



# **Dominion Road optimisation**

## **Engagement Summary Report**

July 2025



# Executive summary

Auckland's growing fast, and we can't build our way out of congestion. So instead, we're making the most of the roads we already have. This means we are making the most of what we have by making relatively inexpensive and quick changes to improve efficiency, safety and agility of our roads and paths.

From 28 April to 25 May 2025, we asked for feedback on our proposal to ease congestion on Dominion Road. This included extending the bus lane operating hours and restricting some right hand turns at busy times. We received robust levels of feedback, including group submissions, survey responses, and community engagement.

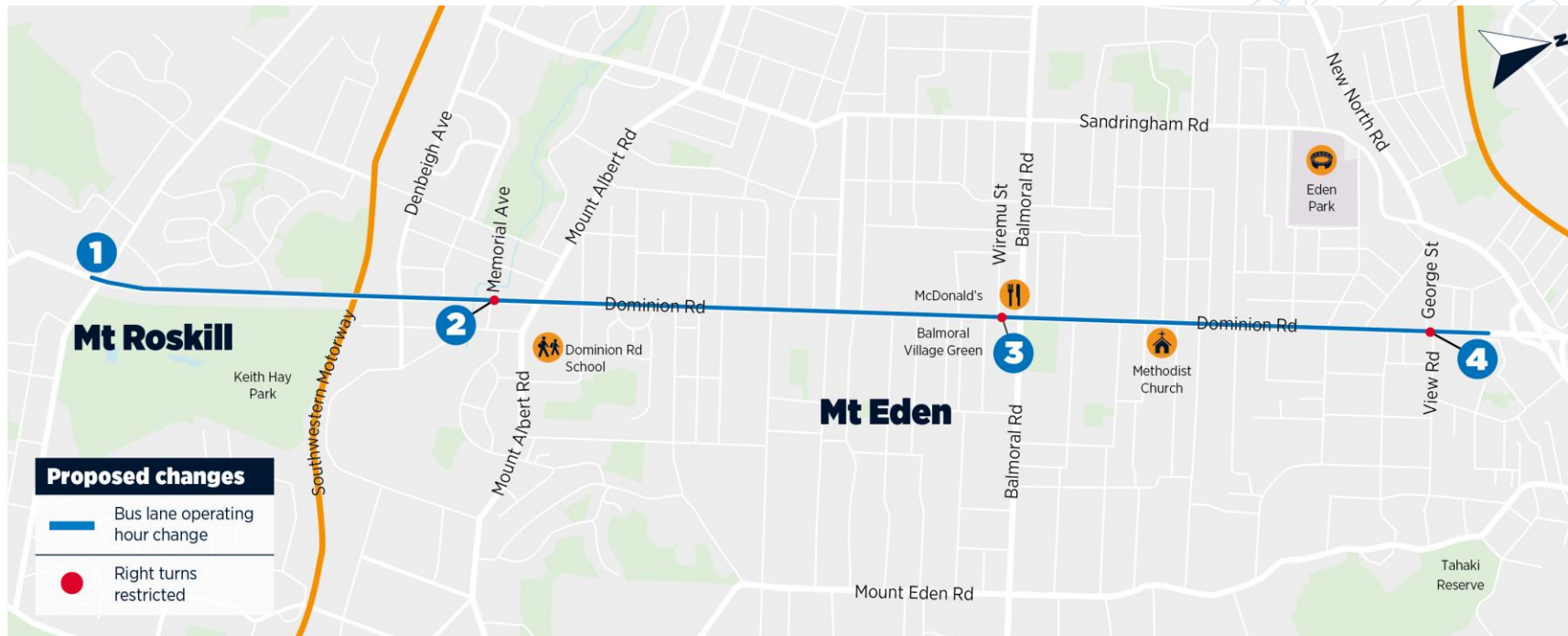
- Local residents and others who used Dominion Road frequently were broadly supportive of the suggested changes.
- Changes to bus lanes and right-hand turns were well supported.
- Changes to the George Street and View Road intersection were more complicated to understand, and this this was evident in the feedback.

Wider feedback was collected on issues faced by users and residents of Dominion Road, such as other areas of congestion, and issues with enforcement, which will be considered by this team, or another team in AT.



# Project overview

- Dominion Road is one of Auckland's busiest roads. More than 32,000 people travel along it every day, and even more will use this road as the area continues to grow.
- We have studied Dominion Road and found some changes that could be made right now to make better use of the existing road space, to create safer places cross for pedestrians, and keep people, cars and buses moving safely and more efficiently.
- These changes include extending the bus lane (requiring parking changes), adding an extra hour to the bus lane operating times so that it starts at 3pm instead of 4pm, limiting right turns in a dynamic way, adding a raised crossing, removing a set of traffic lights to improve efficiency without compromising on safety and adding broken yellow lines to help traffic flow at Memorial Ave.
- These improvements make small but impactful adjustments to the road to ease congestion.





# Engagement undertaken

## Face to face

We initiated early engagement with:

- Local Boards: Engaged with Puketāpapa and Albert-Eden Local Boards to discuss potential impacts and gather insights.
- Met with Cr Fletcher, Fairey and MP Helen White
- Met with the Dominion Road Business Association
- Met with the owner of McDonald's, to address specific concerns
- Held x1 drop in session (full details on page 9)
- Door knocking all businesses on the project section of Dominion Road.

## Online

An online consultation platform was launched to collect feedback

## Social Media Feedback

AT posted and monitored social media throughout this campaign.

- Platforms Used: Facebook, Instagram, WeChat (via BID)
- Content Shared: Feedback open and Business association video
- Engagement: Monitored comments and messages to capture community concerns and suggestions.



