



CITY
CENTRE
MASTERPLAN
2012

HE MIHI

Tērā tō waka te hōea 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 kou-
tou 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
WAIKUA KIA RERE.

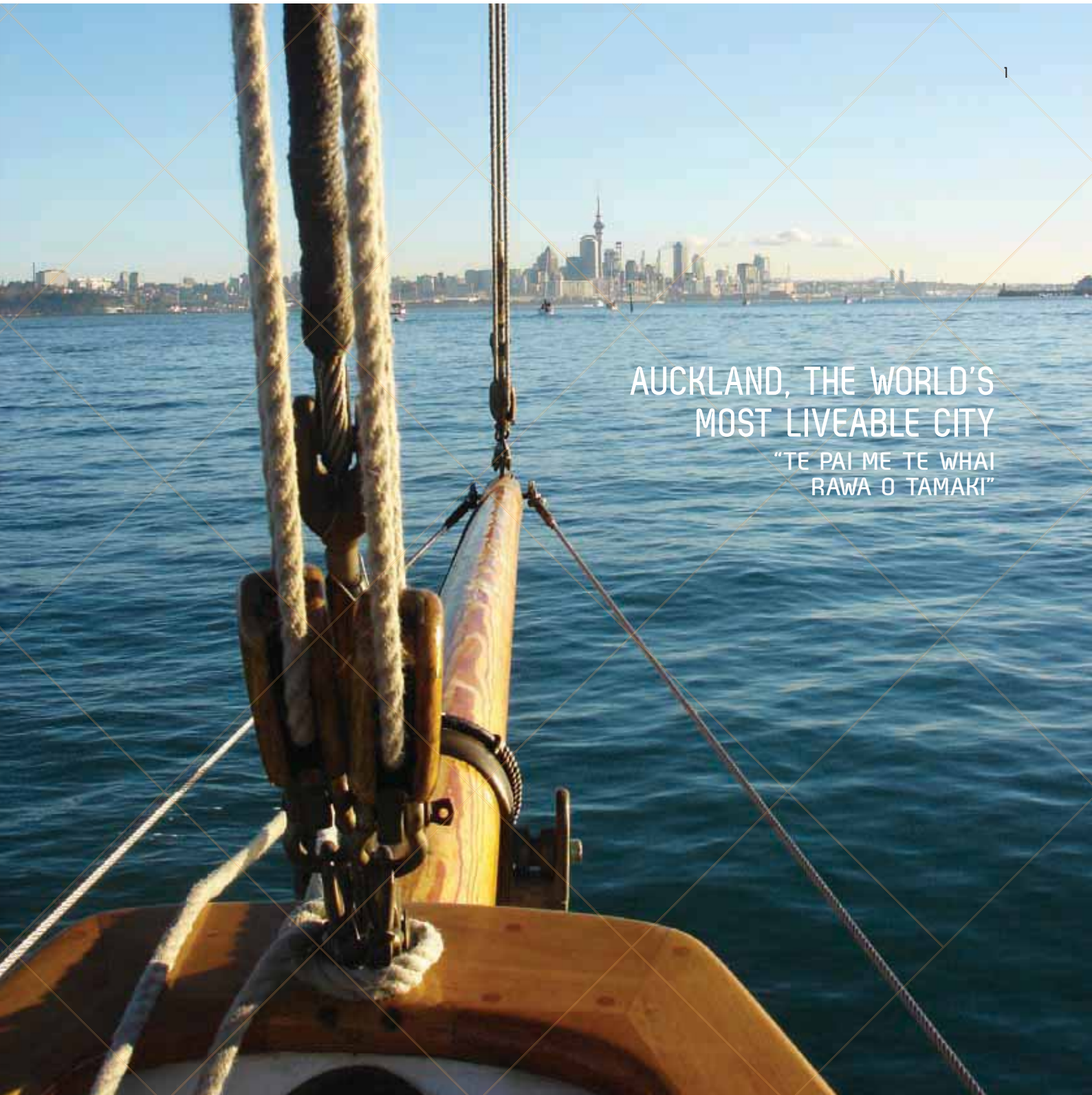
*Let your canoe carry you across the waters of the Waitematā until you
make landfall at Okahu.
There, to greet the mountains, repository of all that has been said of
this place,
there to greet the cliffs that have heard the ebb and flow
of the tides of time,
and the rivers that cleansed the forebears 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.



AUCKLAND, THE WORLD'S
MOST LIVEABLE CITY
"TE PAI ME TE WHAI
RAWA O TAMAKI"



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 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 cool 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 my 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 - kai akaepaepa tatou I te reira

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

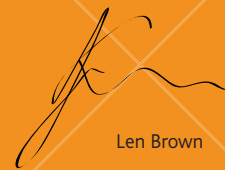
Tokelauan: Ko te taimi o Aukilani kua pa mai - ke tutu foki la o tatou moge

