



December 2016

Community Led Design (CLD) Project Background

The land at 254 Ponsonby Road, Ponsonby (the Site) was purchased in 2006 by Auckland Council with the intention of developing it into a park. Eventually in 2013 development of the site was signalled by the Waitemata Local Board (WLB) in the Draft Ponsonby Road Masterplan. Due to the significant interest in the development of the site, the WLB de-coupled it from the Ponsonby Road Master Plan and a subsequent site-specific public consultation was undertaken in September – November 2014. Three (3) potential development options were offered and the community overwhelmingly chose Option 3, the 'Whole of the site open space', by a massive 77% of the ~690 respondents.

The WLB then passed as a Resolution in April 2015 that 254 Ponsonby Road "be developed for full use of the site as an open space". They further decided "to build on consultation feedback and to work in partnership with the community to develop a solution within the available resources for 254" and to "include an advocacy position to the Governing Body seeking a Cap-ex budget to develop the site consistent with option 3". They then initiated the community-led design process to achieve this desired outcome.

The WLB then brought together a representative community group to form the Facilitation Group who would embark on the CLD work to: Undertake community consultation to develop a design concept & construction budget that delivers the community's aspirations for the whole of the site open space at 254 Ponsonby Road.

Once completed this will be presented to the WLB for inclusion in their Annual, and the Council's 10 Year, funding Plans.

In March 2016 the Facilitation Group made up of volunteers was formed and, with a small budget from the WLB, began the CLD work. The process has been based on an ongoing conversation with the Community to discover their needs and aspirations for 254 Ponsonby Road. It has



operated as a 'bottom up' approach rather than the usual Council 'top down' method. To this end, several community engagements have been undertaken to compile the information in this brief.

The first parcel of information for the design brief was contained within the submissions made to the WLB in their 2014 site-specific consultation.

The second parcel of information came from the first community consultation designed and promoted by the CLD Facilitation group in June 2016.

This consisted of an online survey that asked for insights related to the kind of experiences the community wanted/needed from the space. It was advertised via social media, letterbox fliers, and press releases. This consultation resulted in some 190 responses.

The final parcels of information came from consultations that followed on from the design ideas of the Auckland University School of Architecture students work. A physical exhibition of their work with an accompanying questionnaire was held at 'Boy and Bird' restaurant. This was supported by an online survey option for those who could not attend the event. Combined, these received over 210 individual responses.

(Interestingly, by way of comparison, the recent Auckland Transport mail-out survey regarding resident parking in the Ponsonby area received only 290 responses, so we consider the response numbers to be indicative of a substantial community engagement in the CLD process).

The themes coming through from all of the surveys have remained consistent*.

- The WLB information told us the main requirements are somewhere to sit and relax in a green space. Also important are markets, events, a play-space and Art.



- The first CLD survey again told us the most important requirement is somewhere to sit and relax. Additionally, people want a place to socialize and to enjoy events and activities in that is a safe, calm and peaceful, inclusive green-space.
- The CLD exhibition surveys told us a green open-space that provides shelter and feels inclusive and safe is where the community wants to rest and relax with flexibility for other activities and events.

*Appendix of graphs showing the information coming from the consultations follows at the end of this document.

Happily, all of the feedback has shown clear and consistent visions and here is the result.

The Final Concept Design Brief

The community has told us they want a whole of the site park that provides:

- A **green** and **open space** that is **inclusive** for a range of ages and abilities.
- Somewhere that is **relaxing and restful** with plenty of **seating**.
- **Flexibility** to accommodate a variety of **events** and a **market**.
- **Shelter** from the weather.
- **Simplicity, peace and calm.**

254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



Other requirements are to provide:

- Connectivity to adjoining streets.
- Different areas for socializing, playing and resting.
- Amenities (e.g. toilets).
- Recognition of Iwi and heritage considerations.

