



# POINT CHEVALIER PLACEMAKING PROJECT

YEAR ONE

SEPTEMBER 2018

Working Bees  
&  
Clean-ups

Point  
Chevalier

Bike  
Pt  
Chevalier

League

Croquet club

Transition  
Town  
Pt  
Chevalier

Football

Proppeshop  
at Vincents  
Honestead opshop

Athletics  
Crocket

Scouts

West  
Springs  
College  
+ Sustainability Group  
Parent Action  
Group

Library  
Wiggle Rhyme sessions  
Storytimes and  
rhymetime  
Activities

Community  
Focused  
Events

Both  
Annie's

Plunket Pla  
- Meola Rd  
Plunket committee

RSA

This report has been written by Resilio Studio on behalf of the Pt. Chevalier Placemaking Group, Community Empowerment Unit and the Albert-Eden Local Board.

For more information about the Pt. Chevalier Placemaking Project or to get involved please contact us at [ptchevplacemaking@gmail.com](mailto:ptchevplacemaking@gmail.com)

The Pt. Chevalier Placemaking Project core group members are Heidi O'Callahan | Kristina Walkley | Chris Casey | Sara Woodward | Pam Bathgate | Detlev Jackson | Sunita Kashyap | Plaxy Wish | Mark Graham | Murray Hobson | Finn Mackesy

# CONTENTS



1. Introduction + Overview
  - a. Executive Summary
  - b. Background + Context
2. Principles
  - a. Placemaking
  - b. Community Led
  - c. Co-Design
  - d. Prototyping and Experimentation
  - e. Local Economic Development
  - f. Capacity and Capability Building
3. Strategic Framework
  - a. Build Foundations
  - b. Understanding Context
  - c. Gather Relevant Information
  - d. Make Sense of What we Learn
  - e. Identify Opportunities
  - f. Take Action and Test Ideas
4. Project Progress to Date
  - a. Foundation building
  - b. Mapping
  - c. Networking & Engagement
  - d. Square Activation
5. Insights + Learning
  - a. Area of Significant Change
  - b. Timelines of/for Change
  - c. Learn From and Act on Previous Work
  - d. Community and Engagement
  - e. Capacity and Resources
  - f. Platform/Social Infrastructure
  - g. Collaboration and Networking
  - h. Town Square - Climate and Comfort
6. Next steps
7. Appendices
  - a. What is Placemaking
  - b. Pt. Chevalier GIS Placemaking Maps
  - c. Other Known Work Streams / Projects
  - d. Bibliography
    - i. Key background Pt. Chevalier documents
    - ii. Placemaking reference material

*Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.*

Fred Kent



# INTRODUCTION + OVERVIEW



## EXECUTIVE SUMMARY

The Pt. Chevalier Placemaking Project is a local initiative focused on identifying, coordinating and implementing placemaking dialogue and opportunities in and around the Pt. Chevalier Town Center. This document is a summary report of the Point Chevalier Placemaking Project to date. It provides background context and an overview of the project as well as outlines the project principles and strategic framework that have informed the development and implementation of this placemaking initiative. This report also describes what we have done so far in our placemaking efforts, identifies some of our key insights and learning and outlines our strategic next steps.

If you are interested in finding out more about this initiative or getting involved we would love to hear from you - placemaking is a community effort!

**The Pt. Chevalier Placemaking Project group**  
**[ptchevplacemaking@gmail.com](mailto:ptchevplacemaking@gmail.com)**



## BACKGROUND + CONTEXT

In 2017 the Albert Eden Local Board allocated funding for the coordination and activation of a placemaking initiative in Pt. Chevalier focused on the town center.

The purpose of this project is to address some persistent challenges within the Pt Chevalier town center, turning those challenges into placemaking and community development opportunities.

The role of the Pt. Chevalier Placemaking Project is to facilitate and implement a collective response to make the town center vibrant and inclusive.

Auckland Council's Community Empowerment Unit (CEU) works alongside local community and groups to ensure community-led outcomes are achieved for the local boards. The unit's key focus areas include: building community capacity and capability through local board funded initiatives; ensuring local people have greater say, control and influence over things they care about; voluntary and community groups have increased capacity and capability; and Council and communities work together in joined up ways for better outcomes for their area. CEU worked with the project coordinator to catalyse and enhance the connections between community, groups and businesses within the Pt. Chevalier area.

A range of various local residents, organisations and businesses as well as council officers were invited to form the Pt. Chevalier Placemaking Project group and we have been working together since August 2017 to uncover, understand, and address a range of placemaking challenges and opportunities in and around the town center.

## PROJECT DRIVERS AND TRIGGERS

- Gradual escalation of a range of issues
- Lack of coordinated/integrated approach to local community issues
- Safety Concerns / Anti-Social Behaviours in Town Center
  - Impacts of homelessness at Pt Chevalier Community Center, library, Learning at the Point community kindergarten, and local businesses
  - Adverse media about aggressive begging and antisocial behaviour impacts
  - People hanging out/sleeping at the back of the community center and kindergarten playground next door, often displaced from near Countdown supermarket or from one location to another over the weekend
  - Associated with this there is often rubbish left at the community center and kindergarten playground - bottles/glue bags/cigarette butts
  - An increase in the number of people hanging around the town center demonstrating behaviours that deter other locals from the town center.

## THE WIDER CONTEXT

- The impact of St Luke's proposed expansion on Pt. Chevalier town center and local economy
- Demographic changes in the area
- Poorly laid out town center
- Poor pedestrian and cyclist amenity
- Traffic dominating the area and making it less safe and pleasant
- Poor level of maintenance of the built environment
- Displacement of homeless people
- Under resourced outreach services
- Removal of community policing from the town center
- Recent upgrade to the square
- Presence of a number of Alcohol and Other Drugs (AoD) and mental health services in the area
- Significant upcoming development and residential intensification (e.g. Housing NZ, RSA etc.)

# POINT CHEVALIER PLACE MAKING



# PROJECT PRINCIPLES

## PLACEMAKING

Placemaking is a collaborative process that involves the planning, design and management of public spaces and strengthens the connection between people and the places they share. Placemaking seeks ongoing improvement to the community's experience and enjoyment of public spaces.

*With community-based participation at its center, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well being.*

Project for Public Spaces

## COMMUNITY LED DEVELOPMENT

The philosophy underpinning community-led development is one of community empowerment. It is illustrated by broad community engagement to identify shared issues and concerns to generate local solutions.

The five guiding principles of community-led development developed by Inspiring Communities are:

- Grow shared local visions
- Build from strengths
- Work with diverse people and sectors
- Grow collaborative local leadership
- Learn by doing<sup>1</sup>

For us the principle of community led also acknowledges the diversity of 'community' stakeholders and we intentionally include local council staff along with local organisations, businesses and residents in our core group. Therefore, using the community placemaking continuum (see diagram below) the co-creator model best reflects the approach of this initiative.

## CO-DESIGN

Co-design (originally called co-operative design, now often referred to as participatory design) is an approach to design attempting to actively involve all stakeholders (e.g. employees, partners, customers, citizens, end users) in the process to help ensure the result meets their needs and aspirations. It acknowledges that everyone in the process has expertise and can meaningfully contribute to increase the likelihood that what is developed is fit for purpose and effective. The co-design approach enables a wide range of people to make a creative contribution in the formulation and solution of a problem.

## LOCAL ECONOMIC DEVELOPMENT

Local Economic Development is an approach to economic development, of note in the developing world that, as its name implies, places importance on activities in and by cities, districts and regions.



<sup>1</sup> Te Whakawhanake ā-Hapori ki Aotearoa. Community-led Development in Aotearoa.

<sup>2</sup>This Placemaking continuum is adapted from the Partnering Practice Guide for Waitakere (December 2009) and from Heimans, Jeremy and Henry Timms (December 2014), Understanding New Power, Harvard Business Review, <https://hbr.org/2014/12/understanding-new-power>.



Local Economic Development encompasses a range of disciplines including physical planning, economics and marketing, all with the goal of building up the economic capacity of a local area to improve its economic future and the quality of life for all.

This project aims to develop greater connection between local businesses and promote local economic development within Pt. Chevalier.

