



HIGH STREET IMPROVEMENTS PROJECT

Summary of Phase Three public engagement:
March and July-August 2025



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Purpose of the report

This report documents Phase Three of public engagement on the High Street Improvements project. It outlines the engagement approach and key findings from what we heard through engagement carried out between March and July-August 2025, including one-on-one interviews, on-street intercept interviews, public drop-ins, and an online survey.

Project Background

Introduction

Situated on the edge of the beautiful Waitematā Harbour, Te Pokapū Tāone o Tāmaki Makaurau / Auckland's city centre is undergoing a major transformation to become a world-class place for people to live, work and play.

Guided by the City Centre Master Plan, Auckland Council is investing in creating a place that is future-proofed and functional; attractive and connected; a place that expresses te ao Māori (the Māori worldview), responds to the challenges of climate change and continues to thrive.

High Street plays an important role in this transformation. It is one of the busiest laneways in the city centre and links to a growing network of upgraded lanes such as O'Connell Street, Chancery Street, Durham Lane and Jean Batten Place – connecting people across the Waihorotiu / Queen Street Valley. Freyberg Place and the Ellen Melville Centre sit at its heart, a Council-owned community hall and hub within the city centre.

High Street is also more than just a connection – it's a destination, full of local character, history and energy. It's a place people call home and come to shop, dine, commute and meet friends. High Street's distinctive character and identity are defined by the intimate scale of the street, with several historic buildings along with a diverse mix of retail, hospitality and commercial activity.

In 2020, improvements were introduced to make High Street more welcoming and easier to move through. A new layout, with wider footpaths and planters that introduced greenery, has helped shift the street towards a more people-focused space.

The opening of the City Rail Link Te Waihorotiu Station is just around the corner. It's set to become the busiest train station in the country, bringing thousands of people into midtown each day. High Street will play a key role in supporting this growth, helping people move, meet and enjoy the city centre.

To prepare for this, Auckland Council is planning for High Street's future. Funded by the city centre targeted rate, the High Street Improvements project forms part of the wider midtown transformation and supports the City Centre Masterplan vision of a vibrant, connected and people-focused city centre.

Supporting the City Centre Masterplan

The City Centre Masterplan (CCMP) is a 20-year vision that sets the direction for the transformation of our city centre and waterfront, creating a more liveable, vibrant and connected city centre that is distinctly Tāmaki Makaurau.

The 2012 CCMP identified High Street as part of the laneway circuit and recommended shifting the balance of the street to give more space and priority to pedestrians and local businesses.

The 2020 refresh confirmed this direction and elevated High Street as an “immediate priority” within Transformational Move 3: Waihorotiu / Queen Street Valley. This move focuses on creating a high-quality, people-friendly valley supported by upgraded laneways that help prioritise space for pedestrian movement, public space and local access and delivery needs.

The Masterplan provides the foundation for the work now underway.

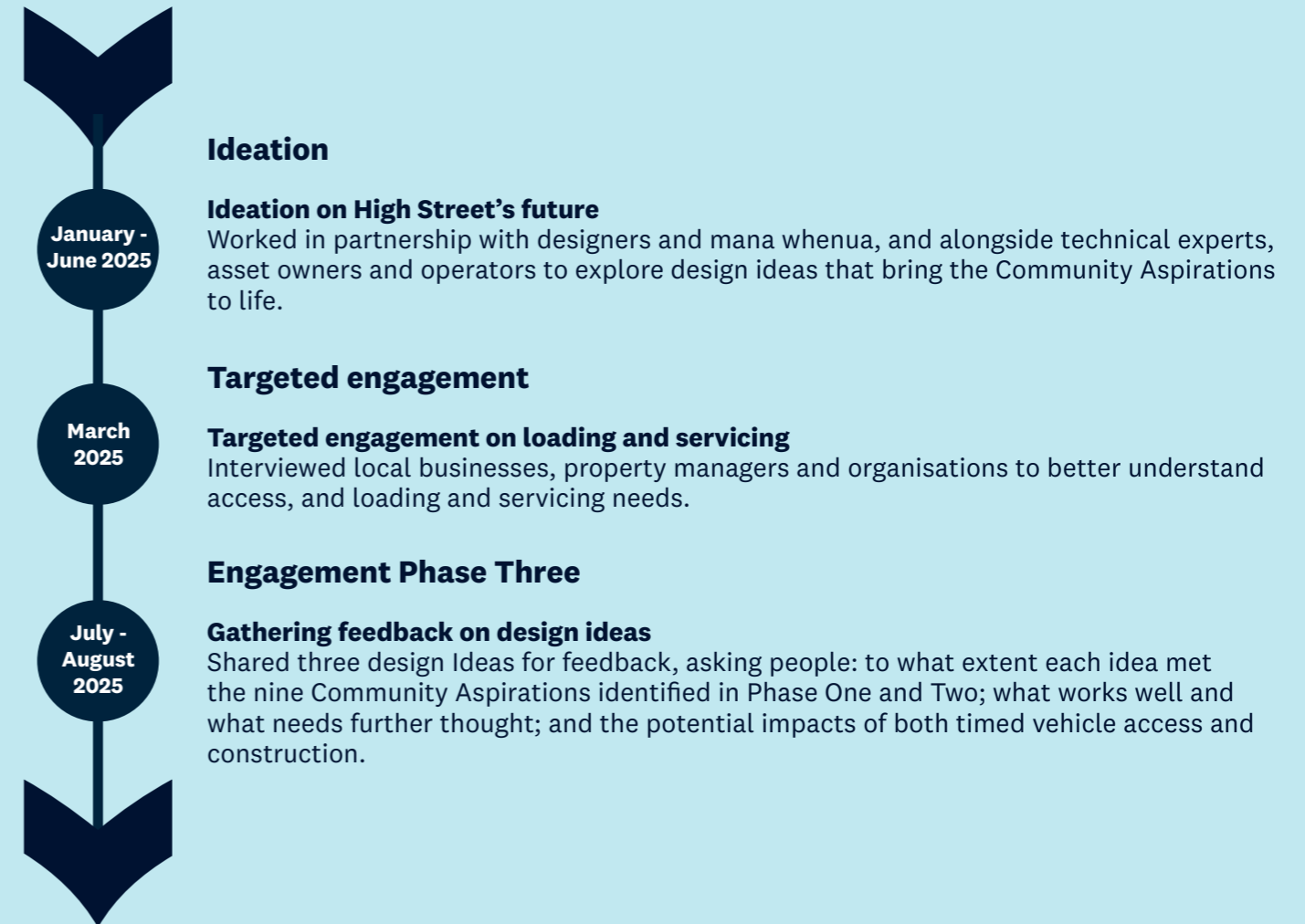
Investment objectives

In October 2023, we identified the following investment objectives for the High Street Improvements project:

- **Place and function:** ensuring the High Street area operates well as a place – prioritising people, safe movement, and opportunities to relax and enjoy the space.
- **Unique character and identity:** respecting and enhancing High Street's rich history, unique character and identity, and encouraging a strong sense of community and belonging.
- **Vibrant and mixed use:** supporting the High Street area as a unique destination for people to explore and experience, with a diverse range of arts, culture, retail, hospitality and entertainment.
- **Investing in our future:** attracting on-going private investment to High Street as a resilient and adaptable place.



Where we've been



Timeline of the High Street Improvements Project, showing key phases, dates, and activities from the pilot project to the current engagement stage.



Pilot Programme (2019/20)

Throughout 2019 and 2020, Auckland Council ran a pilot programme to explore ways to create a more people-focused High Street that is easier to walk and more pleasant to spend time in.

New features were introduced so that people could experience a different layout before permanent changes were made. These included widening the western footpath with a temporary boardwalk, replacing parking with loading and servicing areas, adding planter boxes and trialling a centralised business waste collection bin. These measures were developed and tested through a co-design process with residents, businesses and property owners.

Feedback on the pilot was largely positive, with two-thirds of people who gave feedback saying the changes enabled a more positive experience on the street. People valued the extra space and greenery. The pilot also helped us test new ways of managing business waste and servicing on the street. The boardwalk is reaching the end of its life and will need to be replaced in the next few years.

High Street improvements project (2024 on-going)

A comprehensive engagement process was designed to work with the community to help shape the future of High Street and guide potential future design ideas and changes.

Initial engagement occurred in phases (Phase One and Two) between July and October 2024, starting with early engagement with residents and businesses to understand local experiences and test the appetite for change, before widening to a broader public audience.

This early engagement helped define nine Community Aspirations for High Street. A summary of Phase One and Two engagement is provided below. Further information on Phase One and Two engagement can be found in the [Summary of public engagement: July to October 2024 report](#).

Phase Three engagement, which is the focus of this report, presented three Design Ideas. These ideas were developed in response to what we heard in earlier engagement, shaped through partnership with mana whenua and informed by stakeholder discussions and technical expertise.

Engagement goals

In planning and delivering the engagement process, we aimed to let the community's voice shape the direction of any future changes for High Street. We have built on the community's strengths and passion for the area by gaining an understanding of their hopes, concerns, and vision for the future. This was achieved during Phase One and Phase Two Engagement.

Our goal continues to be ensuring that the community is part of this journey every step of the way. Public feedback was considered alongside input from mana whenua, the Waitemātā Local Board, the City Centre Advisory Panel, subject matter experts, and technical reports and analysis to develop the brief for High Street's future. This brief resulted in three Design Ideas. The engagement on these is the subject of this report on Phase Three Engagement.

Engagement objectives

- Establish a clear path for future designs or changes, guided by the Community Aspirations for High Street and the surrounding area.
- Engage a diverse audience that reflects the range of interests and demographics within the High Street community.
- Build trust and support from the community and stakeholders by demonstrating transparency, integrity, and competence.
- Keep the community informed and involved throughout, ensuring no surprises as options for the future are developed.

Overview of the engagement process

Phase One: initial conversations

In July and August 2024, we engaged with the local High Street community, including businesses, residents, property owners and building managers, to get their thoughts on what works well, what could be improved, what makes High Street special, and what a good future for High Street would look like. The engagement utilised one-on-one interviews and on-street intercept surveys to capture feedback.

Phase Two: continuing the conversation and hearing from the wider community

From September to October 2024, we expanded our outreach to include visitors, shoppers, and other people using High Street from across the region, while continuing to connect with local businesses and residents. This phase helped us reach new voices and strengthen the relationships built in Phase One.

This engagement utilised one-on-one interviews, on-street intercept surveys, pop-up activations and online surveys to capture public feedback.

Phase One and Two engagement collected almost 1,500 pieces of feedback, including 392 online surveys. Over 92 per cent of survey respondents identified at least one thing they liked about High Street, and 96 per cent of respondents noted at least one area that needed improvement. This indicated that while the community has a strong affinity for High Street, it was open to exploring change.

Phase One and Two Engagement defined nine key Community Aspirations for High Street's future. These are summarised below, with the count of responses showing how frequently each aspiration was mentioned.

Three priority Aspirations emerged across the engagement feedback:



a desire for outcomes that support **vibrant street level** activity on High Street



more pedestrian-friendly spaces and **better walking experiences**



more **spaces for community** to connect, gather and spend time.

The full descriptions of the Community Aspirations from the Phase One and Two engagement can be found in the [Summary of public engagement: July to October 2024 report](#).



Community Aspirations



673

Vibrant street level

You want High Street to feel alive, with buzzing shops, quality places to eat, drink and shop.



591

Better walking experience

You want it to be easier and safer to walk, with better footpaths and safer for people.



364

Space for community

You want space to come together - for events, markets or somewhere to sit and enjoy the city.



300

Well maintained

You want the street to be looked after, clean and tidy, with greenery that shows people care about it.



282

Safe and welcoming

You want it to feel safe and welcoming with a good balance between people and vehicles.



139

Unique and memorable

You want it to hold its character, a place that feels familiar and connected to the stories, shops and spots you remember.



130

Quirky, urban vibe


You want it to stay unique, with interesting small, independent businesses with a creative energy.



104

Ease of getting to/from

You want the street to work well, with access for daily operations, like deliveries, and easy for people to reach.



76

Well connected

You want it to feel connected, part of a bigger network that makes it easy and enjoyable to explore the city.

Phase Three Engagement

Phase 3 Engagement took place in two parts. First, we spoke to a range of people on High Street to understand loading and servicing requirements. These insights helped shape design ideation. The second part focused on engaging the High Street community on three Design Ideas for the street's future.

Engagement to understand Loading and Servicing Requirements

Between 10 and 17 March 2025, we spoke with a range of businesses, delivery drivers, property managers and building occupiers along High Street. Through interviews and walking conversations, we wanted to understand how loading and servicing currently works, what challenges people face and how different future options might impact them. These conversations helped the design team understand practical needs, consider impacts and identify where mitigation and support may be required in the future.

Engagement on Three Design Ideas

From 21 July to 18 August 2025, we asked the community for feedback on three Design Ideas. The ideas were developed in response to the nine Community Aspirations, mana whenua values and technical advice, and ranged from smaller operational changes to larger streetscape upgrades. We also asked the community to comment on timed vehicle access and construction impact.

Next steps

This report, alongside the Phases One and Two Report, [Summary of public engagement: July to October 2024](#), will help shape a preferred design direction, for consideration by elected members in 2026.

This report will also sit alongside input from mana whenua and the business case process, including economic and technical advice, to help inform that decision.

Our delivery partners

The engagement process was undertaken as a partnership between Auckland Council, Boffa Miskell (engagement management, delivery, analysis and reporting), Open Fort (street activation) and Henare Analytics (data analysis).

Auckland Council commissioned Boffa Miskell and Henare Analytics to complete the engagement analysis and prepare this report.



Engagement Methodology

Loading and Servicing Requirements

In March 2025, we interviewed a sample of retail and hospitality businesses, professional services businesses, residential properties and community organisations who use the street for deliveries and require access from the public areas to their own loading or servicing area. Phase One and Two engagement helped inform the selection process.

Limitations

The interviews did not cover the experience of loading and servicing vehicles by street users. The focus was on a deep dive into a concern raised by residents, businesses and property owners in Phase One and Phase Two engagement, to ensure it was well understood by the design team.

Public Engagement on Three Design Ideas

This engagement, which ran from Monday 21 July to Monday 18 August 2025, gathered feedback on three draft Design Ideas that responded to the nine Community Aspirations, mana whenua values and technical input.

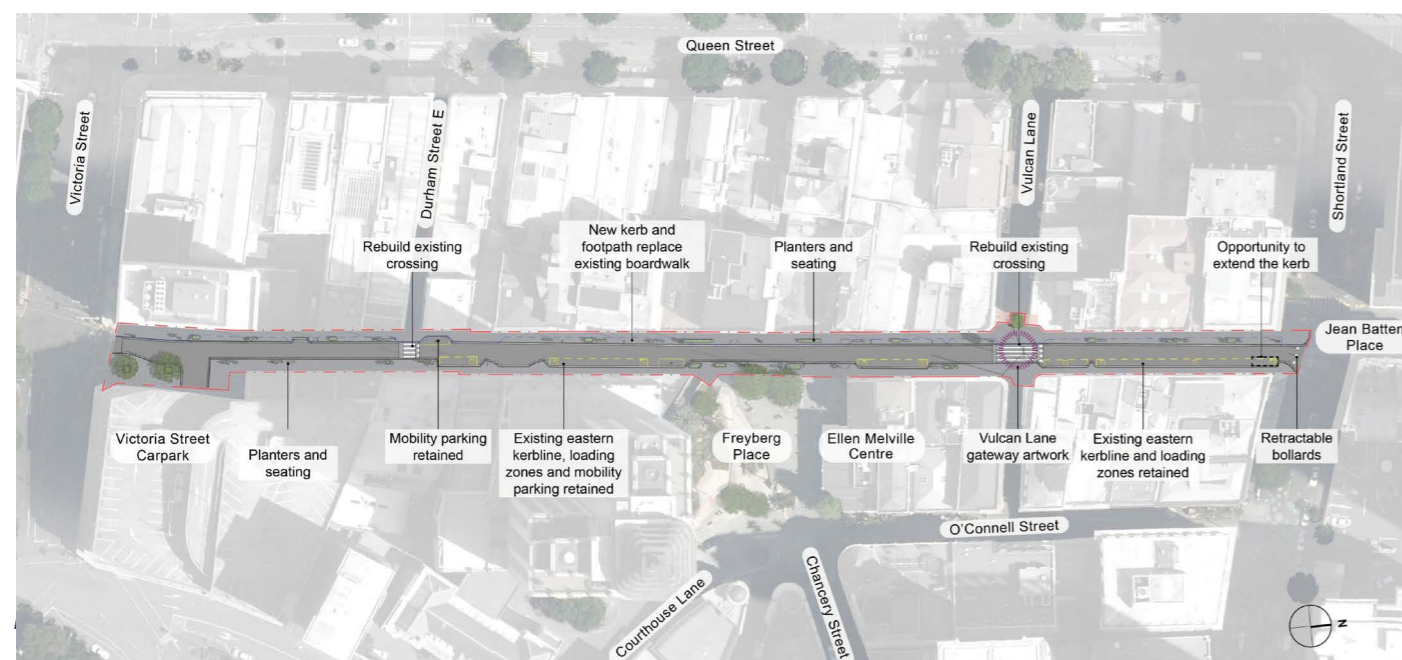
Each Design Idea responded to the results of the Phase One and Two engagement, alongside technical stakeholder and mana whenua engagement; and reflected different ways the street could support how people live, move, shop, gather and connect.

Each Design Idea would bring a different level of change – from lighter upgrades (Design Idea A), through mid-range changes (Design Idea B) to bigger transformations (Design Idea C). All Design Ideas included the introduction of timed vehicle access on High Street, restricting vehicle traffic between 11am and 2pm, when pedestrian movement is at its highest. They also varied in cost and construction impact.

Below is a short description of each Design Idea. See [Appendix G](#) for more detail on the engagement materials.

Design idea A - a refreshed street, keeping its current layout

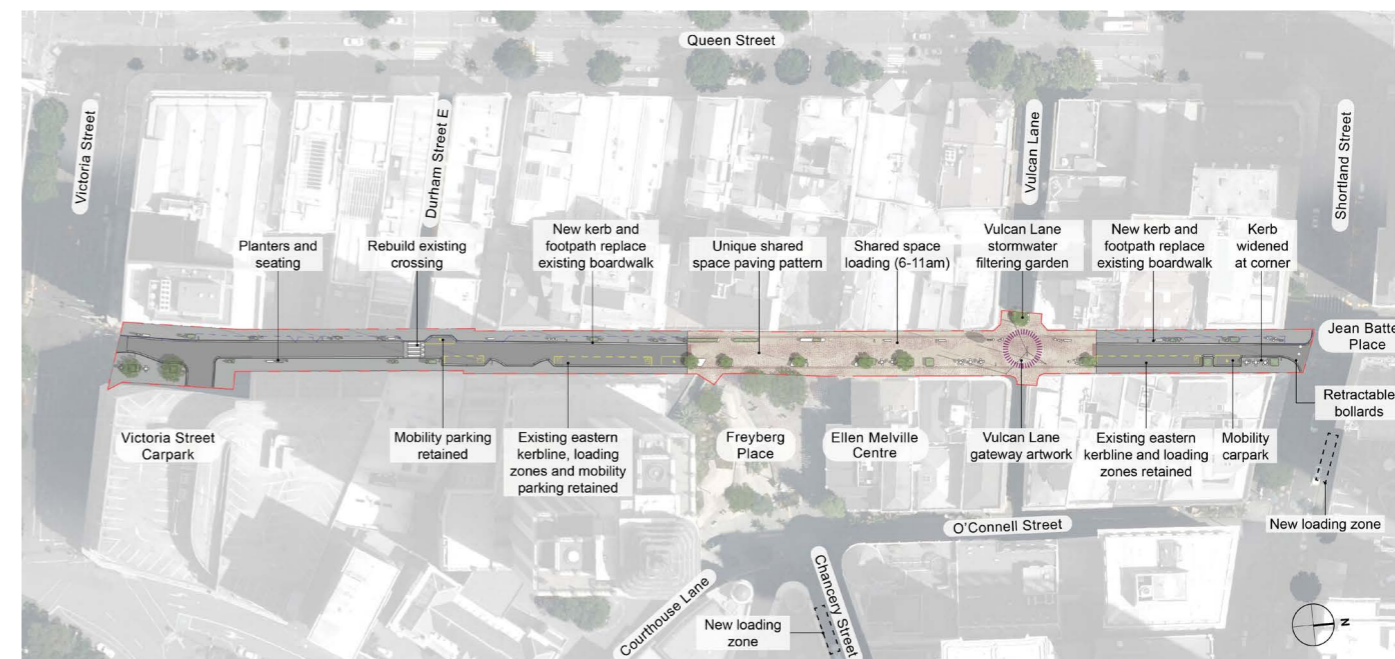
A lighter-touch idea that largely keeps the street’s current layout and look, makes the existing footpath extensions more durable and includes targeted upgrades to help the street function better.



Design idea B - a people-friendly central block

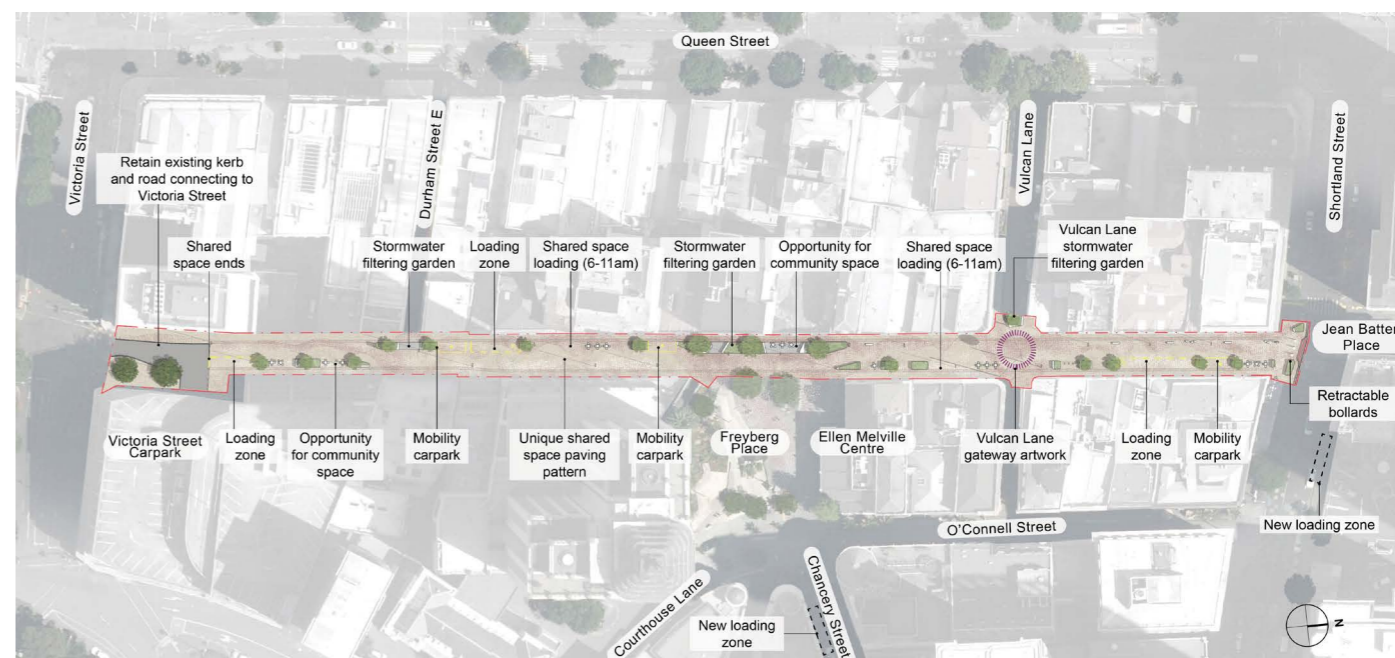
A balanced idea that upgrades the central block around Freyberg Place into a kerbless shared space that can be used flexibly.