# Awareness raising

## Mail-drop

14,722 flyers delivered to the suburbs alongside Dominion Road which are Mt Eden and Mt Roskill households and businesses. We also hand-delivered x90 information letters specifically for George St, Memorial Ave and Wiremu St residents

## Website visits

We received 1.4k total visits from 24 April- 2 Jul 2025

## Media news

Media release prepared and published

## Social media

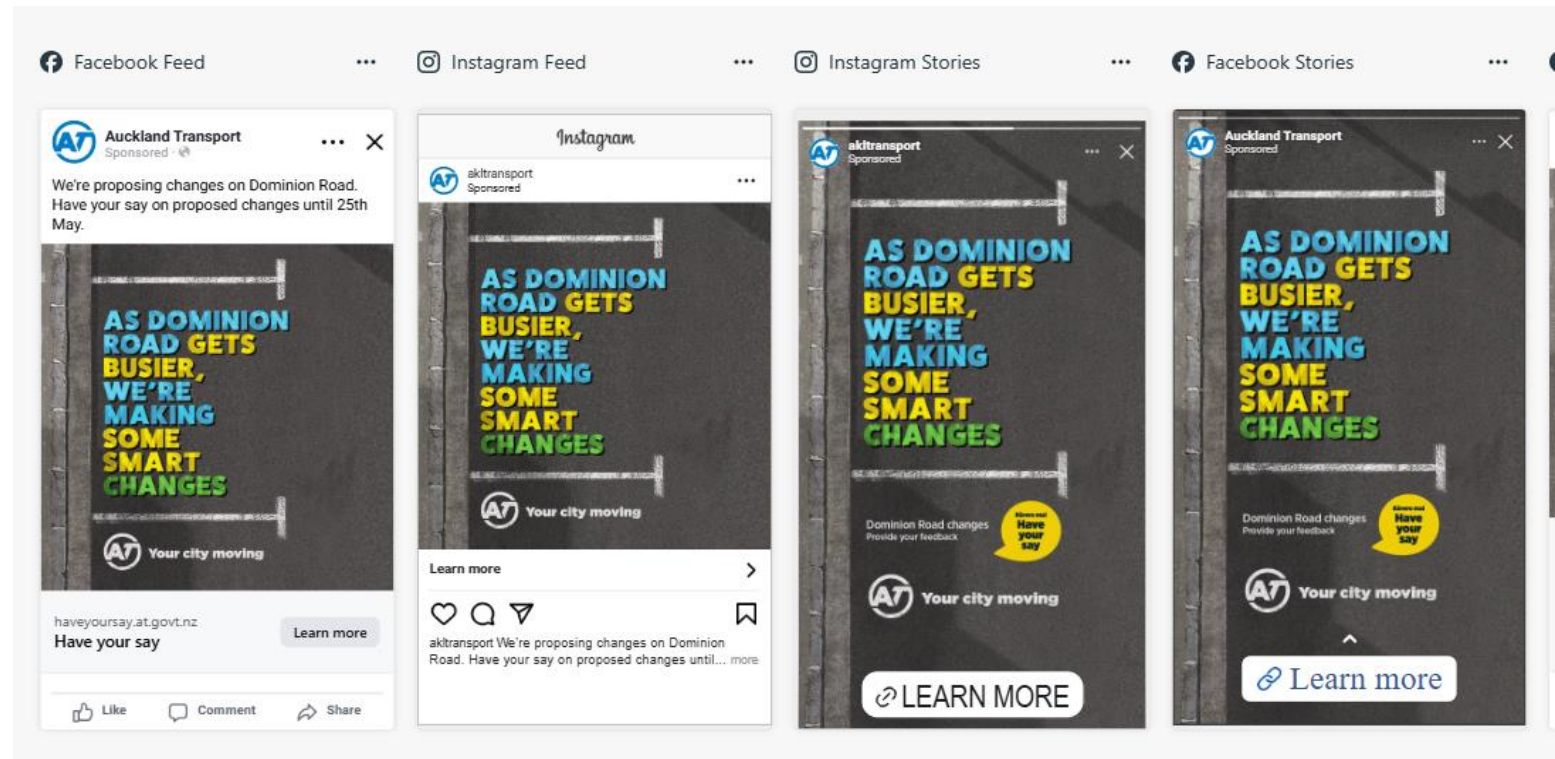
Posted targeted social media ads within a 1km radius from Dominion Road.

We also posted in community groups as well as shared a video of the Business association encouraging feedback.

Our social posts and ads reached 94,960 people, with 282 choosing to click on the link to view more information.

## Outdoor advertising

Digital bus shelter adshells along Dominion Road.



# Feedback received





# Individual submissions themes overview

**We received 290 individual submissions through our survey, 2 in-person forms and 1 separate conversation submission from a local resident**

- The largest theme supported extending the hours of the proposed changes. This applied to the right-hand turn bans, and bus lane times (87 submissions)
- But people were concerned with how the changes will be enforced, as many said there was a lack of enforcement for current bus lanes and parking limits. Many linked this concern with their desire to extend the timeframes, as 12-hour or 24-hour bans were perceived as clearer and easier to enforce (57 submissions)
- Across questions the issue of cyclist safety came up frequently, with the proposed changes benefitting cyclist safety, but other additional initiatives such as an additional bike lane would also be useful (51 submissions plus 'additional bike lane' 23 submissions)
- Safety more generally was a common theme across questions – safer crossings (26 submissions), pedestrian safety (28 submissions), driver safety (20 submissions) would be impacted by the changes both positively and negatively.
- Many respondents highlighted Balmoral Shops and the Valley Road intersection as problem zones and could benefit from further attention from AT (46 submissions).
- People also discussed wanting light rail in relation to the questions (38 submissions plus 'heavy rail' 4 submissions)
- We did not hear much negative sentiment from respondents regarding the parking removed by these changes.