## PROTOTYPING AND EXPERIMENTATION

Prototyping is a specific strategy that involves testing small scale experiments, 'rapid fire' examples or 'mock ups' of an idea to learn more about the challenge and test and explore possible solutions. Prototyping also provides those developing possible improvements and refinements an opportunity to test smaller aspects of a much larger project and/or for collaborators, key stakeholders and end users to experience, test and feedback into the process early and often. Often we don't know whether something will work or not until we actually try it out so experimentation is required to find effective solutions. One particularly relevant form of prototyping in public space is Tactical Urbanism.

Tactical Urbanism<sup>3</sup> is a particular methodology that involves a number of temporary 'design experiments', often described as the 'lighter, 'quicker, cheaper' approach to placemaking. These 'experiments' test the design,

programme and arrangement of a public space (such as a square) in a low-cost, low-risk and low-commitment way. The aim is that these experiments are measured for effectiveness and those that work are either left in place, or implemented in a more permanent manner.

## CAPACITY AND CAPABILITY BUILDING

Building human, social and community capital are critical to the success and continuity of community initiatives. To this end, ensuring the development of both community capacity and capability is important. Capacity refers to the amount of work that can be achieved by an individual or group of people working together. Building capacity within a group or community often involves increasing the number of participants who can contribute to the group's efforts. Capability refers to the ability of an individual or group of people working together to do something - typically the more relevant skills and experiences available the more capable the individual or group is to achieve its objectives. By consciously building capacity and capability within the placemaking community, over time the effectiveness of the community's efforts will be enhanced which in turn benefits the wider community.

Point Chevalier Town Square Community Calendar

This is your square ☺ Use this calendar to let others know what you've planned

	Monday 19 <sup>th</sup>	Tuesday 20 <sup>th</sup>	Wednesday 21 <sup>st</sup>	Thursday 22 <sup>nd</sup>	Friday 23 <sup>rd</sup>	Saturday 24 <sup>th</sup>	Sunday 25 <sup>th</sup>
Morning	Wriggle and Rhyme at the library 10am	Storytime 10am at library		Music Time! 10:30-11:15 Music & Dance for group	Kath Bee Childrens presen library square 10am-12pm	JPat Library 10am-12pm	
Afternoon		Free English Classes 12-3pm Posh Community Centre				needed in the square	
Evening					5-9pm music, poetry table tennis		
Up Coming Events:	Author talk - Maria de Jorg Sat 1 <sup>st</sup> April 2pm - meditation sessions - April 1-9 30-10am (Wed & Sat) memor writing tips						

Thanks Point Chev for your feedback. Here's what we've heard you would like.

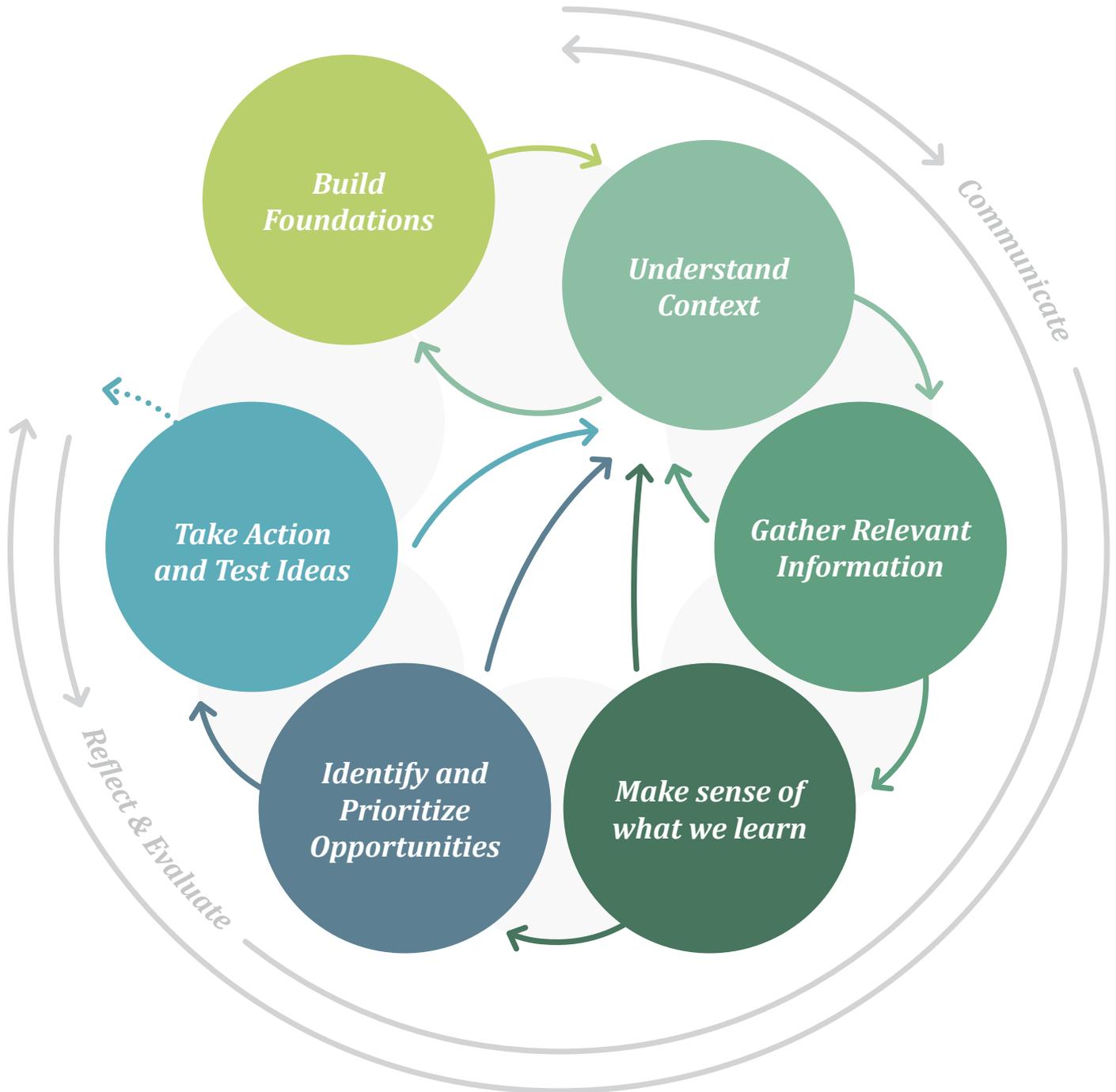
- safety measures to keep children safe
- activities for young people in the square
- events and activities (like this weekend)
- trees plants flowers colour water play, shade

What else can we do to make the square a vibrant exciting place to be?  
What can you contribute?

Keep your eye out for a questionnaire. This will help us better understand how we can all work together. ☺

<sup>3</sup>See Appendix D for references

# PT. CHEVALIER PLACEMAKING PROCESS MODEL<sup>4</sup>



<sup>4</sup> Adapted from The Design Process. A Primer. Resilio Studio. 2017

# STRATEGIC FRAMEWORK

---

We applied a structured design approach in our placemaking efforts in and around the Pt. Chevalier town center. This is the basic model we used:

## BUILD FOUNDATIONS

As part of our initial steps we spent time working out how we wanted to work together, what our purpose was and what we were trying to achieve. This included the development of a vision, statement of purpose, measures of success and strategy.

## UNDERSTAND CONTEXT

We identified early that in order to effectively achieve our goals and aspirations for the community and the town center and know where to focus our efforts we needed to create a more comprehensive and shared understanding of the various drivers, impacts and issues affecting the community and the town center. Therefore, we invested the time and energy in understanding the local context in which we were working.

## GATHER RELEVANT INFORMATION

We spent several months researching, networking, observing and mapping what we found out about the Pt. Chevalier area. We started our investigation focusing on the known issues, impacts and concerns and went from there.

## MAKE SENSE OF THE INFORMATION

We then analysed and interpreted the information we gained using a range of tools and methods. This included trying to understand the unmet needs of the community, finding key themes and patterns, and articulating some of our key insights along the way.

## IDENTIFY AND PRIORITISE OPPORTUNITIES

Our next step was identifying the key opportunities for placemaking in and around the Pt. Chevalier town center. We prioritised the key opportunities identified based on a range of factors including time and resource required to test, perceived importance, and level of interest by and engagement with wider community.

