



**CITY
CENTRE
MASTERPLAN
2012**

TEXT ONLY VERSION

HE MIHI

Tērā tō waka te hoea ake e koe i te moana o te Waitematā kia ū mai rā ki te ākau i Ōkahu. Ki reira, ka mihi ake ai ki ngā maunga here kōrero, ki ngā pari whakarongo tai, ki ngā awa tuku kiri o ōna manawhenua, ōna mana ā-iwi

taketake mai, tauiwi atu

E koro mā, e kui mā i te wāhi ngaro, ko Tāmaki Makaurau tā koutou i whakarere iho ai, ki ngā reanga whakaheke, ki ngā uri whakatupu - ki tō iti, ki tō rahi.

Tāmaki - makau a te rau, murau a te tini, wenerau a te mano.

Kāhore tō rite i te ao.

Tō ahureinga titi rawa ki ngā pūmanawa o mātou kua whakakāinga ki roto i a koe.

Kua noho mai koe hei toka herenga i ō mātou manako katoa.

Kua ūhia nei mātou e koe ki te korowai o tō atawhai, ki te āhuru o tō awahi,

ki te kuku rawa o tō manawa.

He mea tūturu tonu tō whakairihia, hei tāhuhu mō te rangi e tū iho nei,

hei whāriki mō te papa e takoto ake nei
Kia kōpakina mātou e koe ki raro i te whakamarumarū o āu manaakitanga.

E te marae whakatutū puehu o te mano whāioio, e rokohanga nei i ngā muna, te huna tonu i ō whāruarua

i ngā hua e taea te hauhake i ō māra kai,

i ngā rawa e āhei te kekerihia i ō pūkoro.

Te mihia nei koe e mātou.

Tāmaki Makaurau, ko koe me tō kotahi i te ao nei, nōku te māringanui kia mōhio ki a koe, kia miria e te kakara o te hau pūangi e kawē nei i ō rongō.

Ka whītiki nei au i taku hope ki ngā pepehā o onamata, ki ōku tūmanako mō āpōpō

me ōku whakaritenga kua tutuki mō te rā nei.

**TAMAKI MAKURAU, TUKUNA
TO WAIRUA KIA RERE**

*Let your canoe carry you across the waters of the
Waitematā until you make landfall at Ōkahu.
There, to greet the mountains, repository of all that has
been said of this place,
there to greet the cliffs that have heard the ebb and flow
of the tides of time,
and the rivers that cleansed the forebears of all who came,
those born of this land and the newcomers among us all.
To all who have passed into realms unseen, Auckland is
the legacy you leave to those who follow,
your descendants - the least, yet, greatest part of you all.
Auckland - beloved of hundreds, famed among the
multitude, envy of thousands.*

*You are unique in the world.
Your beauty is infused in the hearts and minds of those of
us who call you home.
You remain the rock upon which our dreams are built.
You have cloaked us in your care,
taken us into the safety of your embrace,
to the very soul of your existence.*

*It is only right that you are held in high esteem,
the solid ground on which all can stand.
You bestow your benevolence on us all.*

*The hive of industry you have become motivates many to
delve the undiscovered secrets of your realm,
the fruits that can still be harvested from your food stores
and the resources that lie fallow in your fields.
We thank you.*

*Auckland you stand alone in the world,
it is my privilege to know you,
to be brushed by the gentle breeze that carries the
fragrance of all that is you.
And so I gird myself with the promises of yesteryear, my
hopes for tomorrow and my plans for today.*

**AUCKLAND LET YOUR SPIRIT
SOAR.**

FOREWORD THIS CITY CENTRE MASTERPLAN REVEALS THE POSSIBILITIES FOR THE FUTURE OF AUCKLAND'S CITY CENTRE.

EVERY GREAT CITY HAS A HEART. AUCKLAND'S HEART IS THE CITY CENTRE.

Wherever we live, from Te Hana in the north to Pukekohe in the south, the city centre is our place; it is for all of us. It needs to be a place we are proud of, feel excited about visiting, and where we can do business and be entertained. It needs to be somewhere we call home.

People are passionate about their Auckland and its heart. I want to thank all those Aucklanders who took the time to read the Draft City Centre Masterplan, put their thoughts in writing and sent them to us.

It's clear to me from your feedback that very many Aucklanders are as impatient as I am to see our city achieve its great potential. Ninety-five percent of you supported the overall direction of the masterplan and believe it is a blueprint to make our city centre a place we are proud of.

We asked you what projects you wanted done now, soon (within 10 years), later (in more than 10 years' time), or not at all. Your responses showed that Auckland Council is on the right track. More than 80 percent said you want a more pedestrian-focused Queen Street, the City Rail Link built, and a shared vehicle/pedestrian boulevard treatment for Quay Street. The vast majority of you said you want these things done now.

These major projects will transform the day-to-day experience of people living, working and studying in the city centre. But I also want to make the city centre a place all Aucklanders, including those who visit it less often, feel is their place.

To do this, the masterplan provides for the use of new and improved public spaces and venues such as Aotea Square, Victoria Street Linear Park, Auckland Art Gallery, and Silo Park. These are places where people can relax and be entertained at little or no expense. The Council will support a wide range of events in these places so that you, your friends and your family can take part in the cultural life of Auckland.

The transformation of Auckland's heart has begun. Wynyard Quarter's popularity shows there is huge community demand for great public spaces, supported by appropriate businesses. The Britomart area has taken off as a popular place to dine and shop. The shared space programme has breathed new life into many streets in our CBD, or Engine Room. Areas such as Karangahape Road have an eclectic, bohemian culture that every great city needs. The City Centre Masterplan will accelerate this kind of success.

The masterplan is one of the key strategies which will make the Auckland Plan a reality. It provides the blueprint for Auckland's heart to contribute to achieving our vision of being the world's most liveable city.

Thank you for your positivity, passion and support of this vision. You have said the sooner this happens, the better. Together, we will make it happen.

AUCKLAND'S TIME HAS COME - LET OUR SPIRIT SOAR

Māori: E ko te wā hira o Tāmaki Makaurau – me rere te wairua

Samoan: 'Ua o'o I lo tatou taimi 'Aukilani – tatou 'alalaga ma fiafia

Cook Island: No Akarana nei teia tautau – kia akaepaepa tatou I te reira

Niuean: Kua hoko mai e magaaho ha Okalana – kia Tu Tagaloa e mafola

Tokelauan: Ko te taimi o Aukilani kua pa mai – ke tutu foki la o tatou moge

Tongan: 'Aokalani – ko ho tau taimi eni. Tu'u hake ke tau fakafiefia

Fijian: Sa nei Okaladi na gauna oqo – me tubu cake vaka kina na yaloda

Chinese: 奥克兰时代已经来临，让我们携手共进

Hindi: अब ऑकलैंड का समय आ गया है - चलिए अपनी भावनाओं की

Len Brown

Mayor of Auckland

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AN INTRODUCTION TO THE AUCKLAND CITY CENTRE MASTERPLAN



THE AUCKLAND CITY
CENTRE MASTERPLAN IS
A 20-YEAR VISION THAT
SETS THE DIRECTION
FOR THE FUTURE OF
THE CITY CENTRE.

AUCKLAND IS AIMING HIGH

Auckland is aiming high – to be the world’s most liveable city. A great city centre is essential to achieving this vision.

Planning for Auckland’s future starts with the Auckland Plan. This plan is a shared vision and strategy to steer Auckland’s development over the next 30 years. It is a comprehensive, long-term plan to deal with Auckland’s growth and development. As part of setting the strategic direction for Auckland and its communities, the Auckland Plan identifies six shifts that are essential to bring about the transformation that is needed:

- dramatically accelerate the prospects of Auckland’s children and young people
- strongly commit to environmental action and green growth
- move to outstanding public transport within one network
- radically improve the quality of urban living
- substantially raise the living standards for all Aucklanders and focus on those most in need
- significantly lift Māori social and economic well-being.

While the Auckland Plan recognises that there needs to be balanced development across Auckland to ensure that all Aucklanders prosper, it also recognises that to achieve the greatest benefit, initial efforts have to be focused on those areas that will deliver the greatest possible outcomes for Auckland and New Zealand.

The two initial areas of focus for development are the city centre and the area covered by The Southern Initiative.

The transformation of the city centre is essential to provide a cultural and economic heart for Auckland, so that it is a great place to live, work and play, and makes an essential contribution to our economic growth.

The City Centre Masterplan, and the Waterfront Plan as a companion document, provide the blueprint for this transformation – not only in terms of Auckland’s economic transformation, but also by contributing to all six of the Auckland Plan’s transformational shifts. It is one of a number of strategies and plans that are necessary to deliver the Auckland Plan (see “Strategic Fit” later in Section 1 for more information).

The City Centre Masterplan shows the opportunities the city centre enjoys and the challenges it faces. It looks at the context for change and identifies eight transformational moves designed to transform the city and deliver a competitive and exhilarating place. Finally, the plan discusses delivery; how we are going to do the things we’ve said we’ll do.

The masterplan is a chance to take a fresh, holistic look at the city centre and its surroundings. It is a high-level visionary document that considers Auckland city centre’s wealth of possibilities.

Beyond this plan, a myriad of small projects and actions are collectively helping to improve the city centre. We acknowledge these projects; they matter and need to continue.

AUCKLAND CITY CENTRE NOW...

Auckland's city centre is at the heart of the region's economy; it is the engine room of Auckland's economy and hosts a high proportion of the country's business and financial services and corporate head offices. It is also home to two universities and is a major clinical, medical and research hub. Over 90,000 people work in the city centre. .

The city centre's waterfront setting, its unique historic and natural heritage, built environment and open spaces, its distinct shopping experience and its role as a hub for cultural activities, tertiary education and major events underpin its attraction for residents and visitors. Over 24,000 people already live in the city centre: workers, professionals and students (short- or long-term residents), homeowners and tenants. Auckland's amenities and events draw people from across the region and beyond. Over 200,000 people visit the city centre every day.

...AND IN THE FUTURE

An easily accessible, distinct and vibrant city centre is critical to Auckland's and New Zealand's future prosperity, including our ability to attract and retain talented people. It will help the region to become an internationally competitive economy that Aucklanders can benefit from and participate in.

We can build on the liveable fabric and fantastic attributes of the city to create and promote a city centre where innovation, entrepreneurship and creativity are nurtured, the business environment promotes investment, infrastructure needs are met, and leadership is evident.

The city centre will continue to develop with a mix of business, educational, residential and cultural activity. It will be a place with affordable or free activities, where everyone will feel welcome and comfortable, and the physical and social environment will reflect the city's cultural mix.

The masterplan will build on and learn from the significant research, investment and successes of the city centre in recent years, including the ongoing programme of investment in shared spaces and public transport improvements.

It also provides the context for major infrastructure projects including the City Rail Link which creates a connection from Britomart to the western line via new stations at Aotea, Karangahape Road and Newton, an additional Waitematā Harbour crossing and rail to the airport.

The masterplan's vision and its transformational moves hinge on transport. The accompanying Integrated Transport Plan (ITP), is Auckland Transport's response to the Auckland Plan and the City Centre Master plan. It will assess demand, focus on accessibility to and around the city centre, and define the infrastructure and services needed to realise the vision.

OUR ASSUMPTIONS

This masterplan is based on a series of critical assumptions around the future development of the city centre and region over the next 20 years. These assumptions are:

- 1 There will be approximately **128,000–140,000⁴ WORKERS** and upwards of 45,000 residents in the city centre by 2032
- 2 There will be a growth in demand for quality **URBAN FAMILY HOUSING** within the masterplan area
- 3 It is anticipated the **CITY RAIL LINK** will be operational by 2021
- 4 The city centre will be supported by adequate **STORMWATER AND WASTEWATER INFRASTRUCTURE**
- 5 A new New Zealand **INTERNATIONAL CONVENTION CENTRE** will be operational by 2017
- 6 Auckland's primary **CRUISE SHIP TERMINAL** will be operational on Queens Wharf for the next 15 years
- 7 It is anticipated an additional **WAITEMATA HARBOUR** crossing will be built within the next 10 to 20 years
- 8 There will be a **DIRECT RAIL LINK** to the airport within the timeframe of this masterplan
- 9 The **PORT** will continue to develop largely on its current footprint.

THE BIG PICTURE – THE CITY CENTRE AND THE REGION

AUCKLAND'S CITY CENTRE IS THE ECONOMIC AND CULTURAL HUB OF THE REGION. EVERYTHING WE DO IN THE CITY CENTRE RECOGNISES ITS PLACE IN THE REGION AS A WHOLE.

As New Zealand's largest commercial centre, tertiary education centre and wealth creator, the region has an

ANNUAL ECONOMIC OUTPUT OF NEARLY \$60 BILLION

60% OF NEW ZEALAND'S TOP 200 COMPANIES are located in Auckland.⁵

HIGH-VALUE SECTORS

Economically, and in active research and development terms, it has a comparative advantage in a number of high-value sectors including food and beverage, health technologies, biotechnology, screen, stage and creative industries, marine, knowledge-intensive industries and advanced materials.

THE REGION'S TRANSPORT NETWORK

both road and rail, has a strong emphasis on radial routes that converge on or pass through the city centre.

31% OF NEW ZEALAND'S BUSINESSES are housed in the region, and 32% of its employees.

41% OF ALL NEW ZEALAND TERTIARY STUDENTS study in Auckland.

70% OF ALL INTERNATIONAL ARRIVALS to New Zealand arrive at Auckland International Airport, 20km from the city centre.

WE ARE SURROUNDED BY THE SEA - the Tasman, the Hauraki Gulf and three harbours; the Kaipara, Manukau and Waitematā.

180 DIFFERENT ETHNICITIES and home to New Zealand's largest Asian and Pacific populations.

1.5 MILLION PEOPLE LIVE IN THE AUCKLAND REGION that's 33.7% of New Zealanders.

THE GEOGRAPHY OF THE MASTERPLAN

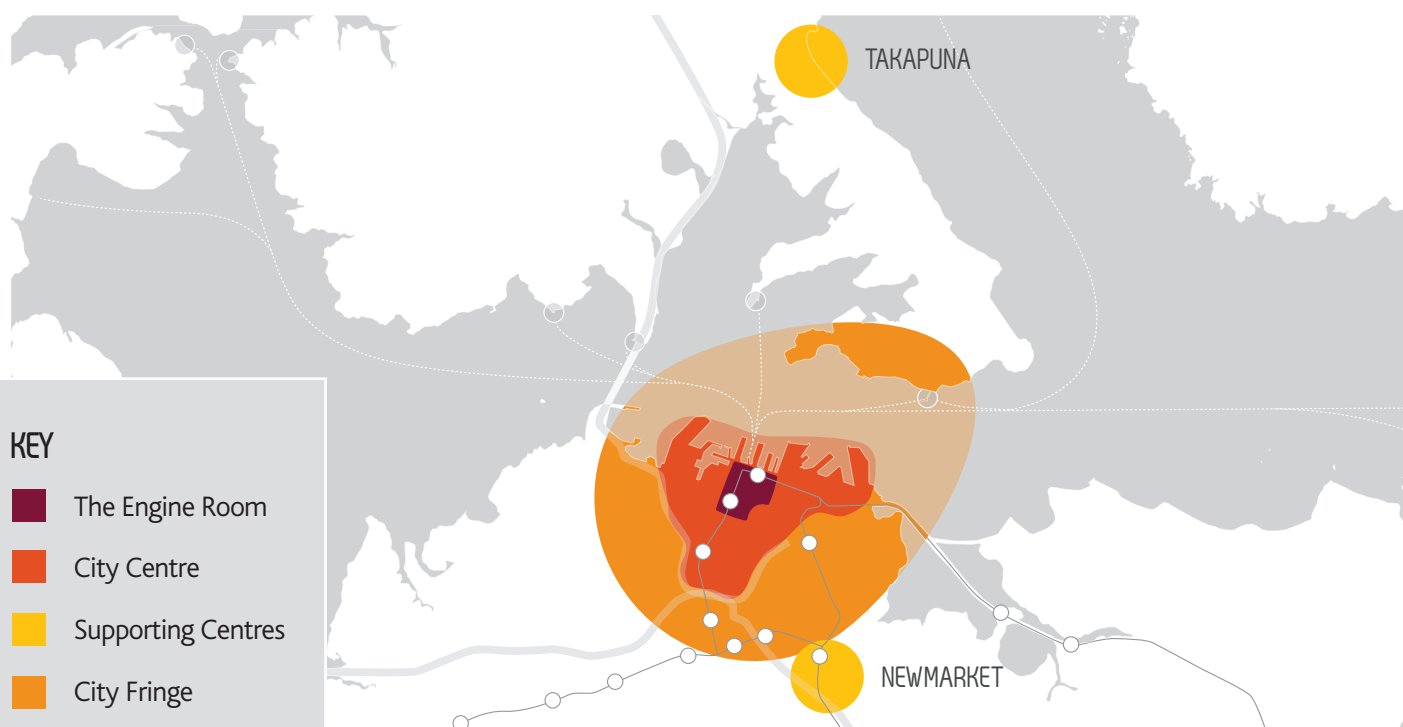
THIS MASTERPLAN CONSIDERS THREE INTERDEPENDENT AREAS: THE CENTRAL BUSINESS DISTRICT (CBD) OR ENGINE ROOM, THE CITY CENTRE AND THE CITY FRINGE.

It should be noted that the area described as the city centre in the plan is the area previously known as the CBD, i.e. the area that falls within the urban motorway system and the harbour edge. The CBD referred to in the plan is more compact. The area referred to as the city fringe is that beyond the motorway, characterised by urban villages with a clear reciprocal relationship to the city centre. The outer boundary of the area includes

the urban villages of Ponsonby, Parnell and Devonport. Newmarket and Takapuna are seen as important metropolitan regional centres supporting the city centre.

The masterplan focuses on the city centre and increasing the number of workers and residents in the city centre by making it a more accessible and attractive place to live and work. Cities are about the exchange of ideas and new ways of doing things. The more people there are, the greater the chance of this exchange, leading to more innovation and higher productivity.

The masterplan also recognises the need for greater levels of connectivity between the city centre and the city fringe, which in a sense is the 'fuel store' to the Engine Room, and where some of the human energy comes from. It is proposed that the city fringe be considered further in a local area plan.



THE MASTERPLAN IN BRIEF

1 **VISION** TO GUIDE US
TO 2030+

9 **OUTCOMES** TO DRIVE US FORWARD AND
MEASURE OUR SUCCESS

10 **PLACE-SHAPING
FACTORS** THAT WILL DEFINE
HOW WE DO THINGS

8 **TRANSFORMATIONAL
MOVES** THAT WILL UNLOCK THE
POTENTIAL OF THE CITY CENTRE

OPPORTUNITIES – THE CITY CENTRE’S ATTRIBUTES

BELOW ARE THE CITY CENTRE’S MAIN OPPORTUNITIES, BUT THE LIST IS NOT EXHAUSTIVE.

1. A FANTASTIC NATURAL SETTING

Auckland’s location offers a unique landscape and beautiful natural surroundings. Its waterfront position is the city’s greatest asset.

2. A WONDERFUL WATERFRONT WITH AN ACTIVE HARBOUR

The foreshore and harbour offer great potential for promenades, living space and recreational activity. Auckland also benefits from an active harbour, which creates a special atmosphere. Our marinas accommodate many yachts and host international maritime events. The upgrade and subsequent success of Viaduct Harbour, Silo Park, and North Wharf are perfect examples of the potential that the harbour holds for the city.

3. A CHARACTERISTIC TOPOGRAPHY

Auckland enjoys a fantastic and challenging topography that gives the city a unique character. The volcanic field in which the city centre lies lends a distinct flavour to its streetscapes, and occasional views of the water and the landscape from the steep streets are fascinating and alluring. The topography is a blessing, but also a challenge for pedestrians and cyclists in places.

OPPORTUNITIES – THE CITY CENTRE’S ATTRIBUTES [CONTINUED]

4. A STRONG SENSE OF PLACE, HERITAGE AND CHARACTER

Areas within the city centre and city fringe have a strong sense of place and character that come from heritage, open space, city views and activities. Many of the heritage buildings and places of historic character are not protected, but a proactive approach to managing our heritage places will unlock their full potential. It will add to the popularity of these areas as places to live, work and play, and help define what is unique and distinctive about Auckland.

5. A HIGHLY ACCESSIBLE PLACE

Rail and motorway connections to the city centre make it highly accessible and an efficient location for business.

Over the past 10 years, peak-time car volumes in the city centre have dropped slightly and most peak-travel growth has occurred in public transport, walking and cycling.

The results of continued efforts to improve interconnections between buses, trains and ferries are encouraging, and reinforce the city centre’s role as a transport hub. The city centre’s accessibility to private motor vehicles remains comparable with similar-scaled cities elsewhere.

6. A MAORI IDENTITY AND EMERGING ECONOMY

Māori culture and identity is celebrated by Aucklanders and is our point of difference in the world. Te Tiriti o Waitangi (the Treaty of Waitangi) is recognised with Māori in Tāmaki Makaurau exercising their rangatiratanga (self-determination). The mana of Tāmaki Makaurau iwi and hapū is empowered in their customary kaitiaki role. Māori values must be integrated with city centre planning and decision-making.

The Treaty settlement process is a key means of improving the economic and social well-being of Māori. Emerging public and private sector partnerships will further enhance Māori capacity to drive economic growth in the city centre and beyond.

7. MORE PEOPLE LIVING IN THE CITY CENTRE

In the past two decades, the number of residents in the city centre has increased remarkably, and the city is now home to more than 24,000 people. This number is expected to rise to more than 45,000 by 2032. This offers great potential and the need to develop a lively and diverse 24-hour urban realm to support them.

8. A UNIVERSITY CITY

About 60,000⁶ students and more than 9,000 staff work at the city centre's universities. With many international students living in the city centre invigorating the city lifestyle, there is a reciprocal value of export education, research and innovation. This promotes the identity of Auckland as a university city – 'town and gown' - and fosters hubs of development and research that interface with commercial Auckland.

9. THE CITY CENTRE AS A WORKPLACE AND TOURIST DESTINATION

Every working day about 90,000 people come to work in the city centre. They have the potential to promote a lively and active city centre, especially around lunchtime and after hours. The centre's continued growth will require a further significant step change in public transport provision in the form of the City Rail Link.

Auckland is the gateway to New Zealand, and each year over two million visitors arrive in Auckland by air or cruise ship.