The rest of the street largely keeps its current layout and look, with the existing footpath extensions made more durable, and includes targeted upgrades to help the street function better.



Design idea C - a people-first street, from end to end

A transformational idea that upgrades the full length of High Street, from Shortland Street to the Victoria Street carpark, into a pedestrian priority shared space, with new pavements, greenery and street furniture.





What we asked and why

Our engagement was guided by key questions that asked participants to give their thoughts on three Design Ideas (A, B and C). The questions focused participants to consider how the Design Ideas met the nine Community Aspirations (formed in Phase One and Two engagement) and the participant’s own practical experience of High Street.

The engagement focused on two key questions:

- How well do the three Design Ideas support the Community Aspirations?
- What works well, and what needs more thought?

In addition, the engagement asked focused questions on two key concerns – construction impact and the impact of timed vehicle access. The aim was to seek feedback to inform future planning of the construction approach and the use of timed bollards to restrict vehicle access on High Street. An indicative cost and construction approach was provided for each idea. The questions asked respondents to consider:

- Whether the construction process was manageable, and whether it was worth the benefits of each Design Idea.
- To what extent the benefits of each Design Idea outweighed the construction cost and impact.
- How well each idea balanced the Community Aspirations, construction impacts and costs.
- What vehicle access needs are, and what times of day they think access should be restricted to vehicles. An initial proposal of 11am-2pm on weekdays was tested, with evidence showing that was the time with the highest footfall.

How feedback was analysed

We asked a mix of mandatory rating questions using a scale (i.e. from strongly agree to strongly disagree) and optional open-ended questions.

Open-ended responses were reviewed and analysed to identify common themes, including how often each theme was raised by respondents. A short explanation of each theme is provided in [Appendix E](#).

Who we engaged with

We aimed to reach the people who use, live, work, visit and do businesses on High Street. To identify who needed to be heard, we drew on what we learned from Phase One and Two, alongside other factors such as daily use of the street, and which groups would be most affected by changes to servicing, access and construction.

We also considered the mix of businesses and property types, the presence of regional users such as visitors, shoppers and commuters, and harder to reach groups – including people under the age of 24, people over the age of 65 and mobility aid users. There was an increase in participation across all categories, with respondent numbers increasing from Phase 1 and 2 to Phase 3.

The graphic below summarises who we engaged with in Phase 3.

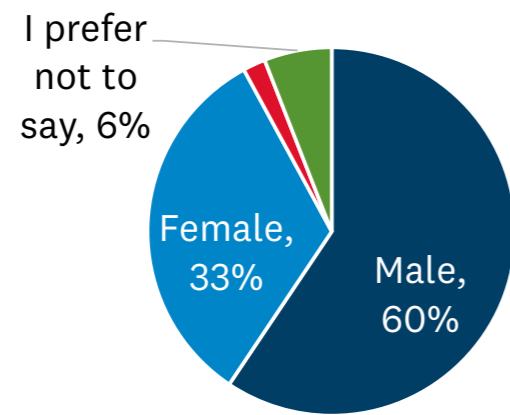


Number of survey respondents by four audience groups (residents, business owners, property owners, and street users).

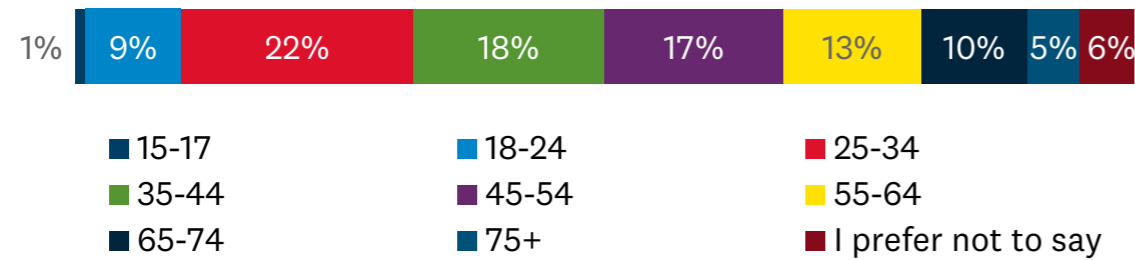
Respondents were segmented into four audience groups: residents, business owners, property owners and street users. Street users include people who spend time on High Street, but do not live or own a property or business there or nearby. This group includes students, visitors, delivery drivers, local workers and commuters. Segmenting the data helps us identify and understand shared views, distinct needs and issues that matter most within the community.

DEMOGRAPHICS OF SURVEY PARTICIPANTS (TOTAL ALL AUDIENCES)

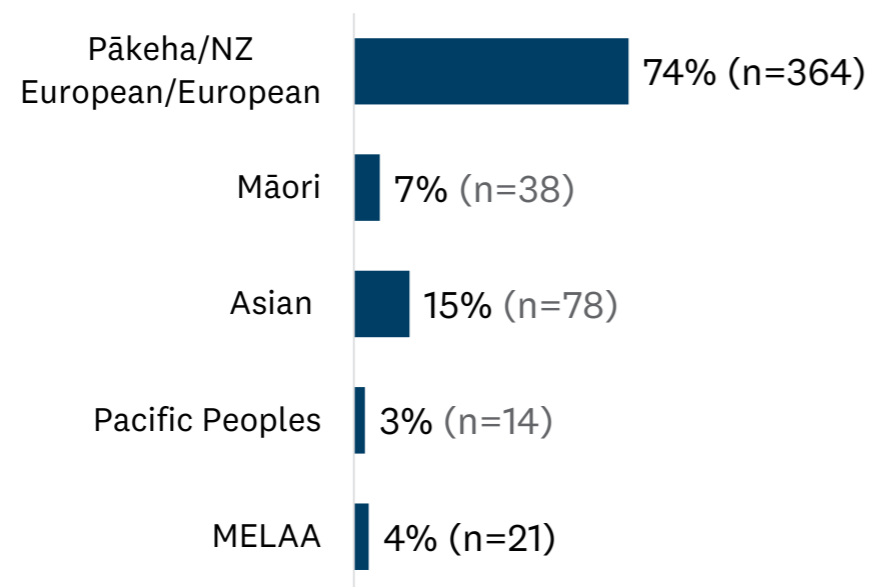
Gender



Age



Ethnicity (multi response allowed)

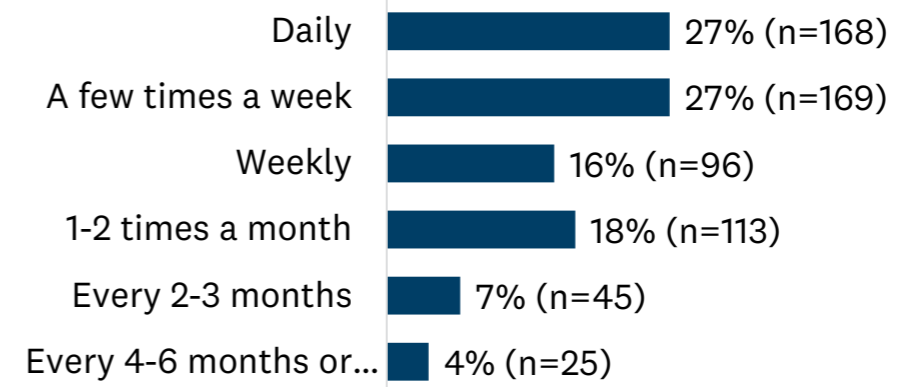


Number of respondents variable by question as some chose not to respond: Gender n=525; Age; n=524, Ethnicity; n=518

RELATIONSHIP TO HIGH STREET

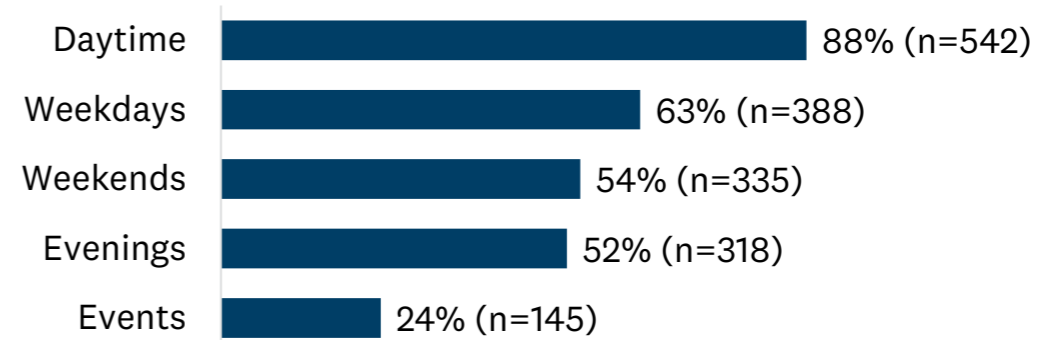
The below graphs show the number and percentage of survey respondents by how often they are on High Street, when they are on High Street, their relationship to High Street, and how they normally get to High Street.

Approximately, how often are you on High Street?



Number of respondents: n=616

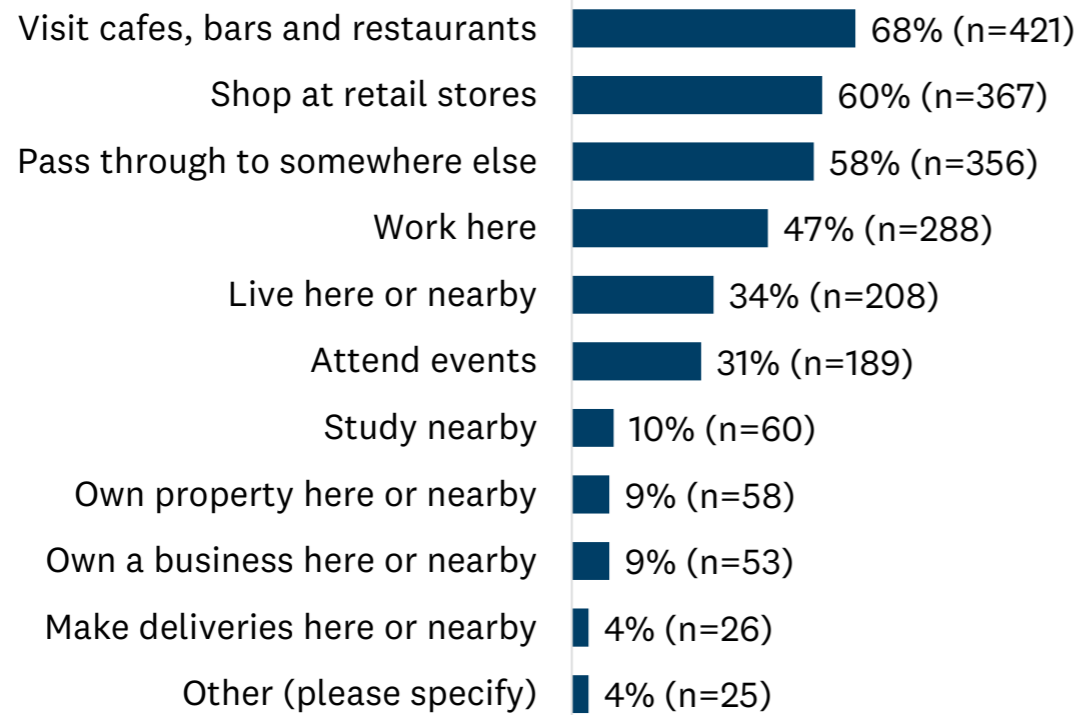
Typically, when are you on High Street?



Number of respondents: n=616



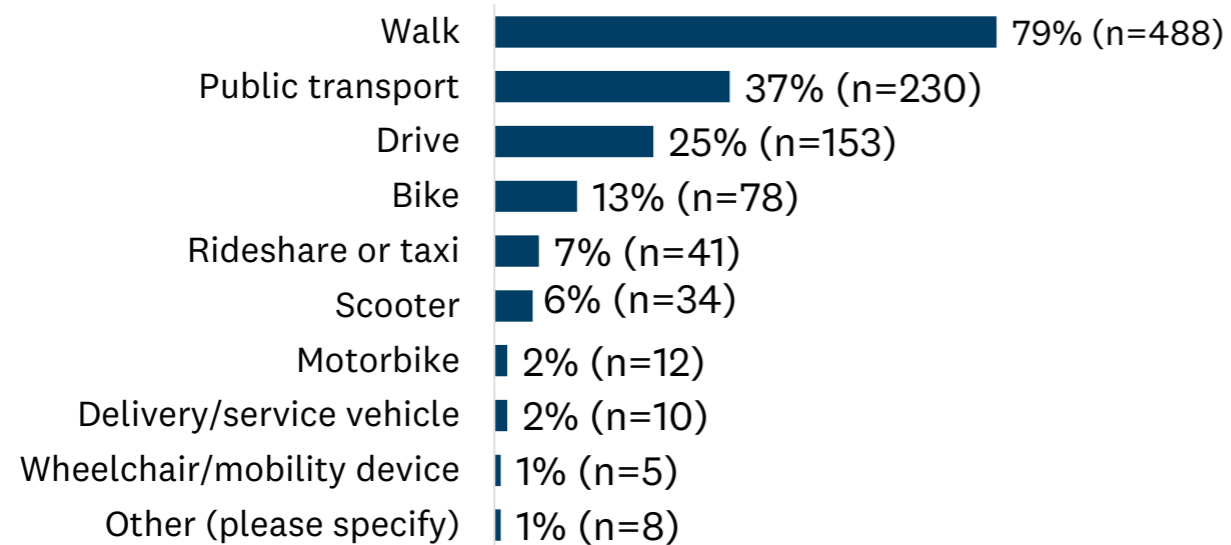
What is your relationship to High Street?



Number of respondents: n=617

How do you normally get to High Street?

This graph shows the breakdown of the ten recorded ways of how people usually access High Street.



Number of respondents: n=616

How different groups access High Street

This table shows the breakdown of the ten recorded ways of how people usually access High Street across the four audience groups.

	Residents	Business owners	Property owners	Street users
Walk	97%	49%	84%	75%
Public transport	21%	30%	21%	47%
Drive	13%	58%	35%	26%
Bike	12%	17%	16%	13%
Rideshare or taxi	9%	13%	12%	5%
Scooter	11%	4%	7%	3%
Motorbike	1%	9%	4%	2%
Delivery/service vehicle	0%	8%	4%	2%
Wheelchair or other mobility device	1%	2%	4%	1%
Other (please specify)	0%	0%	4%	2%

Percentage of survey respondents in four audience groups (residents, business owners, property owners, and street users) by how they normally get to High Street.



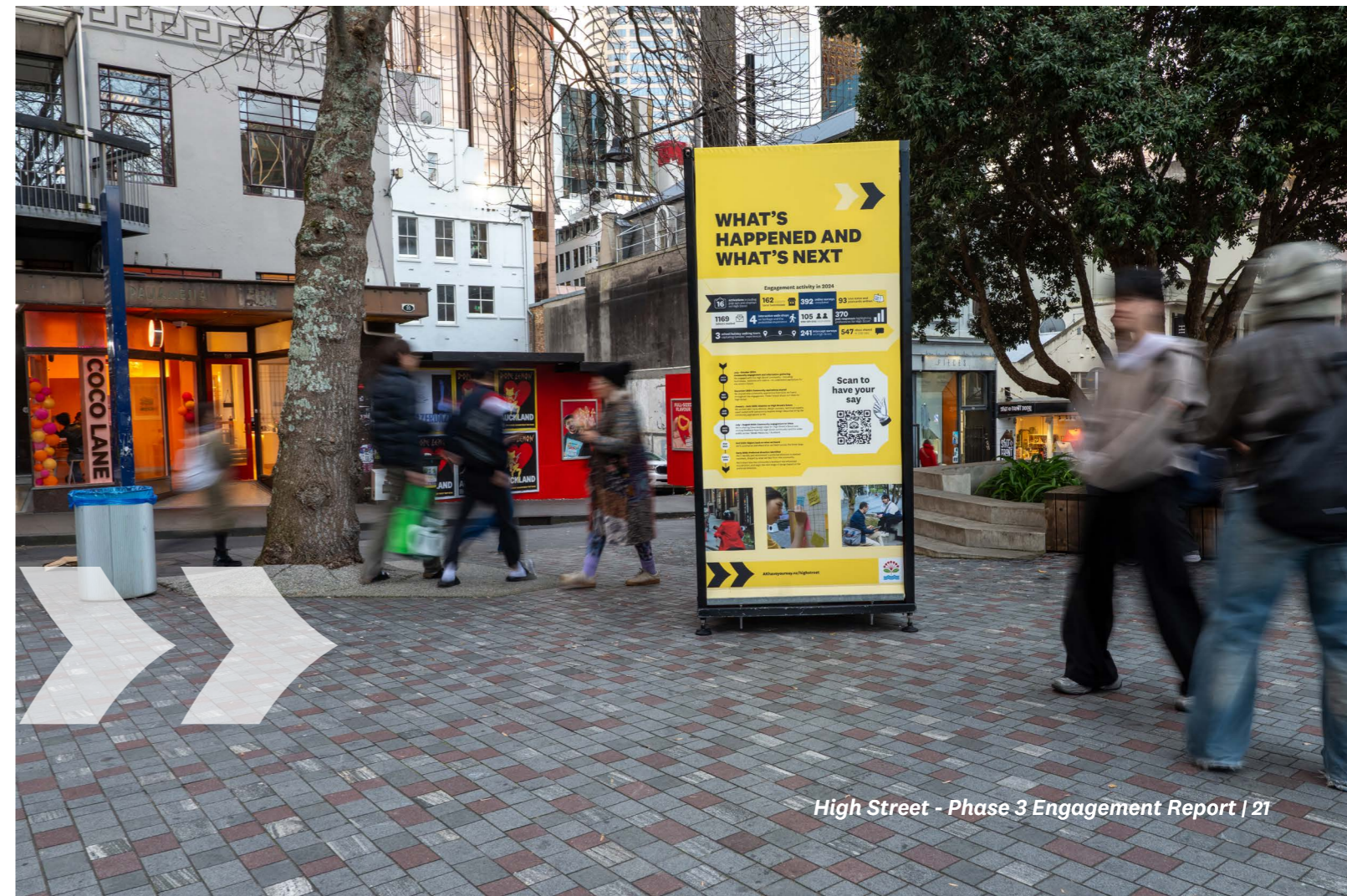
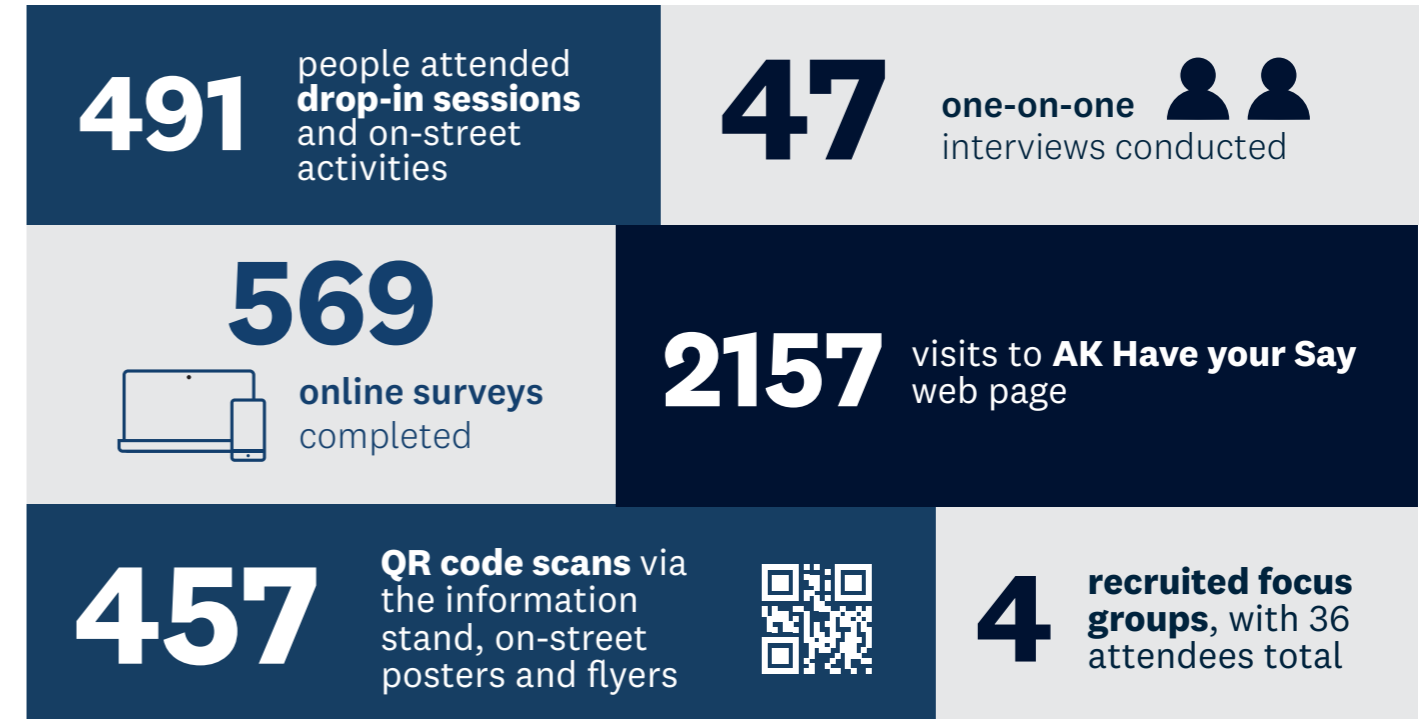
How people could participate

People were able to participate in a number of ways, helping us hear from a wide range of the High Street community and understand their needs and views on the street’s future.