## TAKE ACTION

We used a lighter, quicker, cheaper approach to test our ideas, get feedback and learn from our efforts to determine effectiveness. Through a range of small scale 'experiments' (which we commonly referred to as 'activations') we learned a lot about the challenges and opportunities of placemaking in and around the Pt. Chevalier town center. See Insights and Learning section below for more information.

# OUR JOURNEY SO FAR ...

## FOUNDATION BUILDING

### OUR VISION

Our vision for Pt. Chevalier is a welcoming, vibrant, well-connected, inclusive, safe and supportive community with a strong and visible local identity, a thriving local economy and a healthy flourishing natural environment. Pt. Chevalier is an exemplar community environment.

### OUR PURPOSE

Local residents, professionals, businesses, community organisations, local board and Auckland Council working together to identify, coordinate and implement placemaking opportunities in Pt. Chevalier Town Center with a focus on the promotion of local identity, self-determination, inclusivity, connectivity, safety, mobility, welcoming environments, environmental and ecological

health and quality land-use through a local economic development framework.

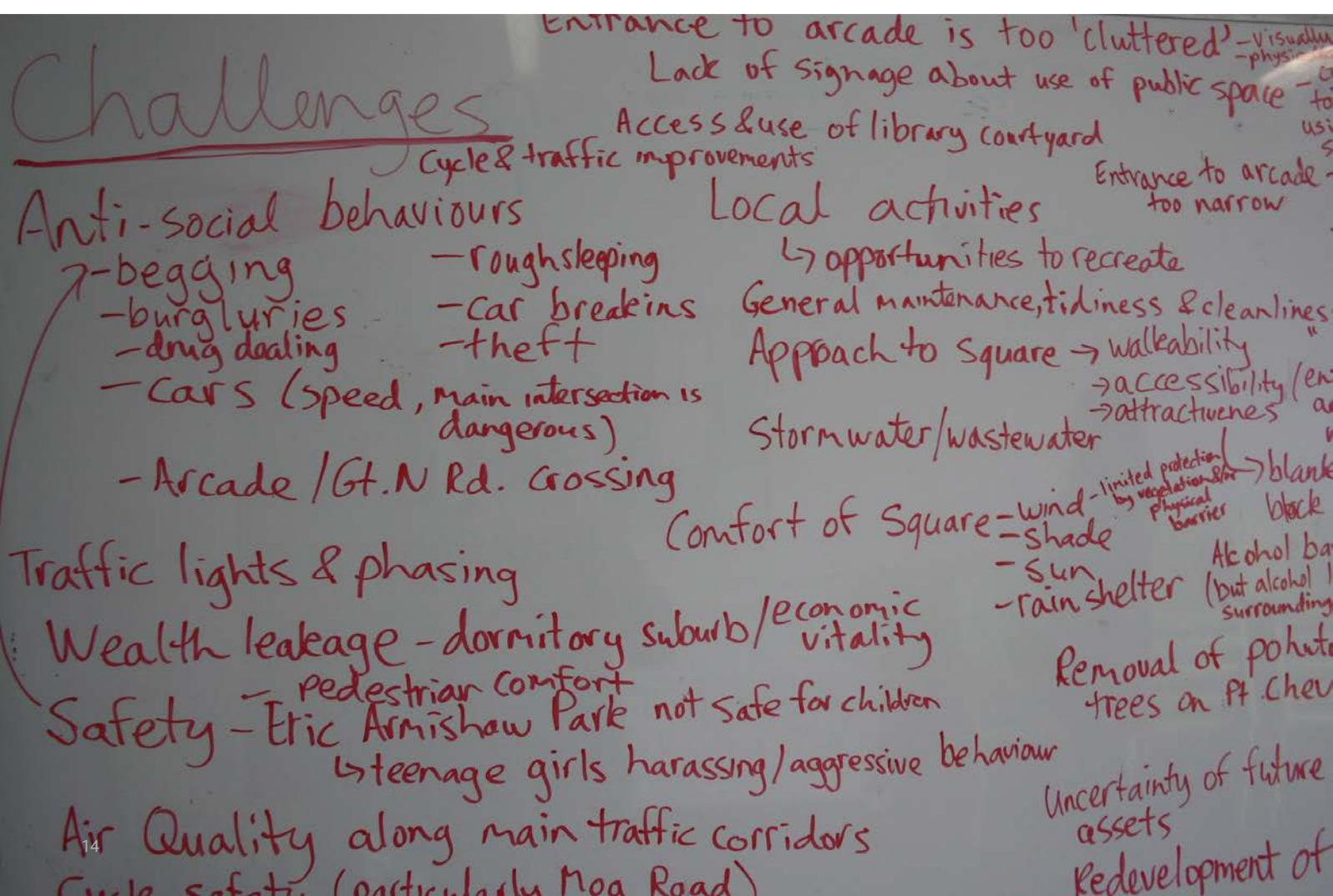
### OUR CHALLENGE STATEMENT

How might we engage with Pt. Chevalier locals and other key decision makers to improve the experience of living, working and playing in and around Pt. Chevalier Town Center?

### MEASURING OUR IMPACT

What does success look like for this project? How will we know we have been successful?

- The community work together to create local improvements to local places
- The community influence decisions that impact on Pt. Chevalier
- The community know about this project and how to



connect with and contribute to fulfill on current and future placemaking aspirations

- Platform/structure exists to facilitate ongoing conversations and collaboration amongst key stakeholders
- Up-to-date and comprehensive community database
- Prototype 2-3 smaller initiatives to help inform next steps
- Constructive dialogue with decision makers and wider community
- Mechanism exists to make relevant information/ research more readily available to residents and retailers

## KEY THEMES

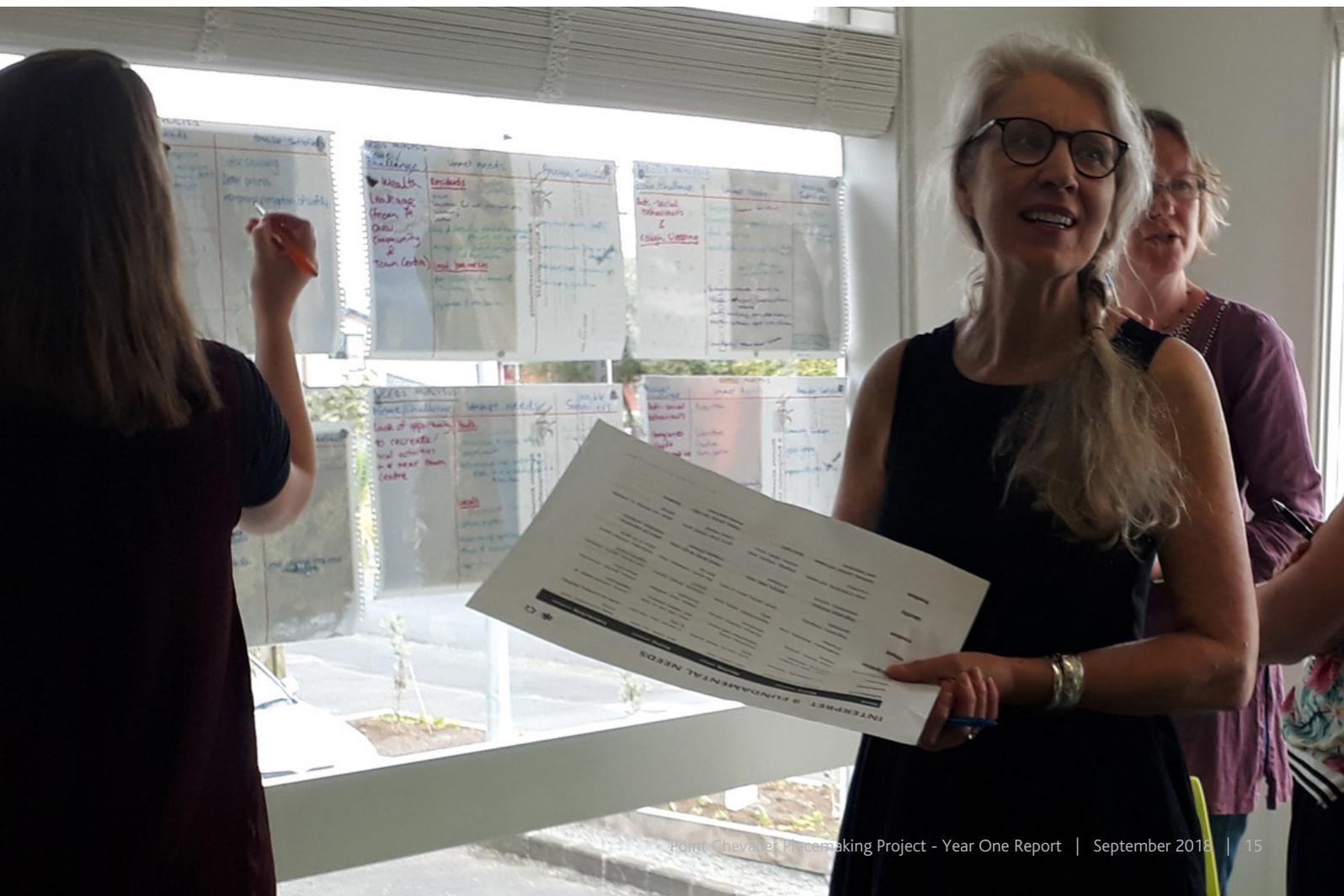
Through our stock-take and analysis of work previously done in Pt. Chevalier, our current investigations and networking, as well as the lived experience of the placemaking team