CHALLENGES – THE CITY CENTRE’S MAIN CONSTRAINTS

THE CITY CENTRE FACES A NUMBER OF CHALLENGES THAT THIS MASTERPLAN SEEKS TO ADDRESS

1 PLANNING FOR GROWTH

The lack of affordable unit-titled, owner-occupied housing opportunities and the size of residential units in the city centre reduce its appeal to many.

High amenity levels, education facilities and more green and accessible urban and play spaces need to be provided if families with children and older people are to be attracted to city living.

Vacancy levels in the current office stock are considerable. With short- to medium-term growth likely to gravitate towards the waterfront or the Engine Room, the rest of the city centre risks being ‘hollowed out’.

The retail sector is underperforming in relative terms. Most workers and students leave the city centre after office hours, which reduces the night-time economic activity.

2 POORLY CONNECTED TO SURROUNDING URBAN VILLAGES

The topography, motorway network and harbour limit pedestrian and cycling connections from the city centre to the surrounding urban villages like Ponsonby, Freemans Bay, Devonport and Parnell. These fringe areas provide the fuel for the Engine Room and need to be better connected via street enhancements and public transport improvements.

3 A DISCONNECTED WATERFRONT

Due to their width, layout and high traffic volumes, Quay and Fanshawe Streets represent both a physical and mental barrier between the harbour and the city centre. There are a number of large-scale development opportunities along the edge of the waterfront and city centre that would enable the two to be better ‘stitched’ together.

4 A TRANSPORT NETWORK UNDER STRAIN

A large-scale street layout accommodating a high number of cars dominates the city centre. For pedestrians, this means poor-quality walking environments, inconvenient routes and inefficient travel times.

Britomart has reached its operational capacity and bus congestion will affect the provision of bus service improvements needed to meet population growth.

Additional private motor vehicle capacity on roads is limited, and the provision of a connected and dedicated cycle network is also constrained.

The City Rail Link, along with other public transport measures, is required to relieve these pressures.

5 AN INCOMPLETE PEDESTRIAN AND OPEN SPACE NETWORK

Open spaces or green rooms are scattered throughout the city centre, yet lack the attractive pedestrian links between them that would help define an open space network.

The overall pedestrian environment is of poor quality and does not encourage people to walk across the city centre.

6 DESTINATIONS TOO FEW AND FAR BETWEEN

Visitor destinations are scattered across the city centre and poor-quality streets and buildings discourage people from walking between them.

As a destination, the city centre lacks depth and coherence, and as a result fails to hold visitors for extended periods.

Some parts of the city centre's built environment fail to excite and do not create an experience sought by visitors and residents alike.

7 LOSS OF OUR HERITAGE

Some parts of the city centre have an exceptional, high-quality environment, but too many others suffer from a legacy of ill-conceived development, poor management and maintenance, and inadequate investment.

There has been significant loss of historic heritage in the city centre over the years, and a number of heritage places continue to suffer from neglect, decay, under-use or insensitive new design.

8 SOCIAL INFRASTRUCTURE REQUIREMENTS

The city centre is home to a diverse residential community. While for many it provides a city-living lifestyle of choice, for others it can be a hard place to live, particularly those who are in poverty. Improved social infrastructure is required to support current and future residents, with more emphasis on securing an improved minimum standard of accommodation and amenity for the most disadvantaged.

9 ENVIRONMENTAL SUSTAINABILITY

The Auckland Plan lays the foundation for Auckland's low-carbon, energy-resilient transformation through a focus on green growth. This requires a transformation from a fossil fuel-dependent, high energy-using, high-waste society to a more 'liveable city' based on:

- sustainable resource use (including waste minimisation and recycling)
- a quality compact form, (building retrofits, more local energy production)
- an eco-economy and the pursuit of green growth
- efficient transport and energy systems that maximise renewable resources, and minimise reliance on fossil-based fuels.

Aucklanders will be asked to help prioritise which projects should be carried out first, through the Energy and Climate Change Mitigation Strategy. Funding will come from public and private sources.

10 THE CITY CENTRE'S REGIONAL RELEVANCE

Auckland is a polycentric region; it is made up of urban centres serving their own communities. But as the focus for economic, cultural and entertainment activity, the city centre is important to the whole region's success.

Investing in the city centre is an investment in the region's future prosperity. The economies of scale of a successful city centre will lead to agglomeration productivity gains for Auckland's businesses⁷. We must support this economic case by making the city centre more relevant in cultural and entertainment terms.

We need Aucklanders to fall in love with their city centre again, and for going to town to be a part of everyone's Auckland experience, as it was for previous generations.

DO
YOU
LOVE
ME?

YOU WANT TO
BE IN LOVE WITH
THE PLACE
WHERE YOU
SPEND A LOT
OF YOUR TIME,
WHETHER IT IS
TO LIVE, WORK,
OR PLAY.

STRATEGIC FIT

THE MASTERPLAN IS A NON-STATUTORY SUPPORTING DOCUMENT TO THE AUCKLAND PLAN, AND IS AN INPUT TO THE UNITARY PLAN.

Together, the Auckland Plan and the Unitary Plan provide the overall vision and direction that guide the future development of the whole city region. The vision and transformational moves of this masterplan are embedded in the Auckland Plan, and will help to inform the strategic direction of the city centre in the Unitary Plan. A city centre overlay forms part of the new Unitary Plan, introducing planning direction in support of delivering the transformational moves.

The Long-term Plan 2012-2022 confirms council funding of \$130 million (excluding funding for the City Rail Link) to deliver the masterplan over the next 10 years. Considerable private investment estimated at \$325 million is expected to supplement this.

A city centre overlay forms part of the new Unitary Plan, introducing planning direction in support of delivering the transformational moves.

The masterplan also supports other similar, direction-setting Auckland Council strategies, including the Auckland Economic Development Strategy (Auckland Council), and the Auckland Visitor Strategy (Auckland Tourism, Events and Economic Development). Transport elements of the masterplan are expressed within the Auckland Transport and NZTA's Auckland Integrated Transport Plan.

The Waterfront Plan (which can be found at www.waterfrontauckland.co.nz), is a companion document to the City Centre Masterplan, aligned by shared proposals at the interface between the city centre and waterfront.

MAYOR'S VISION

Creating the world's most liveable city

AUCKLAND PLAN

30-year vision and strategy for Auckland

LOCAL BOARD PLAN
3-Year plans of 21 Local Boards

UNITARY PLAN

Policies and rules to implement the Auckland Plan

PLACE-BASED PLANS

Spatial Plans for geographic areas e.g. Local Board area plans, City Centre Masterplan, and Waterfront Plan

STRATEGIES

Examples: Economic Development Strategy, Waste Management & Minimisation Strategy

LONG-TERM PLAN

Council's 10-year plan and budget

LOCAL BOARD AGREEMENT

Annual budgets of 21 Local Boards

IMPLEMENTATION

SETTING AND DELIVERING PRIORITIES – LESS IS MORE

The masterplan identifies a strong place-based focus for the revitalisation and growth of the city centre, and is organised around eight transformational moves. These are the moves the Council will set as priorities for investment in terms of its financial resources and skills, and it is expected that the private sector will lead investment within these priorities.

THE FOCUS WILL BE ON DOING A FEW THINGS WELL

In this context not all moves and key projects will be advanced at the same time, but delivered in a number of broad, overlapping 'episodes'. This ensures they are complementary and have maximum impact. The episodes identified in the plan are superimposed across the transformational moves, underscoring the stepped approach to their delivery over the life of the masterplan and beyond.

In the first episode over the next 10 years, transformational projects will focus on the CBD, or Engine Room, and the waterfront. An energised Engine Room will lift investor confidence and provide the impetus for other quarters to grow. Momentum created around the Wynyard Quarter, unleashed at the same time, will continue to create a 'water city' of international acclaim.

The first episode will also include projects that help reinforce the Aotea Quarter's role as the civic and cultural heart of the city centre, ensuring it remains resilient to the shifting centre of focus to the harbour's edge. Critically, the City Rail Link station at Aotea will make this area far more accessible to the region.

Together with the City Rail Link, the first episode will create the necessary impetus for change elsewhere in the city centre; specifically, growth around the proposed City Rail Link stations at Karangahape Road and Newton. This second episode will start as and when the train stations are

opened, with the agglomeration benefits revealed over 20-years. The Auckland Council group will encourage and incentivise development around these stations.

Recognising that delivering the moves needs to be in step with demand for development, transformational moves in the third episode around the Victoria Quarter and Quay Park will happen as and when the private sector responds or opportunities arise. For example, the New Zealand International Convention Centre may create the impetus and funding opportunities for upgrading adjoining public areas.

Other opportunities identified in the masterplan will fall into place around these broad episodes, according to the market.

See the Masterplan Delivery section (page 100) for more detail on the projects prioritised for delivery in the first 10 years.

THE TIMING OF THE TRANSFORMATIONAL MOVES IS DETERMINED BY TWO KEY FACTORS:

1 The masterplan's transport elements are shown in the Auckland Transport Integrated Transport Plan, which determines the sequence of changes required to the transport network and parking, to enable the proposed street redesigns and redevelopment. Project interdependencies are outlined on page 102 in the Masterplan Delivery section. Construction of the City Rail Link will be the most critical element in determining what happens when.

2 The private sector will be encouraged to respond to the development opportunities identified. The fundamentals of demand and profit margins will ultimately determine when things progress. However, Auckland Council and its family organisations can help motivate the market through:

- Providing enabling infrastructure
- Catalysing exemplar projects
- Investing in the amenity of places
- Making clear and expeditious decisions
- Having a planning regime that encourages and rewards projects that are innovative, high-quality projects which support the masterplan, and discourages those that do not
- Setting clear standards for new development
- Monitoring anticipated results and allowing corrective action to be taken where results are not being met
- Understanding how what happens outside the city centre can affect its success.

It is understood that ongoing investment by the private sector requires a set of positive pre-conditions:

- A visible champion and strong leadership
- Coordination among public sector stakeholders
- A comprehensive and integrated plan based on realistic assumptions
- A long-term planning horizon
- A viable and prioritised public sector investment plan.

Spreading investment over a wide range of initiatives and areas will undermine the pre-conditions; less is definitely more. The mutually supporting investment 'episodes' over a 30-year-plus horizon support a system-wide approach to decision-making.

THE VISION AND GUIDING FACTORS

THE VISION

BY 2032 AUCKLAND'S CITY CENTRE WILL
BE HIGHLY REGARDED INTERNATIONALLY AS
A CENTRE FOR BUSINESS AND LEARNING,
INNOVATION, ENTERTAINMENT, CULTURE AND
URBAN LIVING

- ALL WITH A DISTINCTLY
'AUCKLAND' FLAVOUR.

OUTCOMES AND TARGETS

BY 2032, THE CITY CENTRE WILL HAVE MET THESE OUTCOMES AND TARGETS.

The proposed targets are subject to further development, including engagement with relevant stakeholders to ensure baseline data will be sourced. A City Centre Masterplan monitoring framework technical report will be produced by September 2012, with recommendations for sign-off by the Auckland Plan Committee. There will be an accompanying proposed project plan that will detail the extent of the research required across the economic, social and cultural area specific to the City Centre, that cannot be drawn from the Auckland Plan targets.

OUTCOME 1

A vibrant and engaging international destination – an iconic destination and 'must-do' for the international visitor to New Zealand.

Target 1: Visitors' average length of stay increases from 2.2 nights

Target 2: Number of international conferences increases

Target 3: Retail expenditure in the city increases

Target 4: Visitors' perceptions of the Auckland city centre are positive

OUTCOME 2

A globally significant centre for business – the Engine Room of the Auckland economic powerhouse with a vibrant and vital retail and commercial core.

Target 1: Commercial occupancy rate increases

Target 2: Increase in number of top 200 business head offices in city centre

Target 3: Number of cafés in city centre increases

Target 4: Increase in the proportion of local employment

OUTCOME 3

A city centre that meets the needs of a growing and changing residential population.

Target 1: Number and size of play spaces increases

Target 2: Increase in number of children living in city centre

Target 3: Increase in residents' perceptions of a sense of safety in the city centre after dark

Indicator 4: Decrease in crime rates in city centre

Target 5: Increase in the proportion of residents who rate a sense of community in the city centre as being important

Target 6: Increase in the proportion of residents who feel a sense of community in the city centre

OUTCOME 4

A culturally rich and creative centre – a window on the world where all of Auckland's many cultures are celebrated.

Target 1: Increase in the number of public artworks in the city centre

Target 2: Residents' perceptions of the city centre as an important venue for arts activities and events are positive

Target 3: Increase in percentage of area in the city centre that has been assessed for historic heritage values

Target 4: Increase in the number of scheduled historic heritage places

OUTCOME 5

An exemplar of urban living – with a wide choice of high-quality residential options.

Target 1: Increase in the number of residential units with 3 bedrooms or more

Target 2: Increase in number of community facilities

Target 3: At least one new primary school

OUTCOME 6

Hub of an integrated regional transport system – with a range of public transport options.

Target 1: Continuing modal shift in the city centre from private motor vehicles to public transport

OUTCOME 7

A walkable and pedestrian-friendly city centre – well connected to its urban villages.

Target 1: More kilometres of pedestrian footpaths/walkways

Target 2: More kilometres of cycleways

Target 3: Reduction in pedestrian waiting times at intersections

Target 4: Reduction in use of left-turn slip lanes

Target 5: New mid-block pedestrian crossings

OUTCOME 8

An exceptional natural environment and leading environmental performer.

Target 1: Greenhouse gas emissions reduced

Target 2: Increase in the number of green roofs and walls

Target 3: Increase in the number of New Zealand Green Building Council minimum 5-star-rated buildings in the city centre

Target 4: Air quality in the city improves

Target 5: Increase in the number of trees within the public realm by 25% by 2021

OUTCOME 9

World-leading centre for higher education, research and innovation – the hub of creative and innovative products and services.

Target 1: Universities increase their international rankings

Target 2: Increase in the number of students graduating with postgraduate qualifications

Target 3: Increase in external research income to the two main universities

Target 4: Higher proportion of the workforce in science and technology

FACTORS GUIDING FUTURE CITY CENTRE DEVELOPMENT

AUCKLAND CITY CENTRE'S FUTURE DEVELOPMENT IS DEFINED BY A RANGE OF PLACE-SHAPING FACTORS:

1. CHANGING ECONOMIC PICTURE
2. ACCESS TO AND WITHIN THE CITY CENTRE
3. INCLUSIVENESS AND CHILD-FRIENDLY CITY
4. VALUE OF OPEN SPACE
5. PUBLIC LIFE
6. STRENGTHENING THE QUARTERS
7. CELEBRATING OUR CULTURE
8. QUALITY BUILT FORM
9. THE IMPORTANCE OF HERITAGE
10. PROGRESSING SUSTAINABILITY.

FACTOR 1: CHANGING ECONOMIC PICTURE

THE CITY CENTRE'S ECONOMIC PICTURE IS EXTREMELY DYNAMIC AND EVER-CHANGING, INFLUENCED BY MACRO GLOBAL AND NATIONAL CIRCUMSTANCES AS MUCH AS BY LOCAL ISSUES. CURRENT ECONOMIC FACTORS SPECIFIC TO THE CITY CENTRE AND UNDERPINNING THE MASTERPLAN STRATEGY ARE SUMMARISED IN THE TABLE AND DISCUSSED IN DETAIL ON THE FOLLOWING PAGES.

CURRENT ECONOMIC FACTORS

MASTERPLAN RESPONSE

Traffic congestion threatening the appeal of the city centre as a business location

As part of the regional public transport system the City Rail Link is proposed as a way of dramatically improving regional rail access and journey times to the city centre. A significantly more effective bus network is proposed. Connections to the city centre for pedestrians and cyclists will also be improved, while an appropriate level of access for private vehicles is maintained.

The role of the Ports of Auckland

The Ports of Auckland plays a significant role in the freight system and creates economic value for Auckland, the upper North Island and New Zealand. To determine its long-term role (30+ years) in the upper North Island port and freight network, and inform the long-term strategy for the Auckland waterfront (including the Unitary Plan), Auckland Council, along with key upper North Island stakeholders, will lead and facilitate a study of port development options for Auckland. See the Auckland Plan for more information.

The impact of the waterfront and Engine Room on mid-town, with substantial economic activity channelled into these areas

The gravitational pull northwards in the city centre is an accepted success factor of the waterfront. Measures are proposed around the Aotea Quarter to ensure it remains relevant as the civic and cultural heart, that counterbalances the economic activity closer to the waterfront.

The ever-growing role of overseas investment in shaping the city centre, as well as opportunities associated with the emerging Māori economic powerhouse

Māori are central to achieving a city centre with a uniquely Auckland/ New Zealand flavour. Iwi/Māori are key partners in delivering the masterplan. For example, several development opportunities are in Ngāti Whātua o Orākei ownership, including much of the Quay Park-Te Toangaroa area. Southeast Asian culture and investment is also likely to have an increasing influence.

Limited demand for new Grade A office space

A positive planning framework is promoted to support high-end commercial investment in the city centre, particularly the Engine Room. Several strategic sites for new commercial office towers are identified in anticipation of an upturn in demand.

The emerging fashion retail district at Britomart and the implications for High Street

Britomart's growth is to be encouraged. A coherent niche retail experience based on the city centre laneway circuit – Federal Street, the east-west axis taking in Britomart West, Britomart and Quay Park, and High Street (see page 44) – is proposed to ensure a complementary relationship and greater synergy between the areas.

CURRENT ECONOMIC FACTORS

MASTERPLAN RESPONSE

A retail sector under threat from the regional shopping malls

A city centre retail action plan is being prepared. Reinforcement of Queen Street as New Zealand's premier retail street is supported with a package of policy, project and operational interventions. Continued streetscape improvements will lead to a quality shopping environment capable of competing with the malls. New retail is proposed in such areas as the waterfront and Quay Park, to ensure the retail offering is diverse and has critical mass.

Innovation sector not fully exploited

There will be more focus on opportunities to leverage innovation through the Learning Quarter and Wynyard Quarter.

Inability to retain international visitors for more than 48 hours

The city centre as a destination will have more depth, colour and relevance. Its attractions will be better connected by a network of green links, laneways and the City Rail Link. New drawcard attractions will line the waterfront, connected by a transformed Quay Street as part of the Harbour Edge axis. The masterplan supports the new New Zealand International Convention Centre.

The physical isolation of certain city quarters prevents commercial and creative exchange, with the latent development capacity going unrealised

The City Rail Link, improved bus services and a series of street improvements will help address these issues. Provisions will be introduced in the Unitary Plan to ensure development opportunities in these areas are encouraged.

Finding and maintaining an appropriate balance between commercial and residential growth to avoid one flourishing at the expense of the other

Growth capacity has been considered across the city centre and specifically within the catchment areas of the new City Rail Link stations. The suggested split between commercial and residential growth will ensure equilibrium and respond to the market situation in each area.

The information and communication technology deficit relative to other city centres, specifically ultra-fast broadband and Wi-Fi

A publicly accessible Wi-Fi network is proposed for the Engine Room and, in time, the whole city centre. High-speed fibre-optic broadband will be rolled out as discussed in the Auckland Plan.

FACTOR 1: CHANGING ECONOMIC PICTURE [CONTINUED]

FUTURE DEVELOPMENT POTENTIAL

The city centre has an intensive mix of uses that will need to grow and strengthen to create vibrancy and attract people at all times of the day. A prosperous city centre requires a successful and expanding business services sector and diverse residential communities, complemented by world-class retail, dining and entertainment options.

This masterplan considers where additional floor space could be provided beyond the Engine Room and waterfront. It specifically identifies areas of growth potential within an 800m (10-minute) walk of the proposed City Rail Link stations (Aotea, Karangahape Road and Newton) and opportunities around the university campuses.

A broad sequencing approach that will enable the areas of opportunity to develop in a coordinated and complementary way is contained in the Masterplan Delivery section.

RESIDENTIAL ACCOMMODATION

The residential profile of the city centre is dominated by young apartment dwellers, who tend to be a transient population. This inner city population is complemented by lower-density, family-orientated accommodation in the city fringe.

A future challenge is for the city centre to broaden its housing choices to retain workers and their families. Future developments will need to provide adaptable, flexible accommodation to meet a range of needs and increase the desirability and affordability of the city centre as a place to live.

The quality of the open space and building design will be central to attracting and retaining residents. Well-designed, dense living environments in the city centre need to be complemented by safe, private and communal open spaces. Close proximity of housing to workplaces and schools will be important for supporting sustainable city living.

The trend away from home ownership towards renting, the ageing population, the need for key service workers to live close to their work, and increasing numbers of students living in the city centre will ensure that city centre living will increasingly be seen as an attractive lifestyle option.

THE MASTERPLAN ENVISAGES:

- Residential development throughout the city centre to cater for the housing needs of a wide range of people including young people, families and the retired
- Emerging residential demand in the Wynyard Quarter, which has the capability to accommodate at least 5,000 residents, the Victoria Park Market area and Newton
- Consolidation of demand in areas of particularly strong residential character including Eden Crescent/Emily Place, Vincent Street/Greys Avenue and the southern part of the Victoria Quarter.

OFFICE SPACE

The business services sector is very important to the future of the city centre. Almost one in three regional jobs in the business services sector are located in the city centre; they account for 50 percent of all jobs in the city centre.

The employment projections in the Auckland Plan indicate 145,000 – 160,000 workers will be employed in the city centre by 2041, with the City Rail Link being the catalyst for between 5,000 and 20,000 additional jobs. Access is key to employment, but the city must also remain attractive to business in other ways.

The transformational moves outlined in Section 3 will ensure that businesses see the city centre as an address they will want to have.

RETAIL, ENTERTAINMENT AND DINING

Auckland is one of New Zealand's largest retail centres, generating over \$1 billion of retail expenditure per annum. It offers broad shopping choices ranging from malls to value retail locations, along with a limited range of niche, independent shops and luxury stores. Despite this, the city centre needs to broaden its shopping choices and operating hours to create a lively mix of world-class shopping experiences. Entertainment and dining opportunities are becoming increasingly diverse, but there is a lack of coherence, with clusters of activity throughout the city centre.