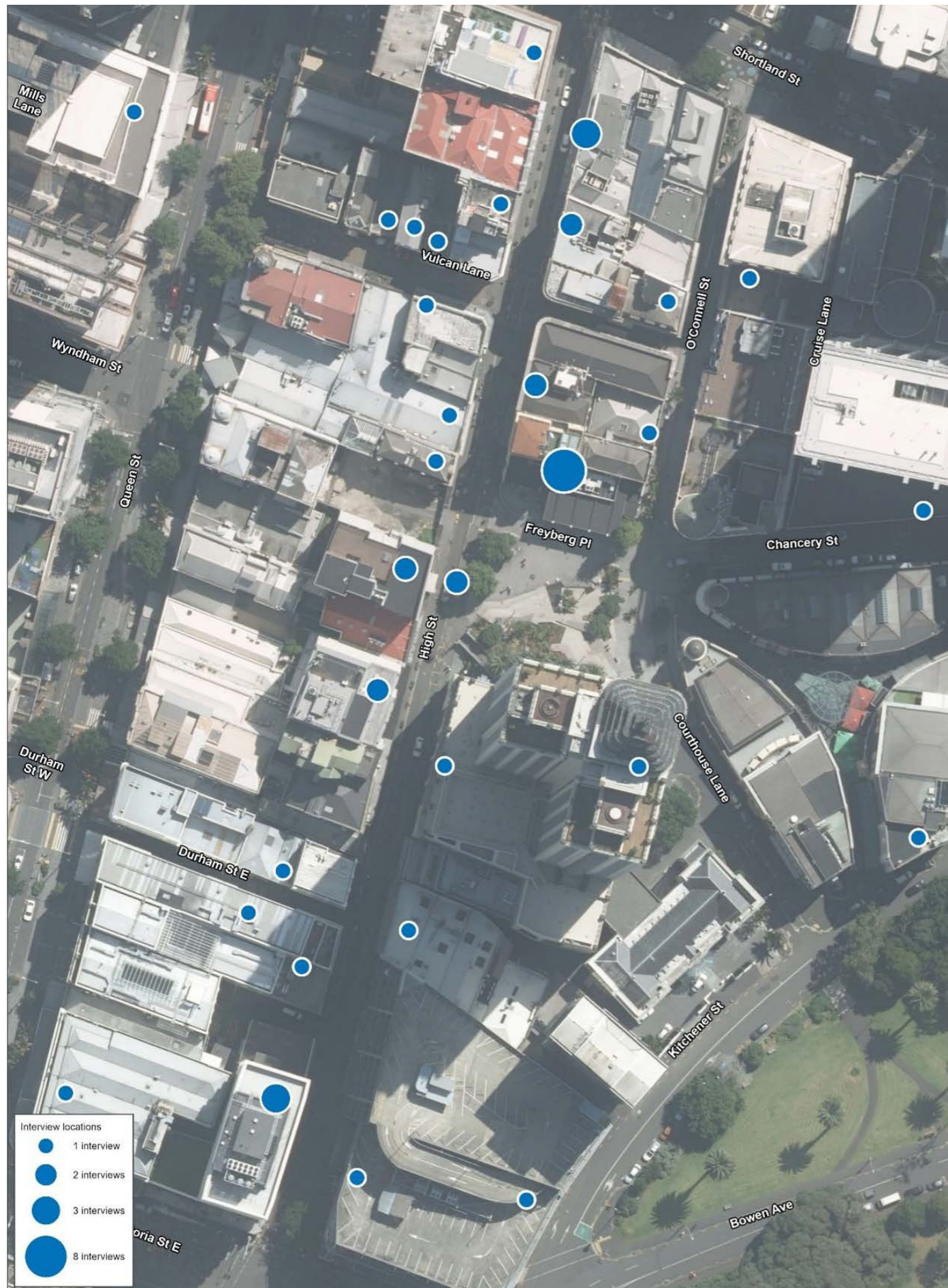
ENGAGEMENT METHODS	OBJECTIVE OF METHOD
Loading and Servicing Requirements	
One-on-one interviews with businesses, property owners and organisations on and around High Street	<p>To understand detailed servicing, loading and access requirements.</p> <p>To capture both street-wide and site-specific requirements by speaking with a spread of businesses, property owners and organisations along the street, this was completed across 19 interviews.</p> <p>To identify wider operational concerns.</p>
Public Engagement on three Design Ideas	
One-on-one interviews on and around High Street (see map below)	<p>To explain and explore the three Design Ideas in depth to support a clear understanding and detailed, well-informed feedback.</p> <p>To build on the relationships developed in Phase One and Two, to identify any wider issues that can be addressed and to report those back to Auckland Council.</p> <p>To target and make it easy for those with the closest daily relationship to the street to participate by visiting them directly or booking sessions where preferred.</p>
Focus groups	<p>To explain and explore the design ideas and other questions in detail to support a clear understanding and detailed, well-informed feedback.</p> <p>To understand in depth the perspectives of particular user groups.</p> <p>To target those who had been already engaged with previously, two focus groups were recruited from the People’s Panel. To target those from the wider public, two focus groups were independently recruited.</p>
Online survey	<p>To provide a widely accessible opportunity for those who prefer to study the designs in private and work through the questions themselves.</p> <p>To reach specific demographic groups and support a more balanced representation of respondents, we also used the People’s Panel.</p>
Street activations and Drop-in sessions at the Ellen Melville Centre	To provide visitors, upper storey businesses, workers, organisations, and residents with multiple opportunities to engage as part of their everyday lives, through a presence in different locations, at different times of day, and at events already taking place on High Street.

How people gave their feedback

Summary of participation



Map of Phase 3 one on one interview locations, with point size representing the number of interviews held at each site.



How we reached different audience groups

116	visits to businesses, properties and organisations		13	drop-in sessions at The Ellen Melville Centre
9	pop-up mobile engagement stalls at Freyberg Place, building lobbies, the Re-Use Market, Carnival Latino and Victoria Street Car Park entrance			
112	flyers dropped to businesses, properties and organisations			
1391	ratepayer letters sent to property owners and occupiers			
344	emails sent to businesses and organisations, property owners, and key stakeholders with opportunities to participate in interviews			

Business owners and organisations, residents and property owners were targeted through a mix of methods, those engaged in Phase 1 and 2 were included in Phase 3’s targeting methods. Contact was made in person, by flyer drop, by letter and by email.

- 116 visits to businesses, properties and organisations
- 112 flyers dropped to businesses, properties and organisations
- 1,391 ratepayer letters sent to property owners and occupiers
- 344 emails sent to businesses and organisations, property owners, and key stakeholders with opportunities to participate in interviews

Four recruited focus groups:

- Focus group 1: Street users over the age of 55 including people with disabilities or age-related conditions
- Focus group 2: Street users 25-64 yrs old
- Focus group 3: Street users and students 18-22 yrs old
- Focus group 4: Street users over the age of 65

On-street presence:

- 13 drop-in sessions at the Ellen Melville Centre, where people could view the designs through a small exhibition
- 9 pop-up mobile engagement stalls at Freyberg Place, building lobbies, the Re-Use Market, Carnival Latino and Victoria Street Car Park entrance

- Information stand in Freyberg Place with information on how to engage, project history, heritage information, including a QR code linking to the project page and online survey
- On-street signage along High Street to let people know when the drop-in sessions were running

Audience groups were reached via existing Auckland Council communication channels including:

- Targeted emails sent to the High Street database, gathered during Phase 1 and 2 engagement
- Targeted email sent to 2,500 People’s Panel members, including those who live in the city centre, live near High Street or have visited High Street in the previous six months

Turning your feedback into insights

The engagement process generated a large amount of information, and it is important that is handled with care. Our aim in analysing the data was to:

- Identify insights that answer the questions asked – so that the insights can be influential over the process
- Work systematically and independently – to ensure that the insights are robust and fair

The analysis process included the following stages:

- Reviewing all the data from open-ended questions and identifying common themes
- Peer reviewing the themes and theme descriptions
- Revising theme names and descriptions to accurately reflect the data
- Returning to the data to identify information related to specific groups and concerns, including:
 - » Construction
 - » Loading and Servicing
 - » Design Ideas
- In the reporting of insights, theme names are used. A description of each theme is included in the theme summaries ([Appendix E](#)) to support a clear understanding of what each theme represents.

Balancing different voices

With any methodology limitations exist and these limitations are outlined here to support interpretation of the findings. The analysis of the findings focused on identifying themes in the data and then considering how often those themes were mentioned.

One limitation of considering how often themes are mentioned is that groups with smaller response numbers can be less visible in the results compared to larger groups. This limitation was managed through:

- Engagement during Phase One, focused on deep-dive interviews with businesses, property owners and organisations. This informed the nine Community Aspirations and was used to guide subsequent wider engagement phases. The nine Community Aspirations are presented below. The top three Community Aspirations are considered the three priority Community Aspirations, as they received significantly more support. Targeted communication at all phases to ensure that businesses, property owners and organisations were given additional opportunities to understand the project and to engage fully. This included rate payers’ letters, hand-delivering invitations to consult and returning for interviews at times that suited businesses, property owners and organisations.
- At Phase Three, we conducted four focus groups with street users with specific demographics, building on findings from Phase Two engagement that these respondents may engage in smaller numbers and have distinct perspectives.
- We used Auckland Council’s People’s Panel to target communication where there was an imbalance in responses to the online survey.
- We segmented responses into four audiences groups, to gain clarity on the different perspectives

At this early stage of the project, some Community Aspirations, such as unique and memorable character or a quirky urban vibe, will be less visible in the design ideas. This level of detail will emerge once designs are more developed and detailed. We have taken this into account in reporting the engagement findings.

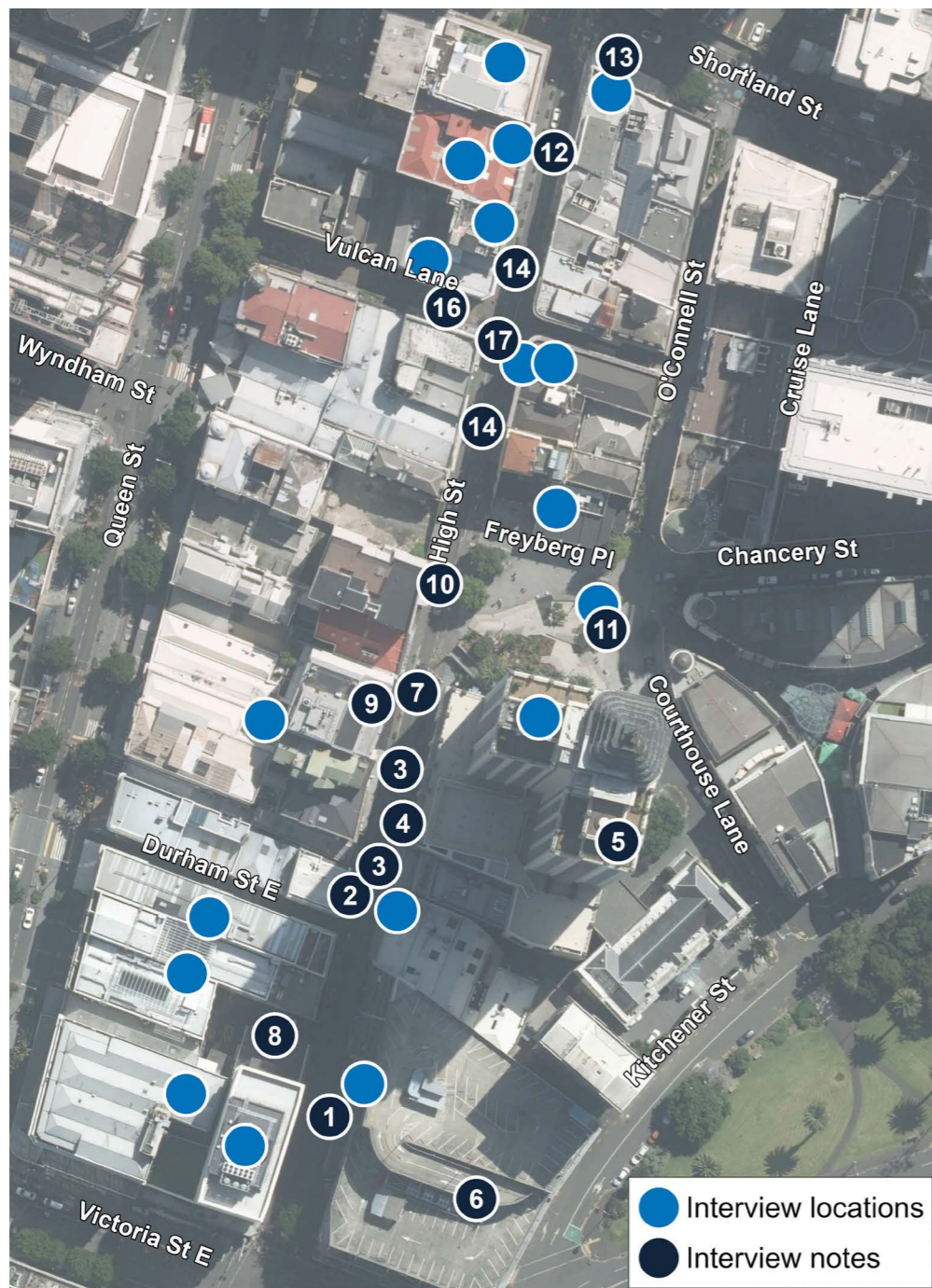
Lastly, the segmentation of responses meant that for some questions there were small numbers of respondents from which to draw conclusions. We have clearly marked on the charts where a low number of respondents impacts the level of confidence in the insight. In some cases, these insights can be supported by wider engagement, or the method allowed a deep-dive (interviews) and more confidence in the insight.



Engagement Insights: Loading and Servicing

The on-street interviews highlighted features and needs along the street that impact loading and servicing by current businesses, properties and organisations. These are summarised on the map below. This information was integrated into the development of the three Design Ideas presented in Phase Three engagement.

Map of interview locations, showing a sample of businesses and organisations with loading and servicing requirements, along with locations for notes highlighting key findings on the street.



Key interview findings

- 1 There is strong demand for loading and servicing at the top of High Street. Currently, vehicles park outside the Victoria Street car park and public toilets. There is no convenient Loading Zone (LZ) bay for the 13-storey office building or ground-floor tenancies in this location.
- 2 The space between the mobility car park and LZ is narrow and can sometimes slow or block traffic on the street.
- 3 These LZs are commonly used by businesses both on upper High Street and Durham Street East, including for heavy/larger deliveries.
- 4 The loading dock operates all day and night. The busiest times are 6am-10am, and after 2pm. Regular access is required for trucks and medium-sized vehicles. Frequent access is required by contractors. Additional access is required during significant construction projects.
- 5 Restaurants on Level 2 in this area receive services and deliveries from Customhouse Lane.
- 6 The Service Vehicle Car Parks in the Victoria St car park are not commonly used. The height is too low for vans and vehicles with roof racks. For Lower High Street properties, the car park can be too far away.
- 7 These loading bays are commonly used by both ground-floor tenancies in mid-High Street, and Canterbury Arcade.
- 8 Little High Street provides access to a loading dock at the rear of a Queen Street business. This includes mid-sized truck deliveries every weekday morning and courier vans. Current planter positions indicate the minimum clearance that is required. Deliveries and waste collection for Canterbury Arcade businesses also occur out of the lane.
- 9 Couriers regularly access this area to deliver medical samples to the lab.
- 10 Illegal parking is regularly observed. This may happen when loading zones are full or too small, including for vehicles servicing Vulcan Lane, the hotel and other nearby businesses.
- 11 This is the servicing, loading and parking area used by Ellen Melville Centre, including social service vans.
- 12 The hotel has raised concerns about guest check-in access. Most loading and servicing takes place directly outside the building.
- 13 Shortland Street is sometimes used for loading and servicing the lower High Street businesses.
- 14 These loading areas are often used by Vulcan Lane and lower High Street businesses.
- 15 There are mixed views about timed vehicle access. Some people are concerned about disruption and how it may be perceived.
- 16 This is a common parking location for vehicles delivering to or servicing lower Vulcan Lane businesses.
- 17 This is a common parking location for vehicles delivering to upper Vulcan Lane when the loading zone is full, particularly after 10am when access via O'Connell Street can be more difficult.

Engagement Insights: Three Design Ideas

Overview of Insights

This section summarises the key insights from the Phase 3 engagement. More detailed information on how people responded is provided in the next section.

Overall insights on the Three Design Ideas

Across all questions, the community favours **Design Idea C** for supporting the Community Aspirations and creating a vibrant, people-friendly High Street. Younger people, residents, and other street users are especially supportive. Some older respondents and business owners express concerns focused on cost, construction disruption and access.

“The transformation would feel more impactful, vibrant and people-centred and would make the street stand out more as a ‘destination’ compared with other inner-city streets.”

Design Idea A appeals mainly for being low-cost and less disruptive, with slightly stronger support among older respondents, but is widely seen as failing to support the nine Community Aspirations and not being transformative enough. Overall, the feedback indicates low levels of support for this option, due to it not providing sufficient improvement on the status quo and not sufficiently balancing construction impacts, cost and supporting the Community Aspirations.

“Nothing – it changes nothing, and does not move us closer towards any of the nine community aspirations for the space.”

Status quo. “It doesn’t reflect what the community needs or asked for.”

Design Idea B is valued for its central shared space and pedestrian priority and is seen as a step in the right direction, particularly in relation to the three priority Community Aspirations – a vibrant street, better walking experience and space for community. However, support remains moderate, with concerns it isn’t transformational enough, especially regarding pedestrian priority.

“I like the idea of more kerbless shared space – will definitely make the street more memorable and walk friendly.”

“The option sort of feels like a half measure when the shared space area could extend further south.”

“Middle grounds are fraught with compromises, and no one ends up happy.”

The community is moderately optimistic about **managing construction impact**, with just over half seeing it as manageable and 60% believing Design Idea C achieves a reasonable balance of impact, cost, and aspirations.

While just over half of respondents believe construction impacts are manageable across all three Design Ideas, there is notable concern around Design Idea C regarding construction timeframes and the impact on loading and servicing.

People told us that any changes to the street need to work alongside day-to-day operations – to support businesses operation and minimise construction impacts, particularly construction timeframes. Getting this balance right will be important.

At the same time, there is strong support for transformational change and people-focused spaces. This suggests that supporting businesses to adapt is an important part of meeting the High Street community’s expectations.

How well does each design idea support the nine Community Aspirations?

Perception that a Design Idea supports the nine Community Aspirations increases significantly from Design Idea A to B to C, with **Design Idea C** regarded as delivering most strongly on the Community Aspirations, especially the priority ones: vibrant street level, better walking experience and space for community.

“The space clearly puts pedestrians first, enabling a vibrant street life. Supports commerce and shopping, like outside dining. Greenery and art added.”

“Strongly believe that wide and welcoming street would boost vitality, encouraging people to utilise the space rather than rush through.”

The community views **Design Idea A** as only partially meeting its aspirations and not strongly delivering on the three priority aspirations.

Feedback indicates that **Design Idea B** supports the Community Aspirations at a moderate level, showing reasonable alignment with the three priorities.

Overall, **Design Idea C** is widely seen as strongly supporting the Community Aspirations, particularly the three priorities. Strong support from residents suggests that the design aligns well with aspirations for vibrancy and pedestrian experience. However, lower but still moderate ratings from business owners highlight concerns that may need further consideration.



What works well in each Design Idea

Each design’s appeal is driven by different factors.

Design Idea A is viewed as a minimal-change, cost-effective option that improves walking surfaces, aligning with its low-change intent, but limiting its overall appeal. Key improvements suggested are greater pedestrian priority and more significant changes to create vibrancy and community space to gather.

- “Very modest improvement over the status quo and relatively short construction duration.”
- “Relatively low cost – it works better than it used to, so would imagine that this would be fine.”

Design Idea B is valued for its central shared space, increased pedestrian priority and improved area connectivity, linking strongly to the priority Community Aspirations. Though, overall support remains moderate, with respondents noting the changes do not go far enough or feel inconsistent along the street.

- “Aspiration for events in Freyburg spilling into street. Assisted by shared space making more room.”
- “This design creates a consistent design link between High Street and its laneways.”
- “The central area is a nice idea, but will create two tiers of businesses down High Street: those in this area and those still stuck in the car park further up.... Do it all or not at all.”

Design Idea C is valued for its increased pedestrian priority along the street, making High Street an appealing destination, and creating a welcoming community feel – including its inclusion of more green spaces.

- “I prefer this option, it creates a sense of place, and one that is humanising and revivifying. It will feel more complete and unique, enhancing the inner-city renewal.”
- “Aligns with other improvements to city walkable and liveable spaces.”

Across all designs, respondents reported “nothing I really like/negative”, but this is lowest for Design Idea C (15% of respondents). This response is higher among business owners (26%) and property owners (20%). However, the increase in overall support from Design Idea B to C suggests that people value pedestrian safety and street vibrancy most.

What needs more thought in each Design Idea

Design Ideas A and B share similar themes, including calls for greater pedestrian priority and concerns about a lack of transformational change. This suggests that while people-friendly features are valued, respondents would prefer these elements to be applied more consistently across the street’s design. Support for these features is strongest among residents and street users, while business owners continue to prioritise loading and service access.

- “Regarding Idea A: This is a watered-down street “refreshment” and provides very little difference from the existing situation which therefore will have virtually no impact on making High Street a vibrant destination.”
- “90% of the traffic is pedestrian – the priority should be to serve them without compromising the need to make deliveries to local businesses.”
- “I’m concerned about safety with the partial pedestrianizing, and generally this seems a worst-of-both-worlds option.”

Design Idea C is not critiqued for lacking transformation, suggesting it aligns more closely with community expectations. Instead, concerns shift to cost, impact to business operations and construction-related disruption – particularly the construction timeframe.

- “Plan C looks great but it will take too long and may not allow businesses to function adequately with needs for delivery traffic ease of access.”
- “If the construction impact in particular could be reduced, then this would be a clear winner. Better work sequencing should be considered and reviewed to achieve the same outcomes in 6-9 months.”
- “Access for delivery trucks is a potential problem.”



Construction impact – is it manageable?

Most respondents – just over half – told us that construction impact is manageable, with similar ratings across all three Design Ideas. However, concern increases from Idea A to B, and again for Idea C.

The main concerns are construction timeframes and disruption to business operations. There is mixed concern about whether the design outcomes are worth it versus construction timeframes, disruption of business operations and personal impact.

“How construction will impact local businesses and what support you’d be able to provide them during construction as 2 years is quite a lengthy period.”

For Design Idea A, 55% agree or strongly agree that impacts are manageable, compared to 46% for Idea B and 52% for Design Idea C. Neutral responses are moderate across all Design Ideas (ranging from 25-36%), suggesting moderate uncertainty regarding construction impact.

Design Idea A is seen as the most manageable overall, due to minimal personal impact, minimal disruption and there being a manageable timeline.

“As a pedestrian, looks totally doable. Lots of close detours to take if required.”

Views on **Design Idea B’s** construction impact are more mixed, with about half considering it manageable, but concerns remain, especially among business owners.