members we collectively identified a range of known challenges and opportunities associated with the quality of experience of living, working and playing in and around the town center. From these challenges and opportunities we identified the following key themes:

- Safety
- Connectivity, Access and Circulation
- Anti-social Issues
- Environmental and Ecological Opportunities
- Significant Change / Development & Intensification

## OPPORTUNITIES FOR ACTION

Working through the strategic framework we identified key opportunities to engage with Pt. Chevalier locals and other key decision makers to improve the experience of living, working and playing in and around Pt. Chevalier Town Center.





- Creation of ongoing 'placemaking' forum/platform for wider community
- Bi-monthly community clinic
  - Invite local board members
  - Promote ongoing dialogue
- Engage with Local Board, Auckland Transport and Youth Board regarding activating square
- Activities in square for youth and young children
- Work with Business in Service of Community (BISC)
- Use local comms channels to promote placemaking messages/priorities
- Community murals (e.g. buildings adjacent to motorway, in and around town center)
- Work with Phantom
- "Park Chev" - developing a neighbourhood wide vision and strategy for creating an identify around enhancing Pt. Chev's open spaces
- Stormwater improvement - Water Sensitive Urban Design (WSUD) + Quantity management
- Address waterlogging issues in Coyle Park
- Communications and community engagement and involvement
- Improve safety
  - In the square (E.g. Māori Wardens, Community Patrol)
  - Neighbourhood Support

different local groups.

The layers we have mapped so far include:

- Safety
- Access and Circulation
- Comfort - Shelter and Shade
- Anti-social Issues
- Environmental and Ecological Opportunities
- Areas in Change (areas of residential intensification and infrastructure development)
- Open Green Space (4 Minute access to Grassy Play Areas)
- Stormwater and Wastewater Infrastructure

New GIS layers are being developed regularly to explore and communicate spatially, factors and features of our placemaking efforts in the area. See Appendix B for the GIS maps developed to date.

## MAPPING

We have mapped the core assets that already exist within Pt. Chevalier that can be leveraged to help inform and support placemaking. These assets include tangible infrastructure such as a supermarket or community gardens (i.e. hard systems) and the skills (hand), passions (heart) and knowledge (head) of people and organisations (i.e. soft systems).

We have also mapped the key issues and opportunities in the Pt. Chevalier town center using the knowledge we have gathered about the area. We have then used open source GIS to create a range of Pt. Chevalier and town center maps that help explore and communicate the spatial dimensions of the challenges and opportunities identified. These are now being used by a range of project stakeholders including



# NETWORK AND ENGAGEMENT

## WHO'S INVOLVED?

### Project Partners

- Transition Pt. Chevalier
- Pt. Chevalier Social Enterprise Trust
- Pt. Chevalier RSA
- Learning at the Point Community Kindergarten
- Nomad restaurant
- Pt. Chevalier Arcade Committee
- Albert Eden Local Board
- Auckland Council family:
  - Community Empowerment Unit
  - Programmes & Partnerships - Point Chevalier
  - Community Center
  - Auckland Libraries - Pt. Chevalier Community Library
  - Auckland Transport
- Resilio Studio

## WHO ELSE HAVE WE ENGAGED?

- Ponsonby Community Police
- Unitec
- Nazar Group
- Bike Pt. Chev
- Housing NZ
- Buchanan Rehabilitation Center
- Mason Clinic
- Kāhui Tū Kaha
- Wairaka Land Corporation
- Auckland Council
  - Bylaws and Compliance
  - Social Policy and Bylaws
  - Plans and Places
  - Community Services
  - Panuku Development
- Neighbourhood Support (Auckland branch)
- Community Patrols (Mt. Albert)
- Business in Service of Communities (BISC)
- Landcare Research
- Auckland University

As a diverse group of local residents, organisations, businesses and community service providers we are directly connected to a range of existing organisations and networks. We have attempted to connect with and collaborate with as many people as possible on a range of local initiatives.

Members of the Pt. Chevalier Placemaking group, working as a group as well as with other stakeholders, have run a range of community events and activities in the town center including a food market, waterplay, and music events (see Square activation section).

We have also engaged with and built meaningful collaborations with a range of local businesses and business organisations including Unichem pharmacy, Nomad restaurant and Pt. Chevalier arcade committee.

We intend to continue to network and engage with all stakeholders we can who care about and/or impact on the experience of working, living and playing in Pt. Chevalier.



# SQUARE ACTIVATION

## GAMES

We identified early on that a limiting factor to activate the town square was a lack of reasons to visit and spend time in the square. In an attempt to address this we provided a range of children's focused activities in the square including skipping ropes, chalk, quoits, giant jenga and swing ball. We have worked with the library to make these activities available on a daily basis. The feedback about these activities from the community both directly and indirectly has been very positive.

## WATER PLAY EVENT

In summer we ran a waterplay event for the community. Unfortunately the first event was rained out due to a significant storm event and the rescheduled event was also impacted by questionable weather. While turn out was disappointing those that attended enjoyed the opportunity to play in the square. Similar to the games provided in the square many participants happened upon this event on their way through the square and as a result stopped to participate and enjoy recreating locally.

## COMMUNITY BLACKBOARDS

Working with Unichem pharmacy and Nomad restaurant we installed two large blackboards in the square as part of the wider square activation. One board is a weekly calendar of events that anyone can use to promote and organise local events. This is managed and maintained by library staff who update it regularly. The second blackboard has been used an opportunity to seek feedback from the community about the square which in turn has informed activities and actions in and around the square. This blackboard is also used a community noticeboard which often contains inspirational quotes, messages of the day or updates on local issues.

## WEEKEND IN THE SQUARE

Incorporating feedback and learning from our previous activities in the square we organised a large two day event in Pt. Chevalier town square. The Friday night programme involved live music, local performances, a stage, lounge chairs, games, lighting and artificial turf to transform the

square into an inviting vibrant community social venue. Unfortunately due to very heavy rain this event was cancelled at the last moment.

The Saturday programme was a family / child focused event with live music, picnic mats, bean bags and gazebos, children's activities and entertainment, community dress-ups and more games. The Saturday programme was well attended despite a dubious weather forecast and significant cloud cover.

We also used this event as an opportunity to survey the community and gather feedback to help inform our placemaking efforts. Event participants provided positive feedback and communicated a strong desire for more similar events in the town square.

## FOOD MARKETS

Following the feedback from the community about their desire to congregate and recreate in the square we organised for the food market typically run at the Community Center (on Huia Road) to be held in the town square in April. As a result of the success of this event future food markets will also occur in the square.