THE MASTERPLAN ENVISAGES:

- A consolidated high-value retail core in the Queen Street area (including High Street, Lorne Street and O'Connell Street). This area is complemented by boutique retail areas in emerging parts of the city centre such as Britomart, as well as Ponsonby, Karangahape Road, Victoria Park Market, Parnell and Newmarket
- Convenience retail is enabled throughout the city centre, building on the recent success of metro-style supermarkets
- More activity day and night in retail areas. Retailers will be encouraged to operate as a coordinated entity to achieve this (e.g. coordinated opening times and events)
- Entertainment and dining will continue to expand in areas such as the waterfront, Victoria Park, Ponsonby and Parnell, and along streets connecting these areas such as Victoria Street and Beach Road
- The development of a retail action plan for the Queen Street Valley to ensure the city centre's role as a retail destination flourishes.

THE MASTERPLAN ENVISAGES:

- Office development is enabled throughout the city centre, with a redefined CBD area (the Engine Room) the focus for new Grade A office space
- Office space elsewhere in the city centre is likely to be converted or refreshed for Grade B and C space (as well as converted to residential uses)
- Learning will continue to be centred around the universities, and intensified and expanded, creating more opportunities for education, innovation and research businesses
- In the longer term, the emergence of the Quay Park area as a location for mixed-use development.

FACTOR 1: CHANGING ECONOMIC PICTURE [CONTINUED]

VISITOR ACTIVITY – CULTURAL AND CIVIC

Visitor activity in Auckland is an important contributor to retail, hospitality and accommodation and a catalyst for transport and infrastructure investment. Inbound tourism in Auckland contributed \$1.96 billion to the country's GDP and domestic tourism contributed \$1.23 billion. Export education (i.e. international students) accounted for \$315 million.

Despite these significant figures, the visitor offering in the city centre is relatively shallow, with little to hold visitors for more than 48 hours.

The Aotea Quarter is the city's civic and cultural centre, and arts and entertainment hub. Its cultural facilities such as the Aotea Centre, Auckland Town Hall and Auckland Art Gallery strengthen the quarter as an important regional, national and international destination attracting visitors to the city centre.

THE MASTERPLAN ENVISAGES:

- A growing cultural offering around Aotea Square with the expansion of existing facilities and the creation of new ones, including the publicly desired refurbishment of the St James Theatre within the theatre district
- Bringing culture and produce to the streets. Street entertainment, festivals and markets on the streets and in squares, reflecting Auckland's diverse population
- Greater activation of the harbour with more events, accessible public spaces and supporting entertainment venues along the waterfront
- The new New Zealand International Convention Centre
- Development of an integrated park network to include a running track open 24 hours, designated cycling facilities and child-friendly activity areas
- A new system of visitor-led ambassadors and wayfinding support providing information to tourists and visitors on the city centre's attractions.

MAORI ECONOMIC DEVELOPMENT

Māori participation in the overall growth of the economy has become an emerging component of the country's well-being. The Auckland Plan recognises this changing dynamic; Māori identity is Auckland's point of difference in the world and its leveraging will determine the profile of Auckland over the next 30 years. This leverage can be achieved through private-public partnerships backed up by:

- \$20.8 billion in Māori employer assets
- \$10.6 billion in iwi collective assets
- \$5.5 billion in Māori self-employed assets⁸.

Future investments by Māori will include interests in infrastructure, tourism, IT, greenfield development, education, aquaculture and possible international partnerships with China and Japan.

THE MASTERPLAN ENVISAGES:

- Emerging partnerships with Māori concerning urban design, infrastructure and tourism
- Protection of wāhi tapu and cultural sites of significance, with a view to setting iconic landmarks and raising Auckland's profile
- Increased participation by Māori in strategic management of assets
- Spreading benefits across the city centre through Treaty settlement outcomes
- Connecting the city centre to the region through the expression of Māori traditions, history and language
- Pan Pacific, Asian nations and iwi collaboration in domestic and international investment.

FACTOR 2: ACCESS TO AND WITHIN THE CITY CENTRE

Fundamental changes in future city centre travel patterns and demands will reflect that walking is the dominant mode of movement within the city centre, providing a major opportunity to dramatically enhance the liveability and success of the city centre. At the same time it is important to maintain a focus that will allow multi-modal accessibility to the city centre, so that businesses can thrive and grow. The existing transport network within the city centre and across the region will need to be enhanced to achieve these changes.

PEAK MOVEMENT

Over the coming 20 years, nearly all of the growth in trips to and within the city centre during the peak periods will need to be accommodated by public transport, walking and cycling. Due to the inability to provide additional road capacity, the number of vehicles entering the city centre during the peak period is expected to remain relatively static, with additional bus volumes and some growth in freight and delivery vehicle trips in the inter-peak periods. The number of vehicles entering the city centre each morning has decreased slightly over recent years.

Auckland Transport and the New Zealand Transport Agency (NZTA) are working together to manage and develop the road network as a single network and to provide a balance between movement and place. This will involve improving the effectiveness of the existing network and providing for travel growth through public transport

and active modes, (walking and cycling), and higher car occupancy levels. Recent traffic modelling assessments by Auckland Transport indicate that the proposed City Centre Masterplan projects have complex interactions with the city centre's transport networks, but are deliverable if implemented in a staged programme (see page 102 for the various interdependencies).

PUBLIC TRANSPORT

Supporting continued increases in the use of public transport, which currently provides nearly 50 percent of all morning peak-period trips, is of critical importance. Major improvements are already under way in bus, ferry and rail infrastructure and services. These include the Northern Busway service and bus priority and high occupancy vehicle lanes on the motorway and arterial road network. To meet increasing travel demand over the coming 20 years,

there is expected to be a near-doubling of bus journeys, and five times as many rail, walking and cycling trips within the city centre.

The city centre will need a comprehensive, high-quality public transport system. Bus routes across the region will be streamlined to improve network efficiency and accessibility, resulting in fewer buses in the city but greater numbers of passengers carried. Later, where the bus network is unable to serve higher passenger demand, the system could be complemented by a high-quality light rail system to connect the city centre, fringe urban villages and ultimately the wider region. Expansion of the ferry network will improve access to the city centre from all around the Waitematā Harbour.

The top priority is the City Rail Link with new stations in the Aotea Quarter, at Karangahape Road and in Newton. The rail link is vital, to transform the city centre and support the growth of organisations,

such as the universities. It will unlock the potential of the public transport system. The City Rail Link will provide greater rail network efficiency, capacity and access, and will be implemented in a way that encourages city centre development in the right place at the right time.

The City Rail Link will lead to considerable reductions in rail travel times. While the biggest travel time decreases are on the Western Line, there are also substantial time savings on other lines.

As a result of the shorter journey times, twice as many people will be within 30 minutes' travel of Aotea and Karangahape Road stations and three times as many people will be within 30 minutes' travel of Newton Station. There are similar figures for the Parnell station. This major improvement in accessibility, along with an improved central area bus network, will heighten the attractiveness of City Rail Link station areas as new employment, retail and educational opportunities.

It will also increase the size of the city centre's labour market catchment.

The restructure of city centre bus routes to create a more effective, reliable and legible bus network will help to relieve pressure on the Britomart transport hub and support a higher-quality pedestrian environment. The network improvements will require investment in infrastructure, such as more bus lanes and higher-quality bus stops, especially in corridors with the highest bus volumes, as well as provision for terminating buses in locations where city centre amenities will not be unduly compromised. These steps will take into account the outcomes of the 2012 ports' review.

Waterfront Auckland's proposed waterfront tourist tram in the Wynyard Quarter is not part of the public transport system; consideration of future trams or light rail transport should be undertaken in the context of that

regional system. However, a service from Britomart to the Wynyard Quarter would assist both worker and tourist access to the quarter.

PEDESTRIAN NETWORK

(see also Factor 5, Public life)

Upgraded street environments will offer higher pedestrian amenity and safety. This will support public transport routes and interchanges. The walking experience will be complemented by business and retail areas adjacent to public transport interchanges and en route to the city fringe and waterfront.

Pedestrian safety and amenity will be enhanced by greater use of shared space, improved intersections, lower speed limits within the city centre, and improvements to the gateways.

CYCLE NETWORK

Development of a high-quality and connected cycle network will unlock the potential for cycling to provide

FACTOR 2: ACCESS TO AND WITHIN THE CITY CENTRE [CONTINUED]

a significant proportion of short trips to and around the city centre. The NZTA and Auckland Transport are developing a central motorway junction cycleway to provide a new dedicated pedestrian/cycleway into the city centre. Lower vehicle speed limits and high-quality off-road paths will be components of the package that will make cycling on city streets safer and more attractive. The increase in cycling will be supported by Unitary Plan requirements for more end-of-trip facilities such as cycle parking, showers and lockers.

FREIGHT AND VEHICLE ACCESS

A robust freight and business-related transport network will ensure reliable and efficient movement of goods and services in and out of the city centre, enabling continued economic growth. Efficient connections to the state highway network will be maintained and improved, particularly to the port area. A comprehensive plan is being developed by the NZTA

and Auckland Transport, with other agencies, to improve port access for freight in a manner that supports surrounding land use at Quay Park. This work will also consider how to minimise freight movement and east to west traffic through the city centre.

PARKING

There are over 50,000 car parking spaces⁹ within the city centre, in a mixture of public and private ownership. An appropriate level of parking, particularly short-stay parking, is required to support the economic vitality of the city centre. At the same time a substantial increase in public transport, and walking and cycling, could allow the number of long-stay parking spaces to be reduced. New policies relating to the supply and management of parking, specifically long-stay commuter parking, are being developed. These could include smart parking arrangements, such as spaces used by workers, visitors and shoppers during the day and

residents at night, as well as more shared parking buildings, cycle/motorbike parking, and spaces reserved for high-occupancy vehicles. Council-owned car parking buildings and sites will, when appropriate, be considered for more productive uses that could continue to generate revenue to fund public transport and street improvements.

THE MASTERPLAN ENVISAGES:

- An enhanced pedestrian experience in the city centre. This could be achieved by actions such as the creation of shared space, streetscape upgrades, lower speed limits, additional mid-block crossings, more 'green time' for pedestrians, signalised intersections, the continued removal of free left turns (at signalised intersections), and new pedestrian and cycle access on the Wellesley Street bridge to Grafton Road
- Minimised through-traffic and truck/container freight movement within the city centre, and greater use of rail freight
- Significant restructuring of more effective bus services and the development of supporting infrastructure and street improvements
- A comprehensive approach to the management of parking to support the business, retail, residential and entertainment mix of the city centre.
- A comprehensive cycle network connecting the city centre with the rest of the region
- Funding and construction of the City Rail Link with associated development opportunities
- Consideration of the possible role of light rail as part of the future regional public transport network
- Supporting the development of an additional Waitematā Harbour crossing complementing an expanded ferry network service.

FACTOR 3: INCLUSIVENESS AND A CHILD-FRIENDLY CITY

INCLUSIVENESS UNDERPINS THE VISION OF AUCKLAND AS THE WORLD'S MOST LIVEABLE CITY.

The city centre will be for everyone: a welcoming and safe place with a strong and inclusive community, where people can access social activities and see their culture reflected in the physical and social environment. The masterplan addresses the following strategic priorities in the Auckland Plan:

- Put children and young people first
- Create a strong, inclusive and equitable society that ensures opportunities for all Aucklanders
- Strengthen communities.

A framework is needed to address competing considerations in the

city centre. These include high-quality and affordable housing¹⁰ for families; providing for alcohol use and adult entertainment while maintaining the city as a safe place for children; and balancing competing uses for open space, while considering noise levels and the requirements of urban neighbourhoods. Residents need appropriate social services and infrastructure that is accessible to children, older people and people with disabilities.

A CITY WELCOMING TO CHILDREN AND THEIR FAMILIES

The UN Child-Friendly Cities Framework is one example of internationally agreed criteria for a city that is welcoming to children. It defines a Child-Friendly City as one which is actively engaged in ensuring every young citizen can:

- Be safe in the streets
- Meet friends and play
- Have green spaces for plants and animals

- Live in an unpolluted environment
- Participate in cultural and social events
- Be an equal citizen with access to services, regardless of ethnic origin, religion, income, gender or level of ability.

The Auckland Plan has given priority to children and young people, and the Council will develop a strategic action plan that puts children and young people first.

Currently there is little to encourage parents to raise their children in the city centre or bring them to visit. Although there are nearly 2000 child residents, fewer than one percent of the activities recorded in the city centre involve children playing. In a 2008 survey carried out by the Auckland University of Technology (AUT), University Local Government Centre (on behalf of the Children's Commissioner) and Auckland City Council, children said they experienced their homes as warm and safe, but identified the

following issues with living in the city:

- The need for more space inside and outside their homes – a quarter did not have their own room
- Noise from people, traffic, construction, music and ships
- Not able to have a pet – 92 percent of the children interviewed mentioned this
- Not close to family – 57 percent had friends nearby but 68 percent did not have family nearby
- Most felt their neighbours were friendly but 35 percent did not
- During the holidays only 43 percent had played in a park or the bush in the previous week.

THE MASTERPLAN ENVISAGES:

- New play parks, incidental play opportunities and child activity centres
- Minimum space standards for family housing and incentives for affordable and social housing
- Noise management measures
- Safe shared play space allocated within new residential buildings to cater for the needs of residents' families and their children
- A new primary school – the Council and the Ministry of Education will monitor growth to ensure a timely response to any changing requirements
- Families should be attracted to the city by family-friendly festivals, events, street theatre and public art.

FACTOR 4: VALUE OF OPEN SPACE

Of the 433 hectares of land comprising Auckland's city centre, about 35 hectares is designated as open space.

THIS OPEN SPACE FORMS AN IMPORTANT PART OF THE FABRIC OF THE CITY CENTRE, AND MANY SPACES ARE OF HISTORIC AND NATURAL HERITAGE VALUE.

As well as this designated open space, there are undesignated open spaces such as pocket parks, streets, squares, trees, gardens, waterfront promenades and other spaces between buildings.

As the city centre population and employment numbers continue to grow, so must the quantity, accessibility and quality of open spaces. The main challenge over the next 20 years is to accommodate growth and proportionally provide a diverse range of high-quality and highly accessible public spaces.

The opportunities for creating additional public parks within the city centre are limited to

those proposed at the waterfront (Headland Park, Central Park, Silo Park and Wynyard Plaza). This emphasises the need for increased accessibility to the main existing parks, to reclaim city streets as high-quality urban spaces, and to creatively change the form of the cityscape with initiatives such as rooftop gardens, sports facilities and vertical gardens.

Critical to the future of the city centre's quality of life and economic prosperity is the creation of a network of accessible, safe and attractive urban spaces, centred on the city centre's primary green parks or green rooms, including the Auckland Domain, Albert Park and Victoria Park.

Open space provides opportunities for our unique and at-risk biodiversity. Well-selected trees and shrubs provide habitat and food sources for our native birds – currently there are few, if any, species in the central city – and reptiles. This not only adds interest for visitors and supports the New Zealand 100% Pure brand, it reinforces our identity as environmentally sensitive New Zealanders. The use and protection of native plants and animals are central to Māori identity and spirituality. Open space provides cultural resources for artists and traditional healers.

GREEN AND BLUE ROOMS

The city centre will have a linked network of green spaces. Linear parks along streets between the major parks will enable safe, efficient and attractive walking and running connections. Smaller parks will be linked by quality pedestrian routes. Marine and green ecological areas will be created to support biodiversity and air and water quality in the city centre. These areas will complement and link to the green room network and the waterfront.

URBAN SPACE

The city centre will have a strong network of urban spaces, including plazas, squares, waterside promenades, pedestrian malls, shared spaces and laneways. Events, activities, shops and cafés can enliven these spaces. Large numbers of pedestrians, high-quality urban environments and places to sit or play will be features of these areas day and night. In the Queen Street Valley a city centre laneway circuit (see Public Life Factor 5 page 44) will revitalise the early Victorian streets and connect them to urban spaces and parks. An extensive waterfront promenade will link Queen Street Valley to the new lane network in the Wynyard Quarter to the west.

PLAY SPACE

More playgrounds and places for play will attract children and young people to visit and live in the city centre. There will be play spaces, sports and recreation facilities for all age groups in parks, urban spaces, streets and on the waterfront. Every park will have an area for children – it could be a slide, swing, sculpture or space to kick a ball. More sports and recreation facilities will enable residents, workers and students to enjoy the city centre as the region's biggest play space. A 24-hour running track will be incorporated into the open space network.

EVENT SPACE

A connected network of event spaces and places will enable events ranging in type and scale to be held in the city centre. Major event facilities (such as the Viaduct Events Centre on the waterfront) and urban spaces (such as Aotea Square) will host international and regional events. The network of spaces and places will cater for cultural events such as the Lantern Festival, which is celebrated in the city's streets and parks. In addition, smaller urban spaces, streets and event facilities will host a diversity of events and activities, day and night, to create a lively and inviting city centre that everyone can enjoy.

HERITAGE SPACES

Many of our parks, gardens, cemeteries, squares, streets and other open spaces are important, treasured parts of our heritage. Our stories about these spaces should be shared between us and better communicated to our visitors. Improved interpretation and display of the local history of our open spaces will be provided; for example, in the Learning Quarter. Events to celebrate the value of heritage spaces (such as the Heritage Festival), and local walks and tours will be promoted.

THE MASTERPLAN ENVISAGES:

- Planting 200 new street trees within the public realm of the city centre and waterfront
- Designing a harbour and Gulf masterplan as a supporting document to the Hauraki Gulf Marine Spatial Plan, with proposals for further activating the 'blue park' and connecting the many waterfront destinations
- Implementing the Westhaven Drive project, including a beach and park
- Committing to the construction of the Daldy Street Linear Park to run the full length of the street
- Transforming Victoria Street to a mid-city green link between Victoria Park and Albert Park
- Enhancing the legibility of wayfinding/main walking routes to and through Albert Park
- Improving interpretation, display and presentation of events to celebrate the local history and heritage value of open spaces
- Transforming the linkages across Grafton Gully to the Auckland Domain at Alten Road/Constitution Hill, Grafton Road and Wellesley Street East.

FACTOR 5: PUBLIC LIFE

PUBLIC SPACE OR REALM IS THE GLUE THAT HOLDS THE CITY CENTRE TOGETHER, THE CANVAS FOR PUBLIC LIFE.

In Auckland's city centre the primary public spaces are its streets and lanes supported by other spaces such as parks, squares and the waterfront. Traditionally they functioned as meeting place, marketplace and movement space. However, rapid changes over the past 50 to 60 years have changed the public space experience in Auckland and in cities across the world.

Vehicles and their parking and servicing requirements have dominated the public realm. Moving vehicles safely and efficiently to sustain the economic growth of cities has been the most recent driver of public space development. Sites have been incorporated into larger developments with a mix of activities and on-site car parking. Public space functions in these developments have become more internal, with poor

connections to the surrounding public realm. Over decades these factors have led to a deteriorating quality in public spaces, and people relying more on their vehicles.

A better-quality, connected public realm supports different transport options such as walking, cycling and public transport. It supports intensification of development by providing for a range of activities and healthier lifestyles through greater opportunities for walking and other exercise.

The Centre for Public Space Research in Copenhagen has identified objectives that make for quality open space:

- People need to feel safe from traffic and crime and protected from adverse environmental conditions
- Public spaces need to be comfortable for passive and active uses including walking, standing and sitting, listening and talking, play and exercise
- People need to be able to enjoy the spaces, which should be well designed, aesthetically pleasing and allow for activity to spill out from buildings.

These principles and the learnings of the 2010 Jan Gehl Public Life Survey¹¹ have been applied recently to several city centre streets through the Shared Space Programme. Streets such as Elliott and Lorne have been transformed as shared spaces where pedestrians are given priority over vehicles. Public life has returned to these streets in a way not seen for decades; they have become more vibrant and vital with improved business viability.

Private developments have contributed to the public realm by providing through-site links and public spaces often associated with District Plan bonus floor space provisions. However, these spaces are little known and not always well used. More signage and better design integration is required to ensure they are used as part of the wider public space network.

Queen Street has been significantly enhanced as the city centre's premier street in recent years. However, the public realm experience of many of the other primary streets in the city centre grid pattern – Hobson, Nelson, Albert, Customs, Victoria, Quay, Wellesley and Symonds — remains degraded by the impact of the car. With the City Rail Link and other

public transport improvements, there is a real opportunity to enhance these streets as public spaces as well as movement corridors.

Beyond these main streets is a network of secondary streets and lanes. Streets like High Street and Vulcan Lane are well known and appreciated, but others are not particularly well used. Collectively, as a laneway circuit, they have the potential to create a more intimate pedestrian experience through the city centre, supporting diverse retail, hospitality, entertainment and cultural activities.

The circuit will take in Federal Street, an east-west axis through Britomart West (in time), Britomart and Quay Park (in time), and Fort Street/High Street/Lorne Street. Interspersed with public squares and experiences along the route, it has great street layout with the potential to be as good as any comparable circuit in Melbourne or Barcelona. Many of the city's most-loved public spaces, such as Vulcan Lane, Freyberg Place, Khartoum Place's Auckland Women's Suffrage Memorial and St Patrick's Square, are already on this circuit.

THE MASTERPLAN ENVISAGES:

- Extending the Shared Space Programme to more Engine Room streets and lanes
- Enhancing the primary streets; creating a better balance between vehicles and pedestrians; and allowing greater opportunities for socialising, recreation and promenading
- Creating a coherent laneway circuit that is fully revealed, enhanced and celebrated as a defining city centre experience
- Making the through-site links and public spaces (from private development) criss-crossing the city centre more visible, as part of the public space network. This will be through identification and monitoring (or resource consent conditions) and improved wayfinding signage. Developers will be encouraged to keep contributing to public space through the Unitary Plan
- Getting the simple designs right, in footpaths, driveway crossings and walkways, as these are a huge part of public space in any city centre
- Biennial public life surveys, based on the 2010 Jan Gehl-led survey, to monitor and manage progress.

FACTOR 6: STRENGTHENING THE QUARTERS

THE CITY CENTRE HAS A CLUSTER OF DISTINCT AREAS, EACH WITH ITS OWN CHARACTERISTICS AND USES. THESE AREAS WILL CONTINUE TO BE REINFORCED AND PROMOTED THROUGH THE CREATION AND IMPLEMENTATION OF QUARTER PLANS. ADDITIONALLY, FINER GRAINED PRECINCTS WITHIN THE QUARTERS HAVE THEIR OWN UNIQUE CHARACTER AND USES THAT COMPLEMENT EACH OTHER WHILE CONTRIBUTING TO THE WHOLE.

