



The space to be



Cheryl Adamson, *pictured*, has managed [Parnell](#)'s growing BID programme for over three years. During this time, the original BID (designated only along Parnell Road) expanded into one of the most sought after Auckland City fringe precincts in which to do business.

With a background in marketing shopping malls, South African-born Cheryl has helped to transform the once retro-styled town centre while retaining its charm and character and expanding its context within a wider business district.

She masterminded the BID's expansion in 2015 and has since maintained engagement with the business association's members and other key stakeholders through the 'Reinvigorate Parnell' project, part of which encompassed several focus groups.

"With a bird's eye view on the entire precinct, we have a great desire to formalise council intervention in this process," she says. "We're lobbying our (Waitematā) local board for its support in producing a precinct plan for Parnell.

“The feedback from focus group participants, including business members, residents, Auckland Transport and council officials, has helped us to develop our strategic and business plans as well as creating a brief for a brand repositioning.

“Ogilvy (Advertising) came up with ‘Parnell – the space to be’ which we feel reflects our identity, landscape and ambitions.”

Even the word ‘Parnell’ is on a slope within the logo to represent the village on a hill.

The business improvement district itself is on the rise.

“Because of the orientation of Parnell Road, the area was traditionally defined by its north-south axis. Now with the opening of the train station, St Georges Road going gangbusters and major developments both left and right, we’re moving ahead as a precinct in all directions,” Cheryl says.

Parnell – next stop

“The trains are now stopping at the newly opened Parnell Train Station, following the official opening by Mayor Phil Goff, Auckland Transport and Waitemātā Local Board representatives in March.”



The Station opening heralds another move forward in the reinvigoration of Parnell.

It provides a crucial and important link to the district for the growing number of workers, shoppers and visitors coming to Parnell.

There is still much work to be done with the station building undergoing refurbishment by KiwiRail and pathways to be completed.

By the end of 2017 Auckland Transport expects to have completed electronic gates, CCTV, a PA system, help points, mobility parking and improved access to Cheshire Street and Nicholls Lane.

In time it is hoped there will be connectivity between the Station and Auckland Domain.