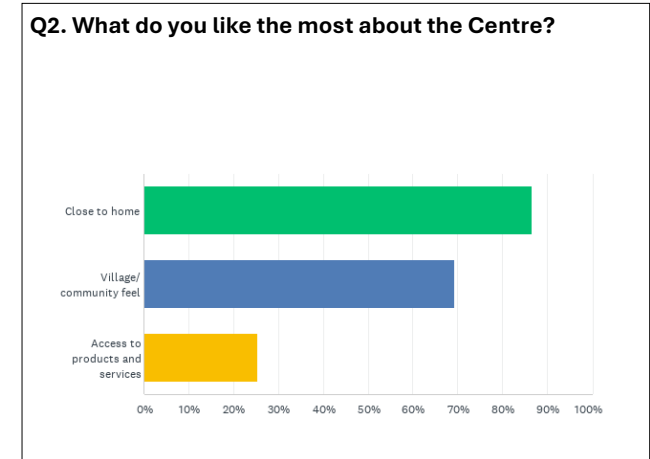
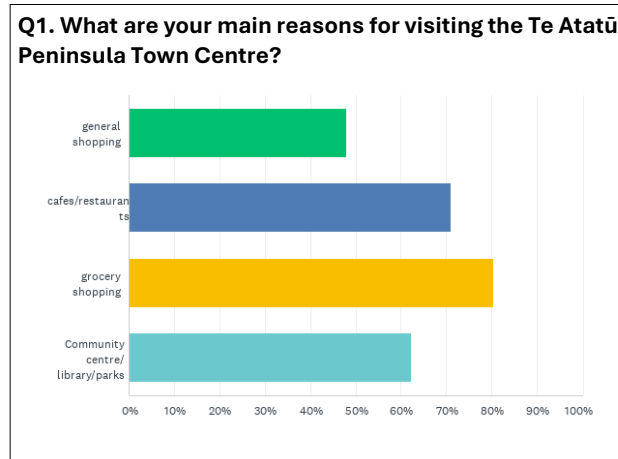
- The leaves of many deciduous trees lead to blocked gutters and drains and therefore flooding, especially of footpaths. There is a need for improvements to the cleaning of gutters by property owners and cleaning of drains by the Council. It is noted that maintenance regimes have deteriorated.
- Better maintenance of the trees themselves is also needed. In some places tree branches need trimming as they affect buildings.
- In many places tree roots push up the pavement leading to tripping hazards.
- Boxes or platforms should be built around trees to keep roots out of the public realm and to use for seating and play.
- Some furniture located below trees is affected by bird droppings.
- Independent arborist input is needed to determine the health of the existing street trees and the possible need for replacement.

### 3.5. COMMUNITY SURVEYS

#### Web-based survey

A web-based survey was held in the period December 2024-May 2025, with 249 responses. A summary of the results is shown on the page. The following outcomes are worth noting:

- The reasons for visiting the Town Centre are diverse, with the most common answers ‘grocery shopping’ and ‘visiting a café or restaurant’.
- Most-liked aspects of the Town Centre include that it is considered by respondents to be ‘close to home’ and having ‘a community feel’. ‘Access to products and services’ was a much less common response.
- Least liked aspects of the Town Centre are the ‘ageing streetscape’ and ‘busy traffic’.
- Key changes sought include (in order of frequency of response):
  - A better business mix.
  - Newer shops.
  - An updated streetscape.
  - More pedestrian-friendly areas.



### Paper-based survey

A paper-based survey was held in the period February-May 2025, with forms available at the library. A total of 13 forms were filled in. The following outcomes are worth noting:

- The reasons for visiting the Town Centre are diverse, with the most common answers ‘the community centre / library or park’, although other options (‘general shopping’, ‘cafés / restaurants’, or ‘grocery shopping’ were also mentioned. Several respondents added ‘work’ as a reason.
- Most-liked aspects of the Town Centre include that it is considered by respondents to be ‘close to home’ and having ‘a community feel’. ‘Access to products and services’ (including the library) was also mentioned.
- Least liked aspects of the Town Centre are the ‘busy traffic’ and ‘lack of safe family walking / cycling’, although ‘ageing streetscape’ and ‘business mix’ were also mentioned.
- Key changes sought include (in order of frequency of response):
  - A better business mix, including an ATM, a post office, an improved offer at the supermarket, and an increase in options for food outlets.
  - More pedestrian-friendly areas.
  - Newer shops.
  - An updated streetscape.
- Other improvements sought included solving traffic issues and improving the security of the Town Centre.



FIG. 3-3: Survey forms were available at the library / community centre.

### 3.6. IWI REPRESENTATION

A representative from TAPBA met with an iwi representative. Key inputs into the Town Centre Masterplan project include:

- There is a need for a vision for the Te Atatū Peninsula in the face of the extensive redevelopment occurring in the area and investment should catch up with ongoing development.
- A town centre upgrade fits with the Henderson-Massey Long Term Plan.
- The Te Whau Pathway project is currently implemented. It is a shared walking and cycling pathway connecting between Green Bay and Te Atatū and is about 1/3 finished. As part of this project, the coastal pathway looping around the Peninsula should be completed. This would offer opportunities to signpost safe and attractive routes connecting between this pathway and the Town Centre.