# INSIGHTS + LEARNING

---

## AREA OF SIGNIFICANT CHANGE

Due to several public and private residential and public transport developments, as well as possible the redevelopment of existing community facilities, the Pt. Chevalier town center will experience a significant change over the coming years including a significant increase in population. We know through our research and networking that Housing New Zealand, Pt. Chevalier RSA and other private residential developments are planned in the town center area. While there is some awareness by various decision makers and stakeholders influencing these developments, there appears to be no clear coordination or oversight of the entirety of these developments nor understanding of the potential overall risks and impacts of these developments on the town center or the local community. The Albert Eden Local Board have requested the development of a Pt. Chevalier Town Center Plan to help inform and shape development towards making the town center an attractive and vibrant destination. Feedback from those engaged to do the work have recommended a 'watching brief' monitoring approach due to the rate and scale of change happening in and around the town center. They want to learn from our activation efforts and work with us to help inform the Town Center Plan.

Panuku Development are developing an Optimisation Plan for Pt. Chevalier focused on the community center building which will explore the complete redevelopment of that site. Auckland Council's Community Services are beginning a Community Facility Network Plan which aligns with the Optimisation Plan. Their next step involves the development of 'Community Needs Assessment' focused on current and future needs (approx. 30-35 year horizon) and an engagement plan to support that work. They want to work with us on community engagement and development of the needs assessment and they see value in collaborating with us to achieve/address shared or aligned objectives.

## TIMELINES OF / FOR CHANGE

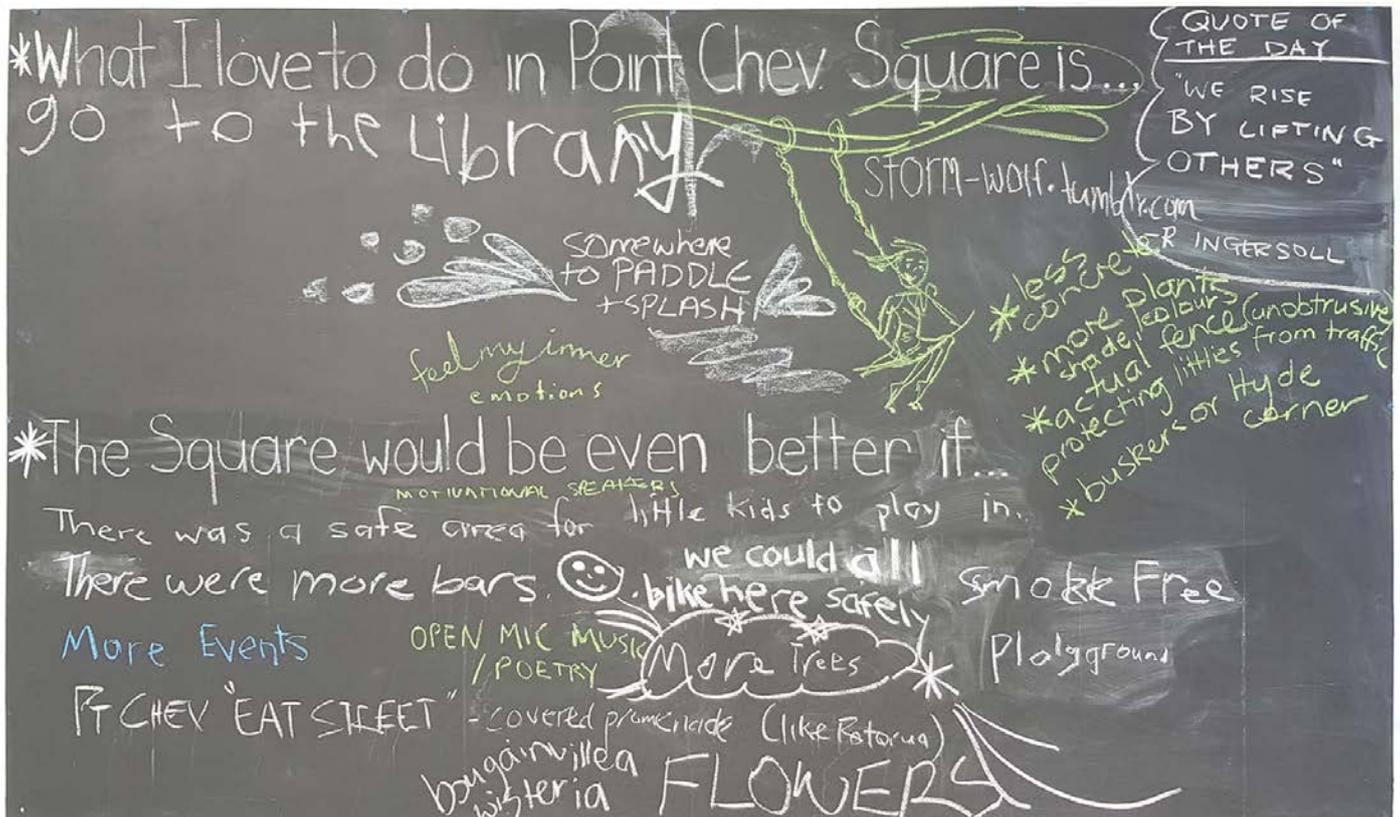
While the changes that are planned for the Pt. Chevalier town center are significant in scale the process of development is likely to be gradual, occurring over the next 5 - 10 years. However, many of the decisions about these developments are happening in the short to medium term - while some decisions have already been made many more will likely occur over the next 18-24 months.

## LEARN FROM AND ACT ON PREVIOUS WORK

In our research and review of previous needs assessments, center plans and community development documentation it is evident that the community of Pt. Chevalier have expressed their needs and aspirations for the area and have identified multiple opportunities for placemaking over long periods of time. Many of the same issues and opportunities that have been identified over the last twenty years are still relevant today. Therefore, it seems critical that the key insights, opportunities and issues identified by the community and through council planning and development studies are made accessible to decision makers, Auckland Council family staff involved in the Pt. Chevalier area and the wider community to ensure that there is visibility and traction to address chronic long-term challenges to the Pt. Chevalier town center.

## COMMUNICATION AND ENGAGEMENT

Many channels currently exist in Pt. Chevalier including newsletters, social media and the neighbourhood grapevine to share information. However, currently there is limited understanding of and engagement with the Pt. Chevalier Placemaking Project by the wider community. Furthermore there is limited understanding about placemaking as a deliberative approach to community development in and around Pt. Chevalier. If we want this project to succeed improving communication about and engagement with local placemaking is critical.



## CAPACITY AND RESOURCES

While incredibly capable and connected the Pt. Chevalier Placemaking group has limited capacity and resources to coordinate and implement placemaking initiatives. In order to increase our effectiveness we need more community involvement and support.

## PLATFORM/SOCIAL INFRASTRUCTURE

While multiple communication channels currently exist within Pt. Chevalier there is not an existing platform for community dialogue and discussion about relevant issues. Due to the nature of the changes coming to Pt. Chevalier such a platform has been identified as critical to the community's ability to discuss and influence development decisions that are being made over the next several months and years that will significantly impact on the community.

## COLLABORATION AND NETWORKING

In order for placemaking to become well understood and embraced by the community of Pt. Chevalier we need to work with and promote placemaking amongst other organisations and entities in Pt. Chevalier who are interested in similar community outcomes. In addition, creating networking opportunities for the community to discuss issues of relevance and opportunities to work

together towards shared goals will almost inevitably forward the objectives of this project.

One of the strengths of the Pt. Chevalier Placemaking project group has been fostering and maintaining relationships and involvement between local community, businesses and organisations as well as local council staff. Having different local stakeholders involved in the process and sitting around a common table has provided multiple benefits and facilitated a wide range of rich dialogue, information sharing, and collaboration. Therefore, ongoing involvement of local residents and organisations as well as council are critical to the ongoing development and success of this initiative.

## TOWN SQUARE - CLIMATE AND COMFORT

The renewal of the Pt. Chevalier town square in the past 5 years has improved the amenity and aesthetic of the square environment. However, there remains many barriers and constraints to the town square becoming a vibrant and attractive community space. The local climate mean that the square is exposed to regularly prevailing winds and frequent rain and the lack of shelter in and around the town square often impact on the comfort and desirability of socialising in the square.

Of the seven events we organised as part of the summer activation four of them were rained out.