“During stage 2, if it is well managed, can get all the deliveries and servicing needed from Victoria Street. This is what would make it manageable.”
 “We have enough construction in the city this will further exacerbate the problem.”

Both Design Idea B and C are considered positively for having minimal personal impact, but also for the sense that the outcome is worth it.

“The slight inconvenience is more than compensated by the end result, I can work with construction for a good purpose.”
 “A more aesthetic and functional area would increase my tolerance for inconvenience.”

By a small margin, respondents consider construction impacts most unmanageable for **Design Idea C** (52% manageable), compared to Idea A (55% manageable). Many respondents, particularly residents and younger street users, are willing to tolerate disruption if the end result delivers a more vibrant, people-focused street.

However, it has the highest share of respondents who believe construction would be unmanageable, especially among business owners. The main concerns are the timeframe and business disruption.

“The pain of construction outweighed by benefits of finished product.”
 “Long period of disruption. Horrible for the customers, visitors and residents. Disastrous for the businesses.”



Does each Design Idea balance construction impact, cost, and Community Aspirations?

Design Idea C is seen as best balancing construction impact, cost and the Community Aspirations, with 60% agreeing or strongly agreeing. Strong support comes from residents, who view the outcomes in Idea C as worth the disruption.

“It’s worth enduring longer construction to have nice spaces that will last for years to come.”

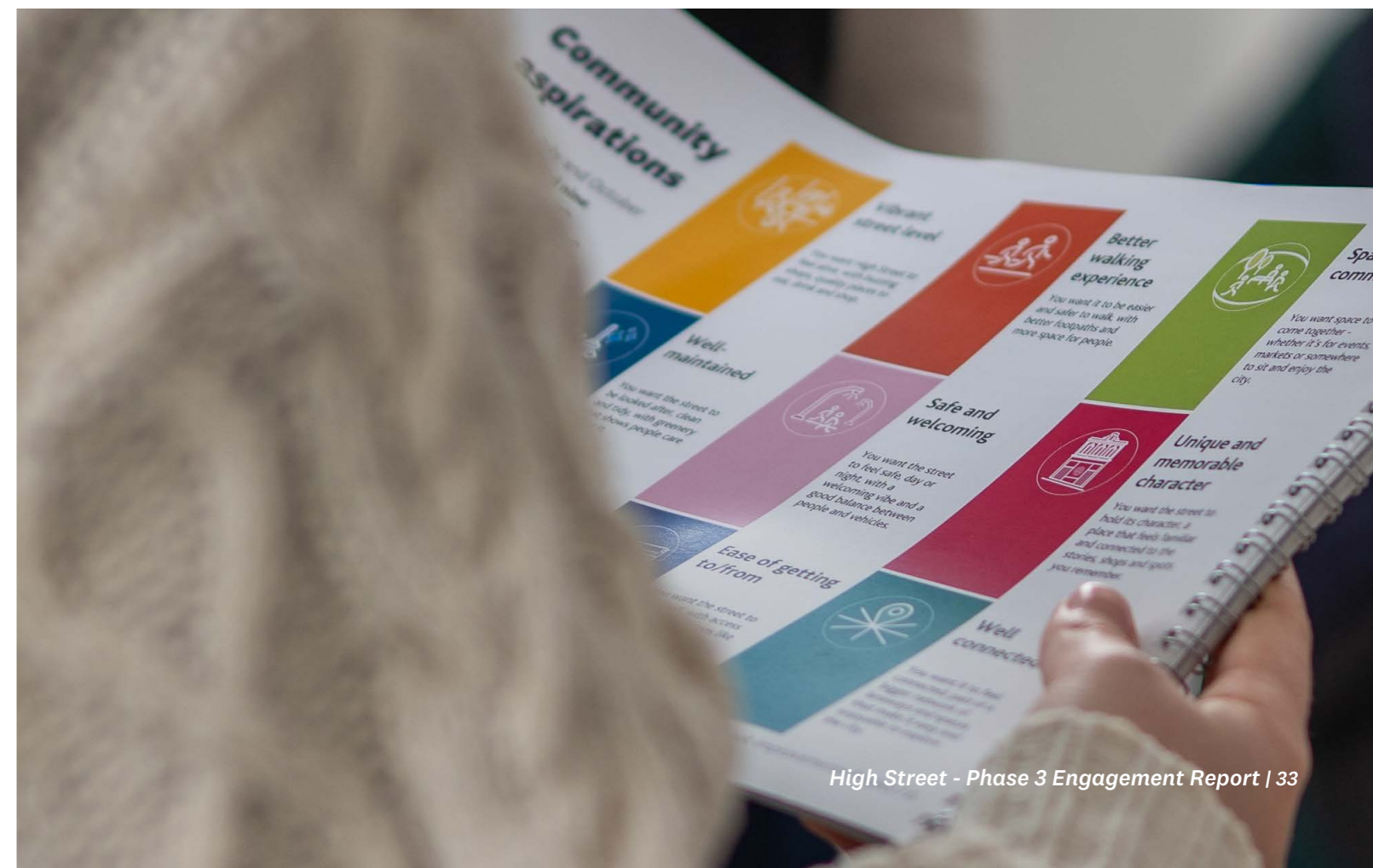
Some business owners are supportive, considering the construction impacts manageable given the expected long-term benefits. However, a notable group of business owners remain the most concerned – citing cost, operational risks and long timeframes.

“Whilst there may be some short-term pain, the long-term gain is significant.”
 “Improvement of street at the cost of every business does not achieve the desired outcomes. It would be bad for Vulcan, and it isn’t directly blocked.”
 “It is the most expensive but also the most aspirational with the best possible people outcomes.”

Design Idea B receives moderate support, with 39% agreeing or strongly agreeing that it achieves a balance between construction impact, cost and Community Aspirations. Among those who disagree, the most common concerns are that the outcome is not strong enough to justify the disruption, or that it does not fully meet the Community Aspirations.

Design Idea A receives the lowest support, with only 23% agreeing that it balances construction impact, cost and aspirations. The most common reason given is that it does not sufficiently meet the Community Aspirations, meaning even though disruption is lower, the outcome is not seen as worthwhile.

“I think this is not enough of a change to meaningfully achieve the majority of the stated goals.”



Overall summary on Timed Access, in relation to the Three Design Ideas

We proposed closing High Street to vehicles from 11am to 2pm on weekdays across all three design ideas. Overall, restricting access of vehicles between 11am and 2pm on weekdays is seen as aligning with Community Aspirations, particularly the priority Community Aspirations related to pedestrian priority and vibrancy.

62% agree or strongly agree that timed access supports the aspirations, while 20% disagree and 18% are neutral.

Support is strongest among residents and street users, and more mixed among property owners, with concerns around access (property owners) and the extent to which vehicles support a vibrant street (business owners).

“A very good idea and a way to build up the space for community and vibrant street level.”

“I think this is an awesome idea, again reinforcing the fact that this is an area for people and not vehicles. It’s a bold move which I support.”

“People don’t need 3 hours, they can cross the road whenever. People and businesses need to access the street all times of day.”

There is a clear appetite, particularly among younger respondents, for expanding timed access beyond the proposed 11am-2pm on weekdays. Just over half of respondents support considering timed access at additional days or times, with weekends most commonly suggested.

“This is a good start, perhaps in the future these three hours could be increased.”

“In my opinion the access restricted time could be increased to better achieve the community aspirations. However this is something that could be fine tuned in the future.”

While most respondents (84%) do not require regular vehicle access to High Street, a critical minority do (16%). The impact of timed access is therefore concentrated among a smaller but highly affected group. This includes 68% of business owners, many of whom rely on vehicle access for deliveries and servicing.

Amongst business owners who require vehicle access, there is a split between those who see it as not workable (43%) and those who believe they can adapt (35%).

Residents and property owners who require access are also divided. Some respondents also raised concerns about clarity and enforcement, suggesting that it would need to be simple, well communicated and easy to understand to avoid confusion.

“Removing access to businesses for any part of the day means they are more likely not to succeed!”

“Another confusing traffic rule.”

Overall, there is strong support for a more pedestrian-focused High Street. However, timed access will require more adaption by a critical minority – some of whom are focused on how they could work differently, but others who find that more challenging.



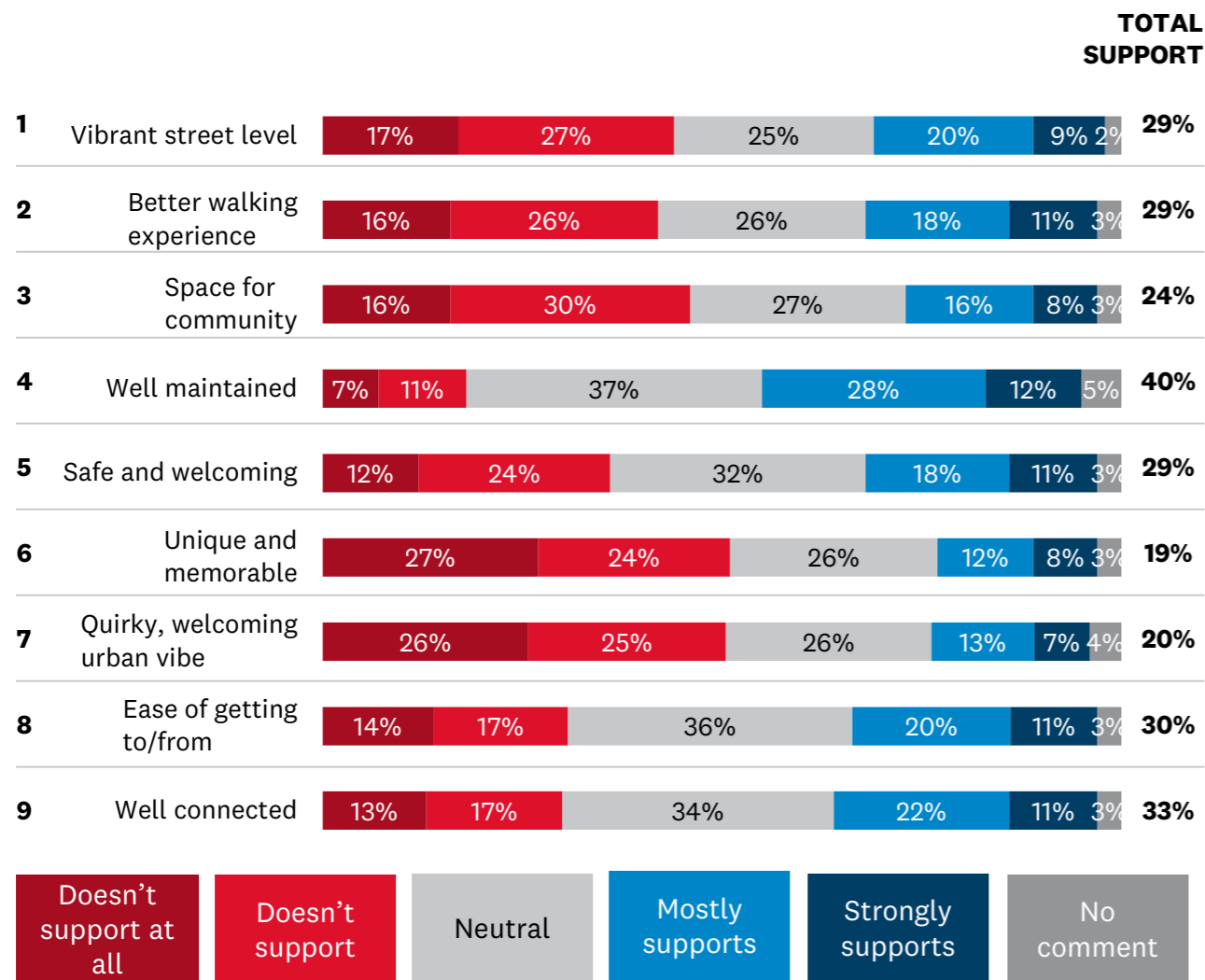
Community feedback on Design Ideas and Timed Vehicle Access

This section looks at how people responded to each of the three Design Ideas and to Timed Vehicle Access. It goes through each question we asked and highlights where feedback notably differs across age and audience groups. The charts and graphs give you an overview, and the text describes the key insights we have identified.

A detailed breakdown of results by audience group, age and gender is provided in [Appendix C](#). [Appendix E](#) also includes full descriptions of the themes used to analyse open-text feedback.

Feedback on Design Idea A

How well Design Idea A is perceived to support the nine Community Aspirations



Number of respondents: n=616

People think Design Idea A supports the nine Community Aspirations at **low levels** (19%-40%). For most aspirations, “does not support” ratings outweigh “supports.”

This is consistent across audience groups, indicating that **Design Idea A lacks broad appeal** and does not strongly deliver on the priority Community Aspirations perceived to be most useful in achieving the overall social outcomes that the community desires: vibrant street level, better walking experience and space for community (between 24% and 29% mostly supports/strongly supports).

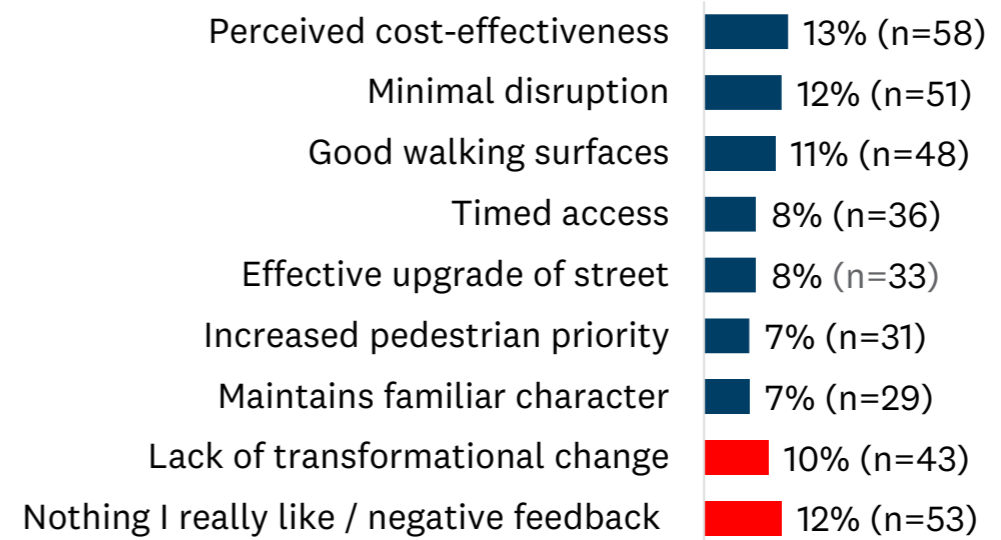
The Community Aspirations that Design Idea A mostly supports/strongly supports are keeping the area well maintained and well connected, with 40% and 33% of respondents rating these highly.

Across most aspirations, **a reasonable share of people remain neutral**, suggesting uncertainty about how Design Idea A fulfils the Community Aspirations.

Overall, those 65+ yrs old show the most consistent and highest levels of support for Design Idea A meeting the nine Community Aspirations. They emphasise, ease of getting to/from and well maintained with 42% mostly supports/strongly supports for both, and better walking experience and well connected, with 41% mostly supports/strongly supports for each.

What works well in Design Idea A

Overall, Design Idea A is perceived as a low-change, low-cost option, which aligns with its design intent, but notably limits its appeal.



Number of respondents: n=432. Themes 7% or higher shown

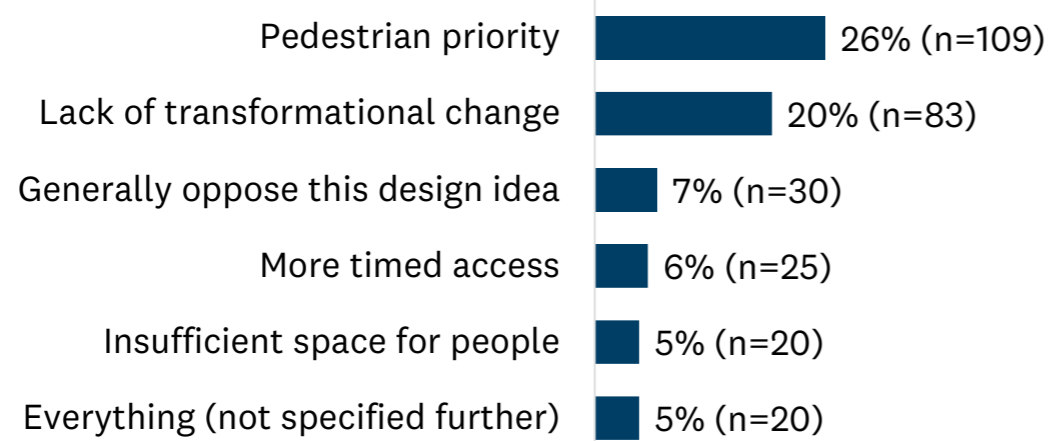
The **top three attributes** that work well in Idea A are perceived cost-effectiveness (13%), followed by minimal disruption at 12% and good walking surfaces at 11%.

Smaller numbers highlight timed access and effective upgrade of street (8% each), while 7% value that it both maintains familiar character and provides increased pedestrian priority.

However, 10% note a lack of transformational change, and 12% say nothing I really like/negative feedback.

Perceived cost effectiveness resonates most with street users (15%), property owners (14%) and residents (13%), but less so with business owners (8%). Business owners are more split – considering increased pedestrian priority (16%) as something Design Idea A does well, but also the lack of transformational change (16%), alongside stating that there was nothing I really like/negative feedback (16%) at a higher rate than other audience groups (8%-13%).

What needs more thought in Design Idea A



Number of respondents: n=414. Themes 5% or higher shown

People most often say that pedestrian priority (26%) and lack of transformational change (20%) are the areas that need further thought in Idea A.

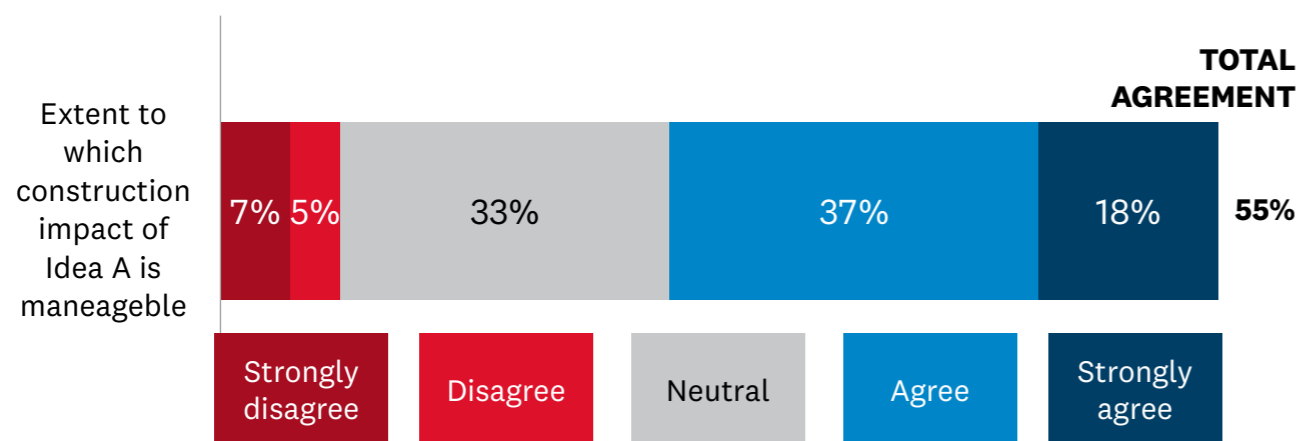
Smaller proportions generally oppose this design idea (7%) or consider that there needs to be further consideration put into more timed access (6%), insufficient space for people (5%), and everything (not specified further) (5%).

Whilst **all audience groups highlight pedestrian priority as the top consideration that needs more thought in Idea A**, business owners report it at a lower level (19%) compared to other groups (26%-33%). Residents (19%) and street users (23%) are most likely to consider that there is a lack of transformational change.

Business and property owners have the highest level of generally oppose this design idea but not at high levels (12% and 10% respectively).

Feedback around construction impact of Design Idea A

While **most respondents agree that construction impact would be manageable** (55%), concerns remain among property owners and some business owners about operational continuity and construction timeframe. Idea A is widely perceived as **failing to balance** construction impact, cost, and Community Aspirations.



Number of respondents: n=616

There is general agreement that the construction impact of Design Idea A would be manageable, with **55% agreeing** (including 18% strongly agree).

About one-third (33%) are neutral, and 12% disagree or strongly disagree. This suggests that while most respondents expect minimal disruption, a notable minority remain uncertain or concerned.

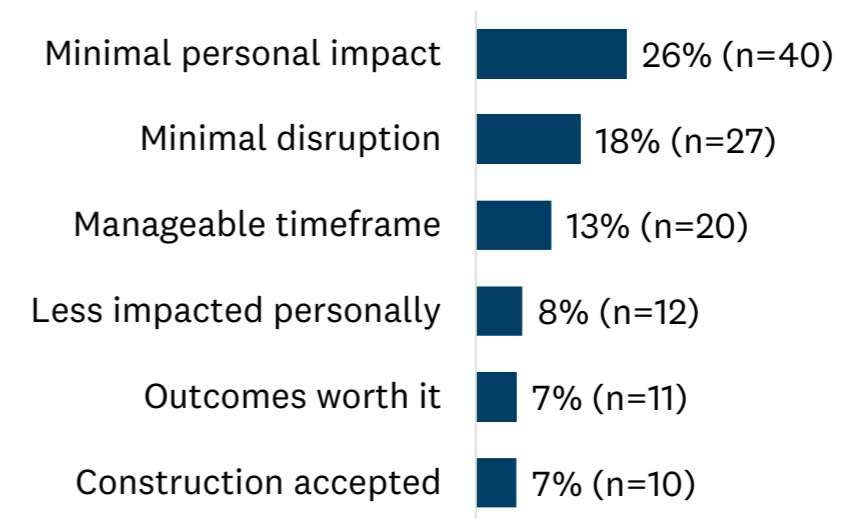
Residents are most positive at 59% agree/strongly agree, while property owners are least positive at 44% agree/strongly agree.

Business owners align with the overall average at 55% agree/strongly agree, and street users sit close at 54% agree/strongly agree.

Younger respondents 15-24 yrs old are most supportive at 79% agree/strongly agree, while agreement lowers with age, reaching 51% agree/strongly agree for those 65+ yrs old.