## 4. HIGH-LEVEL ANALYSIS

### 4.1. SITE VISIT OBSERVATIONS

During several visits to the Town Centre the following observations were made:

- In several areas the pavement is broken and affected by tree roots pushing up. Several other tripping hazards exist within the Town Centre.
- Parking takes up much space and footpaths are generally too narrow for small public open spaces or seating outside hospitality businesses.
- The roundabout, in combination with the traffic flow, severs pedestrian connectivity.
- Several areas within the Town Centre would benefit from visual softening.
- Several opportunities exist to create more laneways, either parallel to the main street or perpendicular with it.
- A privately owned open space located centrally in the Town Centre is highly visible and accessible. If agreed by the owner, there may be an opportunity to use this land for seating, small events, or community purposes.
- The trees in Jack Pringle Village Green are an attractive feature, but there is a need to lift the crowns of many of these trees for safety purposes and to make the space more useable.
- Vacancy rates seem relatively low.
- The recently developed commercial building The Point seems to be well-tenanted.
- The site of the former tavern offers a key opportunity for a mixed-use development, possibly including retail / commercial uses on the ground floor with apartments above.

The above is illustrated by the selection of photographs on the pages following.



FIG. 4-1: Broken pavement due to tree roots pushing up.



FIG. 4-2: Relatively narrow footpath along shops in Te Atatū Road.



FIG. 4-3: Space taken up by parking and vehicle manoeuvring.



FIG. 4-4: The roundabout at the intersection of Te Atatū, Taikata, and Harbour View Roads.



**FIG. 4-5:** The privately owned open space which could possibly be utilised for community purposes.



**FIG. 4-6:** Mural facing the open space located centrally within the Town Centre.



**FIG. 4-7:** Opportunity for a laneway connection between Kaumatua Reserve and Taikata Road.



**FIG. 4-8:** Trees in Jack Pringle Village Green, of which some need to have their crowns lifted.



**FIG. 4-9:** Recent retail development The Point located at the Te Atatū Road-Gunner Drive intersection in the south of the Centre.



**FIG. 4-10:** Opportunity for a mixed-use development on the site previously accommodating the tavern to the east of the supermarket.

## 4.2. OPPORTUNITIES TO INVESTIGATE

Based on the analysis, observations and consultation, the opportunities diagrammatically shown in Figure 4-11 have been identified for the Town Centre. These include the following (refer to the numbers on Figure 4-11):

- ① Entrance statements in the form of public art and / or welcome and information signs at the northern and southern sides of the Town Centre.
- ② Streetscape upgrades with an increased focus on traffic safety and amenity for pedestrians and cyclists, stormwater management, and suitable street trees and planting for ecological purposes.
- ③ Pedestrian connectivity around the roundabout / intersection of Te Atatū, Taikata, and Harbour View Roads.
- ④ Safety of the existing pedestrian crossing by the library, also related to the future supermarket service truck route.
- ⑤ Installation of a new pedestrian crossing in the south.
- ⑥ Development of laneways behind the shops, especially to improve pedestrian connectivity with Kaumatua Reserve.
- ⑦ Lifting of the crowns of the trees in Jack Pringle Village Green to improve visibility and useability, and improvements to the amphitheatre.
- ⑧ Possible utilisation of the privately owned open space for a community or commercial use, in agreement with the owner.
- ⑨ Mixed-use development on the former tavern site.
- ⑩ Improved signposting of the off-street public carparks.

Not shown on the map are:

- Business attraction efforts to improve the commercial mix.
- Attraction of more community facilities and services.
- Promotion of events.
- Improved maintenance and cleaning regime.
- Improvement of building facades and signage.
- Installation of CCTV.
- Promotion of redevelopments that include employment spaces and apartments.