# Association and business submissions

- **We received three submissions from associations and businesses regarding the proposed changes to Dominion Road. These submissions were received from Bike Auckland, Dominion Road Business Association, and McDonald's Balmoral.**
- **Bike Auckland's** submission broadly supported the changes and was most concerned with bike safety. The submission suggested additional bike lanes or shared paths at the Memorial Avenue and George Street / View Road intersections to improve cyclist safety.
- **Dominion Road Business Association's** submission was concerned with the business impacts of extending bus lane hours and restricting right-hand turns to and from Wiremu Avenue. However, they were supportive of changes to encourage a more accessible, safe environment and decrease the reliance on individual car trips along Dominion Road.
- **McDonald's Balmoral's** submission did not support the right-hand turn restrictions for Wiremu Avenue, however acknowledged the importance of providing for improved movement of people along Dominion Road. Their submission stated that the ban would impact their business and customers, and the change would have flow-on effects to the surrounding roads.

*"Any restrictions on access to and from the drive-through will accordingly have a significant impact on the long term financial viability of the Restaurant." – McDonald's Balmoral*

*"Dominion Road is mostly awful for cyclists, except when the bus lanes are operational. The bus lanes offer confident, fast cyclists a viable route to and from the city and they are very popular at peak times (when they operate). So we are generally supportive of improvements to these bus lanes." – Bike Auckland*

*"A better strategy would involve exploring how Dominion Road can be transformed into a place where people actively want to stay and engage, not just pass through." – Dominion Road Business Association*





# Drop in session

**Date:** Sunday 18 May 2025

**Location:** The Capitol Cinema, 12–2pm

**Number of people:** Engagement was low overall. Around 5-6 people stopped to speak with us directly. One attendee came specifically for the event and filled out a feedback form. Cr Fairey also briefly attended.

## What they told us:

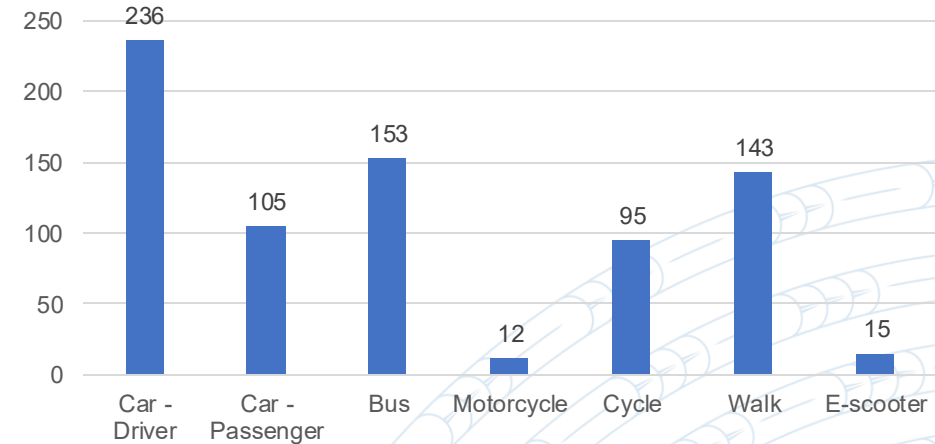
- Overall feedback from those who engaged was generally positive.
- One church attendee was pleased that the bus lane wouldn't operate on Sundays, meaning Sunday parking remains unaffected.
- Several people supported the proposed right-turn bans at Wiremu, George, and Memorial Streets, viewing them as helpful for improving safety and traffic flow.
- One person questioned whether the bus lane might eventually become permanent, removing parking full-time—they didn't indicate support or opposition.
- One local woman raised concern about the proposed removal of traffic lights at George Street, noting the lack of a controlled right turn for westbound traffic.



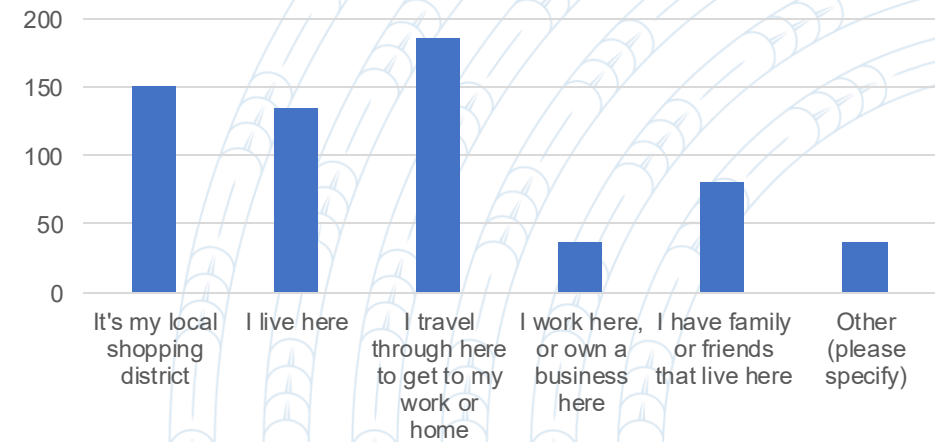
# Survey summary

- We asked 23 questions regarding the proposed changes, covering the following:
  - Where do you live?
  - How do you currently travel through Dominion Road?
  - How often do you travel along Dominion Road?
  - What is your purpose of visiting Dominion Road?
  - Is there anything you think we should consider for the proposed changes?
  - Are there any intersections or bottlenecks along this road that you think we should address to help ease weekend congestion?
  - Do you prefer a full-time ban or part-time ban for right-hand turns?
  - Do you have any other concerns or suggestions to improve safety and, or traffic flow along Dominion Road?
- The survey ran from 28th April- 25th May
- A total of 288 individual respondents filled out the survey
- Over half of respondents lived on or directly adjacent to Dominion Road, and most used Dominion Road most or every day of the week.