# NEXT STEPS - WHERE TO FROM HERE?

---

The Pt. Chevalier Placemaking group have identified a range of next step priorities which include:

- Increase perception and experience of safety and security in and around town center
  - Explore further placemaking opportunities in the square and how we might retrofit / adapt / test ways to improve the function and perceived safety of the square
  - Work with AT to explore opportunities to improve the safety and functionality of the carpark off Huia Road
- Work with AT to explore opportunities to improve the safety and functionality of the carpark off Huia Road
- Develop strategies and structures for greater community engagement, involvement and dialogue related to placemaking
- Develop a communications strategy to inform our key messages and how to effectively reach our target audiences and other placemaking stakeholders
- Use existing local communication channels to promote placemaking messages/priorities
- Develop an effective organisational structure that supports a range of stakeholders to participate and contribute to placemaking initiatives in Pt. Chevalier
- Develop a formal entity to continue to foster and amplify the placemaking vision, aspirations and activities of the current group as well as those of local residents, businesses and community groups
- Engage with the Albert Eden Local Board, Auckland Transport and Youth Board to activate the square
- Create opportunities for ongoing collaboration with BISC
- Continue to promote and activate activities in the square for youth and young children
- Explore opportunities for improving stormwater management.

# APPENDICES

## A. WHAT IS PLACEMAKING

Placemaking is a multi-faceted approach to the planning, design and management of public places. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being. Placemaking is both a process and a philosophy and is inherently political due to the nature of place identity.

*"Placemaking inspires people to collectively re-imagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution."*

Project for Public Spaces

## PLACEMAKING PRINCIPLES

### Underlying Ideas

1. The Community is The Expert
2. Create a Place, Not a Design
3. Look for Partners
4. They Always Say "It Can't Be Done."

