

Upper Hutt City

our vision

We're immersed in scenic beauty, we love our river, and we feel alive in our great outdoors. We celebrate our heritage and culture, and we thrive through our diversity. Our businesses, our city centre and our educational facilities continue to grow. We connect with our neighbours in the greater Wellington Region and we love our upper valley. We're families, we're friends, we're a caring community.
We're Upper Hutt. Welcome.



our environment

We're blessed with beautiful surrounds and seasons that are colourful and changeable. Our families enjoy our community parks and modern facilities, and teams compete on our sports grounds. Our clean river, our bio-diverse bush, and our majestic regional parks attract tourists, events, and business.
We're Upper Hutt. We're a scenic playground.

Future Proofing:

- Actively encourage waste minimisation and water conservation.
- Ensure residential growth minimises environmental impact.
- Strongly promote outdoor recreation opportunities.



our community

We're proud of our heroes, our success stories, and our uniqueness. We celebrate our heritage and culture, and we thrive through our diversity. We're a caring and connected community that is safe, healthy, and enjoys quality wellbeing for all ages.
We're Upper Hutt. We're family.

Future Proofing:

- Improve access to support services and community facilities.
- Dedicated focus on community safety and intolerance of graffiti.
- Strongly promote local identity and heritage.



our city centre

Our city centre is an expression of our identity and our heart; it's where locals meet, where many of us do business, where we shop, and where we celebrate. We loyally support our range of busy stores within our city. Visitors stop in to enjoy our unique style, our attractions, our stores, as well as our special green spaces within the city.
We're Upper Hutt. We're a gateway to the great outdoors.

Future Proofing:

- Create and improve unique public spaces and attractions.
- Celebrate culture and history in the city.
- Improve access and signage into city centre.



our economy

Our local businesses, our city centre, and our educational facilities develop and prosper. We attract new business investment and clean industries with sustainable, high-growth capability. Our educational and cultural facilities, together with our leisure opportunities attract employers and employees. Many of our people enjoy working locally and shopping locally.
We're Upper Hutt. We're ready to grow.

Future Proofing:

- Target and attract new business and employers.
- Manage industrial land for future potential.
- Market Upper Hutt's brand and assets effectively.



our transport

We move easily and efficiently around our city and along our streets and country roads. Our rail, bus, and road transport networks provide residents and visitors with easy access connections between our CBD and neighbouring cities. We're cycle and pedestrian friendly, and parking is never a problem.
We're Upper Hutt. We're an easy access destination.

Future Proofing:

- Ensure vehicle and pedestrian traffic in Main Street flows freely.
- Promote the city centre to State Highway 2 motorists.
- Encourage and promote sustainable commuter and recreational transport, including walking, cycling, trains, and buses.