AOTEA QUARTER

The Aotea Quarter is the city's civic centre and cultural, arts and entertainment hub: a vibrant place to indulge the senses, express creativity, enjoy events and participate in civic life. It is located in the Queen Street Valley and edged by Mayoral Drive, Wellesley Street, Lorne Street and Khartoum Place. The quarter is recognised for its cluster of cultural facilities, which include the Civic Theatre, Aotea Square, the Aotea Centre, the Auckland Town Hall, the Central City Library and the Auckland Art Gallery. These are some of the most iconic heritage buildings and spaces in the city centre.

The gravitational pull of the Engine Room and waterfront for commerce will require the quarter to energise itself around its cultural, entertainment and arts offering and grow a closer relationship with the university campuses. The historic St James Theatre will be redeveloped as an important venue in a new theatre district.

The City Rail Link's Aotea Station, proposed for Albert Street between Wellesley and Victoria Streets, will serve the quarter, consolidating its role as an important destination hub in the city centre.

The strong heritage values of the Aotea Quarter will be maintained and enhanced, retaining what is unique about this quarter and celebrating important landmarks; for example, Khartoum Place's Auckland Women's Suffrage Memorial.

VICTORIA QUARTER

The Victoria Quarter is the historic warehouse and industrial area on the city centre's western edge. It is bordered by Hobson, Fanshawe and Union Streets and includes Victoria Park. The quarter has a mix of residential and commercial uses. Residential accommodation is mainly in the southeast, with commercial activities largely on the northern and western sides. The Council's vision for the quarter is of a quality urban environment, which enhances the area's historic character, has premium community facilities, and a mix of commercial and residential activities. The eastern edge is within a short walking distance of Aotea Station on the City Rail Link; the southern edge is close to Pitt Street and the proposed Karangahape Road Station. The quarter's basin topography and physical advantages – its views, westerly aspect and accessibility – make it an ideal location for more intensive, high-quality residential development.

LEARNING QUARTER

The Learning Quarter covers 63 hectares on the eastern side of the city centre and is home to two premier universities. It has New Zealand's largest concentration of students, researchers and teachers. It makes an important contribution to Auckland's economic activity by developing future professionals, fostering knowledge and innovation, and attracting international talent around its campuses. This quarter is a vibrant place, characterised by heritage buildings, open spaces (such as historic Albert Park), the Old Government House grounds, rich cultural assets, a diverse range of events, and a growing residential community. The Learning Quarter is a partnership between AUT University, The University of Auckland, and Auckland Council. These institutions are committed to stimulating learning, research, cultural and business experiences in the city. These campuses are expected to continue to grow. They are supportive of the City Rail Link, as they see Aotea Station, Parnell Station and the existing Grafton Station as critical access points to support the successful Inner Link bus service.

ENGINE ROOM QUARTER, INCLUDING BRITOMART PRECINCT

The Engine Room, as the city's CBD and retail core, is critical to the vitality and viability of the city centre. Centred on Queen Street, it is defined by a number of important city streets (Hobson, Quay, Victoria and Kitchener). A quarter plan is needed to ensure the area's role is maintained and enhanced.

Lying on the eastern side of the Engine Room, Britomart is a 6.5-hectare waterfront precinct of heritage and new buildings, regeneration sites and open spaces. It is next to Auckland's main transport hub, the Britomart Transport Centre.

Britomart is being revitalised by its long-term owner and manager, Cooper and Company, with a diverse and rapidly growing mix of restaurants, bars, offices, boutiques, galleries and public spaces. Investment in the heritage buildings and streetscape has strengthened the area's identity and special character. By 2015, with apartments, hotels and close to 200 businesses based there, it will be a buzzing 24/7 urban community.

KARANGAHAPE ROAD QUARTER

Karangahape Road, known as K Road, is an iconic street and important historic townscape, perched on a ridgeline overlooking the Queen Street Valley. Once a destination for department stores, its Victorian and Edwardian dwellings now house an array of restaurants, bars and clubs, and workspaces for small and start-up creative businesses. The Karangahape Road Quarter has developed a slightly edgy and gritty urban character, an important element in most successful cities. A quarter plan is needed to ensure the area can accommodate the growth associated with the City Rail Link station, while retaining and enhancing its underlying character, colour and vitality. The Karangahape Road Business Association will be instrumental in ensuring the continued success of the area.

QUAY PARK-TE TOANGAROA

Quay Park, to the east of the Britomart Precinct and centred on the Vector Arena, has seen significant commercial and residential development in recent years. The quarter is dissected to the east and southeast by the rail corridor, and separated from surrounding areas by high-volume arterial routes such as Quay Street, The Strand and Beach Road. A quarter plan will explore the opportunity to redevelop the area.

NEWTON QUARTER

While not strictly a city centre quarter, Newton is an emerging creative hub with innovative, eclectic people and industries. It is fast becoming a desirable, competitive commercial precinct. It is expected that Newton (also known as Eden Terrace) will have the most intensive development of all the fringe areas, catalysed by a new City Rail Link Station on Upper Symonds Street.

Eden Terrace 'buzzes' late into the night and has a reputation for some of the best dining and evening entertainment available in Auckland. It provides a convenient stop for people heading to sports games at Eden Park. Over the longer term

FACTOR 6: STRENGTHENING THE QUARTERS [CONTINUED]

there is untapped potential for the area to make the most of its many heritage and character buildings. With the support of the Eden Terrace Business Association, Newton will continue to grow as a cultural, diverse and inclusive quarter, economically and socially.

WATERFRONT QUARTER

Stretching from Point Erin in the west, across to TEAL (Tasman Empire Airways Limited) Park in the east, it includes the Wynyard Quarter, the Viaduct Harbour, and the Central Wharves.

Wynyard Quarter, also known as the tank farm or the western reclamation area, is a large-scale, 35-hectare reclaimed area to the west of Auckland's city centre. Historically it has been an area for port-related industry. In recent years, the marine industry has also established a presence there to service the port and the Westhaven Marina.

As leases held by the bulk liquids industry and other activities expire over the next 20 years,

the land will be redeveloped. The Wynyard Quarter redevelopment incorporates the principles of the wider waterfront vision and aims to provide for mixed uses as well as the continued operation of the marine and fishing industries (see the Waterfront Plan July 2012).

Viaduct Harbour is one of the liveliest places in Auckland. The precinct boasts world-class marina facilities as well as accommodation, dining and entertainment. It will continue to provide a mix of residential, office, retail and dining activities, all within a high-quality built environment with waterfront promenades and open spaces. The harbour's unique character derives from the marina, its luxury boats, and its downtown location. Hobson Wharf forms the northeastern edge, home to New Zealand's National Maritime Museum, and the precinct hosts many events including the America's Cup, Louis Vuitton Regattas, the Volvo Round the World Race, the Auckland International Boat Show and New Zealand Fashion Week.

The Wynyard Quarter and the Viaduct Harbour retain authentic maritime and industrial heritage. There is an opportunity to promote and celebrate the history of Auckland's waterfront and its distinctive character. The Council envisages this heritage will be protected and enhanced.

FACTOR 7: CELEBRATING OUR CULTURE – TELLING OUR STORIES

Tāmaki Makaurau, the Māori name for Auckland, has various translations including Tāmaki, the land contested by many, and Tāmaki, the land of a hundred lovers. Another Māori name referring to Tāmaki Makaurau can be interpreted as Tāmaki - the Destination of Voyagers. For 1,000 years people have migrated to Auckland, beginning with the ancestors of Māori. Successive waves of migration from all parts of the globe have added complex and diverse layers of relationships between the land and people.

Providing people with an understanding and the ability to connect to the indigenous culture and the landscape through stories provides greater community cohesion and understanding. Through telling our stories the city becomes more welcoming for new arrivals and visitors; it is an expression of manaakitanga, or making people safe and at ease. Practising whanaungatanga, or making people feel included and part of something greater than themselves, is also aided by telling our stories.

Māori story-telling is a unique opportunity for Auckland. The city centre is full of village sites, battlegrounds, former fortified villages, waka landing places,

trading sites, named walking tracks, freshwater springs and streams, and spiritual deities. In more recent decades the Pasifika migration to Auckland has added another dimension and is producing world-renowned artists, from festival to film, telling of the Polynesian urban experience.

As people arrive they make their own mark on this place. Telling the city's stories can enrich and strengthen the identity of all Aucklanders. Communities should be empowered to tell and share their stories in their way through:

- Public art
- Street theatre
- Festivals and events
- Guided and self-guided walks
- Signage.

More subtle forms of story telling are found in the city's design, by revealing original topography, streams, beaches, headlands and freshwater springs. Vegetation and the form and materials of buildings tell stories too.

Public art will play a key role in the city centre. Some significant works grace the city centre currently, such as Chris Booth's Gateway in Albert Park and Michio Ihara's

Wind Tree in the Wynyard Quarter. Nevertheless, there is a lower presence of public art than might be expected. The establishment of a formal programme of public art, led by professional staff and advised by an expert panel, will serve the city centre as well as greater Auckland for years to come. Resources from both the public and private sectors will be harnessed to create groundbreaking and future-proofed public art that will transform the city centre in ways that cannot yet be imagined. Works will range from the traditional to the highly inventive, from the intimately scaled to the landmark. These will be created by artists from both near and far, and will evoke Auckland's highest aspirations, New Zealand's stories and diverse cultural landscape.

THE MASTERPLAN ENVISAGES:

- Public art in the city centre which displays the unique mix of cultures that shaped our identity
- Incorporation of public art in its significant public realm improvement schemes
- Funds allocated for art in all council-related development.

FACTOR 8: QUALITY BUILT FORM

People experience the city centre's built form at different scales. The skyline – with the Sky Tower flanked by tall buildings on the harbour's edge – is recognised internationally, and characterises the city centre. Prominent buildings act as landmarks and assist people with orientation when in the city centre. All new developments – particularly those that are prominent because of their location, design or height – must enhance the cityscape, as this represents the identity and image of Auckland's city centre.

At the street level, the diversity of building form, design and function is evident. It is a unique expression of Auckland's evolution from a colonial port to an international city centre. The clustering of activities in an area or quarter (see Strengthening the Quarters page 46) such as the

corporate towers, civic buildings and the education campuses, strongly influence the scale of this built form and character. New buildings need to be carefully designed to ensure they are well integrated and enhance local distinctiveness and activity.

The relationship of buildings to streets and open spaces influences the way people experience the city centre. A range of planning methods ensures that the streets, squares and parks are attractive, pleasant places for people to walk and sit. One method is the sunlight protection areas surrounding our parks and squares to prevent shadowing by tall buildings between 11am and 2pm, all year round. Lower building heights on the northern aspect of our parks guarantee this. Another method is the requirement for canopies over footpaths to deflect wind from tall

buildings and provide shelter from rain and sun. Buildings in some parts of the city centre are kept low to protect views across the city to the Auckland War Memorial Museum and Mt Eden. There are also protected sight lines along streets to the harbour or to landmark buildings such as the Art Gallery. It is important that new development in the city centre continues to provide amenity for pedestrians and users of public open space.

The city centre is the most intensive urban environment in Auckland. Space is at a premium so it needs to be used efficiently to support social and economic growth. Tall buildings and high density development in this location achieve the most efficient use of land to support sustainability objectives for a quality compact city.

FOUR 'GOOD DESIGN PRINCIPLES' ESTABLISHED IN THE AUCKLAND PLAN (2012) WILL GUIDE DEVELOPMENT IN THE CITY CENTRE. THEY MUST BE READ AS A COMPLETE SET; COLLECTIVELY, THEY DIRECT A COMMON UNDERSTANDING OF WHAT ATTRIBUTES ARE REQUIRED TO MAKE THE CITY CENTRE A SUCCESSFUL PLACE. THESE ARE:

1. IDENTITY

Landscape and ecology, heritage, built form, people and communities together establish the context for Auckland's unique sense of place.

Good design must recognise and respond to this context, with development enriching character, quality and legibility and thereby a sense of place.

2. DIVERSITY

Auckland should accommodate a rich mix of uses, activities, urban form and architecture, which supports variety, vibrancy, chance exchange, safety and choice.

Good design must encourage diversity and embed flexibility and adaptability to ensure continued support for our changing communities, cultures, built form and environments.

3. INTEGRATION

Development in Auckland should support uses, activity centres, energy systems and movement networks which are well-connected, and provide convenient and universal access to a range of services and amenities. The cumulative picture of a street, a block, a neighbourhood and the city, not just buildings, roads or open spaces as individual elements, must be recognised and responded to.

Good design must ensure that development supports existing and/or creates integrated urban form (including streets and spaces) to facilitate well-being, movement and access.

4. EFFICIENCY

The unique benefits and efficiencies of urban systems need to be maximised, delivering quality places where transactions and exchange are encouraged and resources optimised.

Good design must ensure that development focuses on benefits and positive effects, optimising the full potential of a site's intrinsic qualities. This includes site shape, relationship to the street, landform, outlook and proximity to services, amenities and infrastructure.

FACTOR 9: THE IMPORTANCE OF HERITAGE

Auckland's heritage directly influences how people perceive and use the city centre as a place to live, work, play and visit. Auckland's unique history, heritage and character make it a special place and improve our quality of life. The city centre must have a distinctive environment, which celebrates and makes the most of Auckland's historic heritage.

A wealth of natural, Māori and colonial settlement heritage can be found in Auckland's city centre. Despite significant losses over the years, the city centre still has many valued heritage places and is home to 20 percent of the region's scheduled historic heritage. However, there are many other heritage places with no statutory protection, and some we are yet to discover. Heritage may be locally valued and important; part of an historic landscape; of townscape value; and contribute to an area's historic character.

Auckland's iconic heritage buildings and landmarks include the Auckland

Town Hall, the Civic Theatre, the Ferry Building, the Custom House, the former Chief Post Office, and Railway buildings. Some are major tourist destinations, such as the Auckland Art Galley and the Auckland Museum. Maritime and industrial heritage abounds in the Britomart and Wynyard Quarters, and our treasured green spaces include Albert Park, Symonds Street Cemetery and Victoria Park.

Historic arcades, department stores, boutique retail areas such as Vulcan Lane, and gritty streets such as Karangahape Road provide a range of shopping experiences. Residential heritage buildings define many of our historic suburbs in Ponsonby, Newmarket, Parnell and Devonport, which are popular places to live.

This heritage gives Auckland its rich texture, a sense of continuity, and a strong basis from which to develop and grow its city centre. Although our heritage is unique and irreplaceable, conservation does not preclude change. In many respects it is at its best in such

a dynamic and evolving place. Auckland's historic heritage must be valued as an opportunity and encompass geology, ecology, Māori sites of significance, archaeology, architecture and landscapes.

Auckland's historic heritage is of fundamental importance to iwi. Māori have a special relationship with the landscape, established by whakapapa. The landscape is personified as an ancestor and cultural rituals still practised today connect iwi to the land. Many iwi have their own relationships with sites, often through occupation or significant events such as battles.

There are many Māori sites of significance in the city centre. However, too few are protected or formally identified. Māori heritage is not as obvious as European built heritage, and creative policy is needed to protect and celebrate it, and bring it to the attention of landowners and the public.

Auckland Council is encouraging a proactive approach to the stewardship of our heritage places, to ensure they are better understood, protected and conserved¹². Caring for our heritage is the responsibility of owners, developers, iwi, community groups, and government departments and agencies. This masterplan will help align actions to deliver positive heritage outcomes in the city centre and unlock the wider benefits of our heritage places as assets – contributing to sustainability, character, local distinctiveness, and a sense of place.

HERITAGE GIVES
AUCKLAND ITS RICH
TEXTURE, A SENSE
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THE MASTERPLAN ENVISAGES:

- Opportunities will be identified to better understand, protect and conserve historic and prehistoric heritage. Incentives and new development will incorporate initiatives to identify record, interpret, protect and, where appropriate, enhance heritage places and sites, and their settings
- Heritage places at risk from neglect, decay or underuse will be conserved where possible and used in keeping with their heritage values
- Opportunities to improve the environmental resilience of heritage places will be identified through incentives, and heritage features will be retained in new development. This includes earthquake strengthening, appropriate reuse, and energy efficiency improvements to heritage buildings
- New development will be sympathetic to the character and heritage of different areas. Historic areas will be celebrated and new buildings, streets and open spaces will be developed with regard to the existing pattern, orientation, scale and proportion of the local historic heritage
- Heritage outreach, interpretation and educational opportunities will be identified. We will celebrate heritage through story-telling, visual/performing arts, festival events, community activities and the creation of heritage walks
- Public realm upgrades will be informed by heritage values, and opportunities for enhancing heritage places, views and settings will be identified. Historic features such as bluestone kerbstones, street furniture and surfaces will be retained where appropriate
- Use of good conservation practice to develop a management approach for historic landscapes, with a variety of regulatory and non-regulatory tools
- Use of council incentives and the heritage acquisition fund to promote high-quality heritage outcomes
- Development of a Māori heritage site protection plan.

FACTOR 10: PROGRESSING SUSTAINABILITY

Kaitiakitanga is a Māori resource management principle concerning the guardianship of natural resources.

The New Zealand Tourism Strategy 2015¹³ identifies it as one of two key values, along with manaakitanga, in promoting New Zealand as a destination. The city centre is well placed to give greater depth and authenticity to sustainability principles and the concept of kaitiakitanga, working in partnership with iwi and others. This may also provide a marketing edge for the city centre as a unique destination more committed to addressing environmental issues.

REDUCTION IN GREENHOUSE GASES

The Auckland Plan has set a target of a 40 percent reduction in greenhouse gas emissions by 2040 (based on 1990 levels). It also sets a short-term target of a 10 to 20 percent reduction by 2020 and a 50 percent reduction by 2050¹⁴: both targets are consistent with the Government's greenhouse gas emission targets for New Zealand.

Achieving this will require a regional effort and a combination of many actions.

Compared to many other international cities, Auckland has a relatively unusual emissions profile, as very high car usage levels are offset by the fact that much of the electricity is generated from renewable sources. The city centre's contribution to reversing the upward trend of emissions will focus on its high transport-related emissions, as well as increasing distributed renewable sources of energy generation such as solar panels.

Emission reductions will be gained by improving public transport (specifically, creating a City Rail Link), promoting a network of pedestrian and cycle routes and providing electric vehicle charging points for motor vehicles.

SAFEGUARDING HERITAGE BUILDINGS

We have an opportunity to safeguard heritage and character buildings for present and future generations while providing for growth and retaining Auckland's identity and sense of place. It is often more sustainable to adapt and reuse heritage buildings than to demolish and dispose of them.

GREEN BUILDING STANDARDS

This masterplan proposes that all future development in the city should demonstrate strong sustainability credentials. New buildings will, where appropriate, conform to the New Zealand Green Building Council's Green Star ratings in which energy, water and thermal efficiency and sustainable sources of materials are all considered. In turn this will enhance biodiversity, reduce waste and support high-quality future-proof design, as well as establish best-practice standards for energy-efficient building design and operation¹⁵. It will also open up tourism opportunities for those looking to study exemplar projects.

LOW-IMPACT DESIGN

There are opportunities for applying low-impact design techniques to the city centre's streetscape. Low-impact design initiatives can include permeable paving, rain gardens, roof gardens, roadside swales and other methods of retaining rainwater at source, allowing it to settle and be filtered. This will ensure that, as far as possible, polluted city centre stormwater runoff is treated before it flows into waterways and the harbour.

The combination of transport and building changes will create more sustainable patterns of development that will dramatically enhance the liveability and success of the city centre.

RESPONSE TO NATURAL HAZARDS

The vast range of hazards that can adversely impact on Auckland are identified in the Auckland Civil Defence and Emergency Management Group Plan, with hazard provisions also included in statutory documents such as the Auckland Plan and the Unitary Plan. The Council carries out a number of initiatives to manage and reduce the risks posed by these hazards. Its neighbourhood response programme empowers specific communities to increase their resilience to hazards by planning and preparing for emergencies. Alongside these provisions, Waterfront Auckland is developing a strategy and plan for risk and adaptation in relation to sea-level rise, climate change (including an increase in the number of storm events), and natural hazards. Resilient infrastructure is critical to the economic, social, environmental and cultural enabling of life, as it assists a city to function well. These interdependencies are outlined in the Auckland Plan.

THE MASTERPLAN ENVISAGES:

- An integrated, sustainable transport system, including an overhauled bus network, expanded ferry network, City Rail Link and, in time, a possible light rail tram service
- Requiring a New Zealand Green Building Council 5-star rating for all council projects and joint venture schemes, and its promotion in all private schemes
- Exploration of green wall planning measures, including floor area/density bonus allowances for these
- Encouraging conservation, reuse, maintenance and energy efficiency improvements in heritage buildings
- Comprehensive cycle and electric car pool schemes.

Our knowledge and understanding of climate change and its possible effects on Auckland's city centre are increasing all the time. As we learn more, so our measures to protect and improve the city centre will develop.

THE STRATEGY: EIGHT TRANSFORMATIONAL MOVES

The strategy is based on the previous 10 factors. It is placed-based and involves eight transformational moves, which have been identified for their ability to progressively unlock the potential of the city centre. They are shown below. They will meet the outcomes of the masterplan by:

1. Developing a fully-functioning Engine Room and exploiting the waterfront opportunities
2. Reinforcing Aotea Quarter's role as the civic and cultural hub
3. Enabling growth around the City Rail Link stations
4. Creating a better-defined network of Green Rooms through street-based green links
5. Exploiting the assets and attributes of particular villages, quarters and precincts, and creating better connections between them
6. Improving public transport opportunities, with the addition of the City Rail Link, more cycling facilities, and the creation of a higher-quality, more walkable public realm
7. Allowing innovation and a creative culture to grow and touch all aspects of the city centre
8. Adding greater depth and choice to the retail, visitor, cultural and residential offering
9. Developing a compelling value proposition and climate for individuals and business to invest in the city centre.

01

HARBOUR EDGE STITCH
- uniting the waterfront with the city centre

02

THE EAST-WEST STITCH
- connecting the western edge of the city to the centre

03

THE ENGINE ROOM
- Queen Street valley, the CBD and retail district

04

INNOVATION CRADLE
- nurturing the innovation and learning cradle

The implementation of these moves will need to be carefully staged to ensure they are mutually reinforcing, respond to the economic situation and acknowledge the challenge of embracing public transport as the new way of moving about the city. Not all transformational moves will be pursued at the same time, as it is better to do a few things well. This is particularly relevant in the context of the current economic situation and the constraints on spending.

Implementation and delivery information is contained in Section 4: Masterplan Delivery.