Reasons why construction impact deemed manageable

[agree/strongly agree that construction impact of Idea A is manageable]



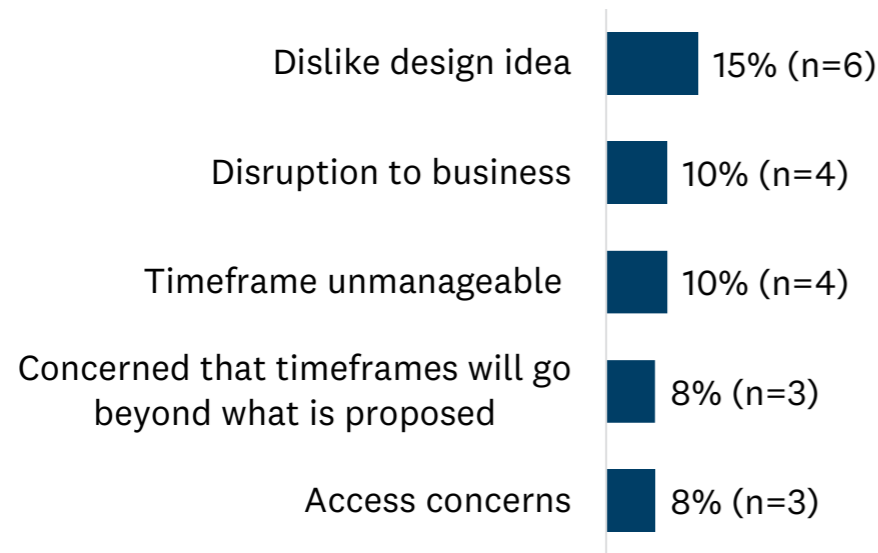
Number of respondents (agree/strongly agree that construction of idea A is manageable): n=153. Themes 7% or higher shown

Those who **agree construction is manageable** often cite minimal personal impact (26%) or minimal disruption (18%).

Street users who deem Idea A's construction manageable most often say minimal personal impact (35%), while business owners highlight minimal disruption (32%).

Residents' feedback focused on three concerns, all at 16%: minimal personal impact, minimal disruption and that outcomes are worth it. Property owners note that construction accepted and minimal disruption at equal levels (29%).

Reasons why construction impact not deemed manageable
[disagree/strongly disagree that construction impact of Idea A is manageable]

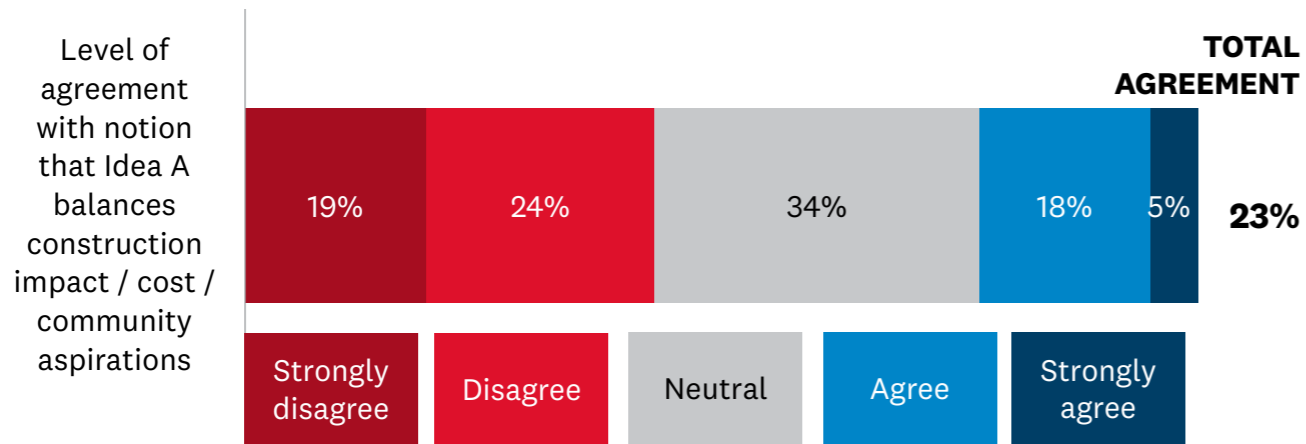


Number of respondents (disagree/strongly disagree that construction of idea A is manageable) : n=40. Themes 7% or higher shown

Those **who disagree that it is manageable** mainly dislike design idea (15%) or worry about disruption to business and timeframe unmanageable (10% each). However, the number of respondents was low, making it unclear if this is a widely held view.

Business owners who disagree focus primarily on operational disruption (50%), while residents and property owners are more concerned about how long construction would take. 18% of street users note that they dislike the design idea.

Feedback around Design Idea A balancing construction impact/cost/Community Aspirations



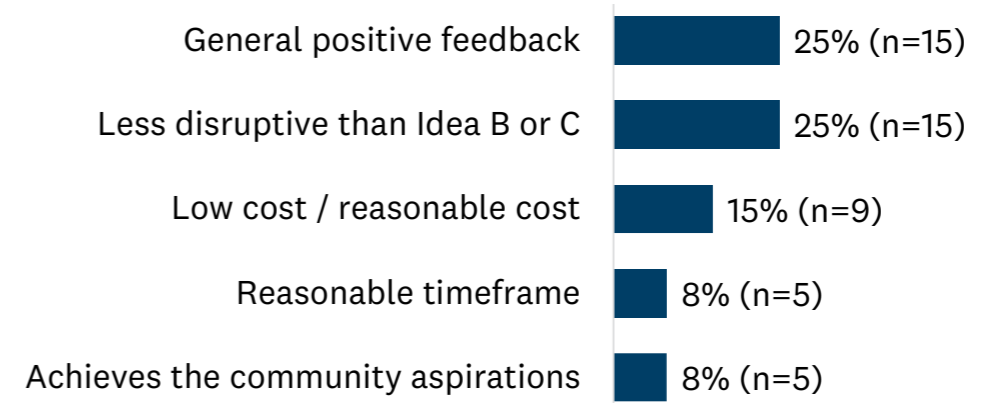
Number of respondents: n=616

More respondents **disagree or strongly disagree that the Design Idea A balances impact, cost and meeting the Community Aspirations** (43%) than those who do agree or strongly agree (23%). In addition, there are a high number who remain neutral (34%) – indicating a level of uncertainty.

The numbers of those that disagree/strongly disagree that Idea A balances construction impact, cost, Community Aspirations is consistently high (42%-58%) across all audience groups, with property owners being particularly high at 58% disagree/strongly disagree.

Residents (46%), business owners (43%) and other street users (42%) also show more disagreement than agreement. Only 23% agree or strongly agree overall, while 34% remain neutral.

Reasons why Idea A is perceived to balance construction impact/cost and Community Aspirations
[agree/strongly agree that Idea A balances construction impact/cost/ Community Aspirations]

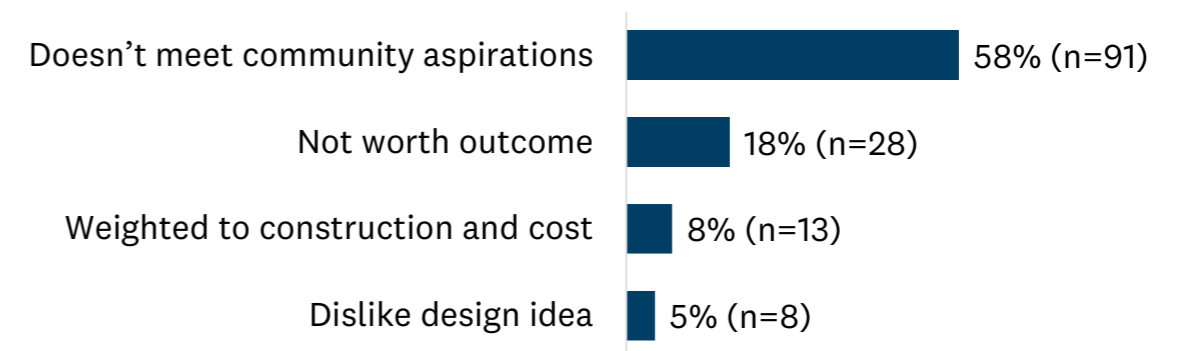


Number of respondents (agree/strongly agree that idea A balances construction impact/cost/ Community Aspirations): n=59. Themes 7% or higher shown

Those that **agree Idea A is balanced** give general positive feedback or consider it is less disruptive than B or C (both at 25%). Only 8% of people consider it achieves the Community Aspirations.

Business owners (noting there are a small number of respondents) are more likely to give general positive feedback (33%) or consider it positively because it is less disruptive than Idea B or C (40%).

Reasons why Idea A isn't perceived to balance construction impact/cost and Community Aspirations
[disagree/strongly disagree that Idea A balances construction impact/cost/ Community Aspirations]



Number of respondents (disagree/strongly disagree that idea A balances construction impact/cost/ Community Aspirations): n=156. Themes 5% or higher shown

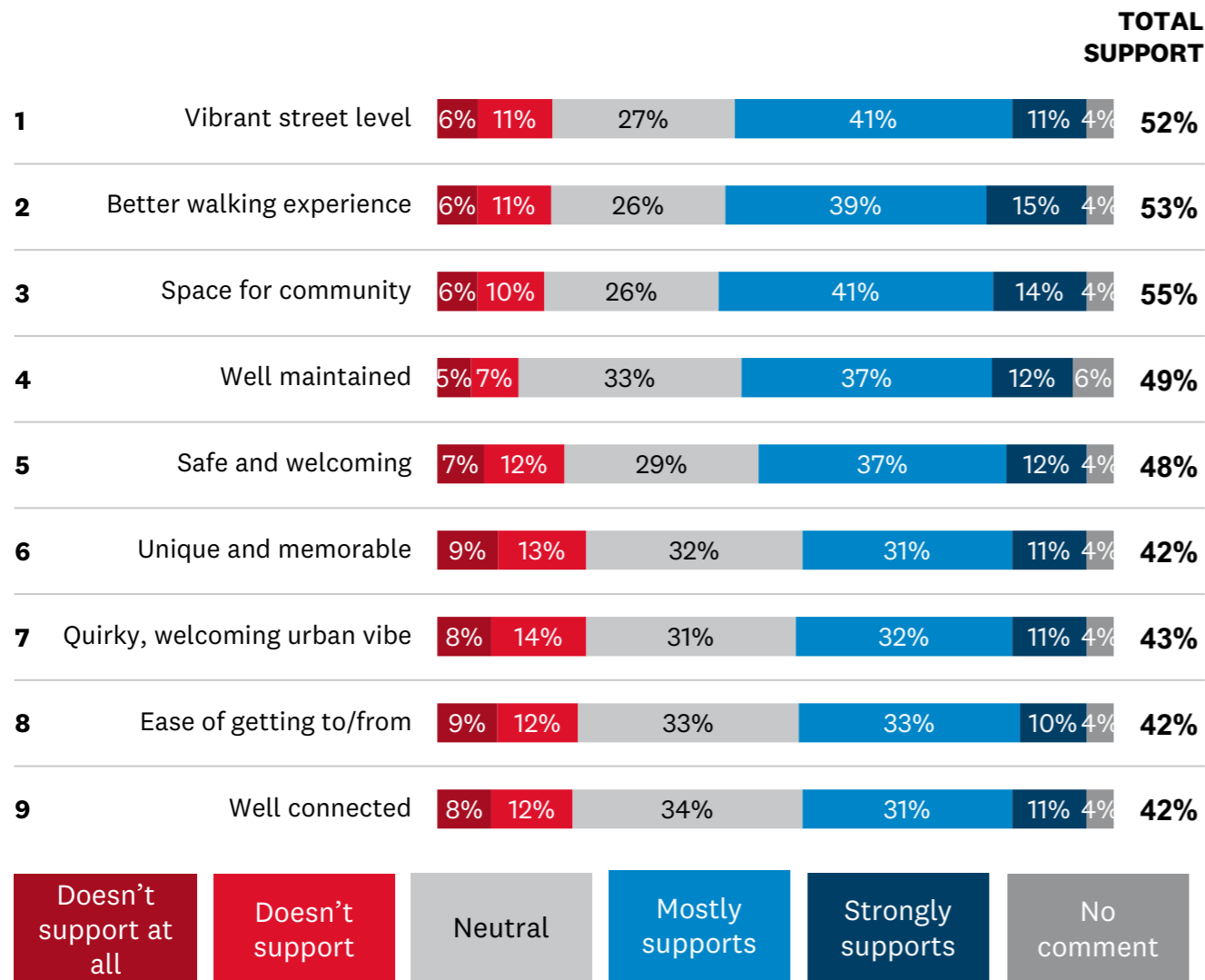
Among those who **don't agree** that idea A balances construction impact, cost and Community Aspirations, the standout concern (58%) is that it doesn't meet Community Aspirations.

Business owners, alongside street users (20%), **most likely to consider that Design Idea A is not worth outcome.**

Business owners also stand out as giving less support to the sentiment that the Idea A doesn't meet Community Aspirations – at 27% compared to street users (60%), residents (60%) and property owners (42%).

Feedback on Design Idea B

How well Design Idea B supports the nine Community Aspirations



Number of respondents: n=616

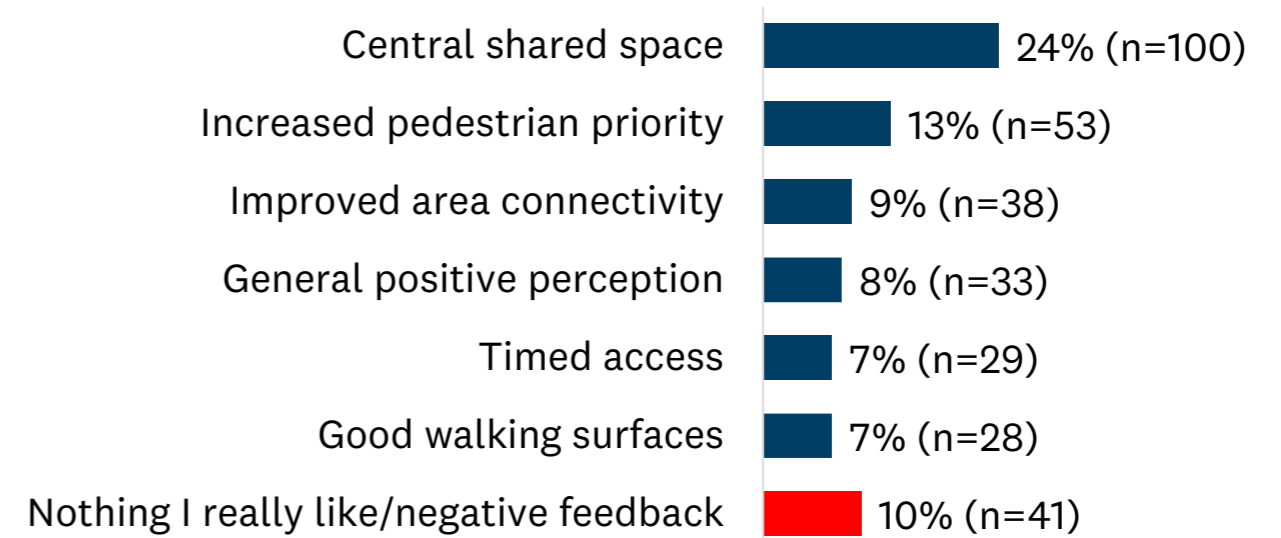
People think Design Idea B supports the nine Community Aspirations at **moderate levels (42%-55%)**.

The Community Aspirations that Design Idea B mostly supports/strongly supports are at moderate levels: space for community (55%) and better walking experience (53%), followed by vibrant street level (52%). Notably, these are the priority Community Aspirations.

Across all aspirations, 12%-22% think Idea B doesn't support/doesn't support at all. Across all aspirations, a significant portion of respondents remain neutral (27%-34%), indicating uncertainty around the design idea.

Residents and street users' support ranges from 40%-55% mostly support/strongly support, indicating they consider Design Idea B more aligned with the Community Aspirations than Idea A, particularly for the three priority Community Aspirations. Support is only marginally lower among business owners and lowest among property owners.

What works well in Design Idea B



Number of respondents: n=419. Themes 7% or higher shown

People most often say the central shared space works well (24%) within Idea B. Other positives include increased pedestrian priority (13%), and improved area connectivity (9%). General positive perception of the design idea is at 8%, while timed access and good walking surfaces each appear in 7%. However, 10% say nothing I really like/negative feedback.

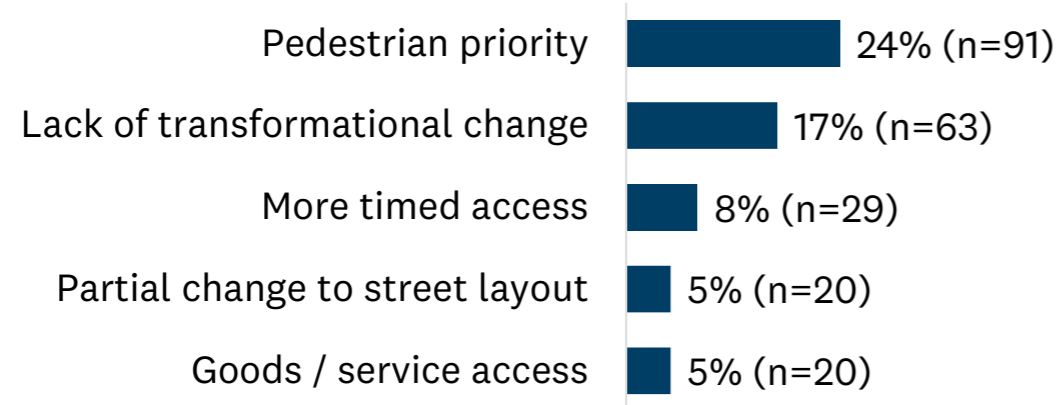
The emphasis on shared space and pedestrian priority clearly links to two priority Community Aspirations: "better walking experience" and "space for community," suggesting these features are key drivers of appeal.

Business owners have improved area connectivity higher than the other audience groups and cite it as many times as increased pedestrian priority (each at 13%). Property owners are around twice as likely to mention a general positive perception (16%) than the other audience groups.

This indicates that while shared space is appreciated by all groups, connectivity improvements resonate more with business owners, and property owners respond with an overall sentiment rather than specific features.

Younger respondents (15-24 yrs old) are most positive about the central shared space (37%) and improved area connectivity (26%), and they also mention increased pedestrian priority more than other groups.

What needs more thought in Design Idea B



Number of respondents: n=379. Themes 5% or higher shown

The most common suggestion to address in Idea B is pedestrian priority (24%). Some feel there is a lack of transformational change (17%), due to only having a shared space in the central area. This indicates that while pedestrian-friendly features are valued, respondents expect these to be more extensive and transformative.

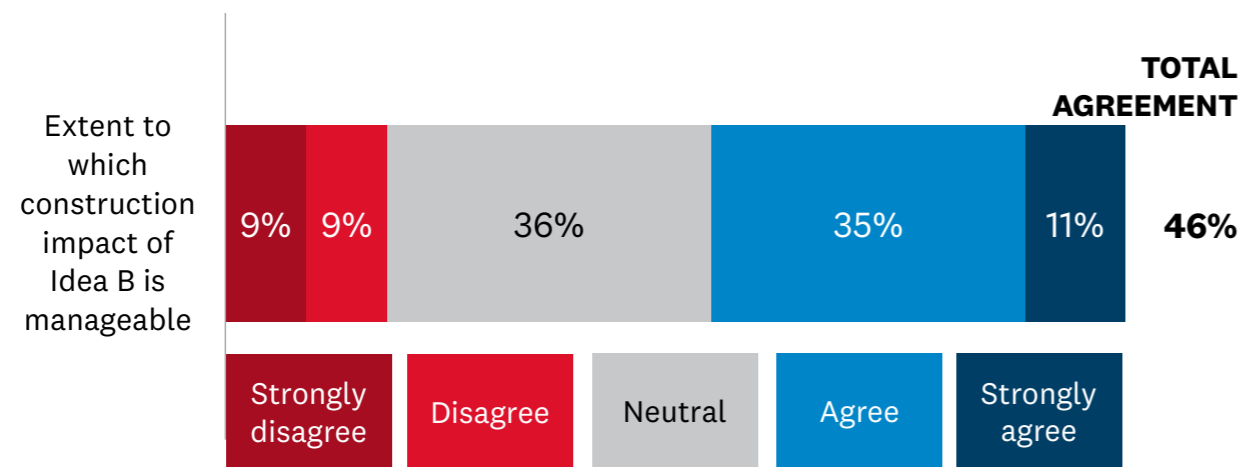
Smaller proportions want more timed access (8%) or raise concerns about the partial change to street layout (5%). Another 5% mention issues with good/service access e.g. loading, customer pick up/drop-off.

While all audience groups highlight pedestrian priority as the top consideration that needs more thought, business owners are slightly more cautious (19%) compared to other groups (26%-33%).

Matters related to business operations are a key concern to businesses, while residents and street users want a stronger pedestrian focus and more transformation – that relates to their aspirations for how they use the street.

Business owners are more likely to mention goods/service access e.g. loading, customer pick up/drop-off as something that requires further thought, but not at high levels (11%).

Feedback around construction impact of Design Idea B



Number of respondents: n=616

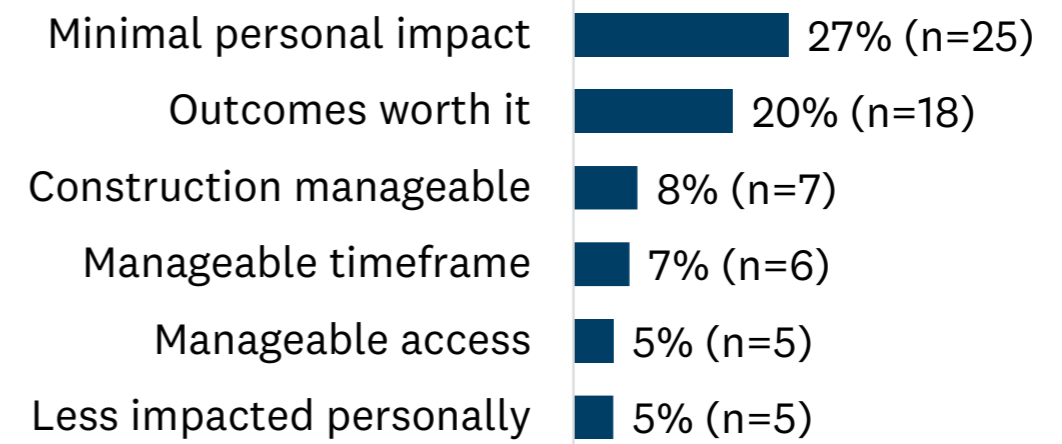
Views on whether the construction impact of Idea B would be manageable vary widely.

Overall, **46% agree/strongly agree it would be manageable**, while 18% disagree/strongly disagree that it would be manageable, and 36% are neutral. This indicates mixed confidence in manageability.

Residents are most positive, with 52% agree/strongly agree, while property owners are similar at 46%. Business owners are least positive, with only 23% agreeing and 42% disagreeing. Street users sit close to the overall average at 44% agree/strongly agree. This suggests business owners have more concerns about disruption than other groups.

Age makes a significant difference. Younger respondents (15-24 yrs old) are most positive, with 73% agreeing/strongly agreeing that the impact would be manageable. Support reduces with age.