### Planning and Outreach Techniques

5. Have a Vision
6. You Can See a Lot Just By Observing

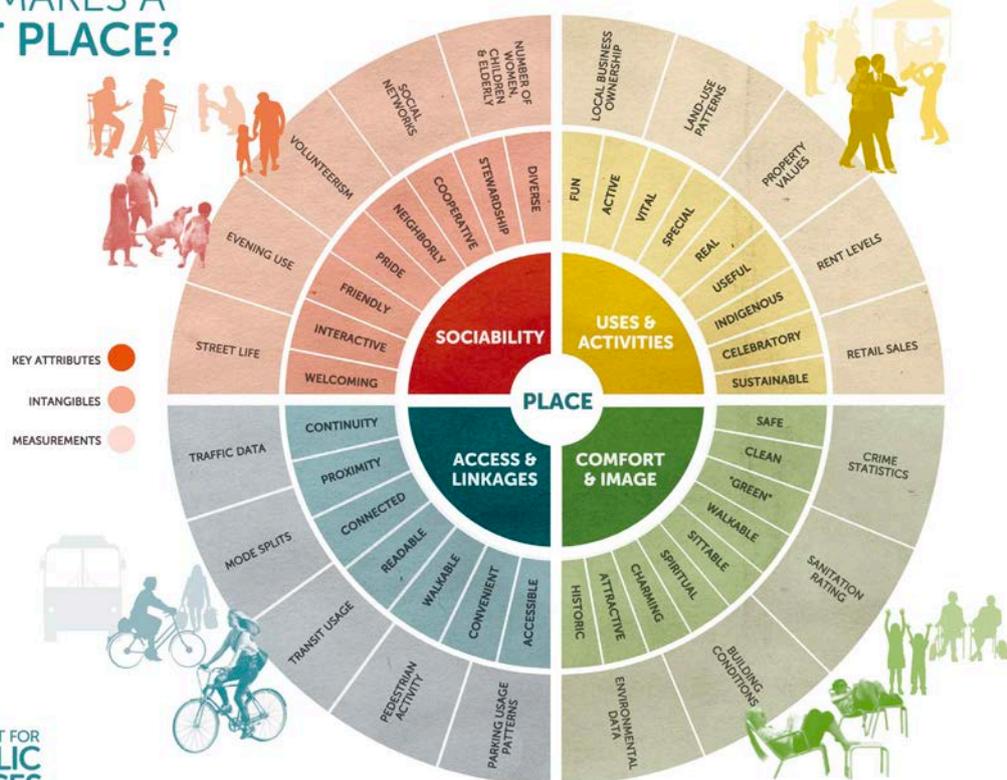
### Translating Ideas into Action

7. Form Supports Function
8. Triangulate
9. Experiment: Lighter, Quicker, Cheaper

### Implementation

10. Money Is Not The Issue
11. You Are Never Finished

## WHAT MAKES A GREAT PLACE?

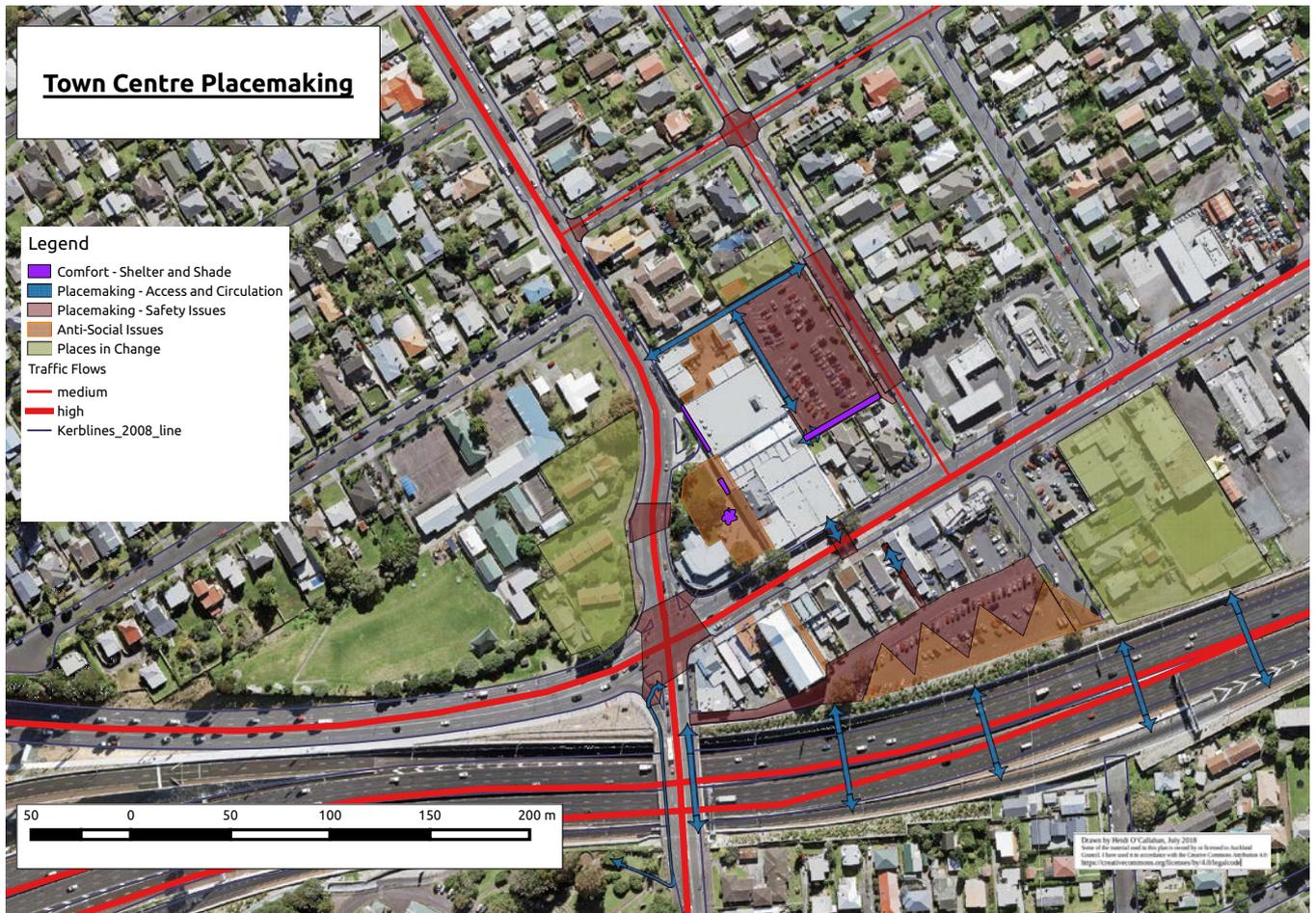


# B. PT. CHEVALIER GIS PLACEMAKING MAPS

## 1. Town Center Placemaking Key Issues and Opportunities Map



## 2. Town Center Placemaking Key Issues and Opportunities + Traffic Map



### 3. Town Center Placemaking Safety & Anti Social Issues



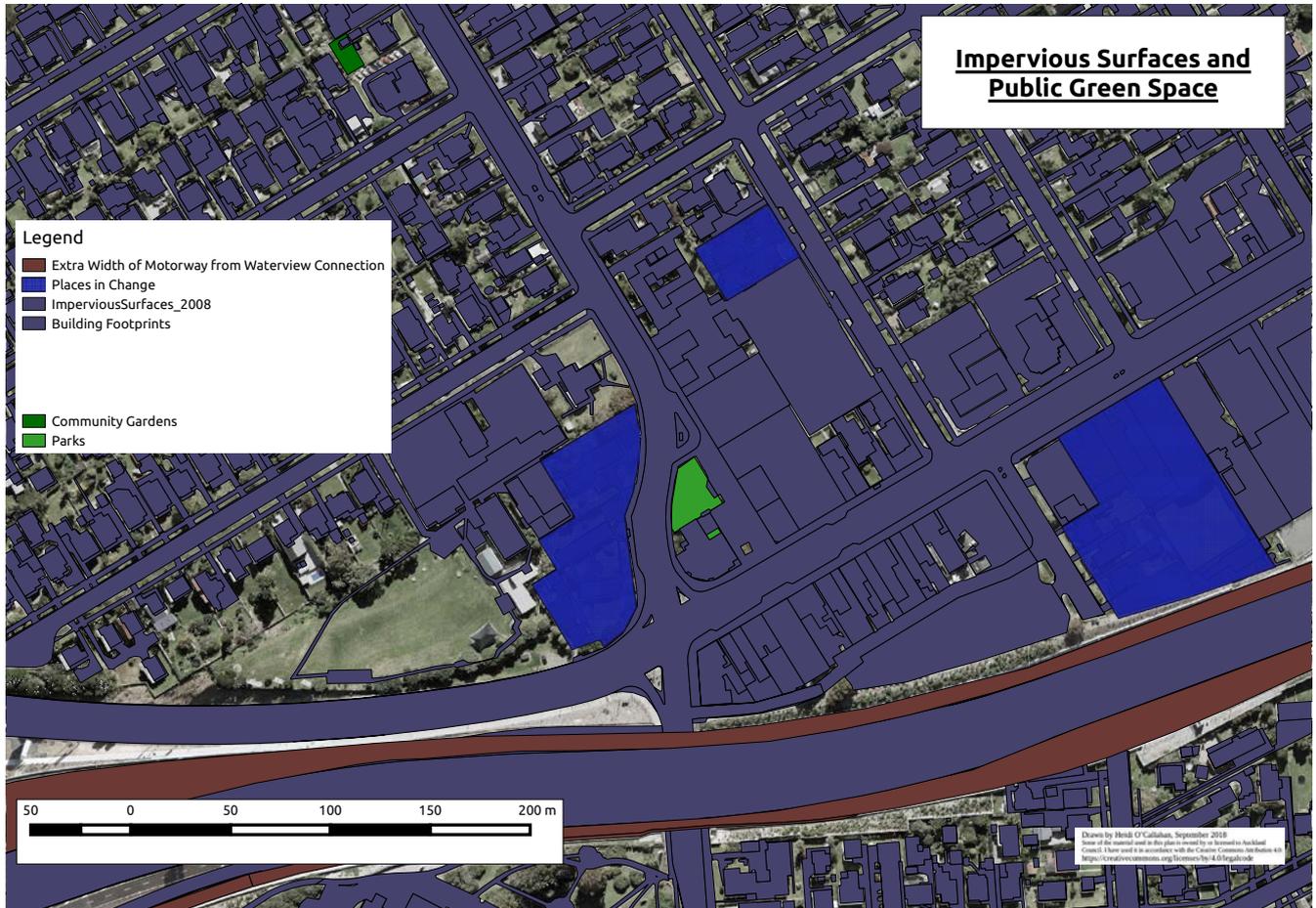
#### 4. Town Center Placemaking Access and Circulation, Comfort, Environmental and Ecological Opportunities



## 5. Town Center Placemaking Possible Bike Stand Locations



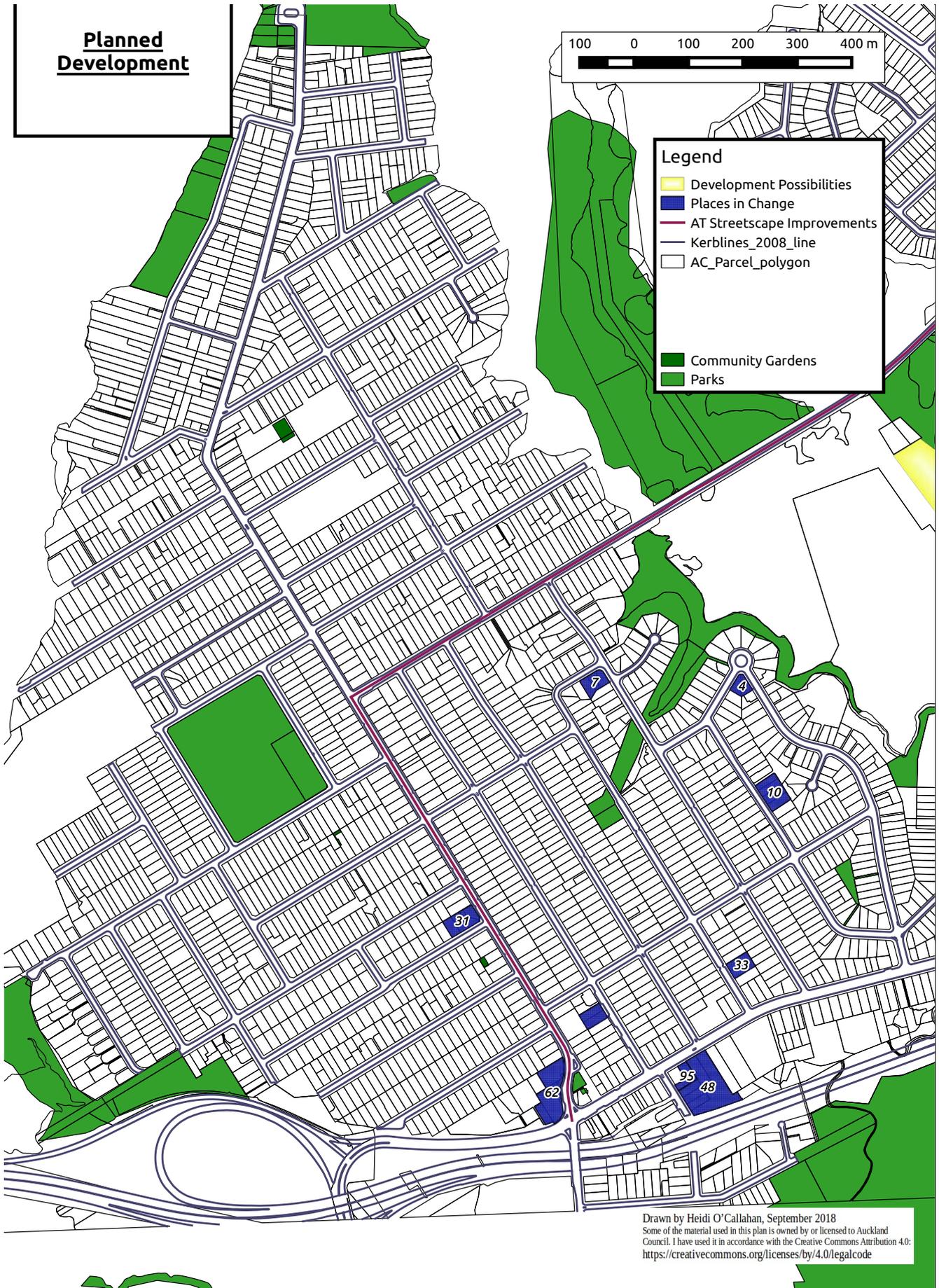
## 6. Town Center Placemaking Impervious Surfaces