A PARTNERSHIP APPROACH

The strategy is based on the public, private and tertiary education sectors working together in partnership. The public sector is envisaged to have a facilitating role and will focus on removing obstacles, better revealing assets, and enhancing the public realm. The ensuing opportunities will be available to be realised by the private sector.

This partnership approach will require Auckland Council to be responsive to the private sector, by regulating what needs to be regulated, while allowing a degree of flexibility where appropriate. The private sector will be expected to respond by meeting the quality expectations established in the masterplan.

05

CITY RAIL LINK

- new public transport stations and development opportunities at Karangahape Road, Newton and Aotea Quarter

06

THE GREEN LINK

- connecting Victoria Park, Albert Park and Auckland Domain with the waterfront as part of a blue-green network

07

CITY TO THE VILLAGES

- connecting the city and the fringe

08

WATER CITY

- revitalising the waterfront

HARBOUR EDGE STITCH

Uniting the Waterfront
with the City Centre

VISION

OUR 2032 VISION IS:

- Quay Street as a high-quality Harbour Edge space that reunites the city with its waterfront. Quay Street will become a multi-modal boulevard, with the pedestrian space between the red fence and the north side at the water's edge referred to as the promenade
- Queen Elizabeth Square and Lower Queen Street become postcard images of the city, reflecting their significance as a forecourt to Britomart Station and the point

where the Engine Room meets the waterfront

- Quay Park, Britomart, Queens Wharf, Britomart West and the Wynyard Quarter are mixed-use destinations – a series of 'beads on a string' – linked by a grand harbour edge boulevard and an intimate mid-block, east-west laneway
- Fanshawe Street is an enhanced street with the dual function of movement corridor and front door to the Wynyard Quarter.

NEW WATERFRONT
DEVELOPMENT IS
ENABLING US TO
RE-ENGAGE WITH
THE WATER'S EDGE
IN THE CITY CENTRE.

BACKGROUND

Aucklanders have access to an incredible coastline, from the suburban beaches of Kohimarama and Ōrewa to the wild beauty of Whatipu. New waterfront development is enabling us to re-engage with the water's edge in the city centre¹⁶.

Auckland's city centre has a strong historical relationship with the waterfront. From early Māori settlement, Tāmaki Makaurau was renowned for its rich soils, multiple waterways, twin harbours and bountiful wealth bestowed on those who occupied the region. Throughout the leadership of Hua-kai-waka (Hua, the consumer of canoes), a chief of Tāmaki Makaurau during the 16th century, all external iwi who came to the area via harbours, waterways and portages had to pay respect to this chief and be governed by his rule. Those who chose not to do so had their waka destroyed, which is how he earned his name.

Over time, the region's inherent qualities saw it contested and occupied by numerous iwi groupings. Many Tāmaki iwi have associations with the waterfront for gathering fish and shellfish, harvesting crops, seasonal occupation, and as a hub for

trade¹⁷. This area increasingly became a centre for trade from the time of early European settlement to the present.

From the mid-1990s the development of the Viaduct Harbour and Princes Wharf provided a new, sought-after location for corporate office space and a new residential community. The precinct has also hosted events including the America's Cup, Louis Vuitton Regattas, the Volvo Round the World Race, the Auckland International Boat Show and New Zealand Fashion Week.

Rugby World Cup 2011 saw Queens Wharf come alive as an exciting new public space, and the location of a temporary cruise ship terminal.

The Wynyard Quarter is several city blocks in size. There is a long-term development plan in place, which will give Aucklanders a new waterfront playground.

The challenge people face is getting to these destinations on foot from the city. Fanshawe, Customs and Quay Streets, with heavy traffic flows and limited pedestrian amenity and crossing points, make the experience of walking between the city centre and the waterfront difficult.

There is an opportunity to turn Quay Street into a people-focused Harbour Edge promenade space. It will connect the Wynyard Quarter, the Viaduct Harbour and Princes and Queens Wharves with the core of the Engine Room around Britomart Station, and the emerging precincts around Quay Park and Britomart West.

By considering the Harbour Edge boulevard and the urban blocks along its southern side as a comprehensive package, transformational development can more readily occur.

OUTCOME SCORECARD

- ✓ SO1 International Destination
 - ✓ SO2 Globally Significant Centre for Business
 - ✓ SO3 Meeting the Needs of its Residential Population
 - ✓ SO4 Culturally Rich and Creative
 - ✓ SO5 An Exemplar of Urban Living
 - ✓ SO6 Integrated Regional Transport
 - ✓ SO7 Walkable and Accessible
 - ✓ SO8 Exceptional Natural Environment and Leading Environmental Performer
 - SO9 World-Leading Centre for Education, Research and Innovation
-

FANSHAWE STREET

FANSHAWE STREET IS A REGIONAL ARTERIAL ROAD. IT CURRENTLY OPERATES AT 80% OF ITS MORNING PEAK CAPACITY AND 90% OF ITS EVENING CAPACITY.

Continued and improved public transport access to, from, and within the city centre is Fanshawe Street's priority. Any changes to the street will need to be considered in the context of the regional transport network; specifically, bus movement to and from the North Shore.

Despite this, greater regard for the pedestrian experience along and across the street is needed by making it an urban boulevard. This will involve:

- Greater provision for buses along and across the route, especially those from the North Shore. Waterfront Auckland has suggested a waterfront tram extension might supplement the buses in this area
- Improved pedestrian crossings for greater safety and comfort. For example, an improved crossing will be installed at the intersection with Daldy Street to improve pedestrian movement from the Wynyard Quarter to Victoria Park. In the long term this might be further developed as a generous landscaped connection from the park to Daldy Street
- Improved pedestrian footpaths on both sides of the street, and the improvement and relocation of the bus stops/shelters away from the Daldy Street intersection
- New edge development on vacant sites along Fanshawe Street to help create a positive pedestrian experience and frame Victoria Park.

BRITOMART WEST

The foot of Albert, Federal and Hobson Streets, referred to in this document as Britomart West, could be redeveloped as the 'harbour window'. The two city blocks flanked by Lower Queen, Lower Hobson, Quay and Fanshawe/ Customs Streets are perfectly positioned to provide an easy, natural and vital connection to the waterfront and play a key role in uniting it with the city centre.

The precinct is strategically important as a comprehensive redevelopment opportunity and part of the public space network, specifically the city centre laneway circuit. For this reason, Britomart West is included in Episode 1 of the masterplan delivery and the Council's priority Engine Room/ Harbour Edge investment package (see page 105).

At present, the council-owned, 1900-space Downtown Car Park building and Lower Hobson flyover mar the area. They obscure views to the city from the waterfront, act as a barrier to pedestrian

movement, and create an unattractive environment.

THE DOWNTOWN CAR PARK AND ITS SURROUNDS IS ONE OF THE MAIN REDEVELOPMENT AND PUBLIC REALM OPPORTUNITIES IN THE MASTERPLAN.

City Rail Link investment and other public transport and road improvements are expected to reduce people's reliance on the car to get into the city centre. This would free up existing parking buildings, most notably the Downtown Car Park, for redevelopment.

Queen Elizabeth Square and Lower Queen Street, as the forecourt to Britomart and to an extent

the Ferry Building, represent the gateway to Auckland for thousands of international cruise ship tourists, daily commuters and casual visitors. The space needs to be enhanced as a postcard image of the city, to give a great and lasting first impression. Currently the square is not fronted by uses that support its potential, nor does its design allow it to be used as much more than a thoroughfare. The bus stops on Lower Queen Street divide Britomart Station from the square and inhibit pedestrians from crossing the street. Restructuring the city centre bus services will also allow for the improved provision of bus stops.

The construction requirements for the City Rail Link in this area provide an opportunity to enhance the Britomart West Precinct into a lively and attractive urban space post construction.

QUAY STREET HARBOUR EDGE BOULEVARD

Quay Street, from Lower Hobson Street to Britomart Place, will progressively change over the life of the masterplan from a car-dominated road to an important meeting and greeting place and a world-class waterfront boulevard.

Such a boulevard needs more than a simple upgrade; it will activate adjoining sites and spaces, and offer Aucklanders and visitors more waterfront and city centre experiences.

This will involve:

- Calming vehicle speeds
- Improving the streetscape by using high-quality materials and design, reducing clutter and retaining historic street furniture and surfaces, and introducing significant elements of public art
- Increasing the amount of space dedicated to pedestrians and cyclists through a generous pedestrian area on the street's south side, and opportunities for sunny outdoor dining and recreation
- Limiting private vehicle use to local traffic, service vehicles and cruise ship-related activity only, and removing port-related freight traffic

as alternative routes are developed

- Enhancing Quay Street's role as a public transport route (and interchange) with a long-term aim of supplementing buses with a light rail system
- Over time, as the port consolidates eastwards, dedicating the wharf areas beyond the scheduled heritage-listed red fence on the street's water side to recreational and entertainment uses: a promenade with some lightweight kiosk buildings and opportunities for pedestrians to engage with the water
- Introducing a range of low-impact design features along Quay Street, including swales and rain gardens, as the final stormwater filter before the harbour
- Enhancing important views of landmark buildings and features, including the Ferry Building and the distinctive red waterfront railings, gates and lamps.

Changes to Quay Street need to be considered in the context of the wider road network and public transport improvements, such as

the restructured bus network and the City Rail Link. Through traffic will be discouraged from entering the city centre, although Quay Street will need to provide traffic access to the surrounding area. It will also have a critical role as a diversion route during construction of the City Rail Link. Slower traffic speeds and more provision for pedestrians will naturally encourage freight and unnecessary traffic to use the State Highway network, freeing up Quay Street for an enhanced pedestrian environment with reliable public transport. Consideration of the surrounding road network, especially Customs Street, will be vital to ensure traffic issues are not simply transferred elsewhere in the city centre.

**THESE ACTIONS
WILL CREATE
A NEW WAY OF
SEEING AND USING
THE HARBOUR
EDGE, WHERE THE
CITY MEETS THE
WATER.**

BRITOMART PRECINCT

Built on its heritage legacy, Britomart is a mixed-use precinct of offices, restaurants, bars, cafés and niche retail. To date, half of its 18 buildings have been conserved, earthquake-strengthened and upgraded as high-quality new development and public spaces. Developed and managed by Cooper and Company in an ongoing partnership with Auckland Council, this success story is helping to improve the city centre's destination offering and create a better relationship with the waterfront. It is an exemplar development, inspiring to other less-developed areas in the 'beads on a string' series. The next stage is to remove parking and buses from Britomart Square (where reasonably practicable) and fully develop its relationship to Quay Street, allowing visitors and workers to have their faces to the sun.

**AN ESTIMATED 25,000
PASSENGERS PASS
THROUGH BRITOMART
EACH DAY.**

BEACH ROAD CANOPY

An important public life intervention, the Beach Road canopy proposal aims to enliven the inhospitable urban space bordering the Scene apartment buildings.

This broad paved strip of former rail reserve land links Vector Arena and Quay Park with Britomart. No rain shelter is provided and car parking dominates at ground level. Established trees line the road frontage, suggesting a boulevard and providing a buffer to the traffic.

Beach Road delineates the original shoreline before harbour reclamation, giving it historical significance.

The proposal for a canopy could involve the construction of an open steel structure, reminiscent of a

traditional fishing net laid along the old beachfront. It would be six metres overhead, supported on fine steel columns with transparent roofing material above. The canopy would provide shelter for kiosks or market stalls, as well as possible spill-out spaces from opening up the streetfront of the Scene buildings. With each element of the triangular structure painted green, white or blue for land, beach and sea, it would be a subtle reminder of the historic shoreline. At night the canopy would glow and night markets would bring vitality to the area.

This project represents the first stage of regenerating Beach Road and forms an important part of the city centre laneway circuit.

QUAY PARK QUARTER, TE TOANGAROA

The precinct which includes the old Auckland Railway Station building and the Vector Arena is known as Quay Park (Te Toangaroa). It includes the land between Quay Street, The Strand, Beach Road and Tangihua Street. Much of the area has been redeveloped in the past decade with a small-scale, high-density mix of business, retail and residential activities. Ngāti Whātua o Orākei controls most of the land, although Ports of Auckland owns the land on the northern edge and KiwiRail owns the rail reserve and shunting yard.

The area represents the eastern gateway to the city centre from Parnell and the eastern bays.

Both the City Centre Masterplan and the Waterfront Plan identify the possibility of short- and long-term coordinated, comprehensive redevelopment in the area.

The area has significant potential for redevelopment, increased density and enhanced amenity. However, it is also subject to transport infrastructure challenges. The motorway ends at Grafton Road and the state highway link to the port continues via Stanley Street and The Strand. Two rail routes, including the main trunk line, also dissect the area. These factors make the street

environment in parts of the quarter unfriendly for pedestrians.

An investigation into alternative transport network options and associated land-use opportunities to support the masterplan has started through the joint NZTA, Auckland Transport and Auckland Council Eastern Waterfront Access Strategy Study.

Dealing with these challenges will enable comprehensive redevelopment of the area, based on a new high-quality, dense, urban street and block structure. To bring people to this part of the city centre, a destination development opportunity is likely to be required as part of mixed-use development. Its form and nature will be identified through the Eastern Waterfront Access Strategy Study and the Unitary Plan process.

New development will be expected to celebrate the area's cultural history and natural amenities, including its expansive views of the harbour and city, natural topography, native planting, and heritage features. The former Auckland Railway Station is recognised as an important heritage building within the precinct. The distinctive architectural style, concourse and

garden area at the front provide special character and add to the visual amenity of the Beach Road frontage. Other places of historic interest include the railway platforms and signal/control building, Dilworth Terrace Houses, and the Viaduct.

New buildings could be up to the maximum height, defined by the Museum View Protection Height Plane (about 10 storeys), with a consequential uplift in floor area. However, varying development height will help create a rich and dense urban form. As the foreground of Parnell and the city centre's eastern ridgeline, it is important that new development here provides an attractive transition to the waterfront.

Infrastructure changes would enable The Strand to be revitalised, with new development joining the existing character buildings. Ideas such as realigning Quay Street to create a strong waterfront view line between the Viaduct Harbour and Tāmaki Drive could be explored in the future. This would also release more land for development and create opportunities to improve the building frontages on Quay Street.

EAST-WEST STITCH

Connecting the Western
Edge of the City to the Centre

VISION

OUR 2032 VISION IS:

- The big streets running through the quarter (Nelson, Hobson, Cook, Victoria and Wellesley) no longer break the area into unconnected pieces; instead, they are pleasant places to linger and to walk along. They are easy and safe for pedestrians to cross
- Hobson and Nelson Streets become attractive boulevards, or green links, welcoming people into the city
- Federal Street becomes part of a city centre laneway circuit
- Safe cycling and walking connections to Freemans Bay are enhanced
- A new, eclectic mix of buildings has a range of uses that contribute to the area's character as an attractive urban neighbourhood
- The big blocks have better pedestrian access through them, with more walking routes running north to south
- Victoria Quarter becomes a vibrant urban community, with housing catering for families seeking an inner-city lifestyle, as well as singles, couples and students. Some development will be mixed-use, providing work and living spaces under one roof.

THE WESTERN EDGE OF
THE CITY CENTRE AROUND
VICTORIA PARK IS A
NATURAL BASIN FACING THE
HARBOUR AND WYNYARD
QUARTER TO THE NORTH.

BACKGROUND

The western edge of the city centre around Victoria Park is a natural basin facing the harbour and the Wynyard Quarter to the north. On its boundary is the Nelson and Hobson Street ridge, the densest residential area in the city centre, while the western extent is defined by State Highway 1 and the inner suburbs of Freemans Bay, St Mary's Bay and beyond.

The area was the industrial hub of early Auckland, with timber mills, brick kilns and boat builders' yards dotted along the Freemans Bay foreshore. As a result, the area has a rich built and cultural heritage including the Rob Roy and Drake taverns, the Logan Campbell Free Kindergarten, and Victoria Park Market – all have had recent conservation work. The scheduled Kauri Timber Company building and basalt seawall are reminders of the way the harbour's edge looked before reclamation.

In the past five to ten years there has been considerable developer interest in the area, with many of its sites coming to the end of their

manufacturing and warehousing lives. New development has brought over 5000 residents to apartment buildings on the Nelson and Hobson Street ridge, seen new commercial buildings spread down Victoria Street West to Victoria Park, and creative businesses clustered in the Sale Street and Drake Street area.

This has coincided with the Council delineating a future residential and mixed-use neighbourhood for the part of the area known as the Victoria Quarter, which spreads from Nelson Street down to Victoria Park.

Despite this interest, the area faces significant challenges, as it is edged and bisected by major traffic corridors. To the north, Fanshawe Street limits walkability between Victoria Park and the Wynyard Quarter. To the east, Nelson and Hobson Streets are one-way streams of traffic to and from the motorway. To the west, Cook Street has become a high-speed street off the motorway. Recent development along much of these routes has failed to connect with the street, with inactive ground-level frontages (e.g. car parking, blank walls).

This harsh street environment has had a significant bearing on the relative underperformance of this part of the city in terms of property values, residential appeal and general desirability. There is an opportunity to revitalise the area through investment in amenity, road design, and a positive planning framework.

OUTCOME SCORECARD

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-

HOBSON AND NELSON STREET BOULEVARDS

Hobson and Nelson Streets are important arterial routes linking with the motorway network and carrying large volumes of traffic at peak times. Their development needs to have the look and feel of dignified urban streets that encourage pedestrian movement across and along their lengths. Existing and new buildings along their routes, including the possible New Zealand International Convention Centre, will need to respond to this shift in the streets' function.

It is likely the changes will involve:

- An initial reduction in the number of vehicle lanes and improved intersections, possibly followed by two-way travel in some sections of both streets
- Wider footpaths as part of a linear park, and the introduction of mid-block crossings
- Continued space for on-street parking at certain times of the day
- Direct access for pedestrians into new and improved developments with active frontages

- Trees that can reach a significant stature being planted in the road reserve
- A confirmed clear view line northwards down to the harbour.

The redesign will have a transformational effect not only on Hobson and Nelson Streets, but also on the entire western quarter of the city centre. It will improve pedestrian and cycling access to and from the city centre for Freemans Bay, Ponsonby and areas further west, as well as create a more favourable first or last impression of the city for those entering and leaving via the motorway network.

IT WILL IMPROVE
ACCESS FROM
FREEMANS BAY,
PONSONBY AND
FURTHER WEST
INTO AND OUT OF
THE
CITY CENTRE.

Implementing this transformation will involve a combination of small, incremental steps and work on the major actions. For example, changes to traffic light phasing and pedestrian crossing response times will reduce walking times in the area and could be implemented relatively quickly. Work need not be expensive; the carriageway could be narrowed with little change to the current streetscape. Given the length of both streets, the redesigns are likely to be rolled out progressively from north to south, from the sea to the motorway.

By prioritising the longer-term directions for these streets, we can provide development certainty around the qualities of the street frontages and the outcomes sought. This is particularly important in the context of proposals for the former council depot site recently purchased by Tournament Parking Ltd, and the proposed new New Zealand International Convention Centre (scheduled to open in 2016).

FEDERAL STREET

A precinct with a distinctive mix of retail, cafes, restaurants and entertainment venues will develop around Federal Street.

It is proposed that over time Federal Street will be developed as an intimate, high-quality pedestrian-focused route from Mayoral Drive to Fanshawe Street and the waterfront beyond, as part of the city centre laneway circuit.

A precinct will develop around it with a distinctive mix of retail, cafés, restaurants and entertainment venues. This will build on the strong character and identity of this area, including the significant heritage landmark of St Patrick's Cathedral and Square, and the SkyCity entertainment precinct. The street will become a High Street of the west, with the added convenience of ready access to the main public transport routes through the city.

A tried and tested way to achieve this, and to provide for the street's other access needs, is through a continuous shared space along the street's length, supported by fine grain uses and a built form that better fits the scale and speed of the pedestrian. SkyCity and the Council have entered into a joint venture agreement to deliver a shared space along Federal Street between Wellesley and Victoria Streets.

VICTORIA QUARTER DEVELOPMENT OPPORTUNITIES

The Victoria Quarter has considerable latent development potential. The development industry has recognised this opportunity. However, the full potential of the area will only be realised when Nelson and Hobson Streets become inviting public spaces for pedestrians, and other strategic development opportunities, such as in the Wynyard Quarter and growth around the City Rail Link stations, are further advanced. Significant investment in amenity of the area and its streets and spaces will be important, as will greater connections across the motorways to Freemans Bay and Freemans Bay School, which is set to double in size.

In time the area will emerge as a vibrant, residential-led, mixed-use urban neighbourhood, referencing its industrial heritage and with a strong leaning towards compact family housing. The built form is anticipated to be reasonably fine grain medium-rise development that responds to the needs of families, i.e. unit titles, with reasonable indoor/outdoor spaces and opportunities for safe play.

Auckland Council owns significant areas of land in the quarter. This is mainly road reserve, but it also includes a 5853m² parcel of land at 106 Cook Street on the corner of Union Street. A dramatic change is proposed for this area with a draft masterplan in place that will centre residential apartments and office space on a new public park.

Redevelopment plans, along with longer-term New Zealand Transport Agency plans to upgrade the Cook Street interchange as part of the additional harbour crossing, will require a new road layout appropriate for a new pedestrian-focused area.

THE ENGINE ROOM

Queen Street Valley, the CBD
and Retail District

VISION

OUR 2032 VISION IS THAT THE ENGINE ROOM:

- Is vital to the regional and national economy, and the location of choice for national and international head offices
- Remains focused on Queen Street, which will be progressively further enhanced to include temporary road closures for events, shared space along some of its length, and could ultimately include a light rail route from the waterfront to Karangahape Road
- Has a high-quality public realm supporting distinct precincts that are retail and entertainment destinations, with a colourful programme of street-based events
- Has publicly accessible Wi-Fi for the whole city centre.

THE ENGINE ROOM
IS CRITICAL TO
AUCKLAND AND
NEW ZEALAND'S
ECONOMY

BACKGROUND

More than many central business districts, Auckland is defined by a single main street. At the heart of a grid of city blocks and sitting in the centre of a valley, Queen Street is our 'Golden Mile'. As a consequence of this single dominant street, commerce (national and international trade, finance, property, investment and legal services) shares the area with primary retail, creating a distinctly Auckland CBD or Engine Room.