Reasons why construction impact deemed manageable [agree/strongly agree that construction impact of Idea B is manageable]



Number of respondents (agree/strongly agree that construction of idea B is manageable): n=92. Themes 5% or higher shown



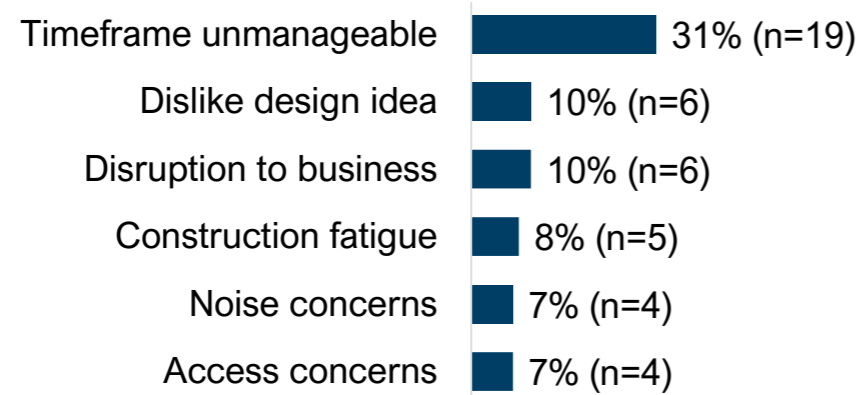
Those who think the impact of Idea B is manageable often say it has minimal personal impact (27%) or consider outcomes worth it (20%).

Minimal personal impact is cited by other street users (31%), and also by business owners (22%) and residents (20%).

Property owners (45%) and residents (29%) consider that the outcomes worth it at higher levels than street users and business owners.

A notable proportion (22%) point to manageable access – indicating support because access can be maintained or reasonably worked around.

Reasons why construction impact not deemed manageable [disagree/strongly disagree that construction impact of Idea B is manageable]

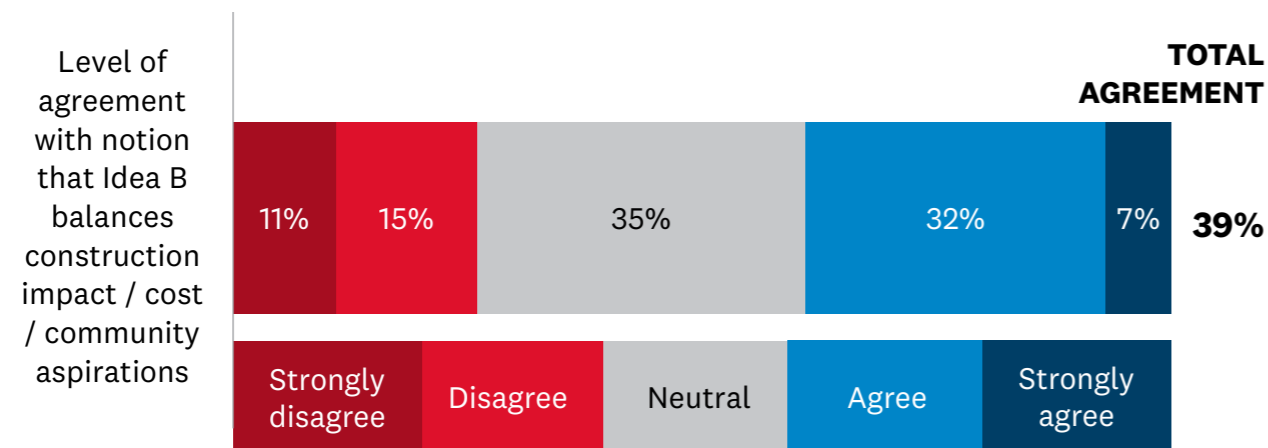


Number of respondents (disagree/strongly disagree that construction of idea B is manageable) : n=61. Themes 7% or higher shown

Among those who disagree that Idea B’s construction impact is not manageable, the most common reason is timeframe unmanageable (31%) for this idea.

While all audience groups note timeframe unmanageable (23%-38%) consistently as why the impact is not manageable, property owners are most concerned (44%).

Feedback around Design Idea B balancing construction impact/cost/Community Aspirations



Number of respondents: n=616

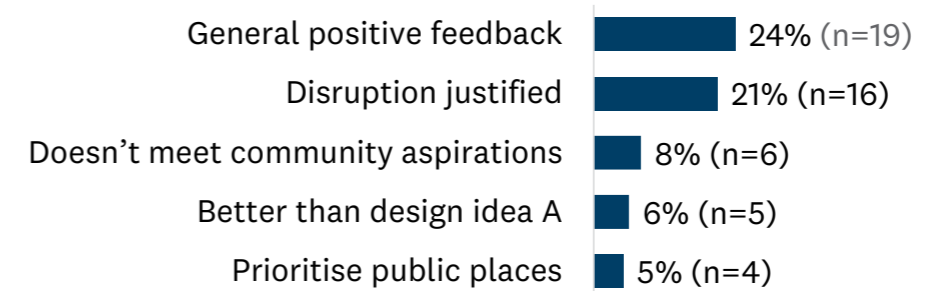
39% agree/strongly agree that Idea B balances construction impact, cost, and Community Aspirations, while 26% disagree/strongly disagree and 35% are neutral.

Residents are slightly more positive than the overall average (41% agree/strongly agree). Other street users show similar levels of agreement (39%).

Property owners are less positive (29% agree/strongly agree), but **business owners are the least supportive** group overall, with 52% disagreeing or strongly disagreeing that the three factors are balanced.

Respondents 15-24 yrs old are considerably more positive about Design Idea B, with 71% agreeing or strongly agreeing that it achieves the right balance. This compares to 43% of those 25-44 yrs old, 31% of those 45-64 yrs old, and 33% of respondents 65+ yrs old. Support therefore declines with age.

Reasons why Idea B is perceived to balance construction impact/cost and Community Aspirations [agree/strongly agree that Idea B balances construction impact/cost/ Community Aspirations]



Number of respondents (agree/strongly agree that idea B balances construction impact/cost/ Community Aspirations): n=78. Themes 7% or higher shown

Those who **agree** that Idea B is balanced often offer general positive feedback (24%) or feel the disruption justified (21%).

Residents are less likely to give general praise, compared to business owners (30%), property owners (38%) and other street users (30%). Notably, business owners who support Idea B most commonly cite disruption justified (40%).

Reasons why Idea B isn't perceived to balance construction impact/cost and Community Aspirations [disagree/strongly disagree that Idea B balances construction impact/cost/ Community Aspirations]



Number of respondents (disagree/strongly disagree that idea B balances construction impact/cost/ Community Aspirations): n=85. Themes 7% or higher shown

Those who **disagree** that Idea B is balanced most often say the design is not worth outcome (22%) or that the design doesn't meet Community Aspiration (21%). This indicates that for many respondents, **insufficient alignment with the Community Aspirations is a key barrier to acceptance.**

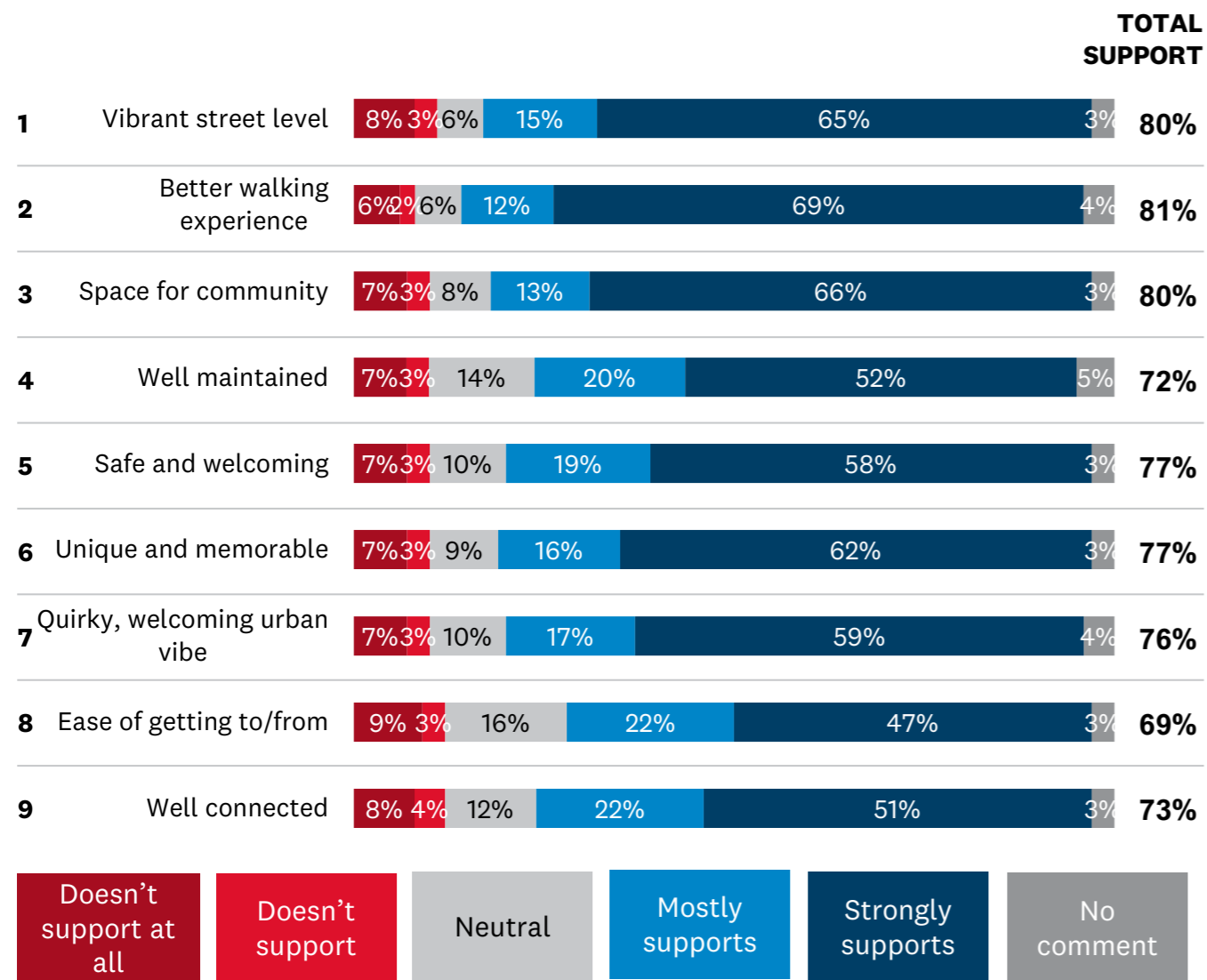
Not worth outcome is consistently cited across audience groups (ranging from 20% to 28%), notably, the highest for business owners (28%) and property owners (23%).

Among other street users, doesn't meet Community Aspirations (31%) is the most prominent reason for disagreement.

While too much disruption (6%) is not a leading theme overall, it is notably higher among property owners (23%) and business owners (17%)

Feedback on Design Idea C

How well Design Idea C is perceived to support the nine Community Aspirations



Number of respondents: n=616

Design Idea C is seen to **mostly support/strongly support the nine Community Aspirations at high levels, from 69%-81%.**

Most respondents believe the design supports the priority Community Aspirations – better walking experience (81%), vibrant street level (80%), and space for community (80%).

Residents are the most positive of the audience groups, with high levels of mostly support/strongly support for the priority Community Aspirations better walking experience (86%), vibrant street level (84%), and space for community (83%). Street users are similarly positive for better walking experience (82%), vibrant street level (81%), and space for community (81%).

Property owners show moderate support, around 70% for most aspirations, with better walking experience (74%), vibrant street level (72%), and space for community (72%).

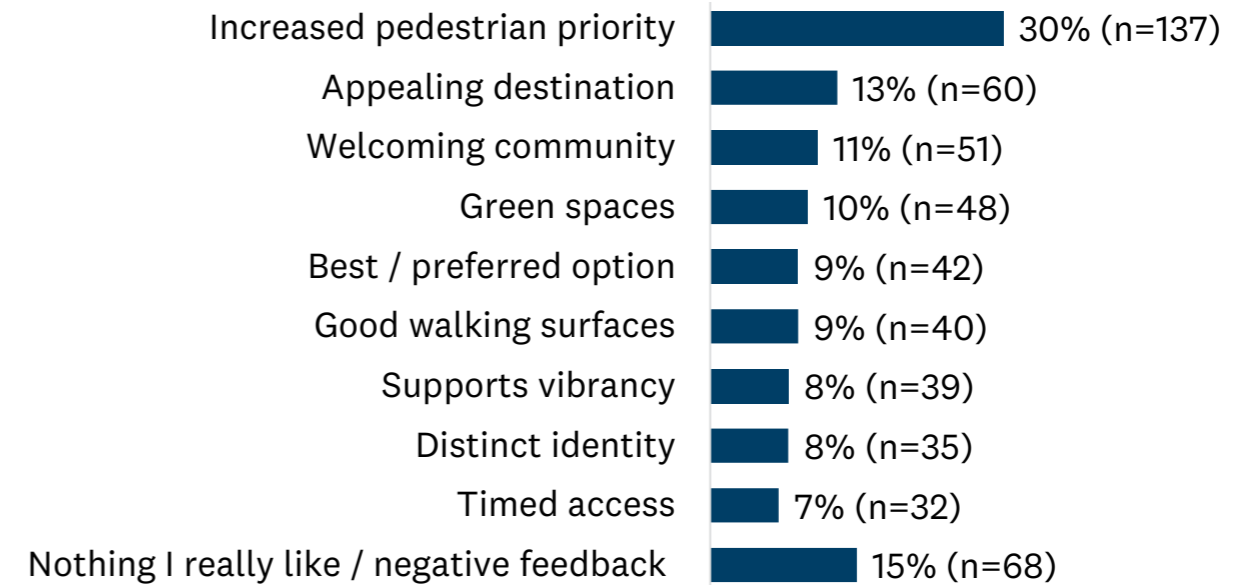
Business owners are the least positive about better walking experience (62%), vibrant street level (62%), and space for community (60%). **Notably business owners score Design Idea C higher than Design Idea A and B.**

Support is lowest for being well connected (73%), well maintained (72%) and ease of getting to/from (69%). Safe and welcoming (77%), unique and memorable (77%), and quirky, welcoming urban vibe (76%) are in the middle for perceived level of support. Across all aspirations, **only a small minority feel the idea doesn't support/doesn't support at all (7%-9%).**

Overall, this indicates strong alignment with the Community Aspirations, although connectivity and access received lower ratings and may require further consideration.

Those 15-24 yrs old and 24-44 yrs old have the highest levels of mostly supports/strongly supports that the design meets the priority Community Aspirations: vibrant street level (88%, 92%), better walking experience (90%, 92%) and space for community (92%, 91%). Support drops among those 65+ yrs old. This pattern reinforces that Design Idea C appeals most to those seeking a vibrant, people-focused environment.

What works well in Design Idea C



Number of respondents: n=464. Themes 7% or higher shown

The most common positive theme across Design Idea C is increased pedestrian priority, mentioned by 30% of respondents. Other aspects seen as strengths include making High Street an appealing destination (13%), creating a welcoming community feel (11%), and adding green spaces (10%).

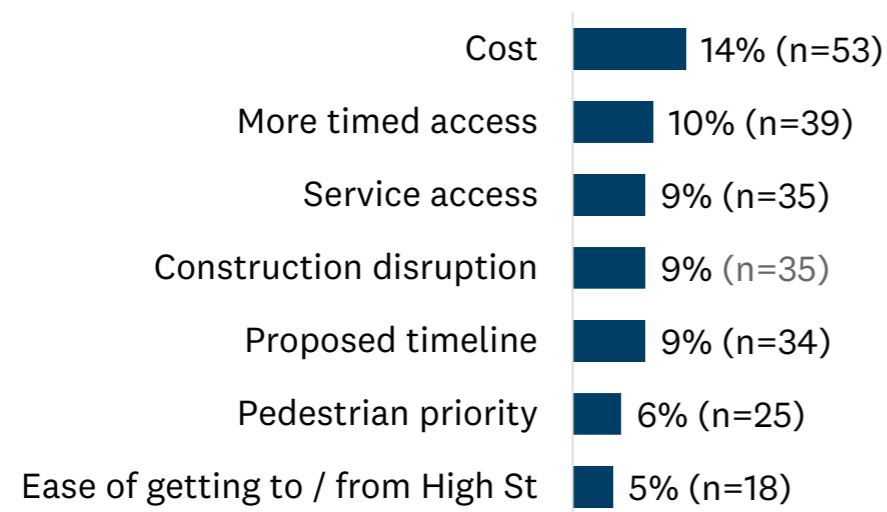
15% said there was nothing I really like/negative feedback. The emphasis on pedestrian priority strongly aligns with the priority Community Aspiration, better walking experience, reinforcing that this is a key driver of support.

Increased pedestrian priority is valued across all groups, especially by street users (32%) and residents (29%).

Property owners are more likely than others to mention High Street as an appealing destination (22%) and nothing I really like/negative feedback (20%). Business owners are most likely to say nothing I really like/negative feedback (26%), but 74% noted something that they think works well.

Younger people, especially those 15-24 yrs old, are much more likely to value increased pedestrian priority (47%) and green spaces (22%) compared to older groups.

What needs more thought in Design Idea C



Number of respondents: n=389. Themes 5% or higher shown

Cost is the most common concern in Idea C, raised by 14% of respondents. Other issues include more timed access (10%), with service access, proposed timeline, and construction disruption each at 9%. A few mentioned pedestrian priority (6%) and ease of getting to/from High Street (5%).

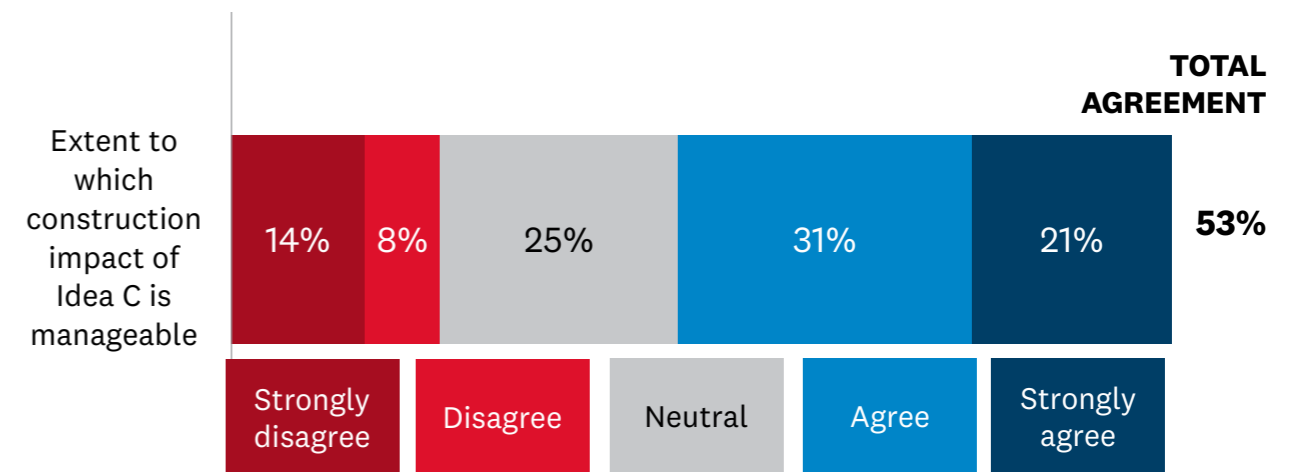
Cost is a shared concern across all audience groups (5%-13%), but street users raise it most often (15%). Business owners are most concerned about service access (15%) and construction disruption (15%).

Property owners highlight issues with construction disruption and the proposed timeline (both at 13%). Residents are less likely to raise these practical concerns compared to business owners.

Older respondents are more likely to mention cost (23%), while younger respondents in the 15-24 age range focus more on more timed access (20%) and improving pedestrian priority (24%).



Feedback around construction impact of Design Idea C



Number of respondents: n=616
 Individual scores shown in the graph are all rounded to the nearest whole number.
 The total agreement figure in this chart is the more accurate statistic as this is based on unrounded data.

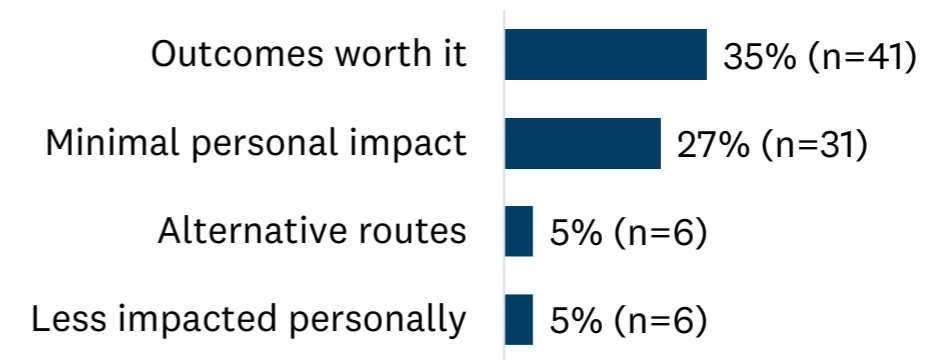
Just over **half of respondents (53%) agree/strongly agree that Idea C's construction impact would be manageable**, while 22% disagree/strongly disagree that it would be manageable and 25% are neutral. This indicates that while a majority think the impact can be handled, a similar number are concerned or not swayed either way.

Residents are the most positive, with 62% agreeing/strongly agreeing the impact would be manageable. Street users sit close to the overall average at 51% agreement. Property owners also lean positive at 56%.

Business owners are far less confident, with only 25% agreeing/strongly agreeing that it would be manageable and nearly half (47%) disagreeing/strongly disagreeing that it would be manageable. This suggests that while residents and property owners see the impact as acceptable, business owners have moderate levels of concern.