How do you currently travel through Dominion Road?



What is your purpose of visiting Dominion Road?



# Extending Dominion Road bus lane hours

We received the most feedback regarding the proposed changes to the Dominion Road bus lane changes, with 206 pieces of individual feedback received about this aspect of the proposal. Bike Auckland and Dominion Road Business Association submissions also covered these changes. Sentiment was overall positive, and three main themes emerged regarding this proposed change:

## Enforcement

- People were worried about how the changes were going to be enforced and any changes would only be as good as their enforcement
- Problem areas like Balmoral shops were highlighted as examples where people thought the changes would be difficult to implement

## Extend bus lane hours

- Many people preferred extending the bus lane hours to 12 hours or 24 hours to make enforcement easier
- People said that having larger blocks of time made it easier for motorists to understand and remember

## Negative business impact

- People were worried that the changes would remove parking along Dominion road, and impact businesses
- People said this was especially because the proposed extended time period 3-4pm cut into core business hours

## Cyclist Safety

- People said that extending the bus lane times would also be good for cyclists
- People said that current parking in the bus lanes made Dominion Road more unsafe for cyclists

*"Increasing enforcement on bus lanes alongside extension of hours. Currently there are often cars parked in bus lanes during the start of operating hours so adding lane infringement cameras to buses or to the road would be significantly beneficial."*

*"I don't think it should start at 3pm, it is very useful to be able to stop on Dominion Rd at the shops after school with the kids to get food, visit the op shops and other retail stores. Having all that parking taken away will make that less likely. It won't be good for those local businesses either."*





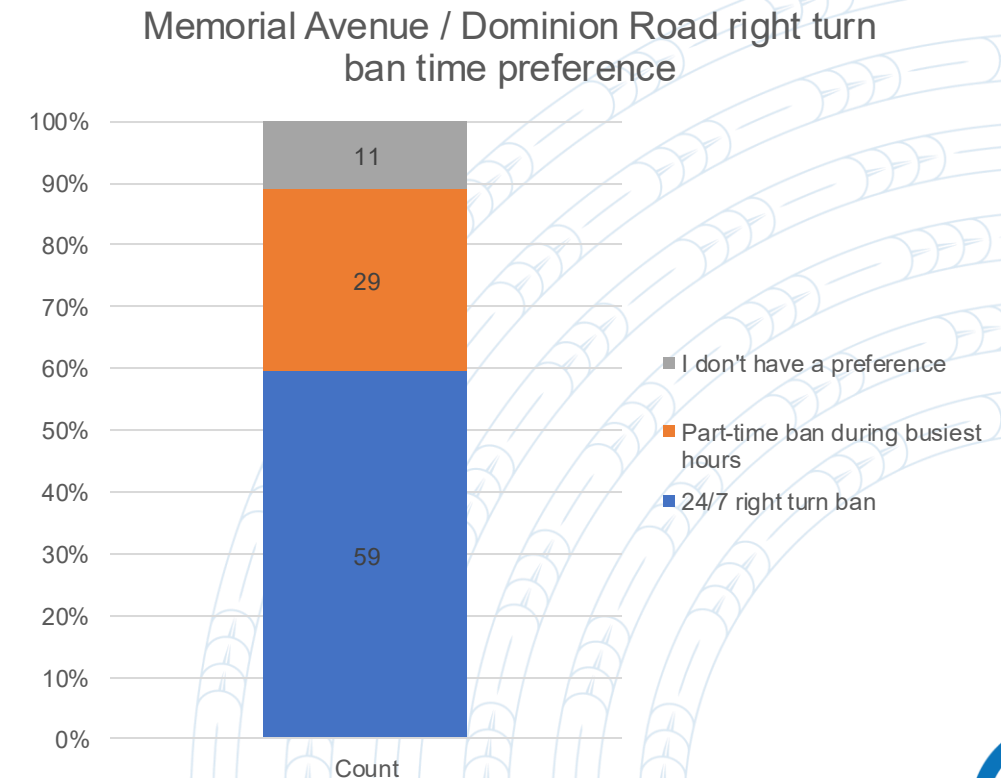
# Changes to Memorial Avenue / Dominion Road intersection

We received 100 pieces of individual feedback received about the proposed changes to the Memorial Avenue / Dominion Road intersection. Bike Auckland also submitted on these changes. There was overall positive sentiment regarding the changes, and one main theme emerged regarding the proposed right-hand turn ban:

## Extend right turn ban

- Many people wanted to extend the right turn ban to 12 hours or 24 hours.
- Those who supported extending the ban said clarity, consistency and improved safety were the main reasons for their preference.