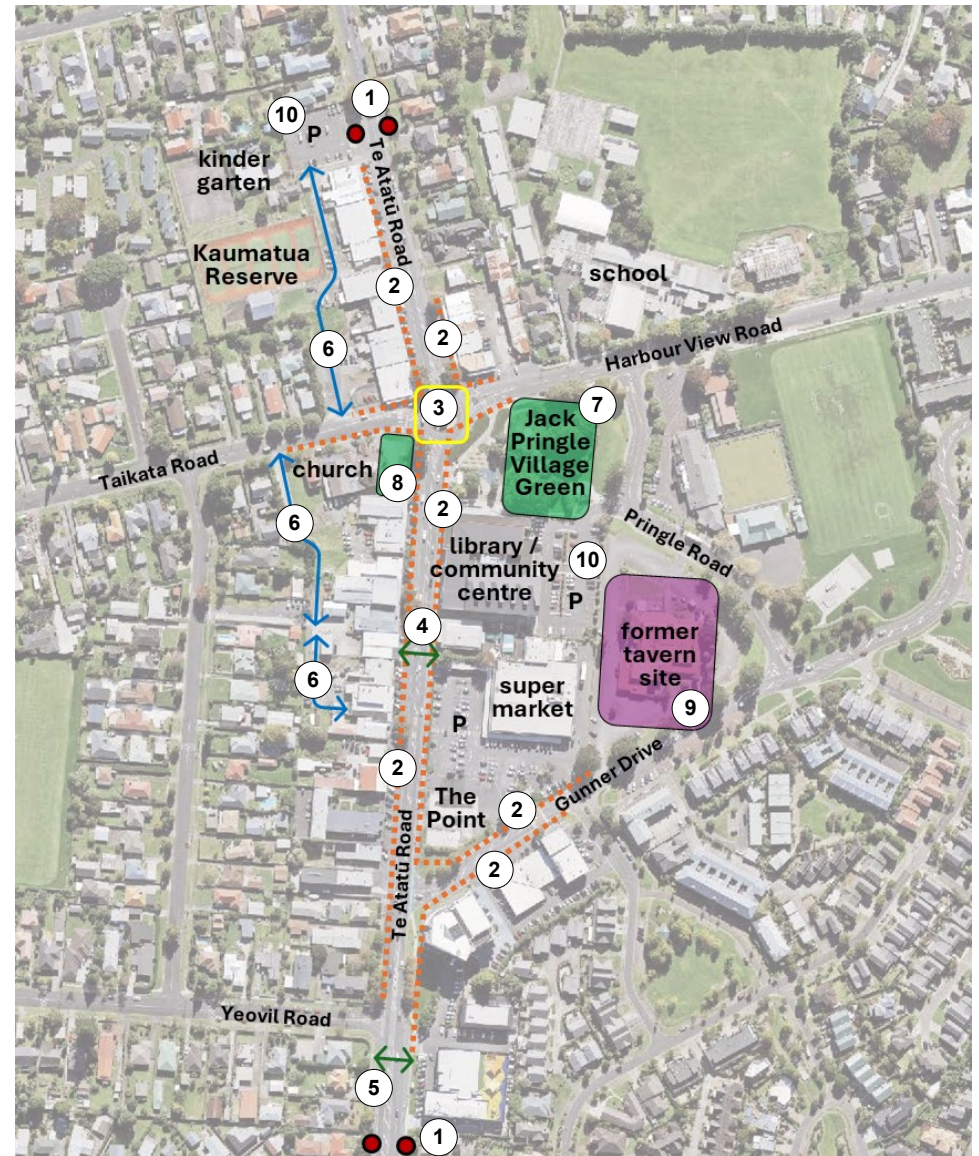


FIG. 4-11: Opportunities for the Te Atatū Peninsula Town Centre.

## 5. CONCLUSIONS AND RECOMMENDATIONS

### 5.1. CONCLUSIONS

Te Atatū Peninsula Town Centre is a much-loved asset with a strong identity due to the Peninsula being geographically well-defined and relatively isolated within Auckland. Many in the community consider the Town Centre to be ‘close to home’ and having ‘a community feel’. It fulfils a variety of functions, most notably shopping and visiting hospitality businesses.

The scope of issues to address in Stage 2 of the masterplan process is wide-ranging and includes, in summary:

- Traffic improvements, including the striking a better balance between pedestrians, bicycles, and vehicles, including supermarket service trucks.
- Streetscape upgrades, focusing on local identity, connectivity, traffic safety, the quality of the pavement, street trees, and opportunities for socialising and outdoor dining.
- Ecological and stormwater management improvements.
- Changes to existing, or creation of new, open spaces.
- Development opportunities for the former tavern site.
- Widening of the mix of businesses and uses.
- Investments in community facilities, services, and events.
- Maintenance, cleaning and security issues.

### 5.2. RECOMMENDATIONS FOR STAGE 2

The following is recommended for Stage 2:

- The plans for the supermarket upgrade, especially showing the impact on the former tavern site and the arrangement of the future supermarket service truck route, will be a key input for Stage 2.
- The ‘Opportunities to investigate’, comprehensively documented in Section 4.2, form the starting point for the scope of Stage 2.
- The following specialists should be included in the Stage 2 process:
  - A transport specialist to undertake an analysis of the traffic situation in terms of traffic volumes and capacity of roads, safety of intersections, parking, and cycling opportunities.
  - An arborist to identify solutions for tree roots damaging paving and for branches impacting on spaces and buildings, to advise on the health and longevity of existing trees, and to recommend tree species for the potential replacement of existing street trees.
  - A public space design specialist with expertise in street tree conditions and low-impact stormwater solutions.
  - An urban designer to integrate all outputs into a strategic masterplan.
  - Representatives of Auckland Transport and Auckland Council’s Urban Ngahere team.
- TAPBA should play an active role in Stage 2, especially related to influencing the business mix and ideas involving existing retailers and businesses.
- All technical inputs should be provided simultaneously and integrated to create a holistic strategy. Technical workshops are usually the best mechanism for this.
- A second round of community and stakeholder consultation should be included when draft findings are identified.