



An upgraded town centre in Te Atatū Peninsula could usher in a new dawn for this upwardly mobile inner west suburb once known by locals as 'Tat North'.

*Te Atatū* means *The Dawn* in Te Reo and the business association is advocating for the upgrade, with encouragement from the Henderson-Massey Local Board.

We spoke with **Robynne Pringle** (pictured) who has managed the Te Atatū Peninsula BID programme for the past seven years.

The latest issue of the business association's magazine *Te Atatū Views* praises local property owners for developing their sites within the town centre.

"This is greatly appreciated by the business community as it lifts the whole town centre, improving commercial spaces and, ultimately, the business mix on offer," says Robynne.

"It's great to see more new businesses in the town centre, moving into bright new premises."

TAPBA would like to ensure that investment in the public amenities – the footpaths, seating, gardens and infrastructure – keeps up with this private investment.

"We don't want to see public areas become tatty, compared to the new developments happening in the town centre," says Robynne.

Te Atatū Peninsula operates the only BID programme within the Henderson-Massey Local Board area.

"Recently, we gave the local board an overview of what we believe should be encompassed in a town centre revitalisation.

"We asked that it be included in any planning and preliminary investigation, for its 2019 - 2020 annual budget.

"More importantly though, we asked that any planning for an upgrade, be done only after seeking community feedback.

"We want a town centre where the community can work, live and play in an environment conducive to their well-being."

When we interviewed Henderson-Massey Local Board chair Shane Henderson last year, he praised Te Atatū's BID programme for pushing for changes in the streetscape.



## The dawn rises over Te Atatū

The name Te Atatū was based upon a cleric's vision of the morning sun shimmering on the Waitematā.

The business association, which has operated a BID programme since 2009, embraces the warmth of sun in its logo.



Photo: Stefan Marks

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