*"I think a permanent ban works better than a sign with too many things. Considering there are so many side roads where you can detour around in less than one minute[...]Just less confusion in general especially when the transition times occur people might accidentally use the bus lane while its still operating because of right turning vehicles."*



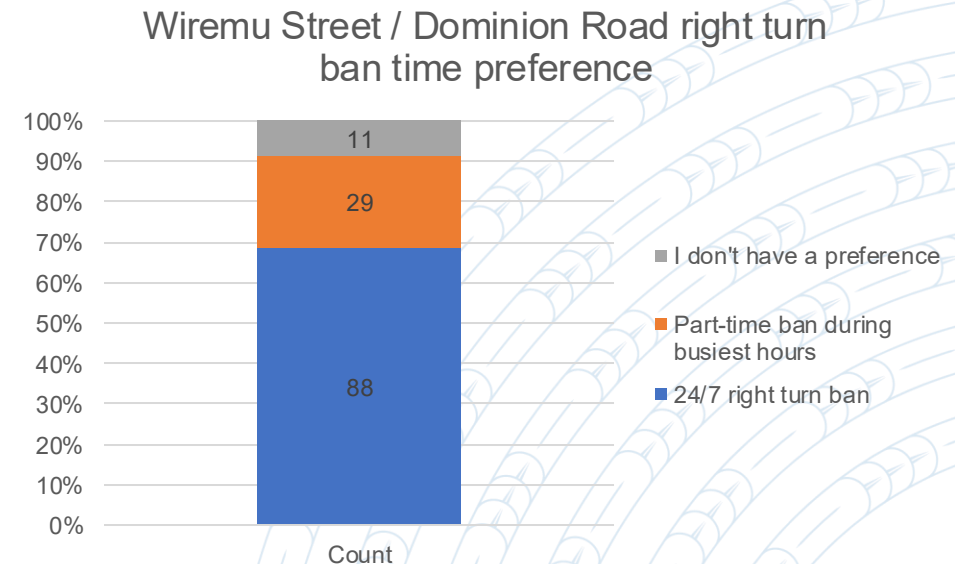
# Changes to right turns in and out of Wiremu Street

We received 129 pieces of individual feedback received about the proposed changes to the turn rules in and out of Wiremu Street. All association and business submissions included feedback on the proposed changes. Support was overall positive and two main themes emerged regarding this proposed change:

## Enforcement

- Many people said that the Balmoral shops area was already an area of low enforcement of current rules and so any changes may not be as effective because motorists would ignore them
- Some people suggested adding a median barrier to prevent right turns and protect to enforce the change

*"I still support permanent bans as it is just less confusing. There are no physical objects stopping people turning so we might see non compliance. A permanent ban allows for a solid median to stop people turning thus eliminating non compliance."*



# Changes to right turns in and out of Wiremu Street

## Extend right-turn ban hours

- Many people said that the Balmoral shops area was already an area of low enforcement of current rules and so any changes may not be as effective because motorists would ignore them
- Some people suggested adding a median barrier to prevent right turns and protect to enforce the change
- Many people wanted to extend the right turn ban to 12hours or 24 hours because it improved clarity, consistency and safety.
- Rocklands Avenue was also highlighted for similar issues in the same area of Balmoral shops
- We received one survey response, out of 290 completed surveys, that commented on the negative access implications for McDonald's. One other person specified flow on effects of traffic around McDonald's, which is unrelated to our proposal.

*"The McDonald's is very busy and popular. Blocking the intersection would make it inconvenient for people who use McDonald's."*

*"The establishment of the nearby McDonald's has caused frustration due to traffic issues. Food delivery drivers frequently park in the bus lane to pick up orders from McDonald's and other takeaway outlets, blocking buses and causing congestion."*





# Changes to Dominion Road / View Road / George Street intersection

We received 163 pieces of individual feedback received about the proposed changes around the Dominion Road / View Road / George Street intersection. The group response from Bike Auckland also submitted on these changes. Support for these changes was mixed, and three main themes emerged regarding this proposed change:

## Negative access implications

- People were worried the changes would impact access to New North Road, and residential access from George Street to Dominion road
- By redirecting traffic away from George Street, people were concerned that other nearby residential roads may become unsafe

*"Banning right turns out of George street would make it quite hard to get out of the Akepiro, Charles, Tawari, and George streets when the traffic is heavy."*

## Design confusion

- Some people said they were confused about the location of the raised pedestrian crossing
- Those that were confused mostly thought that the design proposed the crossing was going to be installed across Dominion Road

*"One big change I would like to see is the inclusion of bike lanes through this intersection its is a very busy bike route but this is by far the most dangerous section for cyclists as bikes heading to and from the north dominion road bike lanes have to use car lanes before getting to the safer bus lanes."*

## Cyclist safety

- Many people highlighted cyclist safety in this area, specifically how the intersection links to Ian McKinnon Drive
- People said that the current parking negatively effects cyclists where there is no cycle or bus lane
- Bike Auckland suggested a shared footpath at this intersection to improve cyclist safety

*"I support this but the wording doesn't give a clue where the new pedestrian crossing is"*



# Next steps



# Considerations and recommendations

## **Extending the afternoon bus lane, to start at 3pm (currently starts at 4pm)**

- Rationale: Widely supported in feedback for improving bus reliability, safety, and reducing congestion.
- Considerations: While the Business Association raised concerns about impacts on parking during school pick-up and retail hours, the project team believes side street parking and quick trips to the shops or school runs can still be accommodated without significant disruption. Bike Auckland's submission broadly supported the changes and indicated this would enhance bike safety.
- Enforcement: We acknowledge concerns around non-compliance; we will monitor and explore options if needed.

## **Introduce a part-time right-turn ban at Wiremu Street**

- Rationale: Supported by the majority, including for safety and flow benefits. A 24/7 ban is not recommended due to access needs for businesses like McDonald's.
- Considerations: This part-time ban balances safety with access. Road width constraints make a physical median unfeasible. We are also working through McDonald's other suggestions to see what is feasible.
- McDonald's raised concerns about access and suggested changes including:
  - Improving signage and yellow line markings at the intersection
  - Extending the clearway hours and/or removing on-street parking to provide more space for turning, and enforce these parking restrictions
  - Improving signal coordination.

AT is exploring clearway hours, enforcement, and signal optimisation. However, changes that prioritise turning traffic over through movement on Dominion Road, including the signage improvements, parking removals, and retaining the right-turn at Wiremu Street are seen as having limited network benefit or greater negative impact on business and traffic flow. The cumulative effect of delays for thousands of people who move through this part of Dominion Road each day are very significant.