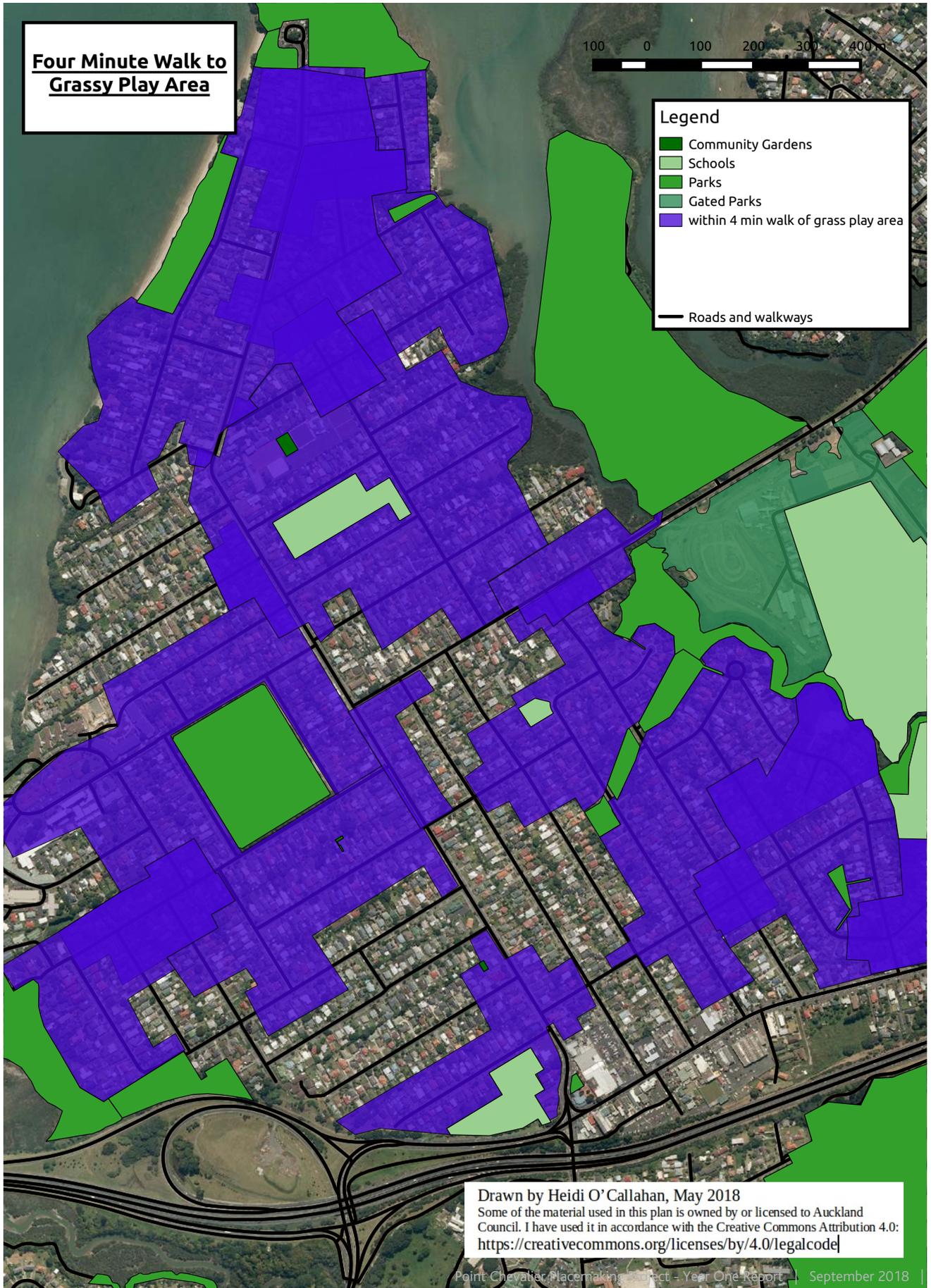
## 7. Placemaking Stormwater and Wastewater Infrastructure



## 8. Placemaking Planned Development



## 9. Placemaking Four Minute Walk to Grassy Play Area



## C. OTHER KNOWN WORK STREAMS / PROJECTS

### AUCKLAND TRANSPORT CYCLEWAY

Auckland Transport is redeveloping the cycleway through Pt. Chev and a member of the Pt. Chevalier Placemaking group has been invited to join the newly established Pt Chevalier Streetscape and Cycleway Community Liaison Group. This group is working with Auckland Transport to inform the design and development of the new Pt. Chevalier cycleway.

### AUCKLAND TRANSPORT INTERCHANGE

Auckland Transport has been working for over a year on plans for a (light rail / rapid bus) interchange in the Pt. Chevalier town center.

### RESIDENTIAL INTENSIFICATION / DEVELOPMENT

Housing NZ has two significant sites they are developing in the Pt. Chev town center area. The largest (with 62 apartments) is on a corner opposite the town center, and another (with 31 apartments) is 300m away along Pt Chevalier Rd. These two larger developments are due for completion by late 2020. Another 7-unit development on Moa Rd is due for completion by late 2019.

On Point is a 33 apartment development on Walmer Road near Great North Road. The Pt. Chevalier RSA also has plans for a medium density residential development on Great North Road. The Meraki Pt Chevalier is another new private development of 95+ apartments, currently being marketed, located 130m along Great North Road from the town center.

### COMMUNITY FACILITY NETWORK PLAN

Auckland Council's Community Services is developing a Community Facility Network Plan which aligns with Panuku Development's 'optimisation' plan for Pt. Chev

focused on the Community Center building.

- Next critical step involves development of 'Needs Assessment' focused on current and future needs (approx. 30-35 year horizon).
- Exploring complete redevelopment of site
- Community Services want to work with us on engagement and needs assessment. They see value in collaborating with us to achieve/address shared or aligned objectives. The consultation for this is currently underway.

### CENTER PLAN

Auckland Council's Plans & Places have been engaged by the Albert-Eden Local Board to develop a Center Plan for Pt. Chevalier. Due to the degree of change in the pipeline Plans and Places have proposed to take a 'watching brief' approach before developing a Center Plan and work with us over the coming months and years to keep abreast of changes.

## D. BIBLIOGRAPHY

### Key background Pt. Chevalier documents

- Point Chevalier Community Project. Sinclair, Knight, Merz. 2001.
- Point Chevalier Community Facility and Recreation Action Plan. Albert-Eden Local Board commissioned. Urban Logic. May 2014.
- Point Chevalier Place Audit Report. Nicole Miller and Melody Chow. Plans and Places, Auckland Council. November 2014.
- Annual Market Activity Report - Pt. Chevalier Retail Center. Marketview. 2017.
- Annual Market Activity Report - Pt. Chevalier Retail Center. Marketview. 2018.

### Placemaking reference material

- Placemaking - What if we built our cities around places? Project for Public Spaces. October, 2016.
- Places in the Making: How placemaking builds places and communities. Department of Urban Studies and Planning (DUSP), MIT. 2013.
- Communities Shaping Their Places: A Good Practice Resource - 2015. (Local Boards, Auckland Council). Weave Limited. 2015.
- Tactical Urbanism
  1. [https://issuu.com/streetplanscollaborative/docs/tactical\\_urbanism\\_vol.1](https://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol.1)
  2. [https://issuu.com/streetplanscollaborative/docs/tactical\\_urbanism\\_vol\\_2\\_final](https://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol_2_final)
  3. [https://issuu.com/codesignstudio/docs/tacticalurbanismvol4\\_141020](https://issuu.com/codesignstudio/docs/tacticalurbanismvol4_141020)
  4. [https://issuu.com/streetplanscollaborative/docs/tu-guide\\_to\\_materials\\_and\\_design\\_v1](https://issuu.com/streetplanscollaborative/docs/tu-guide_to_materials_and_design_v1)
- Community-Led Demonstration Project Policy + Guide, City of Burlington, Vermont. April 2016.
- The Case for Healthy Places: Improving Health Outcomes Through Placemaking. Project for Public Spaces. 2016.



If you are interested in finding out more about this initiative or getting involved we would love to hear from you - placemaking is a community effort!

The Pt. Chevalier Placemaking Project group  
[ptchevplacemaking@gmail.com](mailto:ptchevplacemaking@gmail.com)