People 25-44 yrs old are the most positive, with 70% agreeing/strongly agreeing the impact would be manageable. Those 65+ yrs old are less certain, with only 44% agreeing/strongly agreeing and 28% disagreeing/strongly disagreeing that impact would be manageable

Reasons why construction impact deemed manageable [agree/strongly agree that construction impact of Idea C is manageable]



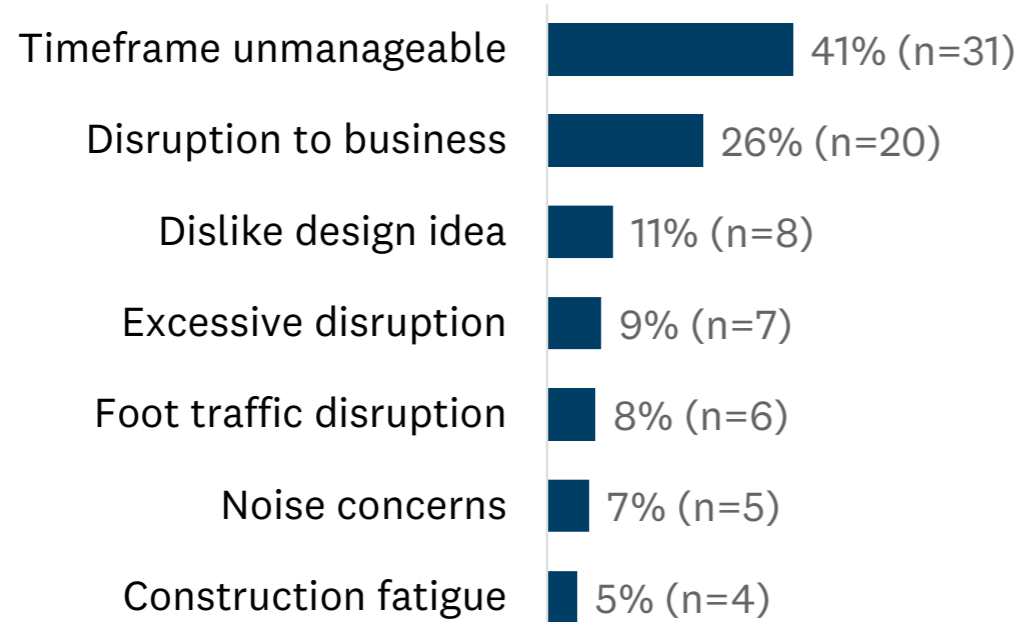
Number of respondents (agree/strongly agree that construction of idea C is manageable): n=116.
 Themes 5% or higher shown

Among those who agree that Idea C’s construction impact is **manageable**, the most common reason is outcomes worth it (35%), followed by minimal personal impact (27%).

Outcomes worth it is the most mentioned reason across all groups, with property owners standing out at 68%, residents at 45%, street users at 27% and business owners at 22%.

Street users and residents also rate minimal personal impact higher than other audience groups at 27% and 29% respectively.

Reasons why construction impact not deemed manageable
[disagree/strongly disagree that construction impact of Idea C is manageable]



Number of respondents (disagree/strongly disagree that construction of idea C is manageable) : n=76. Themes 5% or higher shown

Among those who disagree that Idea C’s construction impact would be **unmanageable**, the **main concern is timeframe unmanageable (41%)**, followed by worries about disruption to business (26%).

All audience groups highlight timeframe unmanageable as the top concern. Residents and street users have the highest concern about the timeframe (43%), and business owners have the least (24%).

Disruption to business is the second-highest concern for all audience groups, with street users (29%) and business owners (24%) closest to the overall respondents (26%). Property owners have the same response to disruption to business and dislike design idea at 18%.



Feedback around Design Idea C balancing construction impact/cost/Community Aspirations

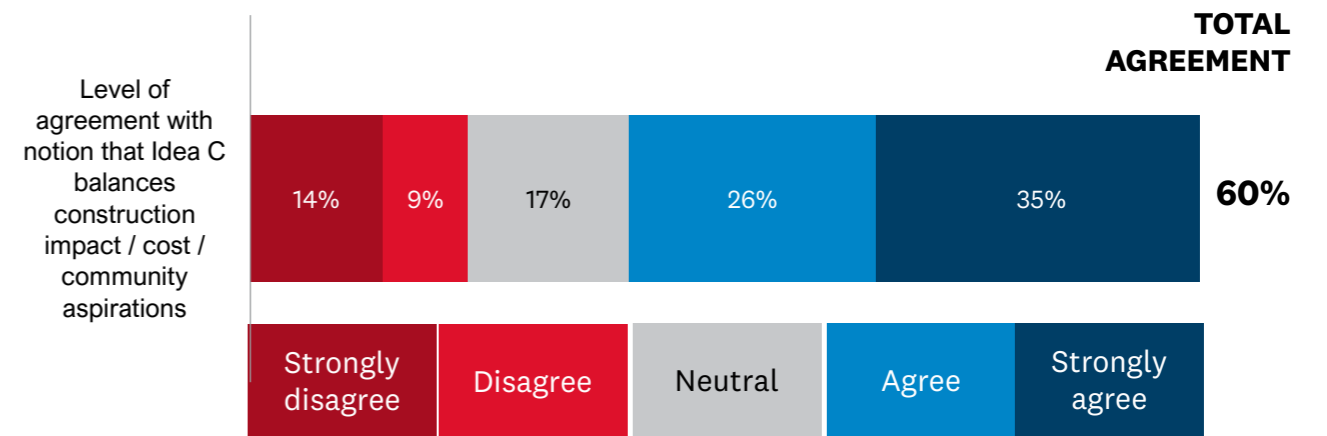
Overall, 60% agree/strongly agree **Design Idea C achieves a balance** between construction impact, cost and Community Aspirations.

23% of respondents disagree/strongly disagree that Idea C is balanced, and 17% are neutral. This suggests that a **majority see the trade-off as acceptable, but a notable minority do not.**

Residents and street users are most positive (66% and 60% agree/strongly agree respectively), while property owners also lean positive (56%).

38% of business owners agree/strongly agree, with nearly half (47%) disagreeing/strongly disagreeing.

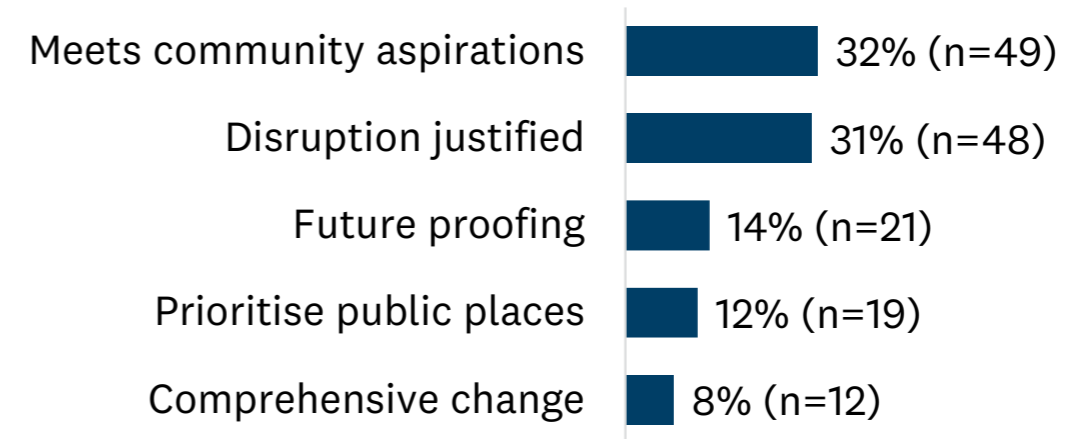
People 25-44 yrs old are most positive, with 75% agreeing/strongly agreeing, while those 65+ yrs old are less certain at 47% agree/strongly agree.



Number of respondents: n=616

Reasons why Design Idea C is or isn’t perceived to balance construction impact/cost/Community Aspirations

Reasons why Idea C is perceived to balance construction impact/cost and Community Aspirations [agree/strongly agree that Idea C balances construction impact/cost/Community Aspirations]



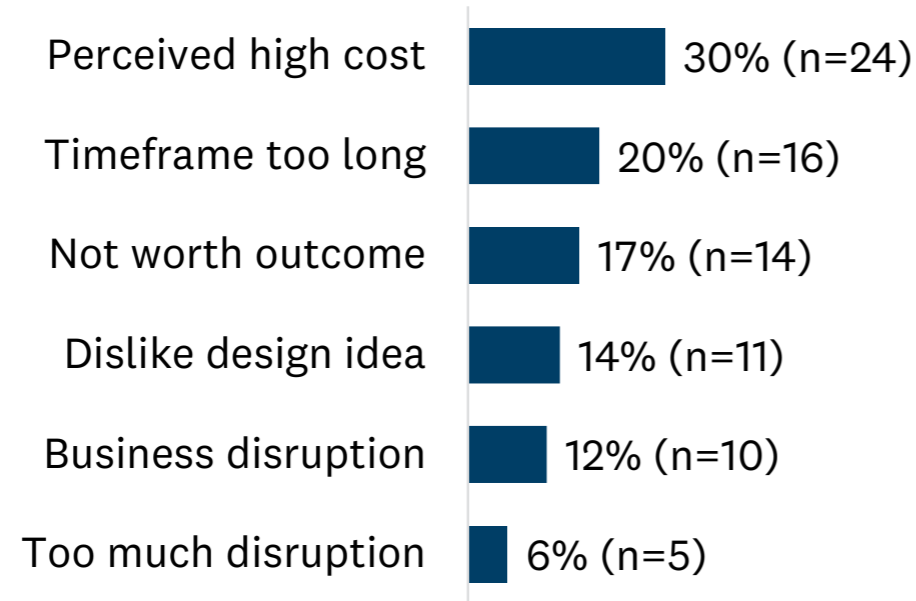
Number of respondents (agree/strongly agree that idea C balances construction impact/cost/Community Aspirations): n=153. Themes 5% or higher shown

For those who perceive Design Idea C as balancing construction impact, cost and Community Aspirations, the most common reasons given are meets Community Aspirations (32%) and disruption justified (31%). This is consistent across all audience groups.

Meets Community Aspirations is the highest reason for property owners (47%) and residents (34%). Street users cite meets Community Aspirations and disruption justified at equal levels (30%).

Business owners have the lowest support for meets Community Aspirations amongst the audience groups (29%) but are the highest for disruption justified (50%). **This indicates that there may be a split within business owners who support Design Idea C.**

Reasons why Idea C isn't perceived to balance construction impact/cost and Community Aspirations [disagree/strongly disagree that Idea C balances construction impact/cost/ Community Aspirations]



Number of respondents (disagree/strongly disagree that idea C balances construction impact/cost/ Community Aspirations): n=81. Themes 5% or higher shown

For those who do not perceive Design Idea C as achieving this balance, the most mentioned reasons are perceived high cost (30%) and timeframe too long (20%).

Not worth outcome and business disruption stand out as priorities for business owners, with each at 32%, the highest level for all audience groups.

Residents are more mixed, identifying not worth outcome (26%) and perceived high cost and timeframe too long at (each at 23%).

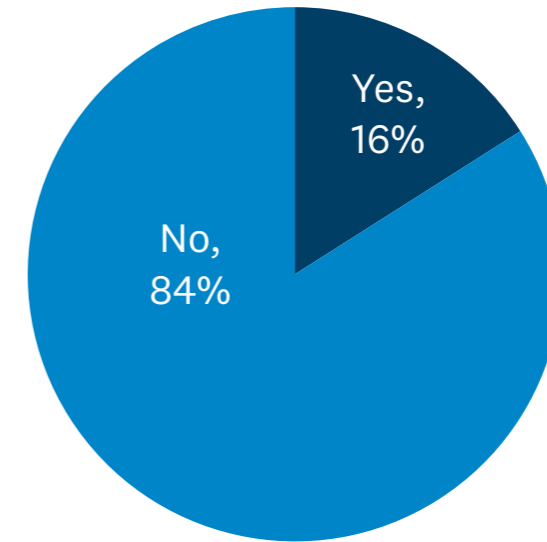
Street users show the highest concern about perceived high cost (38%).

Feedback on Timed Access

Feedback about the need for regular vehicle access to High Street for loading or servicing

Do you or your business need regular vehicle access to High Street for loading or servicing?

This includes deliveries, waste collection, trades, courier drop-offs or business-related vehicle access.



Number of respondents: n=616

Most respondents **do not require regular vehicle access** to High Street for loading or servicing, with 84% saying no and only 16% saying yes. This suggests that regular vehicle access is important for a minority of the overall community.

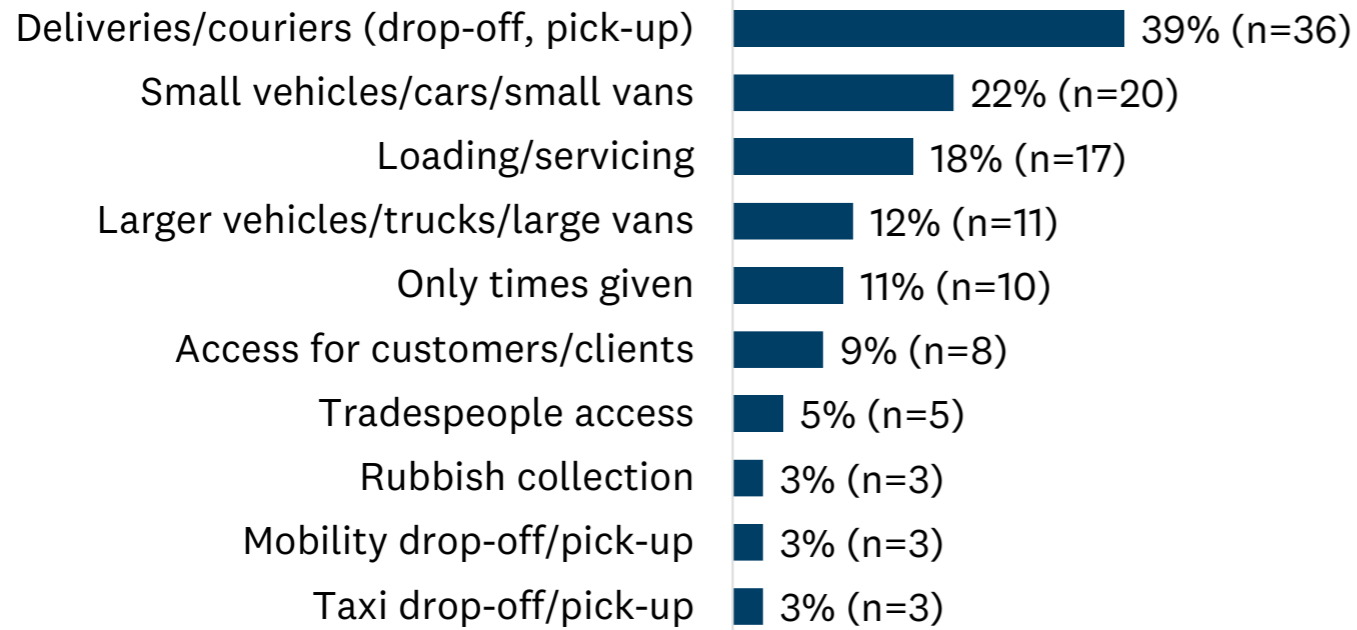
However, the need for access is concentrated among specific groups. **Business owners are the most likely to need access**, with 68% saying yes, followed by property owners at 37%.

In contrast, residents (14%) and street users (11%) rarely require vehicle access. Younger respondents almost never require access, while those 45-64 yrs old are slightly more likely to do so (14%).

This suggests that while a timed access approach would affect a smaller proportion of respondents overall, it would have a direct impact on those who rely on the street for business and property operations.

Feedback about the type of vehicle access needed for loading or servicing

What kind of access do you need?



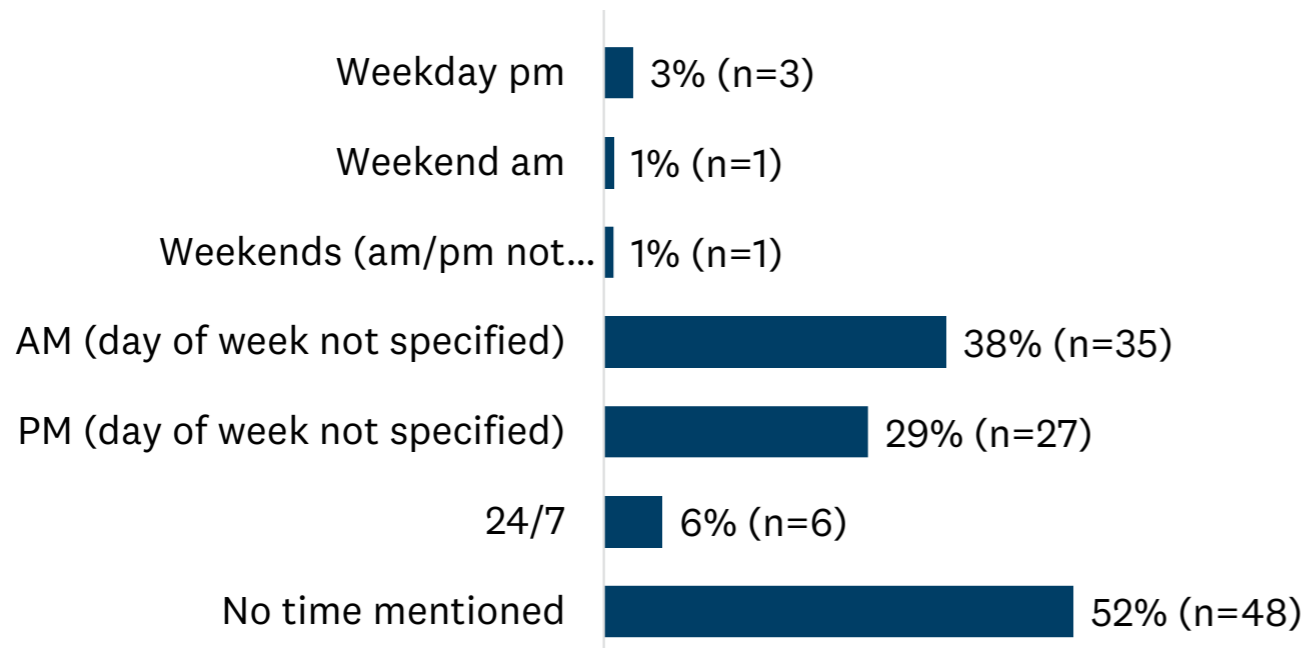
Number of respondents: n=92. Those that need loading/servicing access were eligible to answer this question [question optional]

For those who require vehicle access (16% of respondents), the most common need is for deliveries and couriers (39%), followed by small vehicles or vans (22%) and general loading or servicing (18%).

Business owners most often require deliveries (52%) and loading/servicing (24%). Property owners also mention deliveries (42%) and specific time-based access (21%).

This signals that there is a need for further clarity as to how timed access would enable the delivering and servicing.

When is access needed?



Number of respondents: n=71. Themes 3% or higher shown. Those that need loading/servicing access were eligible to answer this question [question optional]

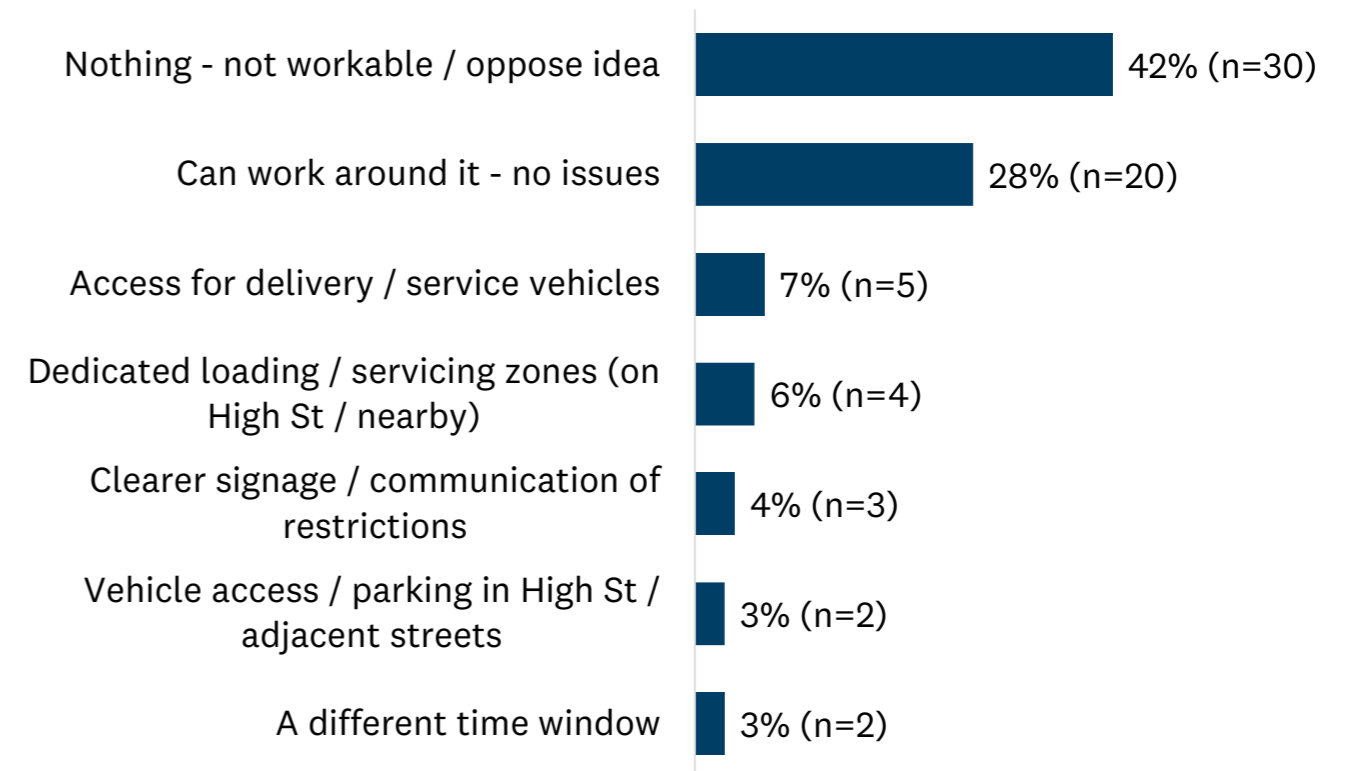
Among the 16% of those who require vehicle access, 38% say it's needed in the mornings (AM). 29% say afternoon/evenings (PM), without specifying days. A small number of respondents mention weekday mornings (AM), afternoon/evenings (PM), weekends, or 24/7 access. Over half did not provide a specific time, which may indicate flexibility or uncertainty. Across audience groups, mornings are the most common time mentioned.

Business owners are most likely to need morning access (53%) and afternoon access (38%). Property owners also lean toward mornings (40%). Residents and street users are less specific, with 62% of residents and 51% of street users not mentioning a time. Of those that did specify a time, 34% of both residents and street users required morning access and 21% of residents and 29% of street users required afternoon access.

This indicates that some businesses and property owners have habitual access times, and any timed access would require working closely with them to adapt to any future changes.

Feedback about what would make the proposed timed vehicle access more manageable

What would help make timed vehicle access between 11am and 2pm on weekdays more manageable for you?



Number of respondents: n=71. Themes 3% or higher shown. Those that need loading/servicing access were eligible to answer this question [question optional]

Among those who require regular vehicle access (16% of respondents), 42% say nothing would help make it manageable, because they oppose the idea or find it unworkable.

However, 28% say they can work around it without issues, and 23% identify other factors that would make timed vehicle access more manageable.