# Considerations and recommendations cont.

## **Implement 24/7 right-turn ban at George/View Road**

- Rationale: Feedback was varied, but there was a clear preference for clarity and consistent rules to reduce confusion and safety risks.
- Considerations: Access will remain via other nearby streets. We are clarifying design details to address confusion raised in submissions. We will feed back to the community the finalised plans.

## **Install a raised pedestrian crossing at George Street**

- Rationale: Will improve pedestrian safety, especially in anticipation of the nearby rail crossing closure.
- Consideration: Some respondents misunderstood the crossing location. This will be clarified in follow-up communications and in future surveys.

**We are seeking local board support on the above approach.**

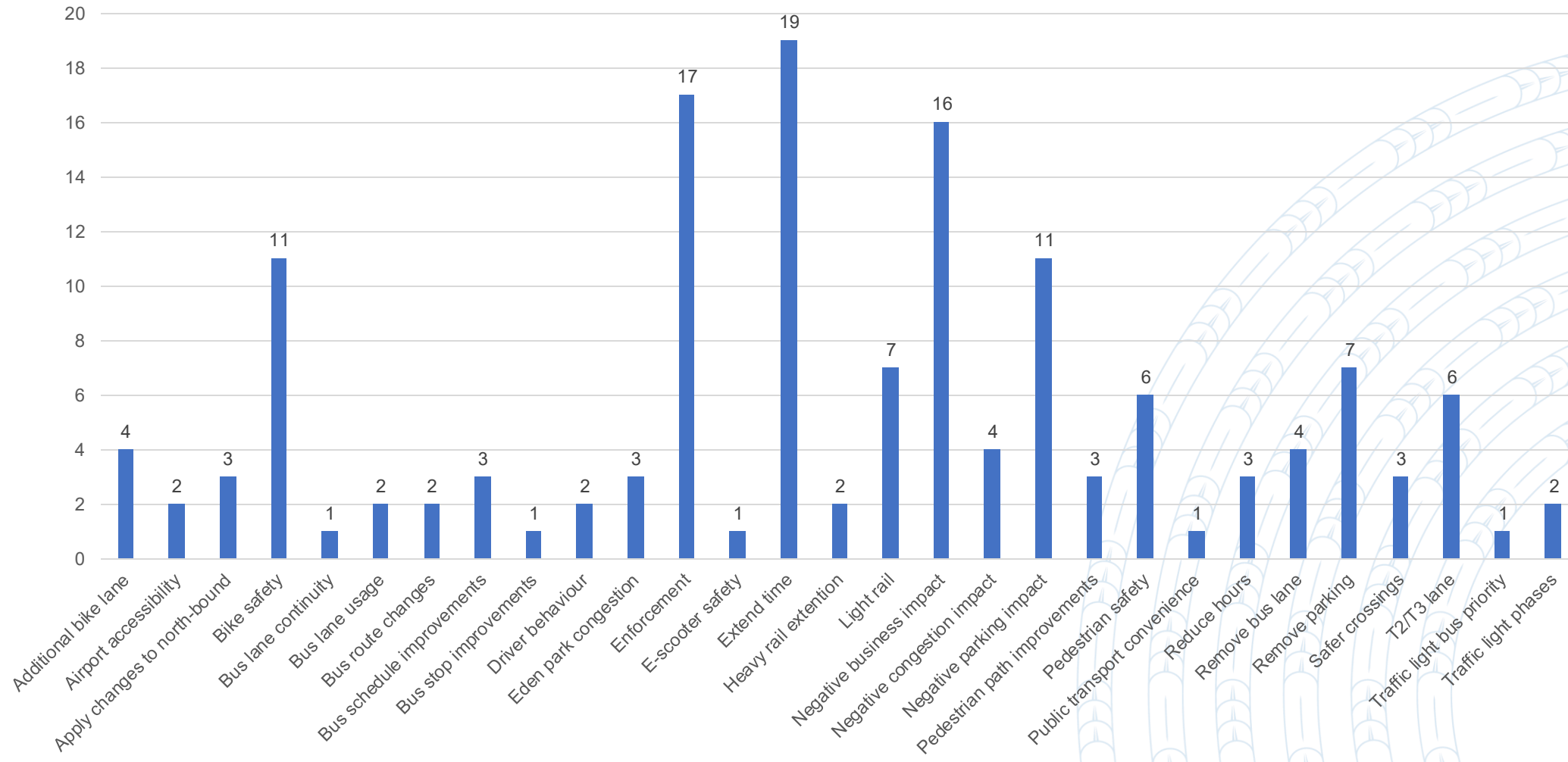


# Survey data appendix



# Appendix – Dominion Road bus lane hours survey themes

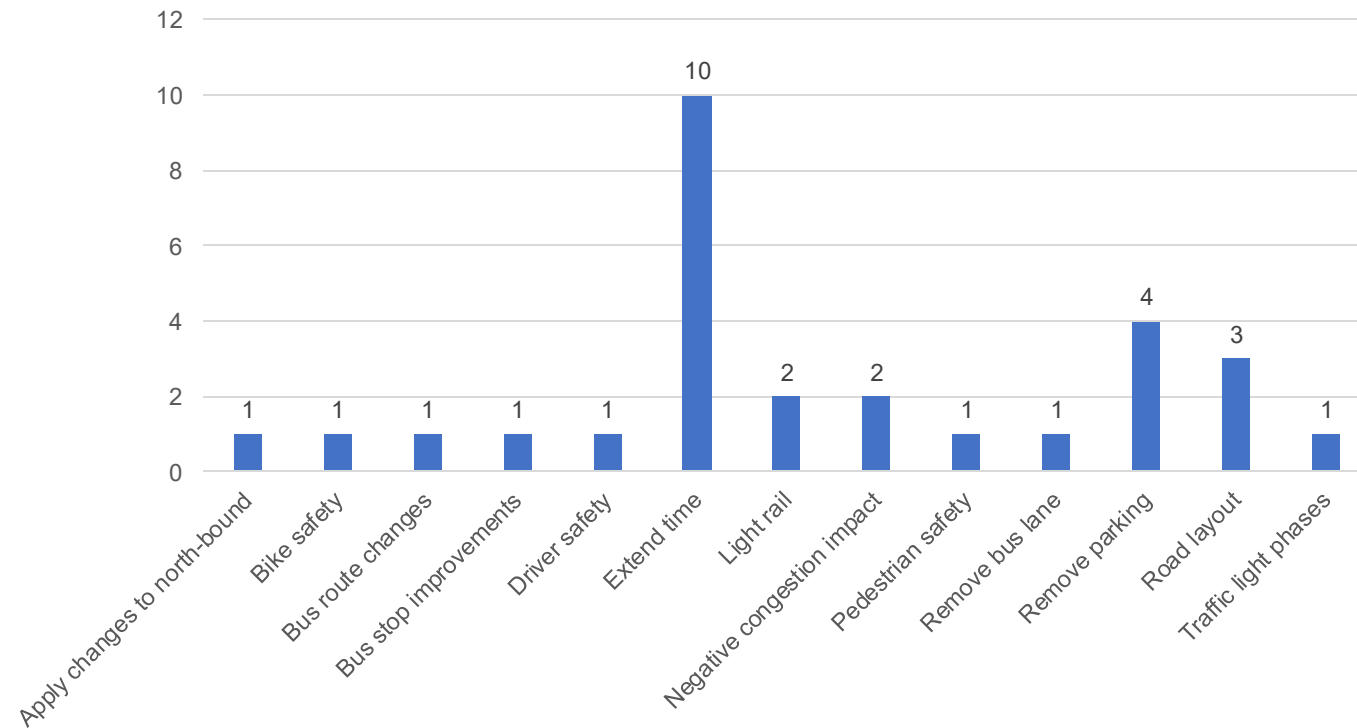
Extending Dominion Road bus lane hours (4pm to 3pm)