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 - वलिये अपनी भावनाओं की



Len Brown

Mayor of Auckland



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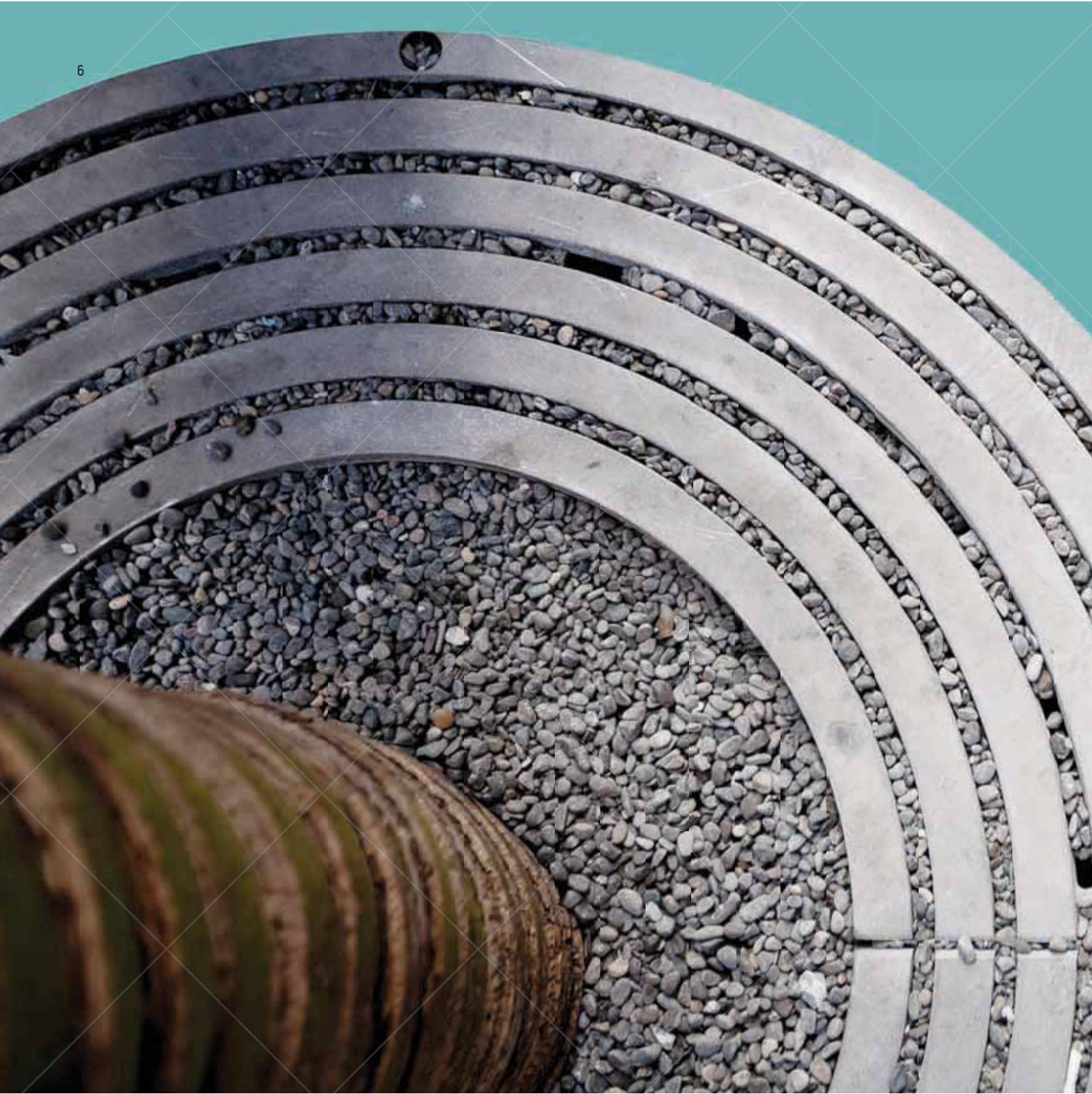
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AN INTRODUCTION TO THE AUCKLAND CITY CENTRE MASTERPLAN



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 city¹. 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.

9 PRIORITY GROWTH AREAS

2 BIG INITIATIVES



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 city².

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 24,000³ 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 both 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.

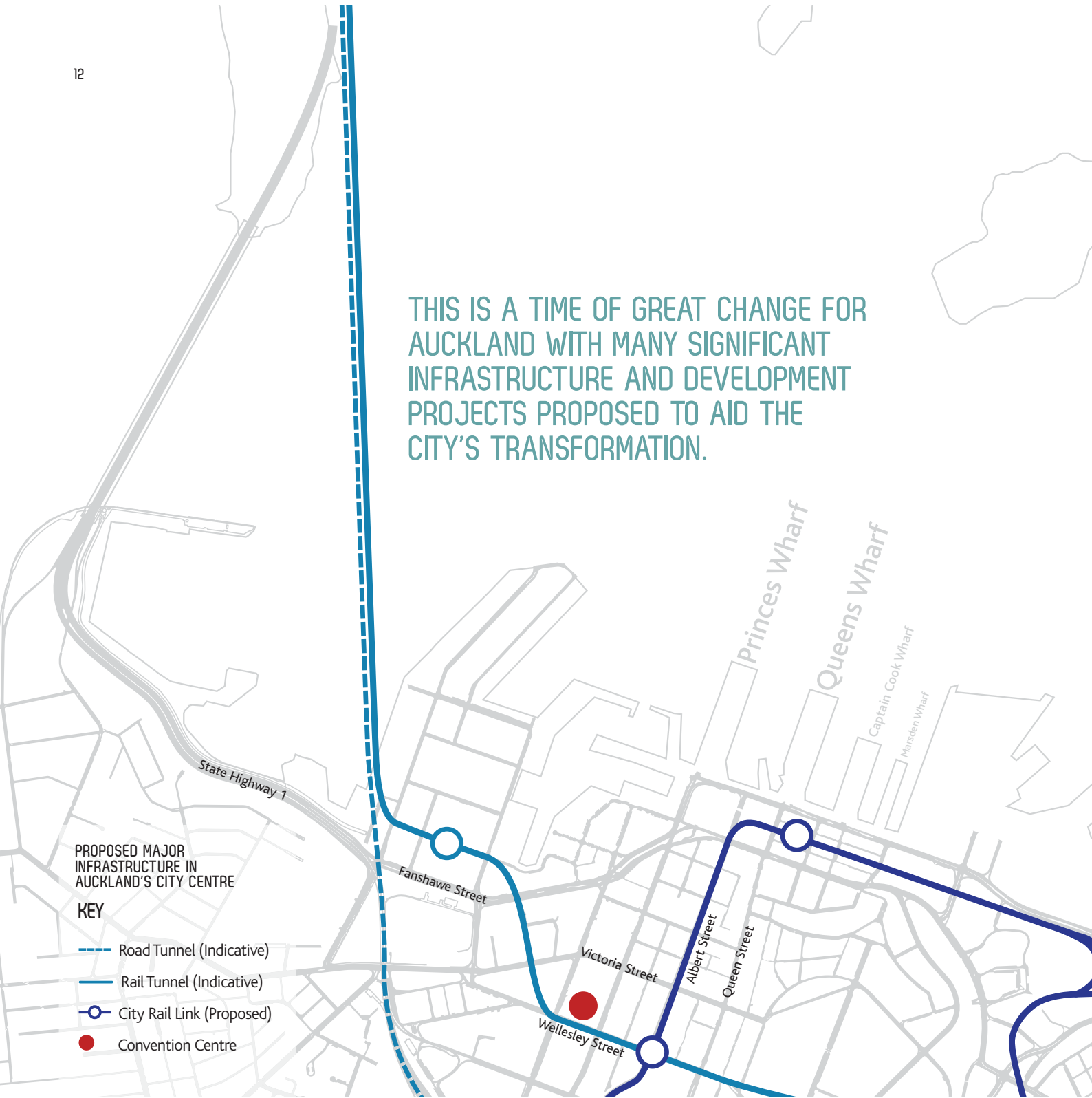
The masterplan will build on and learn from the significant research, investment and successes of the city centre in recent years, including the ongoing programme of investment in shared spaces and public transport improvements.