254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



The Site

The legal description of the Site: Certificate of Title 387842 described as Lot 2 DP 397156 and containing 2347sqm (more or less) of land. The Site sits on the NW corner of O'Neill Street and Ponsonby Road and is predominantly flat with the land falling away at the western boundary.

There is a commercial building (with no historical significance) situated on the Ponsonby Road (northern boundary) frontage and includes a large canopy parallel with O'Neill Street. It is predominantly single storied with a mezzanine floor towards the eastern end.

The building is leased to Lion Breweries who occupy the rear part under their Liquor King brand and Nosh food-store sub-leases the front part. The lease is managed by Panuku Developments for Auckland Council.

The site has a split zoning with a business zone applying to the Eastern portion of the site fronting Ponsonby Road, and the Residential 1 zone applying to the Western portion of the site. This Brief does not require submissions that comply with the District or Unitary Plan requirements. Any Resource Consents for Land Use will be undertaken after the selection of the preferred Concept Design.

254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



Site Aerial View





ASSESSMENT CRITERIA

The Facilitation group will assess the design proposals using the following criteria:

- Compliance with the Concept Design Brief
- Interpretation of the Community's requirements
- Incorporation of good design principle, for example but not exclusively; neighbourhood context, accessibility, cultural awareness, safety and provision of amenity.
- Flexibility for future uses and activities and events

Design proposals must be received by the Facilitation group by: **mid-day, Wednesday 22nd February 2017.**

Submissions can be sent to:

Chris.Bailey@enviro-mark.com

10 O'Neill Street,
Ponsonby,
Auckland 1011.

The Proposals should be submitted in both hard and soft copy form with images on A3 and written description on A4 format.

Hard copies need to include an original, plus 2 copies please.

Submitters may also use other formats to supplement their submission and demonstrate their proposal, e.g. models.

254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



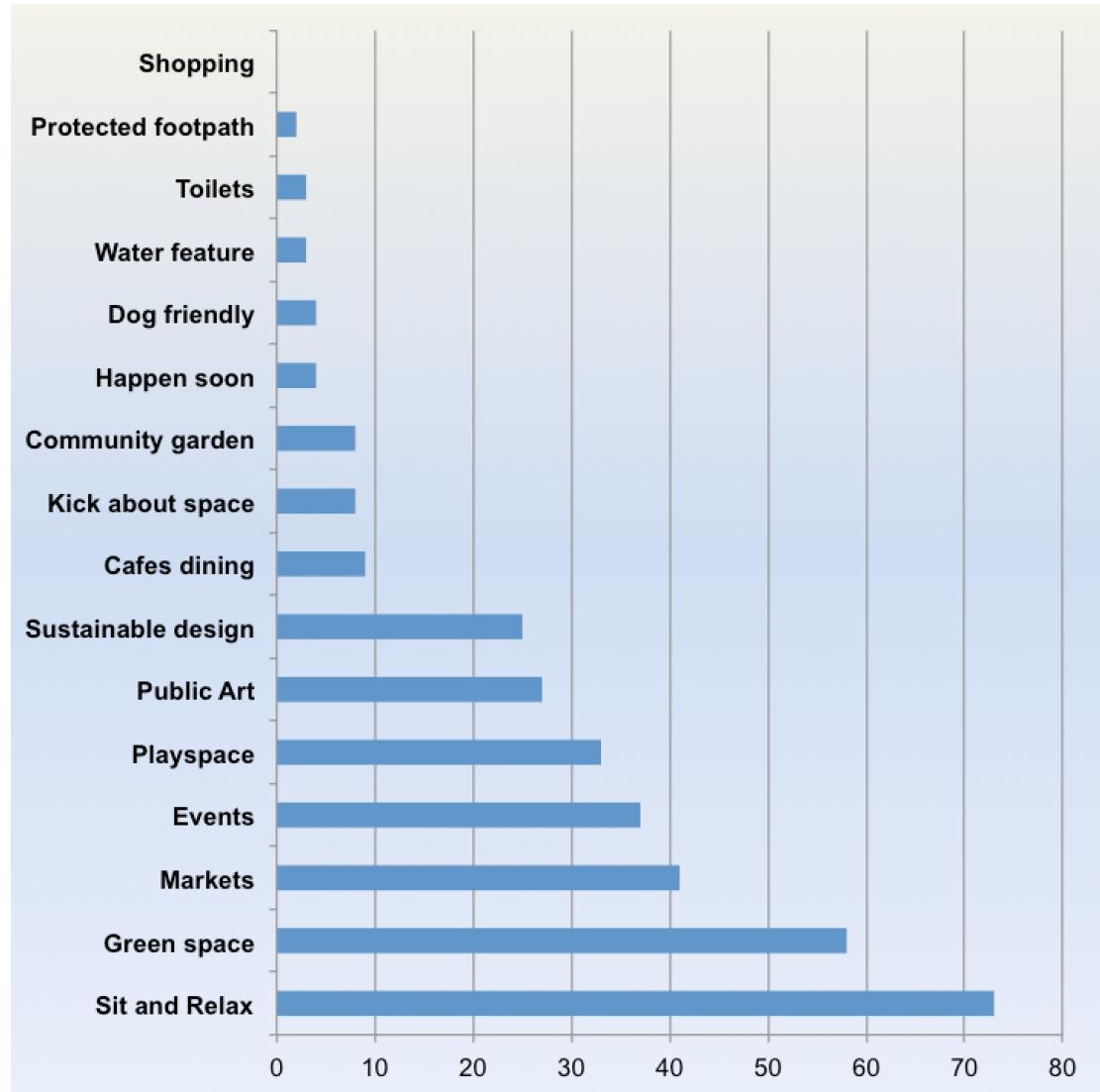
The Submitter must include in their written description acknowledgements that:

- The ownership of the preferred proposals will pass to the WLB on behalf of Auckland Council, with the understanding that the Submitter will be given credit as the originator of the Concept.
- The design proposal material will be made available to the public for comment by whatever means CLD Facilitation group decides.
- The CLD Facilitation group is, sadly unable to provide any warranties or guarantees that the preferred scheme will be finally built.

254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



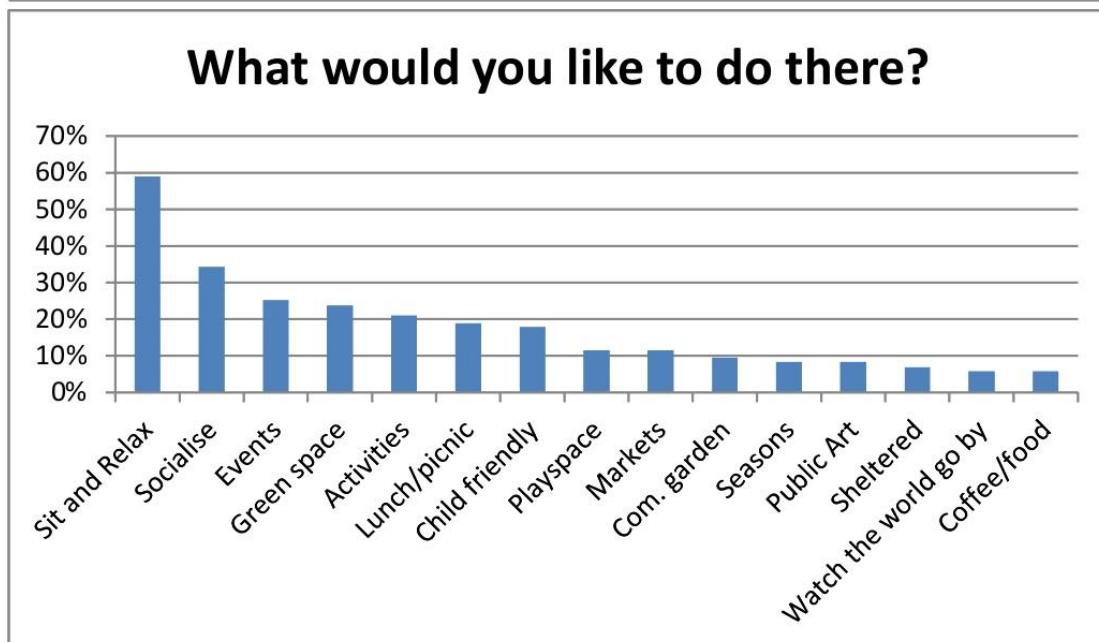
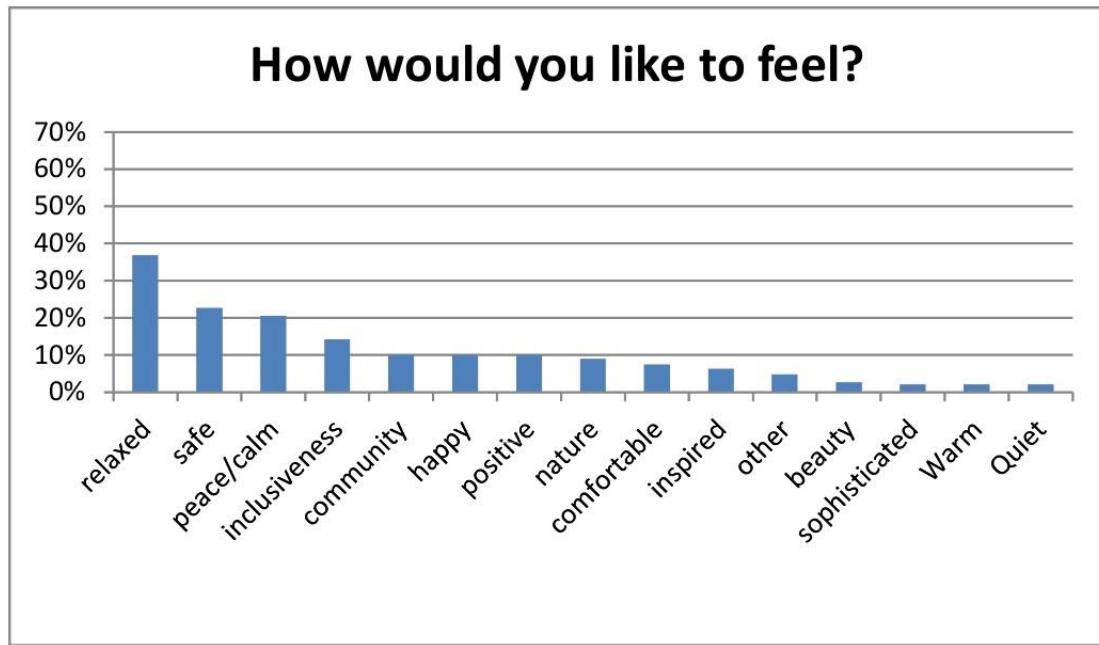
1. The Waitemata Local Board submission findings.