While Queen Street begins with Newton Road, the Engine Room starts at Victoria Street, descending northwards to the harbour in an almost straight line flanked by streets with their own character, from the 'buzz' of High Street to the corporate cluster along Shortland Street. This area, which crosses over into Transformational Moves 1 and 2, contains many of Auckland's valued heritage buildings and spaces, reflecting the development and settlement of the city centre. This wealth of heritage gives Queen Street and its grid of connected streets a unique sense of place, attracts visitors, and helps create an environment where business wants to locate.

The Engine Room is critical to Auckland's and New Zealand's economy, yet it competes for attention and resources with other commercial centres and the waterfront, which has become an

attractive destination for corporate head offices. Similarly, its reputation as a retail destination has come under threat from suburban shopping malls and growing sub-regional centres. The growth of apartments in the Engine Room has also created challenges, as the area attempts to define its changing place in the hearts of Aucklanders.

This transformational move recognises the Engine Room's need to cement and grow its pre-eminent role in the nation's economy. Its future lies in emphasising its identity and uniqueness, including the interesting and colourful precincts such as the Britomart Quarter, Emily Place, High Street and the SkyCity area.

Further investment in the area's amenity is required, with more street upgrades and the creation of breakout spaces at its edges (the Victoria Street Green Link, Quay Street, Emily Place, Nelson Street and Albert Park). A full programme of events will be essential to enlivening and giving greater depth to the area, and attracting people into the streets at all times of the day.

Bringing fibre optic technology into the city centre will support the Engine Room by making it easier for residents and businesses to compete in an international marketplace, and for the international marketplace to connect with us.

Schools, hospitals and 90 percent of businesses will be connected to ultra-fast broadband by 2015; homes and the remaining businesses by 2019. Currently, eight percent of Aucklanders work from home. Increasing this proportion through better access to ultra-fast broadband will help reduce pressure on roads at peak times and improve the quality of residential living¹⁸. Perhaps more important than the physical improvements will be providing the business, commercial and retail sectors with a planning and regulatory environment that enables them to grow and flourish.

OUTCOME SCORECARD

- ✓ SO1 International Destination

- ✓ SO2 Globally Significant Centre for Business

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QUEEN STREET – ONGOING REVITALISATION

Queen Street underwent a \$40 million revamp in 2007. Footpaths were widened and laid in basalt stone, native nīkau palms were planted, new pedestrian crossings were introduced, and seating improved along its length. These measures were supported by a stronger maintenance regime to reflect the investment and importance of Queen Street.

The results have been impressive; a 25 percent increase in weekday pedestrian traffic on Queen Street between 2007 and 2008 (the last time foot traffic was measured). The double-phase pedestrian crossings have been well received, slowing traffic down considerably, reducing pedestrian waiting times and improving safety markedly.

Opportunities exist for further improvement, both in the streetscape and the performance of shops and businesses along its route. The possibility of permanently making parts of Queen Street pedestrian malls has been much discussed. This would mean totally removing vehicles from the street, except for a possible future light rail system. This could be an appropriate solution for sections of the street.

The desired outcomes could be delivered for other sections through a shared space approach, with

buses, service vehicles and local traffic still able to operate along its full length but sharing the street with pedestrians. An incremental improvement programme could begin now with temporary road closures for specific events, then at lunchtimes/weekends (as per Little Collins Street in Melbourne), followed by the staged rollout of shared space along certain stretches, and possibly a future light rail system.

Perhaps more important than further investment in Queen Street's floorscape is a concerted effort by landlords, Heart of the City and the Council to attract more quality retail. New investment could be investigated for encouraging retail sector growth through appropriate planning and financial tools. People's perception of the street will also need to be transformed through greater control of signage and shopfront displays. This will assure new and existing quality retailers that neighbouring shops will not undermine their investment. A sunset policy on inappropriate signage and an associated grant/loan scheme for shopfront improvement will be investigated.

ALBERT STREET

Albert Street is perhaps one of the city centre's most disappointing streets, marred by several poorly designed, late 20th-century developments that have prioritised car access over the street's pedestrian experience. The result is an austere and utilitarian streetscape, despite some inherent qualities; the street's gentle descent to the harbour's edge, the sense of enclosure along its route created by buildings (including a few heritage buildings) and several mature trees, and the resulting framed view to the water.

The street is a vital component of the Engine Room with many important corporate offices fronting it. Enhancing the street will undoubtedly benefit the Engine Room as a business address.

As the City Rail Link's proposed route runs underneath Albert Street, its construction, together with coordinated council improvements, offers a real opportunity for the street to be transformed.

FORT STREET AND SHORTLAND STREET

Fort Street and Shortland Street continue to be two of Auckland's premier business addresses. They have long been an important part of the city's commercial life, with many warehouses and office

buildings and several significant heritage buildings. Under the Engine Room transformation these streets will continue to offer commercial office space as part of the Engine Room quarter. They are ideally

located close to high-quality public transport, retail, entertainment and recreation areas. Continued vehicle access to offices is required, but traffic calming will be considered and streetscapes upgraded.

HIGH STREET AND LORNE STREET

High Street is already a major drawcard for tourists and Aucklanders with its historic character, boutique retail, food and beverage and entertainment offering in the heart of the city centre. Being part of the emerging laneway circuit and close to Queen Street, it provides a pleasant, lively and interesting walking and shopping experience, although its role is being

challenged by a similar offering at Britomart. The area is surrounded by numerous commercial offices and residential buildings and is highly accessible to visitors both day and night.

Further enhancement of High Street and Lorne Street – reinforcing the pedestrian scale, slow traffic speed and shop window experience – will ensure they play a vital role in the

city centre laneway circuit and provide a complementary offering to other parts of the route like Britomart and Federal Street.

As the Engine Room will be the focus of council and targeted rate expenditure and activation over the next 10 years, High Street and the other smaller-scaled streets either side of Queen Street are likely to get better and better.

EMILY PLACE

Emily Place, presently dominated by car parking, has great potential to be transformed into a vibrant urban space, a breakout space for Engine Room office workers and an attractive connection between Britomart Station and the universities. It has an intimate urban scale, is surrounded by character and heritage buildings and several mature trees, and offers a real oasis in the city.

It also has a rich history, being the original location of Point Britomart. In pre-colonial times it was a pā site, then the site of Fort Britomart and St Paul's Church, and subsequently excavated for the reclamation of downtown Auckland.

A public space upgrade might include a cascade of terraces stepping down from Emily Place Reserve, creating flat areas of

lawn, paving and decking. Outdoor cafés, picnic places and play areas would enliven these areas. Low-angled walls could be made from engineered earth taken from the site, giving a distinctive sense of place and alluding to the historic excavation of Point Britomart. A planted swale would separate the single lane of traffic from the terraces.

VISION

INNOVATION CRADLE Nurturing the Innovation and Learning Cradle

OUR 2032 VISION IS:

Auckland's city centre is known as a world-class centre for education, research and development, and as an incubator of innovative ideas, products and services with strong and flourishing links between research institutions, entrepreneurs, businesses and financial institutions. It is a magnet to innovative firms and attracts high-value businesses and skilled workers.

IT IS THE PLACE WHERE START-UP COMPANIES AND INDUSTRY CLUSTERS ARE SUPPORTED AND ENCOURAGED TO TAKE ROOT AND GROW.

BACKGROUND

The city centre is a hub for businesses, creating and developing innovative products for the rest of New Zealand and for export overseas. Innovation is the process of creating new ideas, new technology and new ways of doing things. It is the key to improving the competitive edge of Auckland businesses and lifting our export performance. The Auckland Plan and Auckland Economic Development Strategy see Auckland as an innovation hub of the Asia-Pacific region, with high-level actions including:

- Supporting the establishment of strong links between Auckland's regional research institutions, businesses and organisations
- Investing in industry-based infrastructure that supports innovation and our sectors of comparative advantage

- Showcasing innovation, world-class technology and the advantages of Auckland's innovation system.

The city centre is home to the production of innovative ideas: research institutions and entrepreneurs, businesses that develop their ideas into products for the market, and institutions that finance research and commercial development.

To increase our level of innovation and innovative products, we must provide opportunities for these groups to communicate with each other. Some valuable initiatives of this nature are already in place. They include:

- The University of Auckland and Auckland University of Technology's (AUT) business incubators; The Icehouse and the AUT Business Innovation Centre. The Icehouse has helped about 150 firms to grow in

its first eight years and has a strategic ambition to assist 2000 companies by 2020

- The Learning Quarter Plan, a strategy between the universities and Auckland Council, aims to strengthen the ties between 'town and gown'
- The recently formed Ministry of Business, Innovation and Employment's mandate to provide grants and technology transfer vouchers to encourage business research and development. It also intends to set up commercialisation centres to work with the universities
- UniServices which is The University of Auckland's commercial arm, and the largest of its kind in Australasia
- Supporting the Auckland Tertiary Education Network (AETN) across the region.

The city centre has a number of attributes that can drive innovation. The challenge is to leverage them fully. These attributes include:

- The city centre location of the main campuses of The University of Auckland and AUT University. Both universities are considered in the top five percent of international business schools, with their undergraduate and graduate schools including The University of Auckland Business School, the Liggins Institute, UniServices and several centres of research excellence. The universities are arguably two of the city centre's most important economic assets
- The range and diversity of businesses, organisations and people who cross paths in the city centre every day. In February 2008 there were close to 154,700 people in 24,300 businesses working in the city centre and city fringe areas of Parnell/Newmarket, Ponsonby, Grafton and Mt. Eden
- The variety of affordable locations for start-up businesses in city-fringe locations, including Karangahape Road, Newton, Grafton, Ponsonby and College Hill
- The location of major cultural venues, including the Auckland

Art Gallery, the Central City Library, the National Library of New Zealand, the Auckland War Memorial Museum and the New Zealand Maritime Museum, which provide research and education services

- The clustering of business services in the Queen Street Valley, the marine industry in the Wynyard Quarter, and the creative industries around the Victoria Quarter and Karangahape Road
- The presence of the Auckland District Health Board and the concentration of medical and clinical research and services in the Park Road area, including the Cancer Society and the Grafton Faculty of Medicine and Health Sciences
- The University of Auckland-hosted Māori research centre, Ngā Pae a te Māori Māramatanga, and Auckland University of Technology's Te Ipukaera: The National Māori Language Institute, aim to unleash Māori creative potential relating to their customary knowledge, lands, cultural institutions and people.

Waterfront Auckland will lead the development of an innovation precinct at Wynyard Central as part of the Wynyard Quarter, focusing on developing technologies in the

information and communications technology (ICT) and creative sectors. These sectors are internationally competitive sectors in Gross Domestic Product terms; they lead application across service and manufacturing sectors, and are important to the waterfront, supporting the marine, finance, clean technology, and security sectors. The waterfront is expected to contribute \$293 million to the Auckland economy, due to job creation and an increase in labour productivity associated with greater agglomeration.

OUTCOME SCORECARD

- ✓ SO1 International Destination
 - ✓ SO2 Globally Significant Centre for Business
 - ✓ SO3 Meeting the Needs of its Residential Population
 - ✓ SO4 Culturally Rich and Creative
 - ✓ SO5 An Exemplar of Urban Living
 - ✓ SO6 Integrated Regional Transport
 - ✓ SO7 Walkable and Accessible
 - SO8 Exceptional Natural Environment and Leading Environmental Performer
 - ✓ SO9 World-Leading Centre for Education, Research and Innovation
-

AUCKLAND'S Learning Quarter

The Learning Quarter is a place, a partnership and a plan. As a world-class centre for education, research and commercialisation, it is key to fuelling Auckland's future success. The quarter is a vital part of the region's innovation system and is networked to other national and international institutions and local hubs. These include The University of Auckland's Faculty of Medicine and Health Sciences on the Grafton campus, that works alongside the Auckland Hospital, the Tāmaki Innovation Precinct, and Auckland University of Technology's Business Innovation Centre in Manukau.

The 63-hectare Learning Quarter covers the city centre campuses of AUT University and The University of Auckland. It extends from St Martin's Lane down Symonds Street to the end of Anzac Avenue, and is bordered to the east by Grafton Gully and to the west by Albert

Park, the Auckland Art Gallery, the Central City Library and Queen Street Valley. The quarter includes many places of heritage value, including protected trees, heritage buildings, archaeological sites and places of significance to Māori. In contrast to the impressive gardens of Albert Park, there are more hidden gems here, such as the Te Wai Ariki natural spring.

Auckland's universities are equipping Auckland and New Zealand with future knowledge workers and leaders. Students contribute to the civic life of the city through their work, residential and transport choices, and their economic participation in the city. International students also present an opportunity to be retained as valued workers and residents, following their graduation.

In 2006 Auckland City Council, The University of Auckland and Auckland University of Technology (AUT) entered into a partnership agreement to develop a place-based plan to guide the Learning Quarter's development over the next 10 years. The Learning Quarter Plan produced in 2010 committed the partners to sharing and leveraging resources to attract high-growth businesses, investment and talent.

THE LEARNING QUARTER IS
A WORLD-CLASS CENTRE
FOR EDUCATION, RESEARCH
AND COMMERCIALISATION
AND IS KEY TO FUELLING
AUCKLAND'S FUTURE
SUCCESS.

The plan contains initiatives designed to improve the universities' environment and attractiveness, their integration and connectivity with the city centre, and their contribution to city life. They include:

- Creating welcoming public spaces as points of arrival and connection in the quarter, e.g. at the Wellesley Street/ Mayoral Drive intersection where AUT University, Auckland Art Gallery and the Central City Library come together, and at the Wellesley Street/Symonds Street intersection where the two universities meet
- Slowing traffic in areas around the universities
- Strengthening pedestrian access and improving personal safety and universal design

to recognise the campuses' expansion and their city centre connections. Measures include:

- » Improved pedestrian access from The University of Auckland to Albert Park across Princes Street; from the old Wynyard Street to Whitaker Place, and to the Auckland Domain and Grafton Road via Wellesley Street
- » The reconfiguration of the Wellesley Street overbridge from AUT University to Albert Park
- » Enhancing access across Mayoral Drive to Governor Fitzroy Place
- » Provision of safe drop-off and pick-up points around the campuses

- » Development of pedestrian-focused streets including Princes Street, St Paul Street, Mount Street, Governor Fitzroy Place, and Alfred Street
- » Connecting the Park Road medical and accommodation campus to the Symonds Street campus

- Development of a heritage trail incorporating public art, signage and footpath treatment to raise awareness of the quarter's Māori, European and natural history.

Campus development with high-quality facilities and environments will support quality teaching, learning and research, and attract top staff and students, encouraging research clusters and investments.

BEYOND THE LEARNING QUARTER PLAN

Additionally, this transformational move in the City Centre Masterplan envisages:

- Supporting the Ministry of Business, Innovation and Employment to establish a commercialisation hub in the city centre, involving universities, Crown Research Institutes and the private sector
- The Auckland Tertiary Education Network (AETN), (a collaboration between six Auckland tertiary organisations including the polytechnics and wananga, Auckland Council, Auckland Tourism, Events and Economic Development (ATEED) and Auckland Transport) making a significant difference to the city's prosperity and quality of life. The network's innovation,

research and business connection initiatives could include:

- » Building a 'knowledge bank' of collaborative and commercial research opportunities for public and private sector organisations
- » Supporting the establishment of new centres of research excellence, institutes, and cross-sector facilities as a meeting place for industry, academia, creativity and innovation
- Working with existing and emerging high-value sectors to:
 - » Investigate infrastructure roadblocks faced by high-value sectors, explore options to overcome

them, and implement the recommendations

- » Support creative industries in the city centre (e.g. by implementing the Auckland Film Protocol that will make the city centre more film-friendly)
- » Facilitate improved collaboration between research institutions and technology companies
- » Make Auckland business-friendly
- » Promote the city centre as a place for business-related learning and discovery
- » Encourage the co-location of health sector organisations aligned to the Auckland Hospital,

Grafton Faculty of Medicine and Health Sciences, and Auckland Cancer Society Research Centre in the Grafton Valley

- » Showcase creative industries, people, businesses and places
 - » Support incubation, acceleration, and enterprise development initiatives for screen production, design, digital media and music
 - » Support the rollout of ultra-fast broadband and the Auckland Wi-Fi network in the city centre; support the Digital Leadership Forum Action Plan regarding education, health, and the uptake of broadband by small- and medium-sized enterprises
- » Support additional international capacity for improved broadband for tertiary education, through the Kiwi Advanced Research and Education Network (KAREN) and through the Pacific Fibre Cable
- Providing business and investment networking opportunities to make the most of major events and international delegations coming to Auckland
 - Supporting the establishment of business incubators, including expanding The Icehouse
 - Fostering connections between Auckland's diverse cultures, and between creative sector business opportunities.

CITY RAIL LINK

New Public Transport Stations
and Development Opportunities at
Karangahape Road, Newton
and Aotea Quarter

VISION

OUR VISION FOR 2032 IS:

- New City Rail Link station precincts offering a range of housing and work opportunities. They are places Aucklanders want to live, work in and visit
- Each new City Rail Link station precinct is a distinct neighbourhood, building on its existing heritage character and particular strengths.

BACKGROUND

City neighbourhoods with an energy and pulse are places to which people gravitate. They can't be manufactured, but their foundations can be put in place. Access is one such foundation. In addition to being great places to live, work, socialise and walk around, city neighbourhoods must be easy to get to. The City Rail Link is our opportunity to create highly accessible city precincts – or growth nodes – around the existing and new (Aotea, Karangahape Road and Newton) City Rail Link stations.

Potential growth and possible development around each of the City Rail Link stations, based on detailed capacity studies, are illustrated in the full published version of the masterplan.

The extent of the growth nodes is defined as an 800m or 10-minute walk from a rail link station.

The neighbourhoods where the rail link stations will appear are already distinct in their own right, but they have the capacity to further develop and accommodate many of the extra residents and workers the city centre will have in 2032.

The challenge for each of these future growth nodes is to develop their sites, while at the same time nurturing and building their existing identity and heritage.

The Aotea Quarter is the city's performing arts and civic precinct, and also has a prominent education sector. Development around this growth node should build on these functions, as well as protect and enhance important heritage places and their settings, such as the Town Hall, the Civic Theatre and the St James Theatre.

Karangahape Road is an iconic historic street perched on a ridgeline overlooking the Queen Street Valley. Once a destination for department stores, its Victorian and Edwardian buildings now house an array of restaurants, bars and clubs, and workspaces for small and start-up creative businesses. The challenge here is to accommodate high-quality growth, while protecting Karangahape Road's heritage and keeping the edge and 'grit' for which the area is known.

Newton, within the city fringe, is a neighbourhood where several new apartment buildings have sprung up in recent years, many around Basque Park. This recent development could continue and transform the area into a high-quality mixed-use (business and residential) contemporary urban village, strategically located close to the city centre.

The reopening of Parnell Station will better connect the eastern side

of the city fringe to the city centre, and enable access to the medical research centres and university in the Park Road area. As with the City Rail Link growth nodes, we expect that this rail station will stimulate additional growth in Parnell, although on a lesser scale, given the limited development opportunities in the area.

To be attractive to future residents and workers, growth nodes must offer a range of employment opportunities, facilities and housing types, and a high-quality environment. They must be easy to get to and easy to get around on foot or by bicycle.

OUTCOME SCORECARD

- ✓ SO1 International Destination
 - ✓ SO2 A Globally Significant Centre for Business
 - ✓ SO3 Meeting the needs of its residential population
 - ✓ SO4 Culturally Rich and Creative
 - SO5 An Exemplar of Urban Living
 - ✓ SO6 Integrated Regional Transport System
 - ✓ SO7 Walkable and Accessible
 - SO8 Exceptional Natural
 - ✓ Environmental and Leading Environmental Performer
 - ✓ SO9 World-Leading Centre for Higher Education, Research and Innovation
-

AOTEA QUARTER

Since 2005 the Council has been working with city groups to enhance the Aotea Quarter as the cultural hub of the city – a place people identify with the arts, entertainment, and iconic built heritage. Significant achievements include the redevelopment of Aotea Square as the city’s premier open space and civic square; the redevelopment of the Auckland Art Gallery; the Central City Library café; upgrades to Queen Street, the Lorne Street area and Lower Khartoum Place; and the opening of the Q Theatre.

Opportunities to further enhance and develop the quarter and mid-town as a city centre anchor area, complementing the waterfront and Engine Room, are presented by council-owned sites and buildings and the publicly desired refurbishment of the St James Theatre.

As a thriving area, this growth node has particular redevelopment characteristics and opportunities:

- Large commercial sites without height restrictions
- A location at the geographical centre of the city centre
- Performance venues attracting local, national and international visitors. They include: the Aotea Centre, the Herald Theatre, the

Civic Theatre, the Basement Theatre, Classic Comedy and Q Theatre

- The Auckland Town Hall, the Central City Library, and other civic administration buildings
- Several redevelopment sites fringing Aotea Square, including behind the Aotea Centre and the Council’s Civic and Bledisloe buildings. Development must maintain existing sunlight access planes to the square
- A major university library, and gallery collections.

Auckland Council is committed to the Aotea Quarter. It can best fulfil its customer service aspirations here, and use council property ownership to support and facilitate other strategies and plans working towards Auckland’s vision.

Council is taking the following initiatives:

- Supporting the Aotea Quarter objectives of this masterplan by consolidating the Council’s city centre occupancy in the area
- Locating close to the Auckland Town Hall as the centre of regional governance
- Consolidating staff from various city centre workplaces to the ASB building on the corner of Wellesley and Albert Streets.

This encourages operational efficiencies, reduces costs, increases collaboration and reinforces a common culture

- Committing to being easily accessible for community needs and building a unified brand for Auckland Council.

The City Rail Link proposes an Aotea Station. However, the area’s growth will require more than a station in close proximity. The strategy needs to focus on reinforcing the quarter’s role as a cultural heritage and civic hub. Creating a theatre district in the upper Queen Street area can add greater depth to the offering. The heritage values of the Aotea Quarter will be protected and celebrated; it is home to some of the most important landmarks in the city centre.

Aotea Station will be the major feeder station eastwards for students and staff of both universities. The University of Auckland is developing a multi-million dollar strategic plan, on the assumption that the pedestrian feed will flow eastwards up Victoria and Wellesley Streets.