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 Masterplan. It will assess demand, focus on accessibility to and around the city centre, and define the infrastructure and services needed to realise the vision.



THIS IS A TIME OF GREAT CHANGE FOR AUCKLAND WITH MANY SIGNIFICANT INFRASTRUCTURE AND DEVELOPMENT PROJECTS PROPOSED TO AID THE CITY'S TRANSFORMATION.



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.

Ports of Auckland

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.

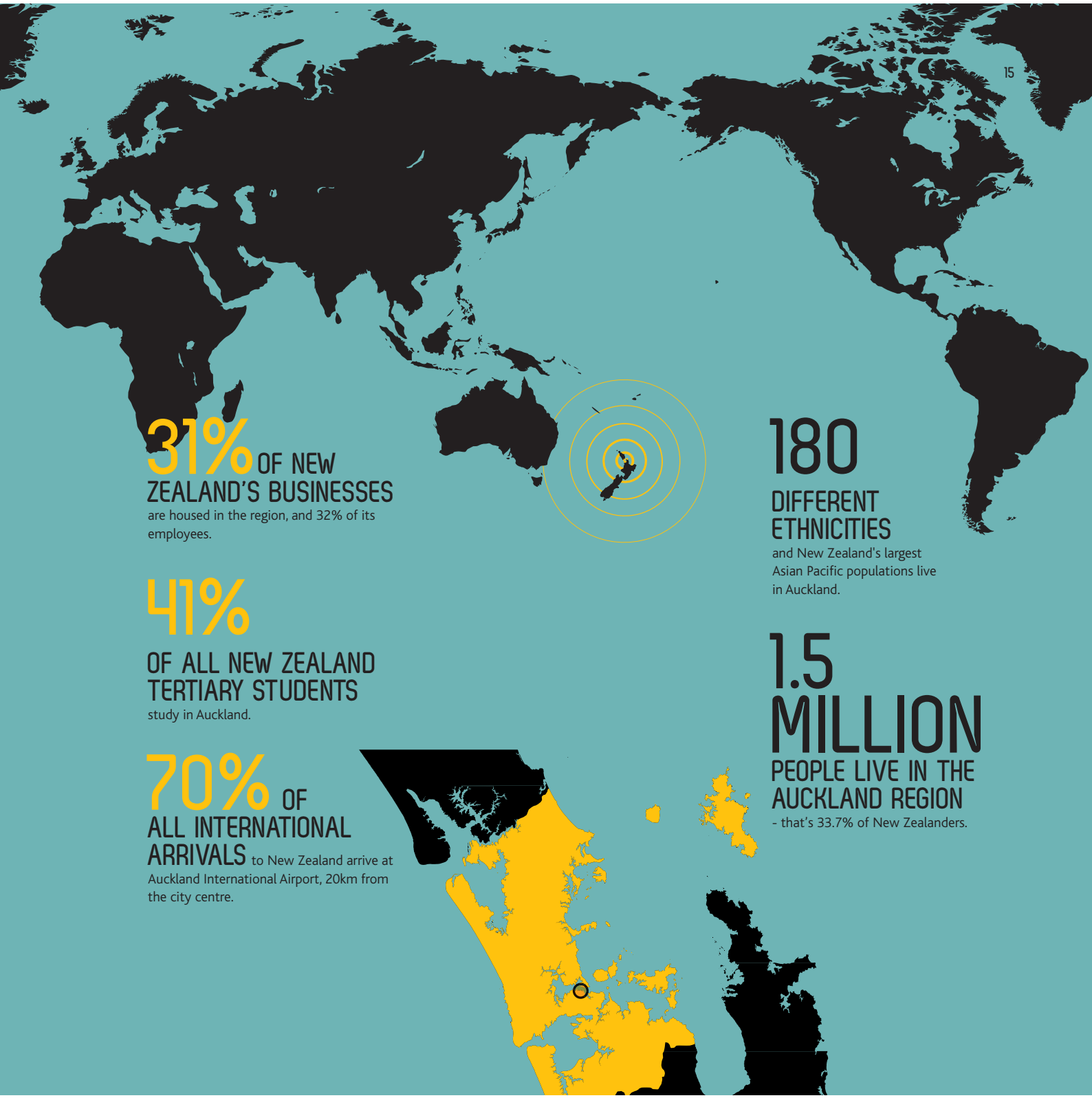
WE ARE SURROUNDED BY THE SEA

- the Tasman, the Hauraki Gulf and three harbours; the Kaipara, Manukau and Waitematā.

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.





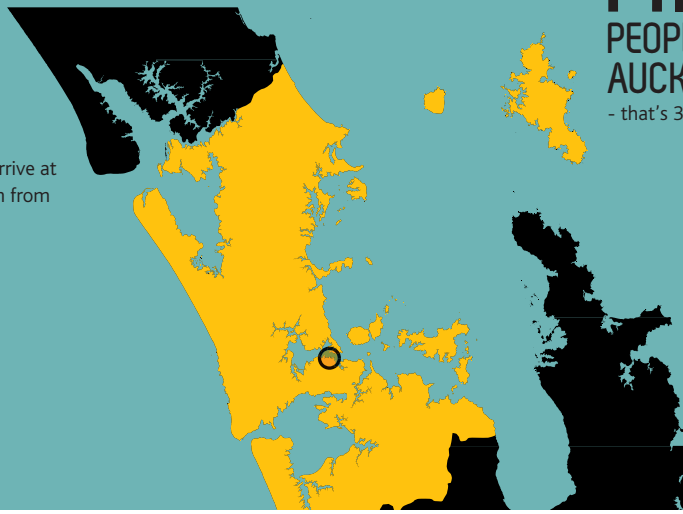
31% OF NEW ZEALAND'S BUSINESSES are housed in the region, and 32% of its employees.

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.

180 DIFFERENT ETHNICITIES and New Zealand's largest Asian Pacific populations live in Auckland.

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.