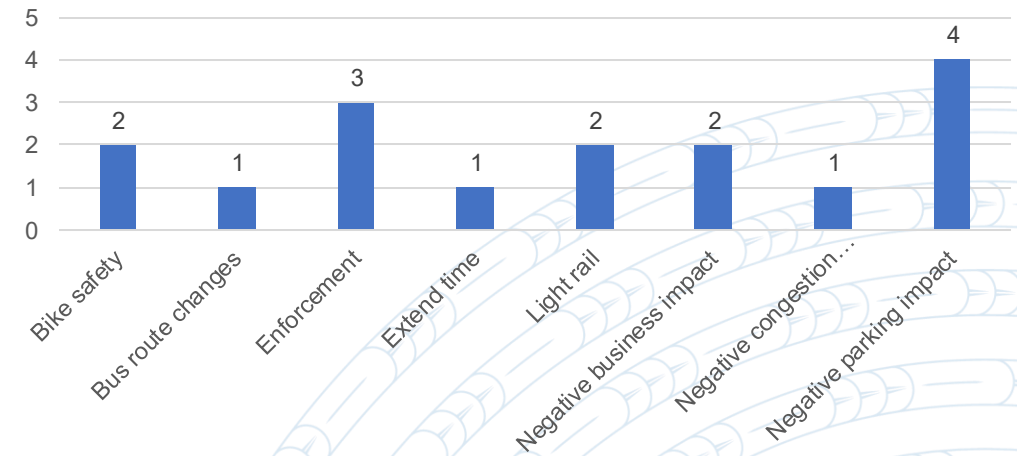


# Appendix – Memorial Avenue Intersection survey themes

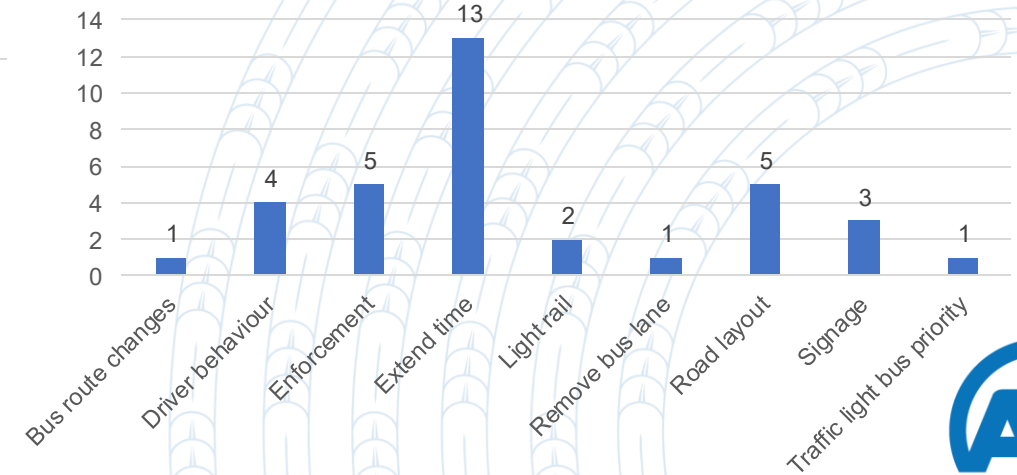
Memorial Ave extend bus lane



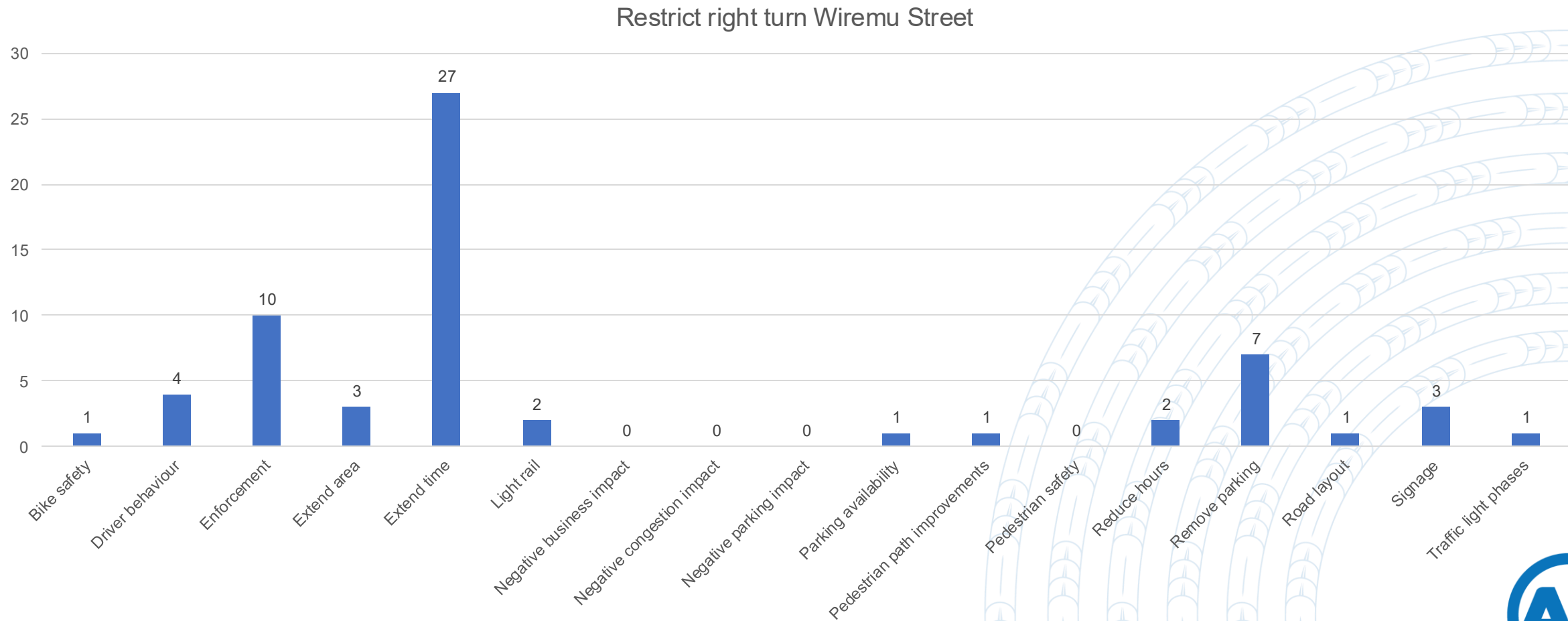
Add yellow lines Memorial Ave intersection



