

# MEASURES OF SUCCESS

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A set of indicators will be developed to measure the effect of the framework. These will be based around the following:

## **Greater diversity**

We seek greater diversity in the central city's population (in terms of age, ethnicity and household makeup) as well as greater diversity in terms of commerce and the types of organisations that are present in the city.

Potential measures include tracking the changing demographics of central city residents and business/employee demographics.

## **Fewer emissions**

We want a city that is more environmentally sustainable and produces less greenhouse gas emissions.

Potential measures include tracking city-wide emissions, electricity and fuel use, commuting habits and the sustainability of the city's building stock.

## **More walking**

A walkable city is a sustainable city. We seek a city where walking is a viable and well-used transport option.

Potential measures include tracking the amount of people walking into the CBD and

around it, and measuring how 'walkable' the city is.

## **More recreation time**

We aim for a city where people want to spend their leisure time as well as work.

Potential measures include attendance at key central city events, pedestrian activity out of hours and the extent to which people choose to spend time in the central city.

## **More employment**

We want a central city that has a high level of employment for its residents and those who travel into it. The city will be a centre of ideas and commerce.

Potential measures include comparisons of employment rates with other New Zealand CBDs and tracking raw employment numbers. Counting job vacancies is a potential measure of labour demand.

## **Greater productivity/economic growth**

We seek a city that boxes above its weight in terms of economic contribution. A well-functioning central city will enable commerce and industry to operate more efficiently and successfully.

Potential measures include measuring Wellington's contribution to the nation's economy and the extent to which Wellington is perceived as a good place to do business.

### **More people**

More people residing in the Central city will enable sustainable growth and attract desirable flow on effects such as new businesses and fewer greenhouse emissions from commuting.

Potential measures include tracking the population level and density of the central city and the ability of the central city to accommodate a growth in population.

### **Sustainable property values**

A more desirable central city will create demand from those that want to be there. Sustainable property values recognise a relationship between investment and use. We aim to see a rise in property values both in terms of land and improvements, that reflect investment.

Potential measures include tracking the values of land and buildings (both residential and commercial), demand for tenancies and resource and building consents (to look at future trends).



**Figure 43.**  
People enjoying  
the view and  
native planting  
on Wellington's  
waterfront.



**Figure 44.** The mixed-use and 'boutique' nature of Cuba Street forms a major part of Wellington's character.

**Figure 45.** Sheltered, informal open space being enjoyed.

## Relationship Between Measures of Success and Objectives

	MEASURES	Greater diversity	Fewer emissions	More walking
<b>OBJECTIVES</b>				
Create a prosperous central city		✓		
Accommodate growth and change		✓	✓	
Make our streets green			✓	✓
Build the city in response to the local setting				✓
Create an eco inner-city			✓	✓
Ensure connections are easy to make			✓	✓
Create inner-city neighbourhoods		✓	✓	✓
Tell our stories		✓		
Strengthen character and coherence		✓		✓



More leisure time	More employment	Greater productivity/ economic growth	More people	Sustainable property values
✓	✓	✓	✓	✓
	✓	✓	✓	✓
✓			✓	
✓				✓
✓		✓	✓	✓
✓		✓	✓	
			✓	✓
✓				
✓		✓	✓	✓