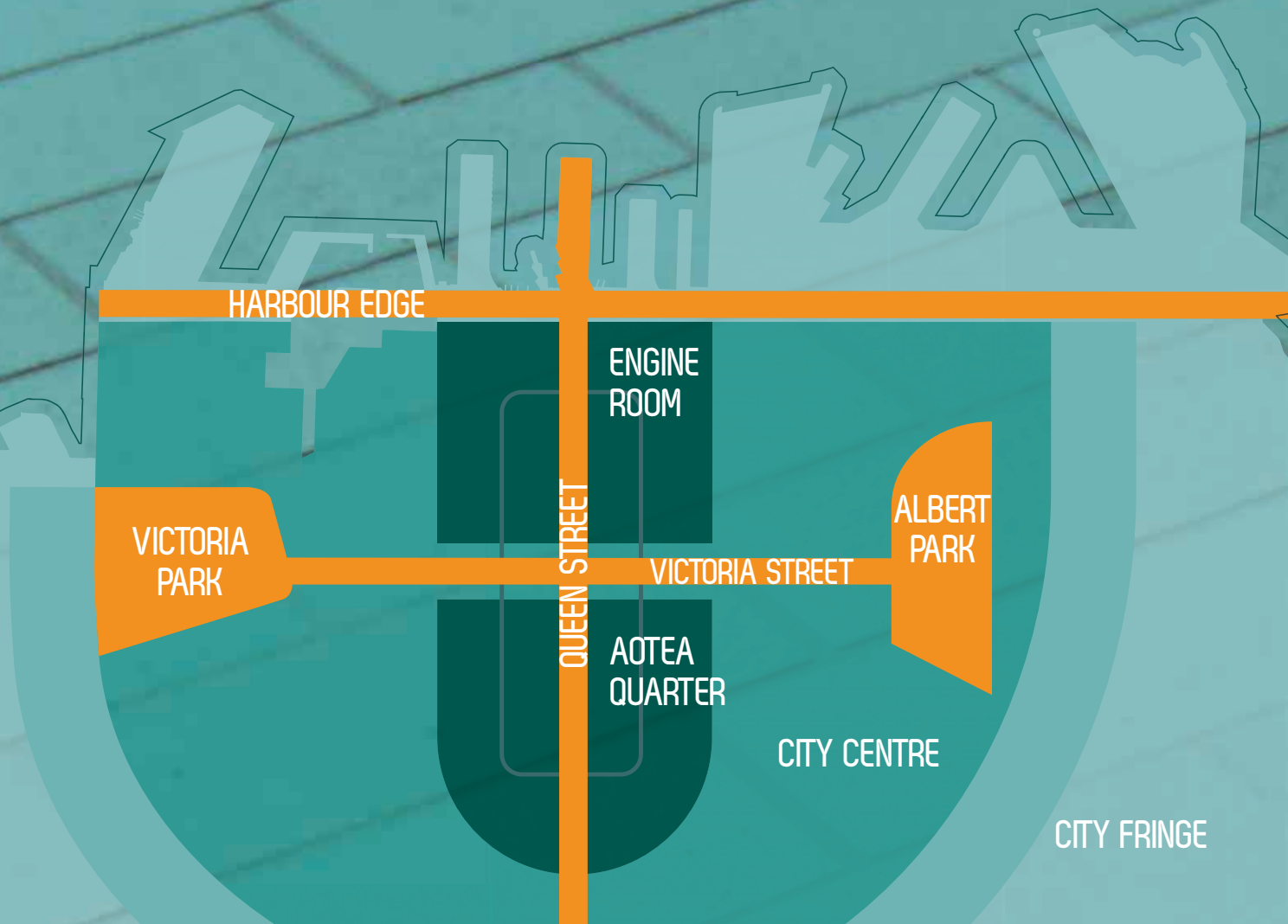
It should be noted that the area described as the city centre in the plan is the area previously known as the CBD, i.e. the area that falls within the urban motorway system and the harbour edge. The CBD referred to in the plan is more compact. The area referred to as the city fringe is that beyond the 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.

UNDERSTANDING THE STRUCTURING ELEMENTS OF THE CITY CENTRE



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



AUCKLAND'S LOCATION GIVES
THE CITY CENTRE SOME
WONDERFUL OPPORTUNITIES,
MANY OF WHICH ARE RIPE
FOR REALISATION.



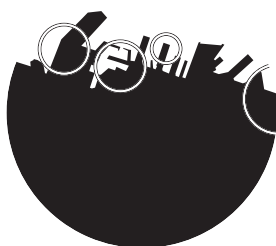
OPPORTUNITIES – THE CITY CENTRE’S ATTRIBUTES

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.

400+
HERITAGE ITEMS AND SITES
=20%
OF AUCKLAND'S
SCHEDULED HERITAGE



19
IWI
IN THE REGION

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.

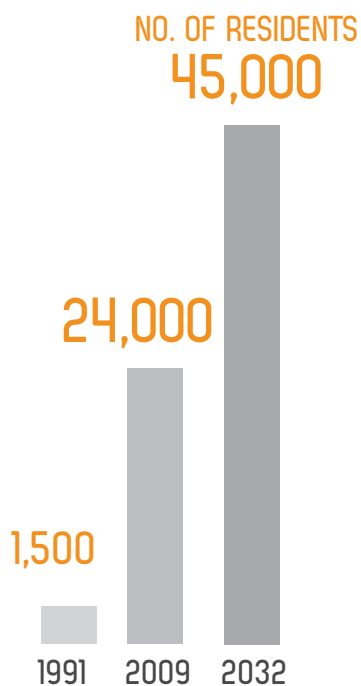
Over the past 10 years, peak-time car volumes in the city centre have dropped slightly and most peak-travel growth has occurred in public transport, walking and cycling.

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 60,000⁸ 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'.

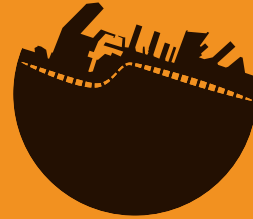
The retail sector is underperforming in relative terms. Most workers and students leave the city centre after office hours, which reduces the night-time economic activity.

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



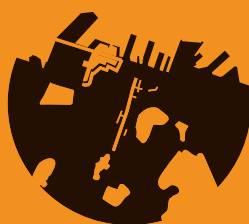
A large-scale street layout accommodating a high number of cars dominates the city centre. For pedestrians, this means poor-quality walking environments, inconvenient routes and inefficient travel times.

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.

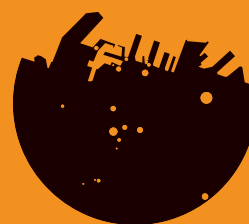
5 AN INCOMPLETE PEDESTRIAN AND OPEN SPACE NETWORK



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 191) 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 195 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.

