

Northcote Business Plan 2015-16

The following document outlines the *Northcote Town Centre Inc Business Plan* for the 2015-16 year. The organisation's year mirrors Auckland Council's financial year so it runs from 1 July 2015 – 30 June 2016.

This business plan summarises the fundamental objectives for Northcote Town Centre Inc over the upcoming year, outlines the key goals for the year and identifies the projects which the centre will embark on to achieve these goals.

The core objectives of the *Northcote Town Centre Inc Business Plan* are -

Fundamental Objectives

- Build on Existing Assets
- Focus on a few Key Projects
- Make a "Visual Statement"
- Work in Partnerships

With these objectives in mind, the *2015 – 16 Northcote Town Centre Inc Business Plan* has the following goals -

Goals for 2015-16

- Maintain and improve security to create a safer community and shopping experience
- Ensure that Northcote Central is clean and presentable at all times so that it is a 'preferred place to visit and shop' on the North Shore
- Maintain a good mix of shops and services in the centre
- Maintain a mix of Ethnic Food options both in restaurant offerings and prepared food
- Maintain free public parking with the current parking available being the minimum desirable level
- Support Business Owners on issues that affect and impact the viability and long term future of Northcote Central
- Increase police presence in the centre following the closure of the Community Constable's office
- Maximise the effectiveness of the BID levy within the current level of funding

To achieve these goals *Northcote Town Centre Inc* has the following key projects for the upcoming year –

Key Projects 2015-16

- Major community project – *Chinese & Korean New Year Festival 2016*
- Work on the Ground Rent Review so that it is at a fair market value
- Provide a forum for the centre's building owners to share their views on key issues such as the Ground Rent Review and Free-holding
- Work with Auckland Council on smartening the new toilet block with the vibrant external colours that feature in the centre's new brand
- Enhance the centre's security by adding two additional cameras to the CCTV system
- Upgrade the lighting in the centre to the level outlined in the Council's commissioned report by Opus Consultants
- Work with ACPL towards the free-holding of the land in the centre
- A new Northcote Central website which is accessible through mobile devices

2. Implementation of the Business Plan

Core Objectives

The *2015 - 16 Northcote Central Business Plan* is based on the following platforms -

Build on Existing Assets

Existing assets form the foundation for town centre projects. It is important to focus on what is special and unique about the Northcote Central and develop plans & projects to capitalise on these assets.

The assets for the Northcote Central have been identified in Organisation's Strategic Plan.

Focus on Key Projects

The *2015 - 16 Plan* focuses on implementing 3-4 key projects which are achievable within the resources of Northcote Town Centre Inc.

Make a 'Visual Statement'

A visual project is a great way of showing stakeholders that things are happening in the town centre.

Work in Partnerships

Northcote Town Centre Inc will work in partnership with other organisations in the implementation of the key projects. These include –

- Kaipatiki Local Board
- Auckland Council
- Northcote – Birkenhead Community Facilities Trust
- Building Owners

3. Key Projects 2015 - 16

Key Project # 1 – “Chinese & Korean New Year Festival”

Date: Friday, 12 February and Saturday, 13 February 2016

Time: *Friday, 12 February* 5:30pm - 9pm
Saturday, 13 February 10am – 3pm

Description

Northcote Central will celebrate the Chinese & Korean New Year (‘Year of the Monkey’) with a free family celebration on Friday, 12 February from 5:30pm – 9pm and Saturday, 13 February 2016 from 10:00am – 3:00pm.

Northcote Central’s *Chinese & Korean New Year Festival* is a free community event full of colour, culture and cuisine. It provides the public with a taste of Asia, and a wide range of Asian entertainment and activities.

The festival will feature vibrant cultural performances, free children’s activities, and array of Asian cuisine. The event also features special activities such as Chinese fortune telling.

A large stage will feature music, martial arts, song and dance, from a variety of cultures including Chinese, Taiwanese, Korean and Japanese.

Feature Chinese performances include the EPACS Lion Dance Team, Chinese Dance Groups such as the NZ International School and the Auckland Dong Fang Dance Group.

There will be several Korean performances from the Korean Society of Auckland and the Korean Cultural Society.

As well as a host of children’s entertainment there is a sporting “have-a-go” area co-ordinated by Harbour Sport’s *ActivAsian* programme with seven sports involved – *Badminton, Futsal, Gymnastics, Netball, Rugby, Softball & Squash.*

The *Chinese & Korean New Year Festival* is free to the public with sponsorship coming from the Northcote Town Centre and the Kaipatiki Local Board.



Key Project # 2 – “Finalisation of Ground Rent Review”

Background

- The rental for the Ground Leases in the Northcote Town Centre was due for review on 1 January 2014.
- ACPL used Brian Stafford-Bush from Sheldons to calculate the land valuations and the proposed ground rents for the rest of the centre. They proposed ground rent increases of between 75.6% and 199.06% with the average increase being **119.78%**. ACPL used Seagars do the valuation for the Countdown site.
- Northcote Building Owners commissioned Bob Lawton from *Barratt-Boyes Jeffries Lawton Valuers* to prepare a rental report for the centre. Bob Lawton had prepared reports for the three previous ground rent reviews in 1993, 2000 & 2007.
- Bob Lawton prepared some alternative ways on coming up with a ground rental such as using the change in building rentals in the centre over the past 7 years, and applying CPI over the past 7 years to the last agreed ground rentals
- A sub-committee, representing the Northcote Building Owners, presented the recommendations from Bob Lawton’s report as a counter-offer to ACPL at a meeting on 29 April 2014
- ACPL then commissioned *Seagars* to do a valuation on all properties in the centre.
- The sub-committee commissioned Scott Keenan from *Savills* to prepare valuations for all properties in the centre.
- The *Savills* report is most aligned with sales on the North Shore and the unique situation of the Northcote Centre being prepared by Scott Keenan at Savill’s.
- A key factor in their report is a two-tiered approach to the valuation, adopting different rental rates for the usable land leased, and the land in the leases encumbered by easements and car-parking.

Actions	Parties	Performance Measure
<ul style="list-style-type: none"> • Continue negotiations from ACPL 	<ul style="list-style-type: none"> • Northcote Town Centre Inc • Northcote Building Owners 	<ul style="list-style-type: none"> • Resolution of the Ground Rent by which allows a financial viable future for the centre.

Key Project # 3 – “Implementation of Northcote Town Centre Plan”

Background

The “Northcote Town Centre Plan” has been developed by Auckland Council, in consultation with various stakeholder groups. This plan identifies a 30+ year vision and ideas / options on how the centre could change and improve.

Next Steps

Northcote Town Centre Inc will work with Auckland Council on the implementation of the first stage of the ‘Northcote Town Centre Plan’ this year. Key projects in the next 12 months include -

- Completion of the New Toilet Complex
- Way-finding Signage (Installation)

Actions	Parties	Performance Measure
<ul style="list-style-type: none">● Work with Council on the Implementation of the Plan	<ul style="list-style-type: none">● Northcote Town Centre Inc● Auckland Council	<ul style="list-style-type: none">● Completion of Toilet Block● Installation on New Signage