Right turn ban Memorial Ave

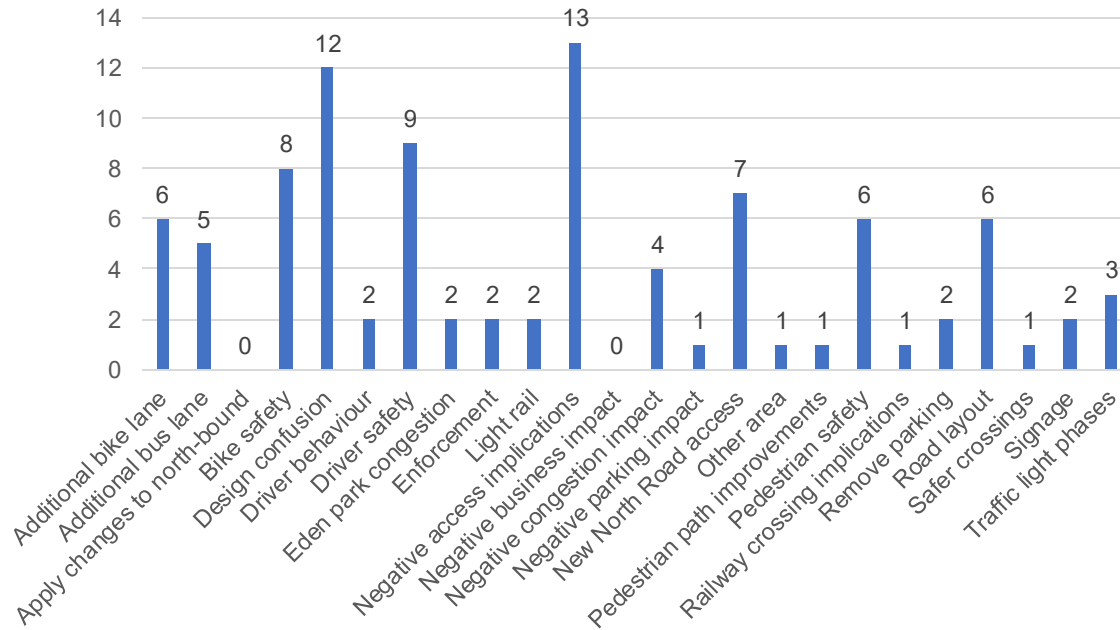


# Appendix – Wiremu Street right-hand turn survey themes



# Appendix – George St / View Rd intersection survey themes

George St Changes



Clearway View road