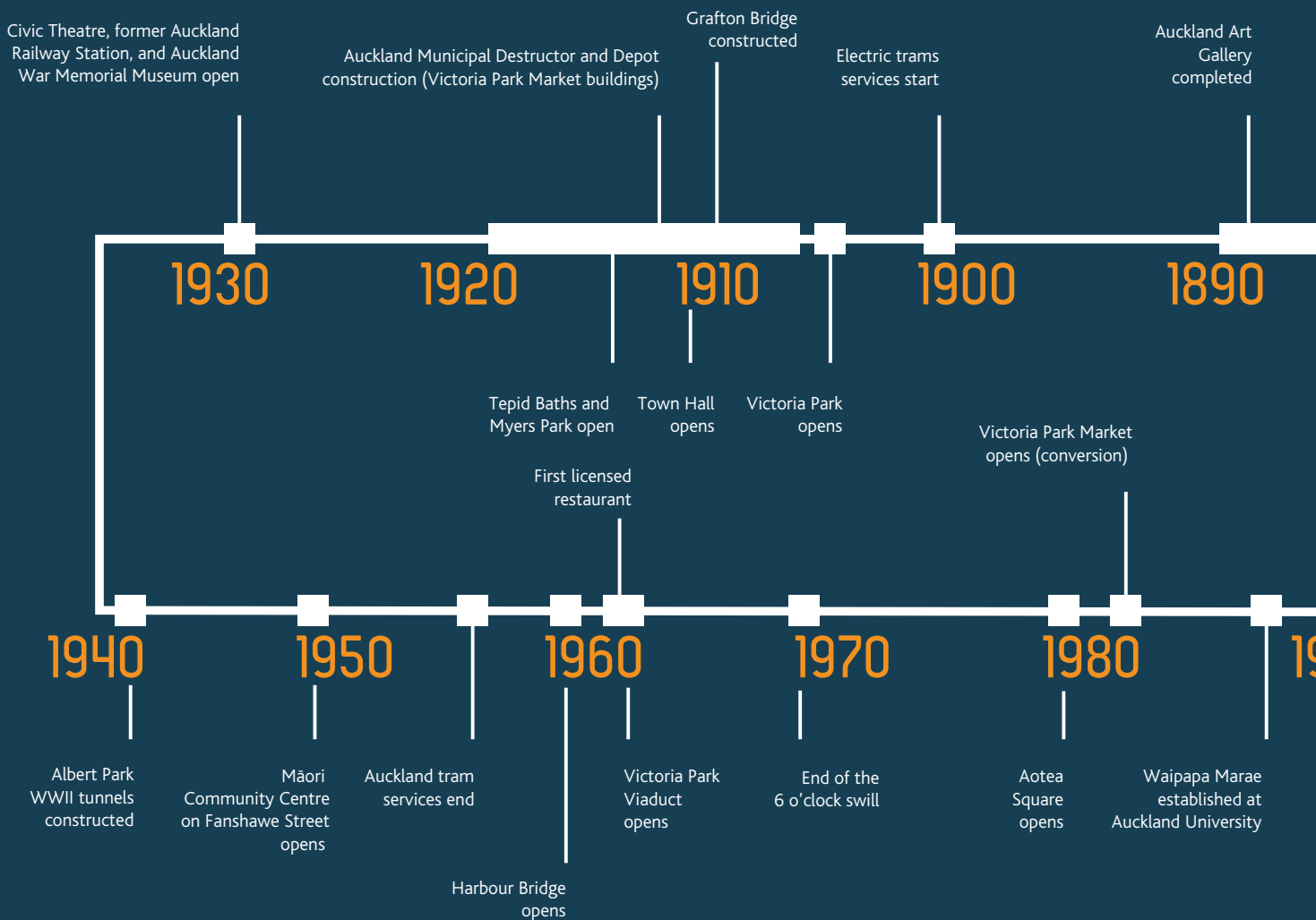
It is understood that ongoing investment by the private sector requires a set of positive pre-conditions:

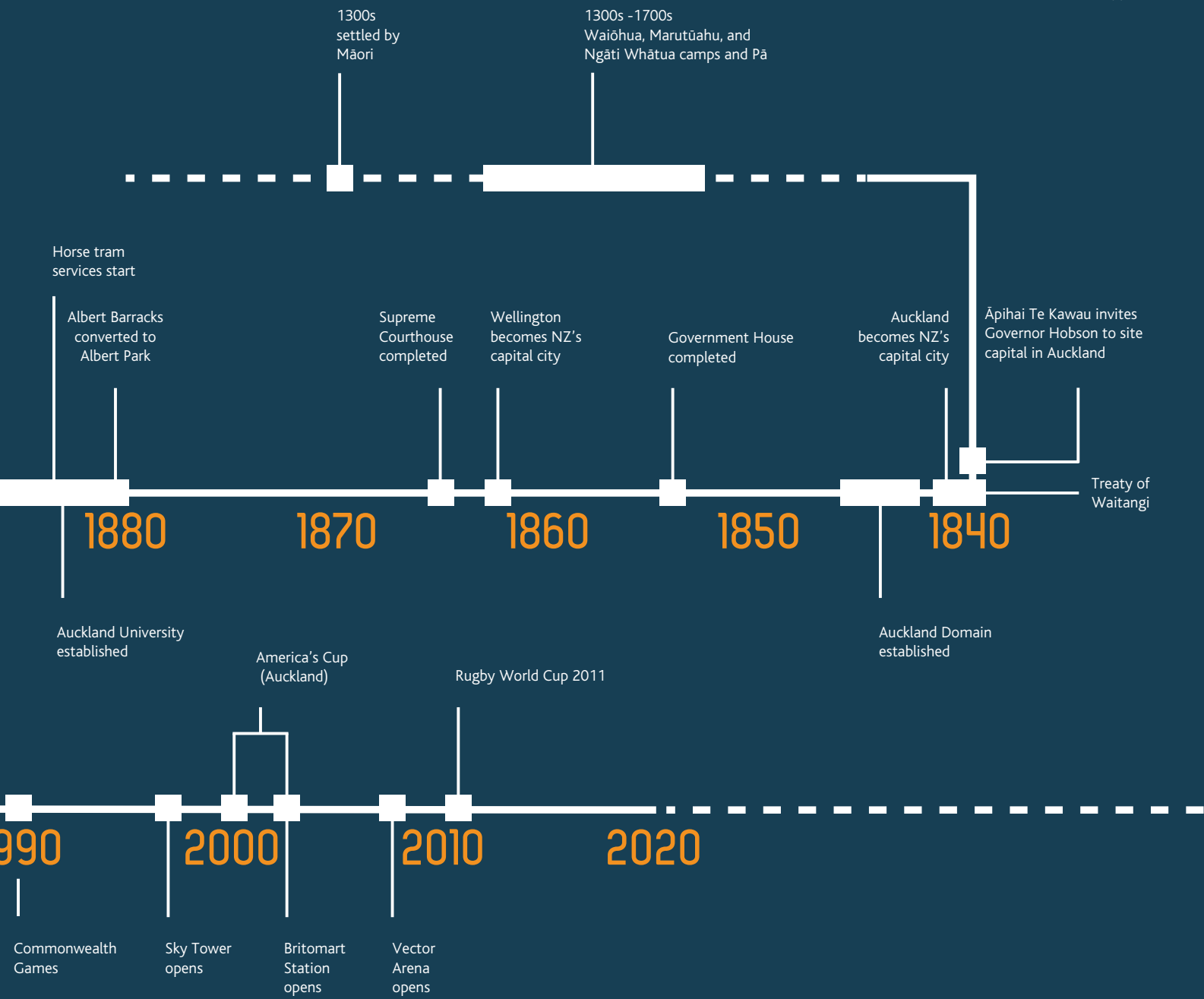
- A visible champion and strong leadership
- Coordination among public sector stakeholders
- A comprehensive and integrated plan based on realistic assumptions
- A long-term planning horizon
- A viable and prioritised public sector investment plan.