254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



2. First CLD survey findings.

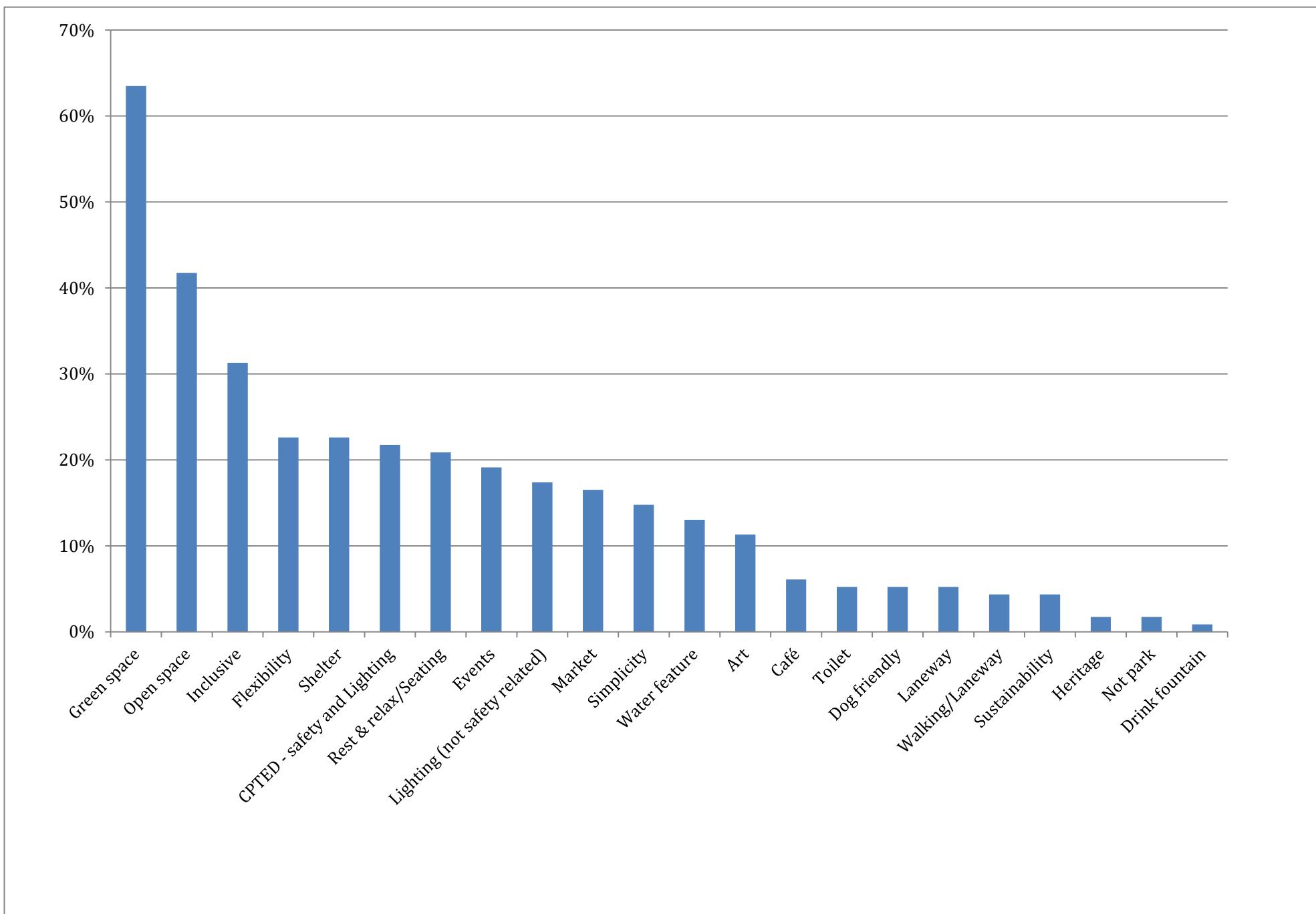


254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



3. The final CLD exhibition survey findings.

Category	number	percentage (N=115)
Green space	73	63%
Open space	48	42%
Inclusive	36	31%
Flexibility	26	23%
Shelter	26	23%
CPTED - safety and Lighting	25	22%
Rest & relax/Seating	24	21%
Events	22	19%
Lighting (not safety related)	20	17%
Market	19	17%
Simplicity	17	15%
Water feature	15	13%
Art	13	11%
Café	7	6%
Toilet	6	5%
Dog friendly	6	5%
Laneway	6	5%
Walking/Laneway	5	4%
Sustainability	5	4%
Heritage	2	2%
Not park	2	2%
Drink fountain	1	1%



254 Ponsonby Road
URBAN OPEN SPACE DESIGN BRIEF



The community-led design Facilitation group would like to thank you for your considerations for this valuable and pioneering project.