WELLESLEY STREET

Wellesley Street is uniquely positioned to link several key city centre destinations, and will take on a more critical role in the future. The Wellesley Street corridor links the Learning Quarter, the Aotea Precinct, the planned Aotea Rail Station, the planned New Zealand International Convention Centre, the Victoria Quarter and the Wynyard Quarter, and is therefore a natural

destination for large numbers of people. Auckland Transport's improved bus network will significantly improve accessibility on Wellesley Street, and NZTA will enable walking and cycling across the Wellesley Street Bridge at Grafton Gully. With other east-west routes reducing their traffic-carrying roles, there may also be pressure for more traffic to use

Mayoral Drive and parts of Wellesley Street. Future movement functions must support and enable a high-quality pedestrian environment along Wellesley Street, specifically from the Art Gallery to the Civic Theatre corner at the intersection of Queen Street. Work on a Corridor Management Plan will commence shortly, and will complement the Aotea Quarter Masterplan.

K ROAD

ATTITUDE, GRIT AND CHARM

Karangahape Road, known as K Rd, will build on its nationally recognised name with an emphasis on both day and night entertainment economies. It will continue to reflect the significant heritage qualities in this location. This growth node area has the fewest potential development sites (relative to land area) of all the City Rail Link station areas.

THE STRATEGY FOR KARANGAHAPE ROAD IS TO REINFORCE ITS ROLE AS A COLOURFUL 24/7 ENTERTAINMENT ZONE WHILE AVOIDING THE GENTRIFICATION THAT MIGHT TAKE AWAY ITS EDGE, AFFORDABILITY, AND APPEAL TO CREATIVE BUSINESSES.

DEVELOPMENT CHARACTERISTICS AND OPPORTUNITIES TAKE ACCOUNT OF:

- 1 Multiple small lots with narrow frontages
- 2 One major arterial road that spatially defines the area
- 3 Good sunlight, elevation, and views
- 4 The significant number of heritage/ character buildings along Karangahape Road's ridgeline
- 5 Greater development capacity away from ridgelines at the back of Karangahape Road
- 6 A topographical response, by restricting buildings to no more than 8 floors/30m (generally permitted = 15m) and further height constraints to maintain the view shaft and heritage streetscapes along ridgelines.

NEWTON

POTENTIAL FOR A CONTEMPORARY AND SUSTAINABLE URBAN VILLAGE

Newton, sitting south of the central motorway junction ('spaghetti junction') in the city fringe, lacks a strong identity and has a mix of low-grade uses and buildings. However, it has the potential to become one of the best-quality, high-density urban villages in the country, as it is strategically located within easy access of all parts of the Auckland region. There is an opportunity to promote a contemporary, sustainable, residential-led, mixed-use urban village with all of the qualities associated with Ponsonby and Parnell.

This growth node contains the highest number of potential development sites (relative to land area) of all the City Rail Link growth areas. Development characteristics and opportunities take account of:

- Multiple small lots with narrow frontages
- Multiple major arterial roads that spatially define the area
- A significant public open space, Basque Park, in the southwest of the area

- Good sunlight, elevation and views
- A high degree of visibility from Maungawhau Mt Eden
- The area's topography, by restricting buildings to no more than 8 floors/30m (generally permitted = 15m), and further height constraints to maintain the view shaft and heritage streetscapes along ridgelines.

The urban village contains several distinct parts derived from the roads that pass through the area. Commercial redevelopment opportunities are particularly prevalent south of Khyber Pass Road, close to arterial roads, motorway intersections and the future station. This area contains multiple sites suitable for amalgamation to create buildings with large floor areas, as well as existing businesses and offices. There is a significant residential community within the southwestern area, centred around Basque Park. This area would benefit from formal recognition as a residential precinct, with accompanying protection in terms

of noise limits and sunlight access to public open space.

Additional residential growth capacity is estimated to be 750,000m² of floor area, enough to house an additional population of around 19,000. This level of population will create a strong community and ease housing pressure elsewhere in the city.

To avoid Newton becoming a competitor to the city centre office market as a consequence of its current, less restrictive car parking standards, new parking maximums will be considered for introduction in the Unitary Plan. At the same time, Auckland Council will investigate developing a shared car parking building to serve new development in the area. This will reduce the need for on-site provision in the area and offer considerable urban form benefits.

To further understand Newton's potential to become a contemporary urban village, a full structure plan is required.

THE GREEN LINK

Connecting Victoria Park, Albert Park
and the Auckland Domain as Part of a
Blue-Green Park Network

VISION

Our 2032 vision is to deliver the first phase of a city centre-wide, blue-green open space network from the eastern waterfront and the Auckland Domain through to Albert and Victoria Parks, and on to the Wynyard Quarter and the western waterfront. It will involve:

- Turning Daldy Street in the Wynyard Quarter into a linear park, connecting the quarter's flagship Headland Park with Victoria Park at its southern end
- Transforming Victoria Street into a high-amenity green link that will connect Victoria and Albert Parks
- Achieving better links for pedestrians and cyclists across Grafton Gully, and better connection of the Domain to the city.

BACKGROUND

In 2010 the renowned Danish urban design firm Gehl Architects undertook a public life survey of the city centre. It identified a lack of attractive walking routes between the city centre's open spaces as our key public realm deficit. Further, the projected residential and employment growth requires a commensurate increase in public open space.

Several of the larger open spaces (green rooms) are scattered in a loose east-west direction, from the Domain in the east, through to Albert Park, and then west to Victoria Park. Eventually, these parks will be joined by the sizeable addition of Headland Park at the tip of the Wynyard Quarter, blending our green park space into the blue of the Waitematā Harbour.

Sitting alongside these magnificent parks are several smaller city spaces, each with its own personality. They include the recently upgraded St Patrick's Square, Freyberg Place,

Khartoum Place and the Viaduct Harbour's Waitematā Plaza and Market Square. Aucklanders use these spaces to rest and meet friends, observe city life, jog or kick a ball around.

Each of the city's open spaces, large or small, has a unique personality; the challenge is to link them together yet retain their individuality.

The masterplan envisages uniting our parks and open spaces through a network of tree-lined links criss-crossing the city with green streets, giving residents, workers and visitors much more access to open space. The character of our parks and open spaces will be celebrated, where appropriate, through interpretation panels and enhancement schemes.

To help support the city's unique identity and character, native species will be our first choice for planting.

OUTCOME SCORECARD

✓ SO1 International Destination

SO2 A Globally Significant Centre for Business

✓ SO3 Meeting the Needs of its Residential Population

✓ SO4 Culturally Rich and Creative

✓ SO5 An Exemplar of Urban Living

✓ SO6 Integrated Regional Transport System

✓ SO7 Walkable and Accessible City

✓ SO8 Exceptional Natural Environment and Leading Environmental Performer

SO9 World-Leading Centre for Higher Education, Research and Innovation

DALDY STREET LINEAR PARK

CONNECTING HEADLAND PARK AND VICTORIA PARK

Opportunities for new, sizeable open spaces in the city centre are mostly limited to the waterfront areas, particularly Headland Park in the Wynyard Quarter. Daldy Street becomes vital as a linear park, stitching Headland Park and Victoria Park together across Fanshawe Street, and joining the city centre's open space network with the Waitematā Harbour.

The connection between Victoria Park and Point Erin is another important blue-green link, stitching together the amenity and open space network in the city centre. Implementing the Waterfront Plan's Westhaven Drive project will be vital in achieving and unlocking the potential of this linkage.

The successful delivery of these plans is dependent on an effective partnership between Auckland Council, Waterfront Auckland, and Auckland Transport.

VICTORIA GREEN LINK

CONNECTING VICTORIA PARK AND ALBERT PARK

A green link is envisaged across the city from Victoria Park to Albert Park to the Domain. Green options exist on both Victoria Street and Wellesley Street, and will be subject to further feasibility studies and the development of a business case.

Victoria Street Linear Park will become the city centre's urban green link, allowing Victoria and Albert parks to merge. It will act as a breakout space for those visiting and working in the Engine Room and has the potential to become one of the postcard images of Auckland, with a wave of green vegetation down Victoria Street from Albert Park.

A linear park on Victoria Street will require fewer lanes for vehicles, wider footpaths, more green amenity and slower traffic movement. This will deliver a sequence of attractive, safe and engaging spaces or rooms that strongly integrate with the surrounding built form and land uses, and celebrate the public life of

the city centre. The street's traffic function can be maintained for the most part with a reduced number of buses continuing to operate along its length, and an improved cycling environment.

Victoria Street Linear Park also provides the opportunity to develop a green infrastructure network, incorporating ecological and biodiversity corridor principles to enhance environmental sustainability.

The implementation programme for this green link can be incremental and start with reducing pedestrian waiting times at all signalised intersections, removing left-turn slip lanes, introducing Barnes Dance crossings at all major intersections, and reducing on-street car parking, particularly where it indents the footpath.

Connecting two of the city's greatest assets with a linear park is subject to further transport modelling and discussion with affected property owners.

ALBERT PARK AND AUCKLAND DOMAIN

Grafton Gully and its motorway limit the connection between the city centre, the Auckland Hospital, and the Auckland Domain. While Grafton Gully is a natural topographical barrier, there are opportunities to enhance the connection between the city centre and one of its great parks.

This can be partly achieved by improving the pedestrian and cycle facilities along Wellesley Street and Grafton Road, to continue the city centre's open space network and link Albert Park to the Domain.

The eventual extension of the State Highway 16 motorway connection to the port will create an opportunity for Stanley Street to operate as a city street, and could include the extension of sporting facilities on its eastern side.

The intersections of Grafton Road and Wellesley Street with Stanley Street can become tighter, more attractive, and offer safer pedestrian mobility at modest cost. A more radical (and expensive) possibility is to place a lid on top of parts of Stanley Street to create a land bridge that could accommodate

recreational opportunities: perhaps tennis courts, basketball courts, five-a-side pitches and a covered swimming pool.

The University of Auckland is committed to exploring such opportunities in partnership with Auckland Council, Auckland Transport, the New Zealand Transport Agency and other agencies. Land currently held for public works (roadways) could, as part of a comprehensive approach, be re-assessed and re-assigned for the short- or long-term.

CITY TO THE VILLAGES

Connecting the City
and the Fringe

VISION

OUR 2032 VISION IS THAT:

- The walking and cycling journey between the city centre and its inner suburbs is a pleasure, not a chore
- Gateways into the city centre are celebrated
- Leafy boulevards link urban villages with the city centre and with each other
- Generous pedestrian and cycle connections cross the motorway, taking advantage of high views
- Convenient and frequent bus, ferry and possible future light rail services connect the city centre and its inner suburbs
- Local streets intercept and cross the motorway at various points and celebrate its form
- Native species dominate plantings in streets and gateways.

BACKGROUND

The central motorway junction, known as spaghetti junction, signalled the start of a new freedom of movement to the north and south of the city, and then the west and east. When work began in the 1950s, the emphasis was on getting through and past the city. This has been at the expense of the city centre's connections with the historic urban villages on its edge at the city fringe. These villages are vital to the city centre, as they house a large residential population.

Despite this, there are walking routes into the city from city fringe suburbs like Parnell, Ponsonby, Newmarket and Grafton. However, these routes are typically narrow strips alongside several lanes of traffic, and the walking experience can be unpleasant and confusing.

The challenge is to make this journey more pleasant and also capitalise on the motorway network. Beautifying and softening the motorway infrastructure will allow us to see its viaducts, trenches and sweeping bridges as vantage

points for viewing our city, volcanic cones and harbour.

Recent improvements have already made a difference: planting beside the motorway, new motorway structures, and sculptural elements. Work is also under way to extend the off-road pedestrian/cycleway at Grafton Gully through spaghetti junction and connect it to the city centre at Symonds Street, Wellesley Street and Beach Road.

Walkability is just one aspect of the city to village connection. Auckland Transport will continue to work on providing more convenient and frequent bus services, and will investigate the possible use of light rail in the city centre. The Council and Auckland Transport will continue a programme of improving footpaths and providing more dedicated cycle infrastructure, trees, and better street lighting.

The physical extent of the city centre appears to stop at the waterfront and Devonport; the historic bridgehead to the North Shore communities seems to be a different world. In reality it is similar to the urban villages of

Parnell and Ponsonby in character, socio-economic profile and distance from the city. It is only two kilometres away, a 15-minute ferry journey, which is no more of a barrier than the motorway system. The masterplan sees Devonport as part of the city fringe, and the harbour as being at the heart of the city centre, a blue central park. Ferry services could be further enhanced, and the wharf buildings on both sides of the harbour have considerable scope for improvement so they can become destinations, rather than simply transit areas.

OUTCOME SCORECARD

- ✓ SO1 International Destination

- SO2 A Globally Significant Centre for Business

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- SO8 Exceptional Natural Environment and Leading Environmental Performer

- SO9 World-Leading Centre for Higher Education, Research and Innovation

GATEWAYS

The motorway network that circles the city centre is vital for vehicle movement. The motorway is critical to many of the other transformational moves in this masterplan, as it brings people and goods to and from the city centre and relieves the city centre of much cross-town traffic. However, it is often regarded as visually unattractive and an imposition on the historic pattern of the city centre. Running mainly along the natural gully system, it strongly defines the city centre, giving it a citadel-like quality.

Perhaps we should consider celebrating the motorway and its overbridges as dramatic breaks in the general urban form. Some of the vantage points can be opened up to grand effect, while others can be concealed by development over the motorway.

BEAUTIFYING BRIDGES

Of the 14 bridges that cross the motorway network, the Symonds Street and Upper Queen Street bridges have been prioritised for beautification. They have been chosen as they connect the city centre to the proposed Newton City Rail Link growth node. They are currently austere, car-dominated environments. The level of intervention will be determined following detailed investigation, but could involve introducing artwork, pedestrian and accent lighting, new floorscapes and landscaping. Additionally, work can start on providing pedestrian and cycle access across the Wellesley Street bridge to Grafton Road.

THE GREEN RAMP SPAGHETTI VERDE

The redundant off-ramp (the old Nelson Street off-ramp) at the central motorway junction, or spaghetti junction, leading to upper Newton Road provides an opportunity for a bold yet low-cost intervention. The off-ramp could be repurposed as a linear park, much like the High Line in New York or the Promenade Plantée in Paris.

<http://www.thehighline.org/>,
<http://www.aviewoncities.com/paris/promenadeplantee.htm>.

Such a linear park could connect into the wider pedestrian and cycle network. This could be achieved by creating links off the Karangahape Road bridge or surrounding local roads such as South Street, Day Street, Galatos Street or Canada Street. The area could house art installations, or it could become a grand art intervention itself, with limited public access. The New Zealand Transport Agency is the owner of the ramp, and Auckland Council and Auckland Transport will lead the project.

PUTTING A LID ON IT

PARTS OF THE MOTORWAY NETWORK ARE EITHER SIGNIFICANT BARRIERS TO CROSS-CITY MOVEMENT OR UNEXPLOITED DEVELOPMENT OPPORTUNITIES, AND NEW OVERBRIDGES OR OVER-DEVELOPMENT CAN RESPOND TO THIS.

Parts of the motorway network are either significant barriers to cross-city movement or unexploited development opportunities, and new overbridges or over-development can respond to this.

Movement between the Auckland Domain and Albert Park is inhibited by the topographical barrier of Grafton Gully and State Highway 16. Modest enhancement of the crossing points at Grafton Road, Alten Road and Wellesley Street can reduce this. In the long term, one option is to develop an expansive land bridge to create a better pedestrian connection between the sites. There are also opportunities for new recreational space, such as tennis courts and five-a-side pitches.

Development could occur over parts of the motorway. An example is the west-bound State Highway 16 as it runs alongside Alex Evans Street between the Upper Queen Street bridge and the Symonds Street bridge. This would use the large retaining structure that already separates this stretch of motorway from State Highway 1. Such an intervention would require significant development and one or more landmark buildings to offset the cost and potential disruption.

CONNECTING THE URBAN VILLAGES

AN EXTENSIVE NETWORK OF ROUTES, (STREETS, FERRY CONNECTIONS) LINKS THE CITY CENTRE TO THE URBAN VILLAGES IN THE CITY FRINGE. HOWEVER, THE ROUTES ARE OFTEN POOR QUALITY; THE STREETS ARE VEHICLE-DOMINATED AND THE FERRIES INFREQUENT.

PARNELL

Parnell is close to the city centre, yet its walking and cycling connections into the city centre are not good. The motorway system delivers high vehicle numbers onto Stanley Street from Grafton Gully. Auckland Transport is developing a new rail station to service Parnell, the Auckland War Memorial Museum and the Auckland Domain. The station's site should encourage development between Parnell and the city centre, extending the mixed-use,

vibrant character of Parnell through the former Carlaw Park site towards the city centre. This will also create a much more pedestrian-friendly environment, drawing people from the university and the eastern side of the city centre to the new Parnell station and Parnell village itself. The new station would create a strong stimulus for improved cross-Grafton Gully connections.

PONSONBY

The 'iconic' heritage suburb of Ponsonby with its many restaurants, cafés, art galleries and up-market shops running along the ridge line of Ponsonby and residential areas either side of it, is less than two kilometres west of the city centre. Prior to the construction of the SH1 Northern Motorway the area linked seamlessly into the city centre via many historic routes. However, many were severed with its construction.

It is important that those remaining connections are as good as they can be. Hopetoun Street, in particular, would benefit from enhancements such as a walking route to Ponsonby. Other development opportunities in the area include the proposals for the redevelopment of the vacant and excavated site of the former DYC Vinegar Factory on Williamson Avenue, Pollen Street and Crummer Road. The mixed-use proposal comprising a supermarket, retail, offices and underground

car parking alongside a residential neighbourhood arranged around small lanes, will make a valuable contribution to quality compact development in Auckland.

College Hill, on the east-west axis of the Green Link from the Domain to Victoria Park leading to the Three Lamps, should also be considered for enhancement.

DEVONPORT

The first impression ferry passengers, many of them tourists, have of Devonport is its wharf. Together with the space in front of it (Marine Square), it is a transport hub and interchange for ferries and buses. The area has been neglected over the years and is under-used.

A proposed upgrade of Marine Square creates a triangular boardwalk extending along the shoreline to the side of the wharf's first shed. This will form a new public space and offer a direct path from the wharf to Victoria Road. The more attractive setting is likely to encourage a high level of investment in the refurbishment of the wharf buildings and the ferry terminal.

A high-quality, public/private sector gateway development on the Devonport and Victoria wharves could take advantage of the new public spaces and attractive views to the Waitematā Harbour, city centre and Harbour Bridge. The project is a priority for the Devonport-Takapuna Local Board. About \$10 million of council and Auckland Transport funding is already identified for the Marine Square enhancement, boardwalk and wharf building upgrade.

Beyond the wharves, Devonport has a great deal to offer as a city-fringe urban village, visitor destination and working hub, including the Navy dockyard and its facilities.

Continued improvement of the ferry service to Devonport, together with its possible expansion to other coastal nodes on the Waitematā and in the Hauraki Gulf, would significantly strengthen the connection of this part of the city fringe to the centre.

The proposed additional harbour crossing would further strengthen connectivity to the north, and reduced traffic volumes on the Harbour Bridge would allow for the introduction of a cycleway and improved public transport on the Harbour Bridge, as volumes of traffic reduce.

WATER CITY Revitalising the Waterfront

VISION

THE 2040 VISION FOR THE WATERFRONT IS:

A world-class destination that excites the senses and celebrates our sea-loving Pacific culture and maritime history. It supports commercially successful and innovative businesses and is a place for all people, an area rich in character and activities that link people to the city and the sea.

14,000

PEOPLE ARE EXPECTED TO BE
EMPLOYED ACROSS THE
WATERFRONT
IN A RANGE OF INDUSTRIES

BACKGROUND

The creation of a council-controlled organisation, Waterfront Auckland, underlines the importance that Auckland accords its waterfront, the public desire to see the area developed for a variety of public uses, and the recognition that a world-class waterfront is a key element in creating Auckland as a world-class city encouraging tourism and investment, and recognised as an attractive, liveable city.

Stage one of the Wynyard Quarter redevelopment opened to much public acclaim in August 2011. Tens of thousands of people have since crossed the new Wynyard Crossing bridge (te Whero) linking the Viaduct with the Wynyard Quarter, and visited Silo Park and the playground, the North Wharf bars and restaurants supporting the fish market on Jellicoe Street, Karanga Plaza, the tidal steps, and the Viaduct Events Centre. One of New Zealand's largest urban regeneration projects, the Wynyard Quarter will draw visitors, residents and workers

along Quay Street, through the Viaduct and over the Wynyard Crossing. Rugby World Cup in 2011 also saw the transformation of Queen's Wharf as a public space and events venue.

The success stories of new destinations along the harbour edge improve the city centre's destination offering and create a better relationship with the waterfront. These are exemplar developments, and set the benchmark for ongoing development along one of New Zealand's primary international gateways to commerce and tourism.

OUTCOME SCORECARD

- ✓ SO1 International Destination

- ✓ SO2 A Globally Significant Centre for Business

- ✓ SO3 Meeting the needs of its residential population

- ✓ SO4 Culturally rich and creative

- ✓ SO5 An exemplar of urban living

- ✓ SO6 Integrated regional transport

- ✓ SO7 Walkable and accessible

- ✓ SO8 Green City of Trees and Parks

- ✓ SO9 Walkable and Accessible City

- ✓ S10 Exceptional natural environment and leading environmental performer

- ✓ S11 World-leading centre for higher education, research and innovation

THE OPPORTUNITY

The details of Move 8 are included in the Waterfront Plan (Waterfront Auckland, July 2012), which is the strategic, 30-year redevelopment plan for areas controlled by Waterfront Auckland and its area of influence. These stretch from the water's edge back to the city's original 1840s shoreline, and from the Westhaven Marina in the west to Teal Park near Mechanics Bay in the east.

On behalf of Auckland Council and the ratepayers and public of Auckland, Waterfront Auckland is responsible for about 45 hectares of waterfront property, including Wynyard Wharf and the land north of Pakenham Street in the Wynyard Quarter, the Westhaven Marina, and part of Queens Wharf.

The Waterfront Plan, (which can be found at www.waterfrontauckland.co.nz), is a companion document to

the City Centre Masterplan, aligned by shared proposals at the interface between the city centre and the waterfront.

The waterfront plays a unique role within the city centre due to its:

- Exceptional, unique amenity
- Water access for recreation, trade and transport
- Concentration of water-related businesses such as marine and fishing industries, and the marina and port facilities
- Land availability and premium land values
- High-quality, popular residential and commercial offering.

Transformational Move 1 highlights the opportunity to 'stitch together' the waterfront and the city centre by improving north-south accessibility as well as accessibility

along the waterfront, the Harbour Edge. There is a strong focus on increasing pedestrian safety, walkability, and the number of easy connections from the Engine Room to the waterfront, which will allow people to explore the area.