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.

City Centre Journey

Some of the places, spaces, and events that have built the city we know and love.





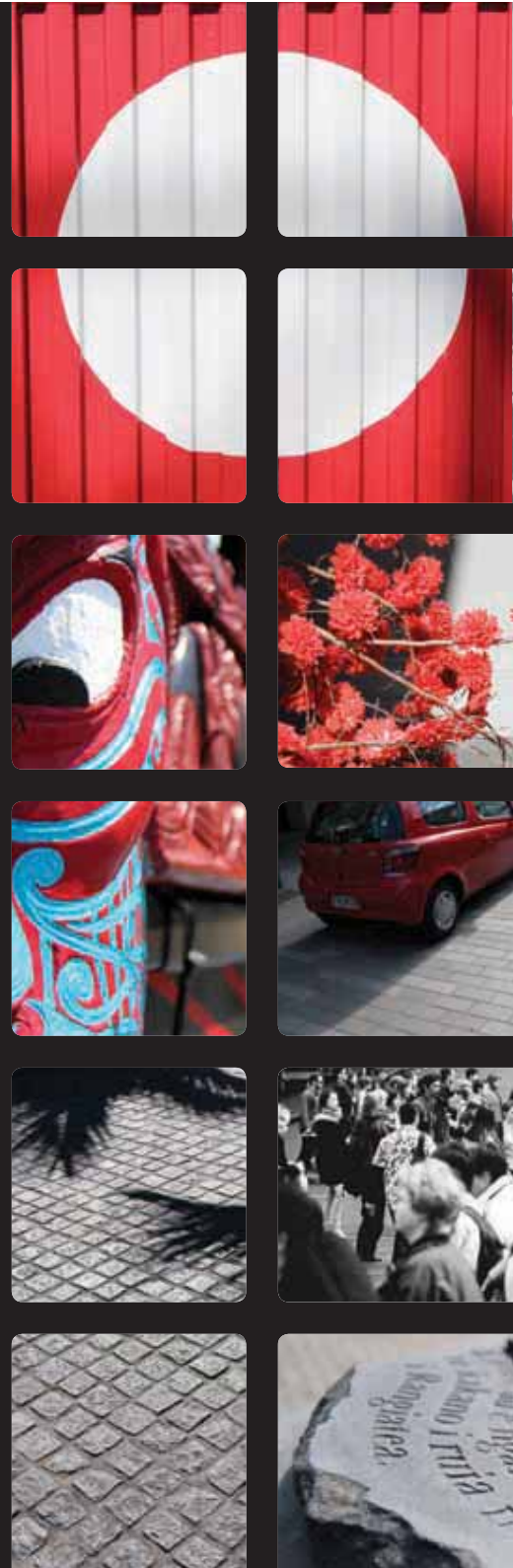


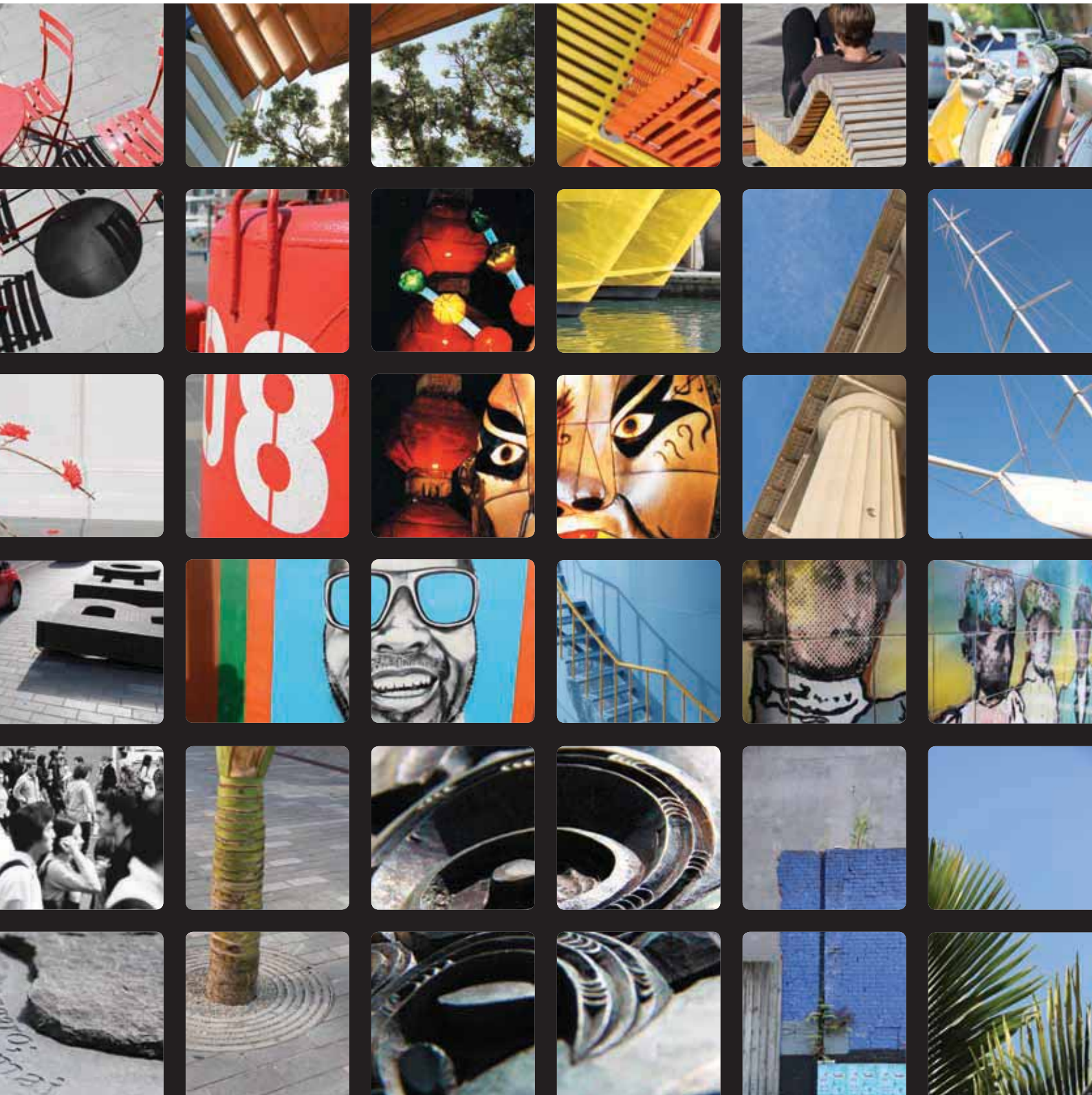
THE VISION AND GUIDING FACTORS

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