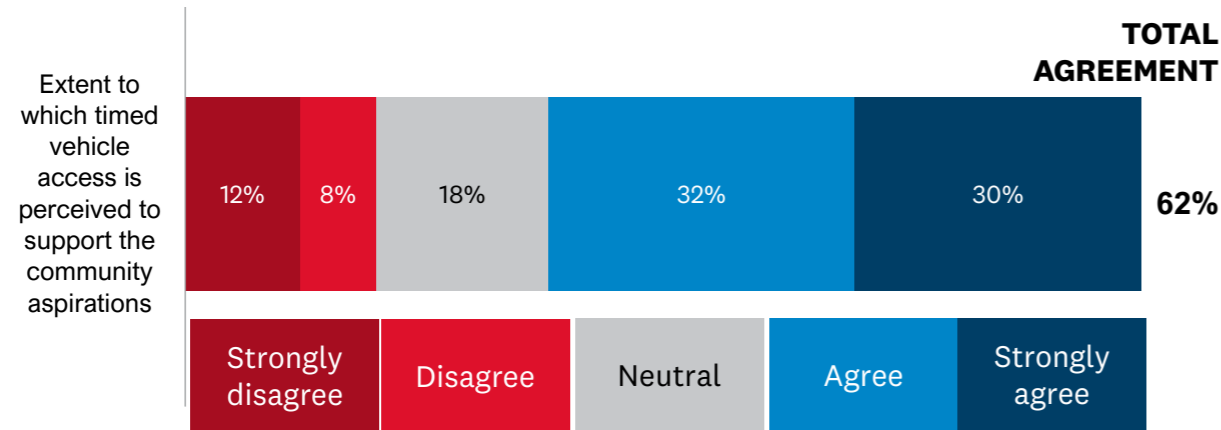
Street users and business owners are most likely to oppose the idea of 11am to 2pm timed vehicle access (48% and 43%, respectively), although 35% of business owners consider they can work around it.

Residents and property owners are split, with some opposing the idea, and others suggesting practical solutions like access for loading zones. It is worth noting that the numbers of respondents are low in this section.

The findings suggest mixed views within the community. Some people feel confident they could adapt, while others are unsure or believe it would not work for them.

Feedback around how well timed access supports the Community Aspirations

How well does timed vehicle access support the Community Aspirations?



Number of respondents: n=616

Considering how timed vehicle access supports the Community Aspirations overall, **62% think it does (strongly agree/agree)**, while 20% think it does not. 18% are neutral.

This suggests a majority see timed access as aligning with the Community Aspirations, but **there is a reasonable minority who disagree or do not have a view**. This may indicate uncertainty – it is not clear if that is because they aren't clear on the connection between timed access and the Community Aspirations, or they aren't convinced by it.

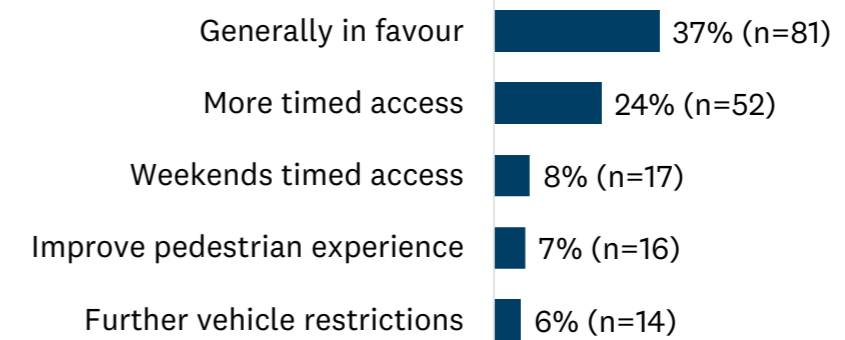
Residents and street users are most positive, with around 62% and 66% support respectively. Property owners are less certain at 47%, and business owners are the least supportive at 38%, with a third of business owners saying it does not support the Community Aspirations.

This indicates a **mix of views between audience groups**, noting that **aside from some business owners there is moderate support**.



Reasons why timed vehicle access does or does not support the Community Aspirations

Among those who think timed vehicle access strongly/mostly supports the community aspirations



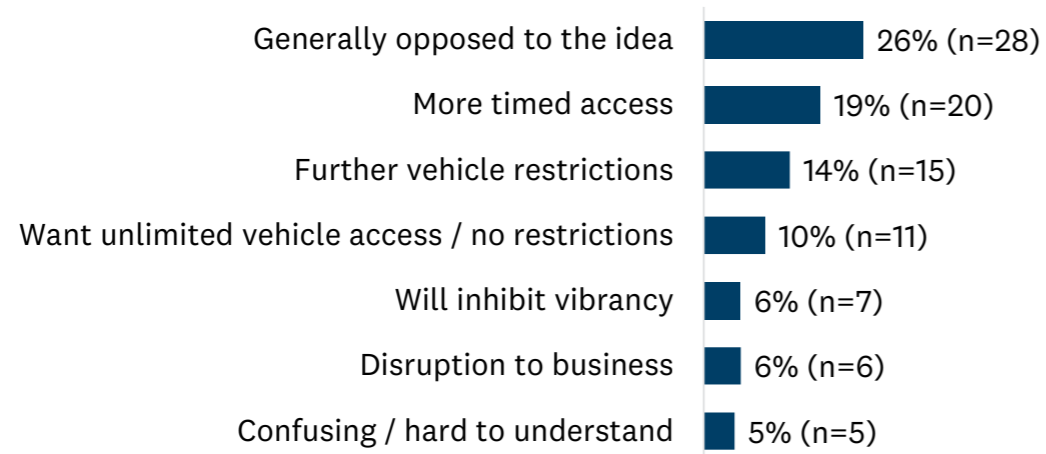
Number of respondents (those who think timed vehicle access strongly/mostly supports the community aspirations): n=221. Themes 5% or higher shown

The most common comment from people who think timed access supports the Community Aspirations is that they are generally in favour (37%), followed by suggestions for more timed access (24%).

This pattern is seen across all audience groups, with the most common feedback that they are generally in favour. More timed access is strongest among street users (28%) and residents (18%) but weaker among business (7%) and property owners (13%).



Among those who think timed vehicle access doesn't supports the community aspirations



Number of respondents (those who think timed vehicle access doesn't support the community aspirations): n=107.
Themes 5% or higher shown

Those who think timed vehicle access **does not support** the Community Aspirations, the key reasons are generally opposed to the idea (26%) and more timed access (19%).

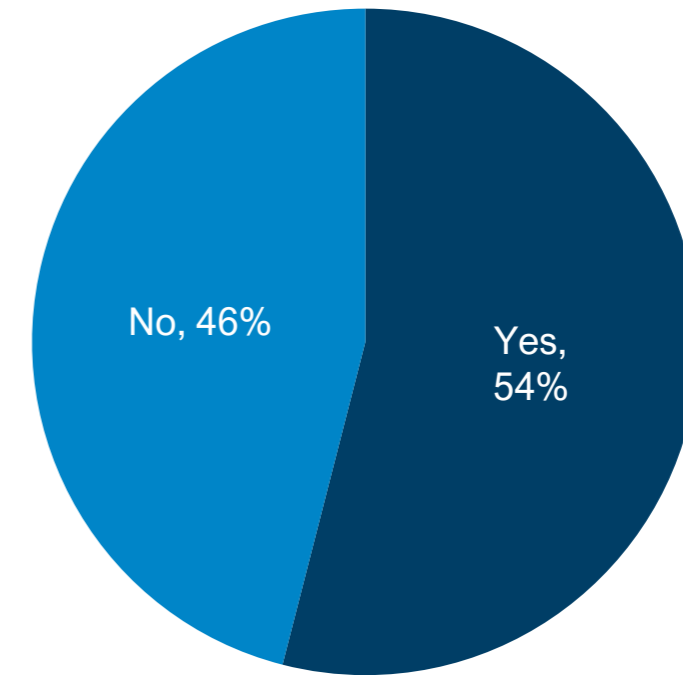
Residents and street users are more likely to generally oppose the idea (26% and 25% respectively). Property owners highlighted wanting unlimited vehicle access/no restrictions at the same percentage as generally opposed to the idea (each at 33%).

Business owners' key concern is that it will inhibit vibrancy (27%), although 20% are also generally opposed to the idea.

For all age groups, aside from 25-44 yr olds, the main reason given that timed access supports Community Aspirations is that they are generally in favour. All age groups consider more timed access (21%-33%) as important, aside from only 3% of 65+ yr olds.

For those who do not think it supports the Community Aspirations, being generally opposed to the idea increases with age amongst older respondents (25-44 yrs at 12%, 45-64 yrs at 29%, and 65+ yrs old at 35%).

Feedback about the desire for timed vehicle access on High Street during other days or times, including alternative or additional time periods



Number of respondents: n=601

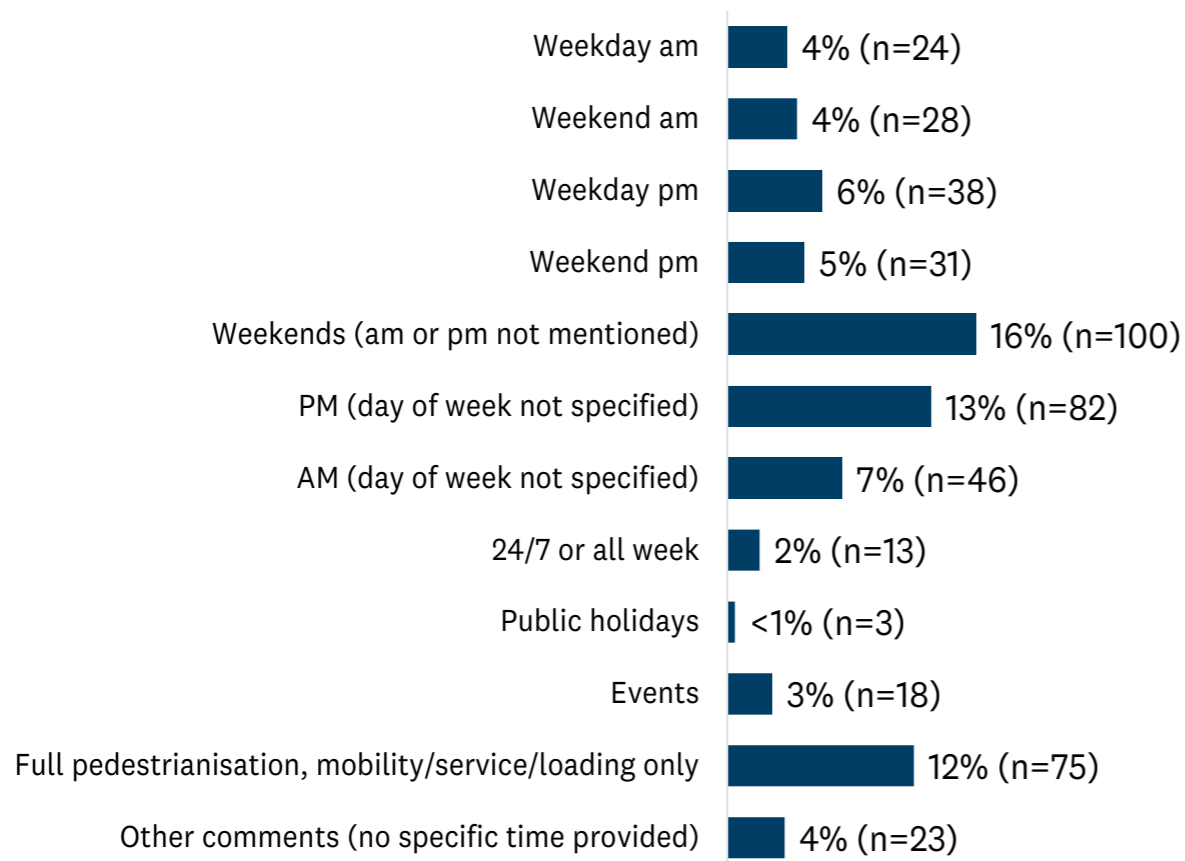
Respondents were asked whether timed vehicle access on High Street should be available on other days or times, other than 11am-2pm on weekdays. Just over half (54%) say yes, while 46% say no.

Residents (59%) and respondents under 65 yrs old (15-24 yrs old (55%), 25-44 yrs old (61%) and 45-64 yrs old (54%) are more likely to want additional times.

Business owners have the highest number of people saying no (68%). People 65+ yrs old are less likely to want additional times (45%).



Desire for timed vehicle access to be considered on High St during other days/times



Number of respondents: n=625 (feedback taken from all open-ended responses). In total, 50% of survey participants provided feedback on this area.

Half of all respondents provided feedback regarding the proposed time, weekdays between 11am and 2pm.

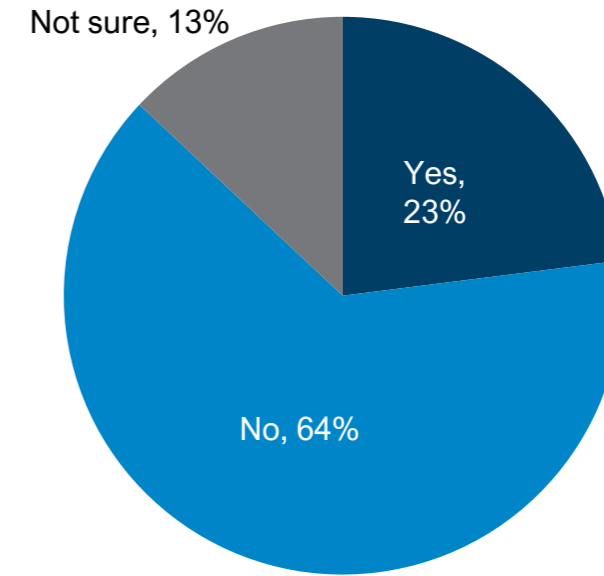
The most common additional suggestion (25%) is to consider timed access on weekends (this includes morning, afternoons/evenings or unspecified times). Support for vehicle restrictions on weekends is evident across all audience groups and is strongest among residents (30%). Younger respondents are more likely to support weekend and extended vehicle restriction.

Other respondents suggest extending timed access into afternoon or evening periods (13%) or mornings (7%), where the day of the week is not specified. A further 10% suggest weekday morning or afternoon/evening periods.

Weekday mornings or afternoons/evenings are also suggested (10%). A notable group (12%) suggest full pedestrianisation or limiting access to service and mobility vehicles only.

Feedback on the engagement process

Did you take part in any engagement for the High Street project in 2024?



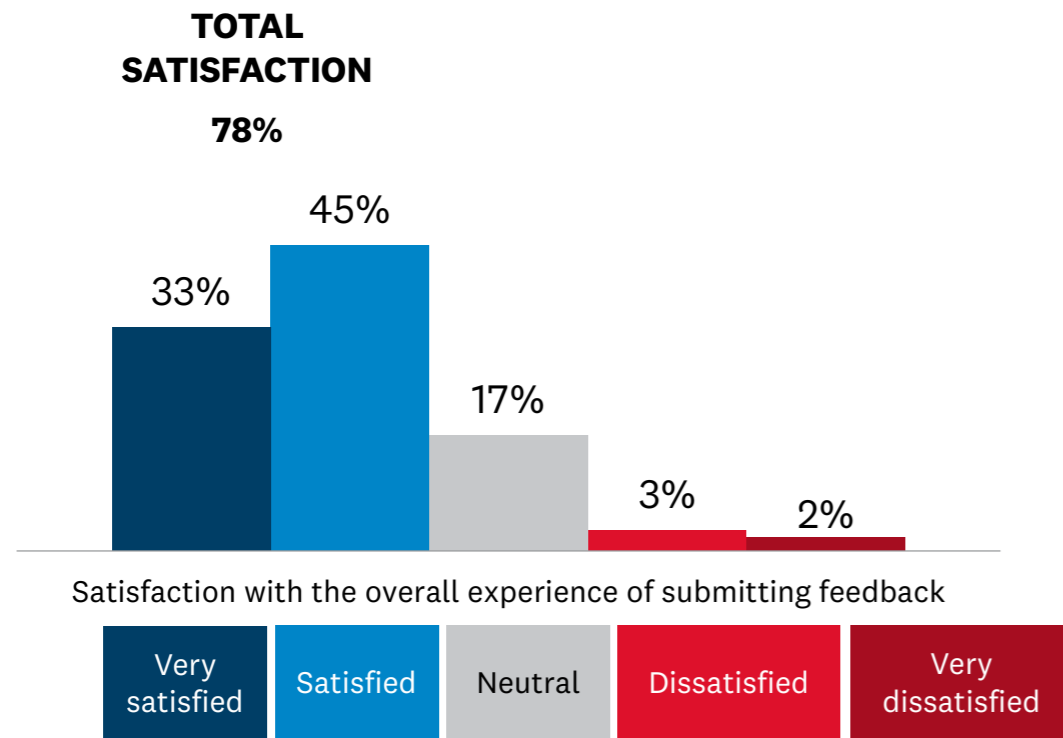
Number of respondents: n=617

	Total	Residents	Business owners	Property owners	Other streets users
No	64%	52%	42%	33%	74%
Yes	23%	32%	49%	47%	15%
Unsure	13%	15%	9%	21%	12%
Number of respondents	617	208	53	58	356

Over 1 in 5 (23%) survey participants took part in previous engagement. This is higher among business owners (49%) and property owners (47%).

Satisfaction with the overall experience of submitting feedback

Overall, how satisfied or dissatisfied were you with the overall experience of submitting feedback?



Number of respondents: n=519

Almost 8 in 10 (78%) of survey participants were satisfied with the process of submitting feedback

Across all audience groups, there were similar levels of satisfied/very satisfied (73%-80%), with property owners the lowest and residents the highest.

Business owners and property owners each reported dissatisfied/very dissatisfied at 10%, with street users (5%) and residents (4%) similarly aligned.

Across all age and gender groups, there were similar levels of satisfaction (71%-82%) and similar levels of dissatisfaction (3%-6%).

Suggestions for improvement: Among those very satisfied

Among those very satisfied with the overall experience of submitting feedback there weren't any areas cited as needing improvement.

Some of the main themes noted among this cohort were to the process being viewed favourably (i.e. good, great) or not needing any improvements. Others had positive feedback around the questionnaire itself or the engagement process.

"The info hub and on-street consultation staff were excellent. This survey was clear, easy to use, and allowed for individual thoughts and feedback to be provided at a later, more convenient time than at the info hub."

"I think people put in a lot of effort to talk to us on the street, especially around EMC, as well as offering in-person consultation, QR code and online access."

Suggestions for improvement: Among those satisfied

The main improvement areas cited by those who were satisfied with the overall experience of submitting feedback were ways to reduce the survey length/information needed to digest. Some here felt the survey to be long/containing a lot of questions/information to process.

"Less required fields for those with only short time to reply."

"More items should be optional to encourage more feedback from others - the feedback is quite long."

"Glad to have the opportunity to feedback. Quite a lot of info to give. Would be good to have a short form version for people who can't give this much time but who have read the info and have some key points to convey."

Suggestions for improvement: Among those very dissatisfied / dissatisfied

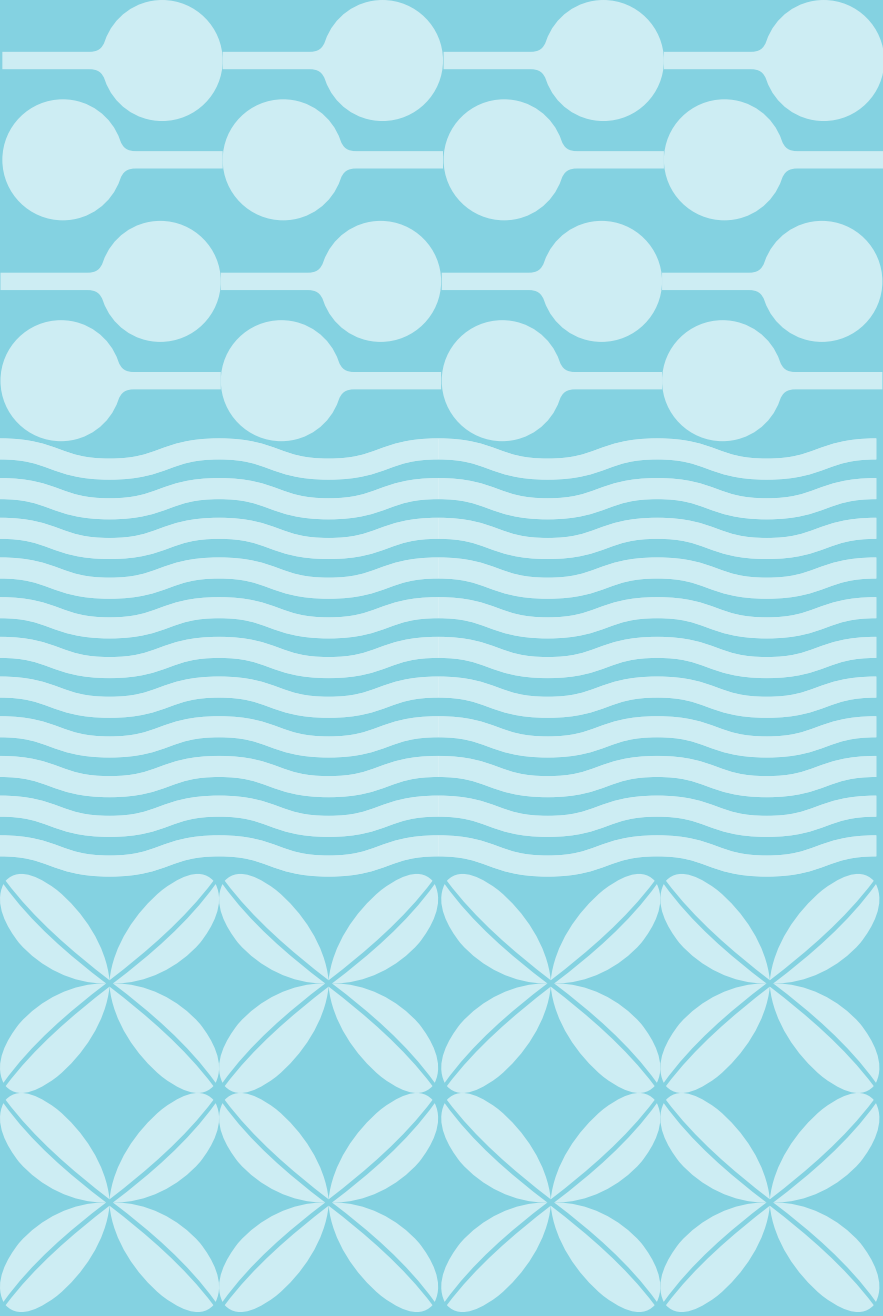
The main improvement areas cited by those who were very dissatisfied/dissatisfied with the overall experience of submitting feedback were a reduced survey length or more options available to identify preferences or not liking any option.

"Should be an option to select not doing any of the 3 options."

"This survey is way too long. I almost gave up because there were so many questions and too many dimensions to think about."

"There was no question on which one was explicitly my favourite and the form felt quite long. In my opinion the first question should be to rank ideas by preference."





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