The waterfront is expected to be a major driver of Auckland's economic future. By 2040 the waterfront redevelopment will contribute \$4.29 billion to Auckland¹⁹. Over the next 30 years, Auckland's waterfront redevelopment will directly support 20,000 new fulltime jobs in Auckland and will contribute indirectly to a further 20,000 jobs across the region. The cruise industry, tourism, events and construction sectors will play a significant role in this economic contribution.

Nearly 14,000 people are expected to be employed on the waterfront across a wide range of industries including business services, food and beverage, retail, cultural and community services, marine and fishing. Some waterfront industries will be more concentrated and therefore more productive: it is expected that they will lift labour productivity by 16 percent. The importance of the waterfront revitalisation to the economic growth of the city is further reflected in the Economic Development Strategy (June 2012).

The Waterfront Plan will contribute to the delivery of the City Centre Masterplan through providing:

- Additional public open space, including parks, plazas, boardwalks and wharves. A 4.3-hectare park on Wynyard Point will be connected to Victoria Park by the Daldy Linear Park (contributing to Move 6, the Green Link)

- Enhanced public access to the water
- Urban transformation of the Wynyard Quarter to cater for significant employment growth, creating a new, mixed-use, commercial and residential neighbourhood
- An Innovation Precinct, focusing on ICT and digital media, as part of the Wynyard Quarter development (contributing to Move 4, the Innovation Cradle)
- A continuous pedestrian walkway and cycleway strengthening east-west accessibility
- A multi-use cruise ship facility in the refurbished Shed 10 on Queens Wharf, as well as event spaces and improved public amenity to complement the cruise hub functionality
- A home for the marine and fishing industries adjacent

to the city centre, including the redevelopment of marina facilities and new superyacht refit facilities

- A number of new spaces and facilities to hold events that reflect Auckland's diverse population and cultural heritage, and activate this part of the city centre
- New, design-led, sustainable development that values the character and heritage of the waterfront
- A place to showcase innovative approaches to enhance the marine and natural eco-systems, conserve natural resources, minimise environmental impacts, reduce waste, build sustainably, and respond to climate change.

MASTERPLAN DELIVERY

THE DELIVERY FRAMEWORK FOR THE
MASTERPLAN IS SET OUT ACROSS FIVE AREAS:

1. WORKING IN PARTNERSHIP
2. EMBEDDING THE MASTERPLAN IN THE STATUTORY PLANNING PROCESS
3. MASTERPLAN INTERDEPENDENCIES AND TIMING
4. MASTERPLAN 10-YEAR PRIORITIES AND FUNDING
5. MONITORING AND REVIEW.

WORKING IN PARTNERSHIP

The masterplan is not just Auckland Council's vision for the city centre, but is owned by a range of public and private sector organisations. This is important, as its implementation requires the public and private sectors to work together. We will achieve this by:

- Strengthening links with the private sector. The City Transformation Projects Team will support significant private sector schemes, to ensure timeliness in the statutory processes
- Embracing the co-governance model, where Auckland Council works closely with the Waitematā, Albert-Eden and Devonport-Takapuna Local Boards
- Increasing partnership with the CBD Advisory Board to achieve value-added expenditure of the targeted rate and council funds on city centre projects
- Partnering with Auckland Tourism, Events and Economic Development (ATEED) to market the masterplan as a whole, and to market its opportunities to investment markets
- Partnering with Heart of the City to attract more quality retailers, (who will deliver the desired retail outcomes), and investigate schemes for shop front improvements and incentivising new investment
- Coordinating public sector investment via Auckland Council's City Transformation Team
- Using property assets owned by the Council and council-controlled organisations effectively, guided by a city centre taskforce comprising Auckland Council Property Limited, Auckland Transport Property Department and Waterfront Auckland, working with private sector developers and investors
- Raising the standards of architecture and heritage protection by working closely with the Urban Design Panel, the Auckland Council's Heritage Panel, and the Major Projects Design Review Team, and reviewing design guidance to ensure it continues to raise standards
- Partnering with The University of Auckland and Auckland University of Technology, through the Tertiary Education Network Partnering Agreement, and with the polytechnics and wananga through the development of the Auckland Tertiary Education Cluster
- Auckland Transport, Auckland Council and the New Zealand Transport Agency working together to deliver the Integrated Transport Plan
- Forming a sustainable partnership with Māori as part of the Māori Relationship Framework (discussed in the Auckland Plan), and engaging Māori in realising the vision for the city centre.

Auckland Council will be responsive to the needs of the private and tertiary education sectors, and create an environment of certainty and streamlined processes.

The Council is committed to the following high-level principles for a workable masterplan, developed in discussion with the private sector:

- The city centre is a business-friendly place
- Cultural change is focused on collaboration and 'making things happen'
- Realistic and prioritised expectations are set
- There are clear investment plans with clear delivery time frames
- There is good decision-making capability
- Resources are not spread too thinly
- The approach to public transport and major projects is holistic and integrated
- There is collaboration on legislative interventions.

STATUTORY PLANNING

This masterplan will be embedded into the Unitary Plan, to guide the form and function of development in the city centre. The broad outcomes identified here will help to inform the objectives and policies for the city centre. These will include details on zoning, bonus schemes, height restrictions, view lines, and design standards.

MASTERPLAN INTERDEPENDENCIES AND TIMING

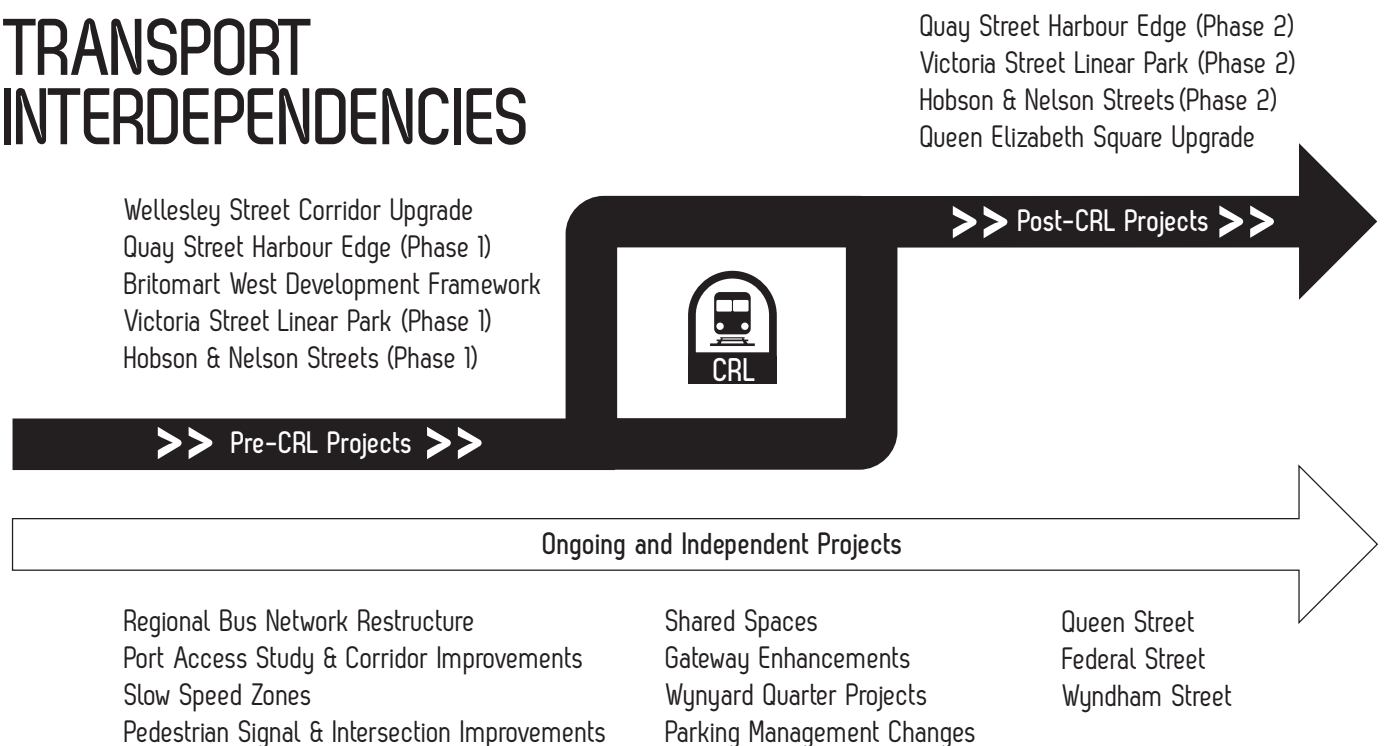
Delivery of the masterplan's transformational moves and projects will occur in overlapping 'episodes' that take account of the identified place-shaping factors (page 29), particularly the changing economic picture.

The timing of the episodes will be influenced by the sequencing and interdependencies between projects, by the consequential impacts of one major intervention on another;

for example, how they relate to the City Rail Link, which will have interim and long-term impacts on the transport network.

The most critical transport projects, designed to support city centre economic activity and growth, and achieve the masterplan's vision, are presented in detail in the Auckland Transport Integrated Transport Plan (which can be found at <http://www.aucklandtransport.govt.nz>).

TRANSPORT INTERDEPENDENCIES



BASED ON THE ECONOMIC PICTURE (PAGE 30), AND THE INTERDEPENDENCIES (PAGE 102), THE FOLLOWING EPISODES ARE PROPOSED:

Episode 1 (2012–2022)

Transformational moves focused on energising the Engine Room, realising the Water City (including the Wynyard Quarter) and emphasising the Aotea Quarter as the civic and cultural heart of the city centre will be advanced first. The area from harbour's edge to mid-town will be reinforced through the City Rail Link with a new station at Aotea. Associated moves will create the necessary impetus for change elsewhere in the city centre.

This episode will also respond to other planned investment activity in the city centre; for example, the New Zealand International Convention Centre, scheduled to open in 2016, and the ultra-fast broadband rollout.

Episode 2 (2020–2032)

Episode 2 will see further consolidation of Episode 1. Its primary focus will be on the growth potential around the new City Rail Link stations at Karangahape Road and Newton, and better connecting the city fringe to the city centre.

Episode 3 (2025–2042)

Delivery of the moves needs to be in step with the demand for development, so this episode's transformational moves, around the Victoria Quarter and Quay Park, will coincide with favourable market conditions. Both areas are to an extent dependent upon significant long-term infrastructure projects to catalyse transformation, i.e. the Victoria Quarter will be shaped by the proposed additional Waitemata harbour crossing off-ramp on Cook Street, and Quay Park by changes to the existing rail line and strategic road connections.

MASTERPLAN 10-YEAR PRIORITIES AND FUNDING

This masterplan has been prepared against a backdrop of significant demands on public sector funding. Without substantial public sector investment the city centre's full potential will not be realised.

Significant public expenditure is needed to fund the City Rail Link (total cost about \$2.86 billion as at 2012), an additional Waitematā harbour crossing of a combined road/rail tunnel (total cost \$4.2 to \$4.7 billion), and redevelopment of the waterfront (total cost about \$2 billion).

Some of this public sector cost will be paid for through general and targeted rates and development contributions, but additional measures will need to be explored to meet the full cost. The Auckland Plan identifies future funding mechanisms the Council is exploring to support the masterplan and other transformational programmes.

Auckland Council's Long-term Plan (LTP) 2012-22 allocates \$130 million to delivering the City Centre Masterplan over the next 10 years. It is possible that this will be supplemented by up to \$200 million of city centre targeted rates and \$325 million in private sector funding over the same period. The Council's investment can leverage private sector investment to achieve transformational change in the area.

Prioritisation criteria used to determine the LTP budget allocated to the masterplan were:

- The extent to which the masterplan strategy of transforming the Harbour Edge/ Engine Room and energising the Aotea Quarter as the civic and cultural hub is supported
- The ability to attract and increase significant private investment

- The fit with the masterplan's identified interdependencies; specifically, the extent to which delivery of the City Rail Link (CRL) is supported, or at least not hindered
- The contribution to the Auckland Plan's and the masterplan's outcomes
- The extent of support from public and key stakeholders.

Based on these key priorities, the Council's \$130 million direct masterplan funding for capital works is to be spent on five broad investment packages, each comprising a number of complementary projects. The five packages in priority order are outlined on the following pages.

01

Engine Room/Harbour Edge (LTP funding – \$37.4 million, private funding \$200 million)

- Phase 1 of Quay Street upgrade (pre-CRL)
- Lower Hobson flyover demolition (post-CRL)
- Redevelopment opportunities of Britomart West sites, including the Downtown Car Park (post-CRL)
- Start of Phase 2 Quay Street upgrade (post-CRL)
- Emily Place public space upgrade (independent of CRL)
- Beach Road public space upgrade (independent of CRL)
- Queen Street enhancement and retail action plan (independent of CRL).

02

East-West Stitch (LTP funding – \$37.9 million, private funding \$50 million)

- Federal Street Shared Space between Wellesley and Victoria Streets (independent of CRL)
- Hobson Street and Nelson Street upgrade between Victoria and Fanshawe Streets (post-CRL work on Albert Street, timed to coincide with the completion of the New Zealand International Convention Centre)
- Federal Street upgrade between St Patrick's Square and Fanshawe Street (independent of CRL)
- Federal Street upgrade between Victoria Street and St Patrick's Square (independent of CRL).

03

Aotea Quarter (LTP funding – \$20.2 million, private funding \$50 million)

- Bledisloe Lane upgrade (independent of CRL)
- Upper Queen Street enhancements (independent of CRL)
- Myers Park upgrade (independent of CRL)
- Redevelopment opportunities (Council site/buildings related to CRL or its accommodation strategy)
- St James Theatre restoration investigation (independent of CRL).

04

Cycleways and Connections (LTP funding - \$2.8 million, NZTA funding \$10 million)

- Cycleway link from northwestern cycle path along Grafton Gully (independent of CRL)
- Nelson Street disused motorway ramp (independent of CRL)
- Upper Queen Street bridge enhancement (independent of CRL)
- Wi-Fi city centre zone created (independent of CRL).

05

Victoria Street (LTP funding - \$31.7 million, private funding \$15 million)

- Upgrade of Victoria Street between Nelson and Queen Streets (timing to be determined to fit CRL construction constraints)
- Upgrade of Victoria Street between Albert Park and Queen Street (timing to be determined to fit CRL construction constraints).

Masterplan 10-year priorities and funding [continued]

The LTP 2012-22 has allocated significant funding for the city centre over the 10-year period, additional to the masterplan budget. Other budget lines totalling over \$2 billion include the City Rail Link, public transport improvements (bus and ferry), road maintenance and renewals, parks and reserve maintenance and enhancement, social infrastructure projects, and tourism- and marketing-related activity.

The LTP also allocates \$160 million of additional funds to Waterfront Auckland. Together with an expected \$1.5 billion in private investment, the waterfront - particularly the Wynyard Quarter - will continue to be revitalised. Improvements will be carried out as follows:

1. Wynyard Quarter headland, marine, Jellicoe and Central Precinct
2. Wynyard Point heritage yacht basin
3. Queens Wharf public space and cruise facility
4. Integrated public transport solution linking the Wynyard Quarter to Britomart
5. Waitematā Plaza upgrade.

In addition to the new LTP 2012-22 projects, the following masterplan-related projects under the previous LTP will be completed by 2015:

- Fort Street area upgrade (\$9.4 million)
- Lorne Street stage 2 upgrade (\$2.4 million)
- O'Connell Street upgrade (\$4.3 million)
- Khartoum Place upgrade (\$1 million).

A detailed breakdown of all projects identified in the masterplan, including those to be delivered beyond 2022, can be found in the Implementation Addendum to the Auckland Plan, which will be updated annually.

MONITORING AND REVIEW

The outcome targets set out on page 32 will be monitored every two years to chart progress and, where necessary, take corrective action.

The masterplan will be subject to formal reviews every six years to include engagement with key stakeholders and the public. This will be aligned with the Long-term Plan (LTP) process, to allow consideration of any necessary

changes to funding. The next review will take place in 2018, and allow for an assessment against progress on the City Rail Link.

Regular updates on masterplan progress can be found on the Auckland Council website at www.aucklandcouncil.govt.nz.

GLOSSARY

AGGLOMERATION BENEFITS

The private sector/land-use benefits that come from concentrated clustering of investment in an area, due to economies of scale and the effects of greater networks.

AMENITY

A feature that provides comfort, convenience or pleasure, such as calm streets, attractive buildings, public spaces and trees.

BARNES DANCE

An intersection where pedestrians can cross in every direction, including diagonally, at the same time.

BOULEVARD

A broad avenue in a city, usually having areas at the sides or centre for trees, grass or flowers. It will have generous footpaths and possibly cycle lanes, benches, play areas, a marketplace etc.

CAMPUS

The grounds and buildings of a university or college.

CITY FRINGE

Residential areas bordering the city centre; for example, Parnell, Newton, Herne Bay, Ponsonby and Devonport.

CONNECTIVITY

Extent to which urban forms permit (or restrict) movement of people or vehicles in different directions.

CONSULTATION

Communication between people/groups to seek or give advice, information, and/or opinion. It can be used to identify or resolve issues. Participants must be willing to listen and change, give/receive adequate information, and allow sufficient time for the process.

CPTED PRINCIPLES

Crime Prevention Through Environmental Design. A proactive crime prevention strategy used

by planners, architects, police and others. CPTED advocates that design and effective use of the built environment can reduce the incidence and fear of crime. There are three principles of urban safety: awareness of the environment, visibility by others, and finding help.

CRITICAL MASS

An amount necessary or sufficient to have a significant effect or to achieve a result.

DEVELOPMENT CONTRIBUTION

Collected from developers, under the District Plan, for developing public facilities, including open spaces and parks.

DOUBLE-PHASED PEDESTRIAN CROSSING

Pedestrian crossing after each traffic light phase.

FINE GRAIN AREAS

Broad zones get broken down into finer grained precincts and sub areas.

FINE GRAIN USES

An intimate, tightly knit street network, built form, or a rich mix of relatively small businesses, uses or activities.

FUTURE-PROOF

To plan something in such a way that it will not become ineffective or unsuitable for use in the future; for example, catering for future population growth.

GATEWAY

Entrance to a place. In the public realm, a gateway can be signalled by trees planted close together, by a change in paving materials, by street lighting at a pedestrian scale, and by the built environment, including landmark buildings.

GENERAL RATE

A charge (calculated using the rateable value of property) that is paid to Auckland Council to fund its general services.

GREEN ROOF, GREEN WALL

Vegetation growing on roofs and walls.

GREEN STAR RATING

National, voluntary scheme that evaluates the environmental attributes and performance of New Zealand's buildings using a suite of rating tools. Green Star was developed by the New Zealand Green Building Council, in partnership with the building industry.

HAPU

A sector of the large kinship group that Māori call iwi.

HIGH-DENSITY HOUSING

Sometimes townhouses but more typically apartments of at least four storeys high.

IWI

A collection of whānau or hapū related through blood. The largest social unit in Māori culture.

KAITIAKITANGA

Guardianship, care, custody. A kaitiaki is someone who undertakes these roles.

LANEWAY

Small, side, mid-block streets that connect with the Queen Street Valley and Britomart.

LAYOVER

In transportation, a layover is some form of a break between parts of a single trip.

LEGIBILITY

The ease with which people can find their way around an urban space.

LINEAR PARK

Green space running the length of existing pedestrian and transport corridors.

MANA

Authority or control; influence, prestige or power.

MANAAKITANGA

Serving or providing for others; hospitality and generosity to guests.

MIXED-USE SCHEME

A building or development with a mix of uses: residential, retail, commercial.

MODAL SHIFT

Change in the habitual pattern of transport use. It typically refers to a shift to public transport, cycling and walking.

NODE

Place where activities and routes are concentrated, for the benefit of a community.

OPEN SPACE (PUBLIC AND PRIVATE)

Public open space includes reserves, parks, walkways, beaches, playgrounds, urban squares, sports fields and so on. This outdoor space is free to use and shared by the public. Private open space is outdoor space that is

privately owned, such as private gardens.

PLACE-BASED

Planning and development based around a specific location. It takes a holistic approach to social, economic, environmental, and cultural well-being.

PLACE-SHAPING

Planning to create attractive, prosperous and safe communities.

POCKET PARK

A small park accessible to the general public, on a vacant building lot or on small, irregular pieces of land.

POLICY

Refers to a plan of action or a process that reflects the approach taken or the rules adopted by Auckland Council or other regulatory agencies.

GLOSSARY [CONTINUED]

PORTAGE

This refers to the practice of carrying watercraft or cargo over land to avoid river obstacles, or between two bodies of water. A place where this carrying occurs is also called a portage.

PROMENADE

A paved public walk. It could accommodate pedestrians, cyclists, roller-bladers etc.; be tree-lined; have a wide footpath and seating areas. Promenades are typically located by a river or a waterfront.

PRECINCT

A distinctive city centre location defined by its character, use, buildings or geography.

PUBLIC REALM

Publicly owned open space and amenities.

QUARTER

Similar to a precinct, but generally encompassing a larger area.

RADIAL ROUTE

Transport routes that radiate from the city centre to other parts of the region.

RANGATIRATANGA

The right to exercise authority; self-management or sovereignty.

SHARED SPACE

A shared space is a street which is shared by pedestrians and vehicles. Conventional road devices such as kerbs, lines, signs and signals are replaced with a people-oriented public space with improved areas for walking, cycling, shopping and outdoor seating.

STRATEGY

A plan of action to reach the long-term vision.

SUNSET POLICY

This is a policy for phasing out support for something.

SWALE

A stormwater device of low-impact design that collects stormwater runoff from roads, footpaths and residential lots and prevents flooding by allowing the water to seep underground.

TARGETED RATE

A rate that is raised from a particular user group to fund a particular service or facility.

TRANSIT ORIENTATED DEVELOPMENT (TOD)

Mixed-use residential or commercial area designed to maximise access to and the use of public transport. TODs are generally located within a radius of 400 to 800 metres of a transit stop.

VALUE PROPOSITION

This is a promise of value to be delivered and a belief from the customer that value will be experienced.

WAHI TAPU

A sacred site, a burial place.

WAKA

Ancestral canoe – all iwi affiliate to one.

WANANGA

A publicly-owned tertiary institution that provides education in a Māori cultural context.

WHAKAPAPA

The pedigree of a person, whānau, hapū or iwi, which begins at an ancestor and works downward towards oneself.

WHANAUNGATANGA

Relationship or kinship.

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