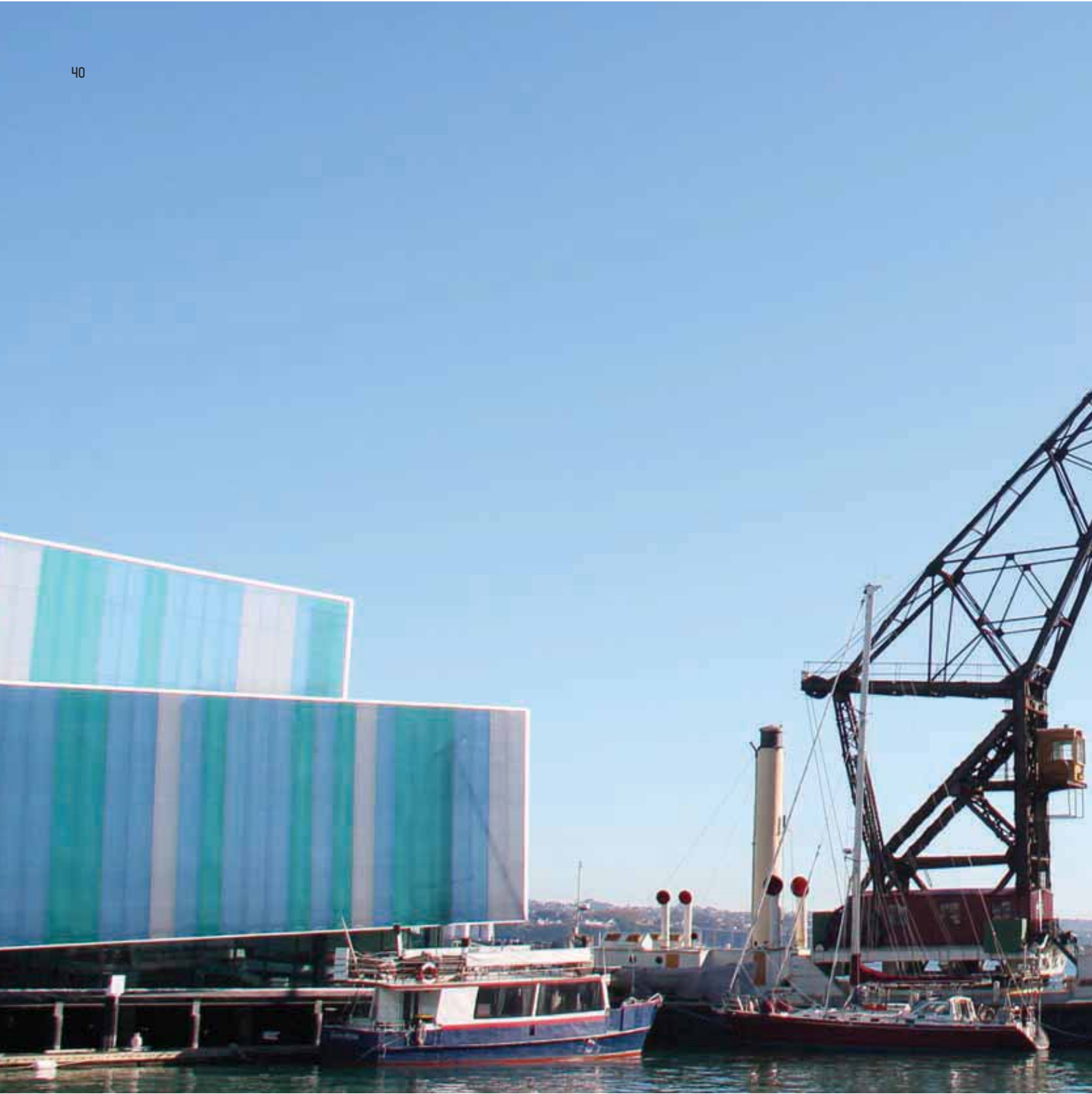
World-leading centre for higher education, research and innovation – the hub of creative and innovative products and services.

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. QUALITY BUILT FORM
8. THE IMPORTANCE OF HERITAGE
9. PROGRESSING SUSTAINABILITY
10. CELEBRATING OUR CULTURE.

FACTOR 1: CHANGING ECONOMIC PICTURE

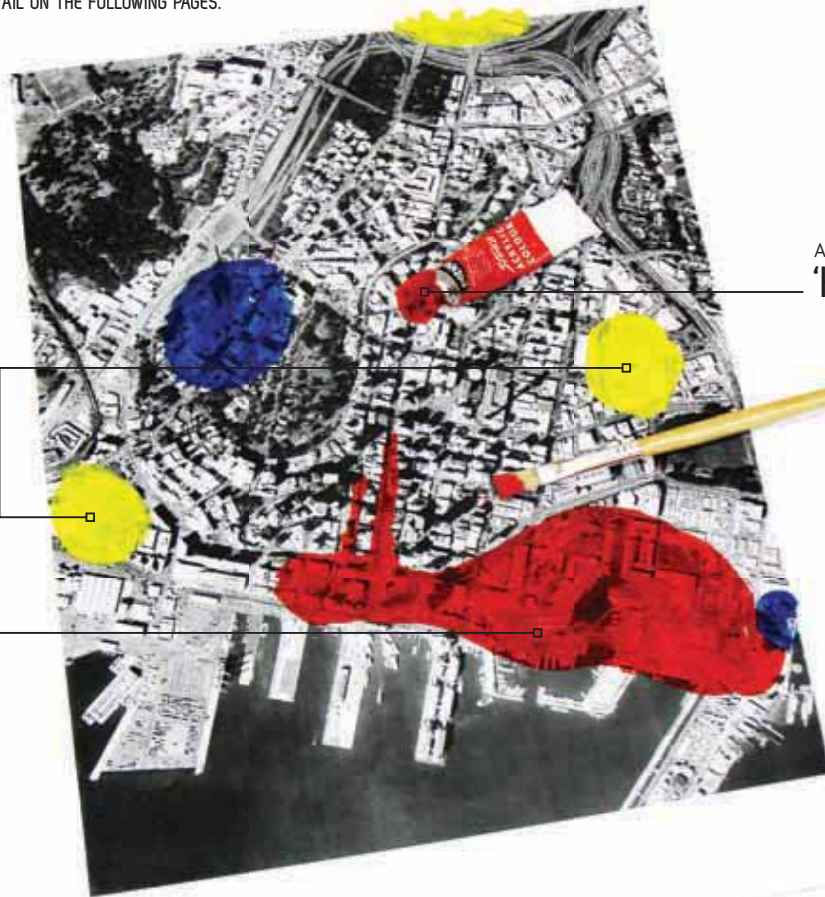
THE CITY CENTRE'S ECONOMIC PICTURE IS EXTREMELY DYNAMIC AND EVER-CHANGING, INFLUENCED BY MACRO GLOBAL AND NATIONAL CIRCUMSTANCES AS MUCH AS BY LOCAL ISSUES. CURRENT ECONOMIC FACTORS SPECIFIC TO THE CITY CENTRE AND UNDERPINNING THE MASTERPLAN STRATEGY ARE SUMMARISED IN THE TABLE AND DISCUSSED IN DETAIL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

Infrastructure carves up
the city centre

**CREATING
ISLANDS OF
ACTIVITY**

**CENTRE OF
GRAVITY**

is moving towards
the Harbour Edge and
Britomart



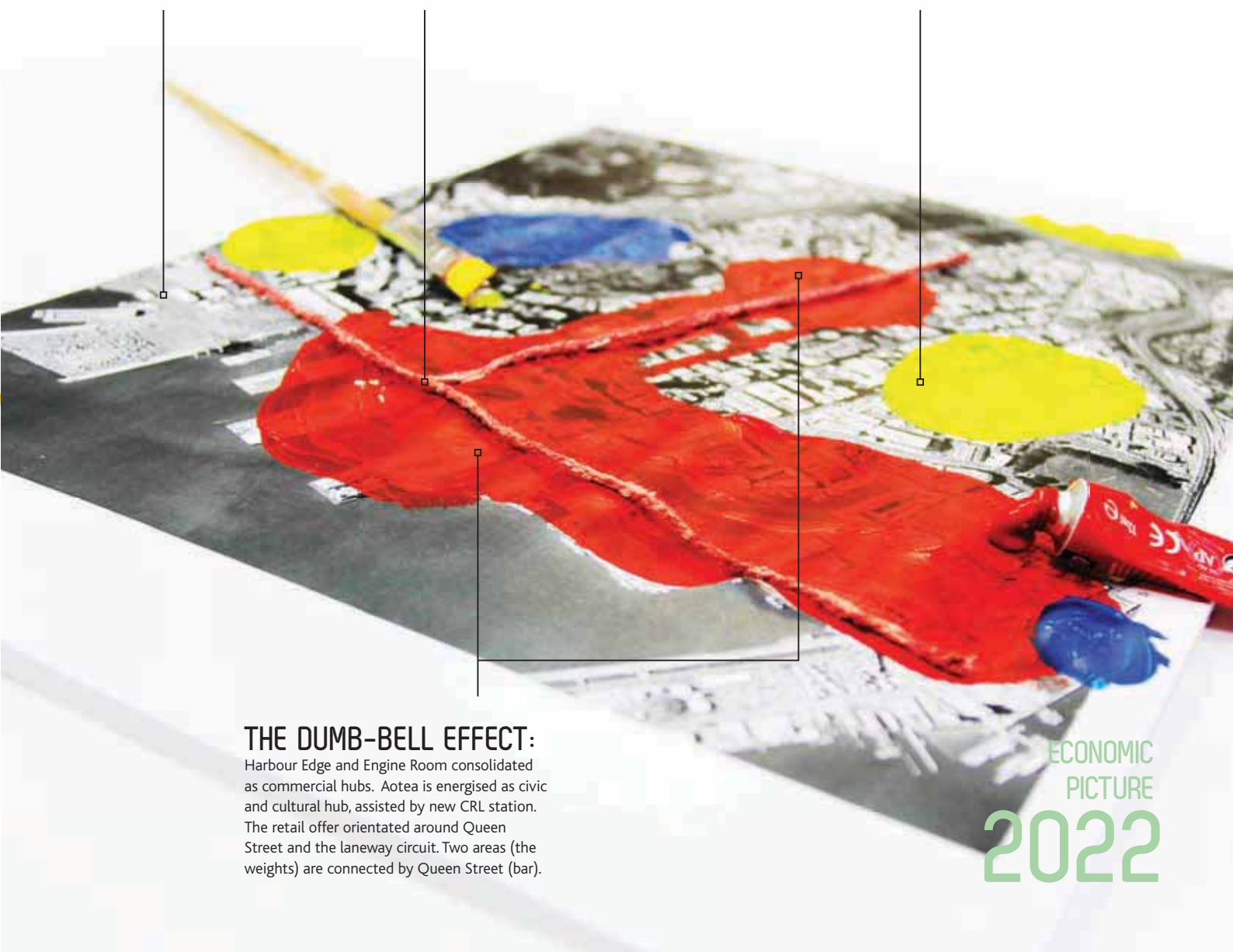
Aotea Quarter risks being
'HOLLOWED OUT'

ECONOMIC
PICTURE
2012

**PORT
ACTIVITY**
migrates east from
central wharves

**LANDMARK EAST-WEST
HARBOUR BOULEVARD**
welcomes visitors to the city

**ISLANDS OF
ACTIVITY
CONNECTED**
- latent opportunity realised



THE DUMB-BELL EFFECT:
Harbour Edge and Engine Room consolidated as commercial hubs. Aotea is energised as civic and cultural hub, assisted by new CRL station. The retail offer orientated around Queen Street and the laneway circuit. Two areas (the weights) are connected by Queen Street (bar).

ECONOMIC
PICTURE
2022

FACTOR 1: CHANGING ECONOMIC PICTURE [CONTINUED]

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 60) – 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.

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.

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.

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.

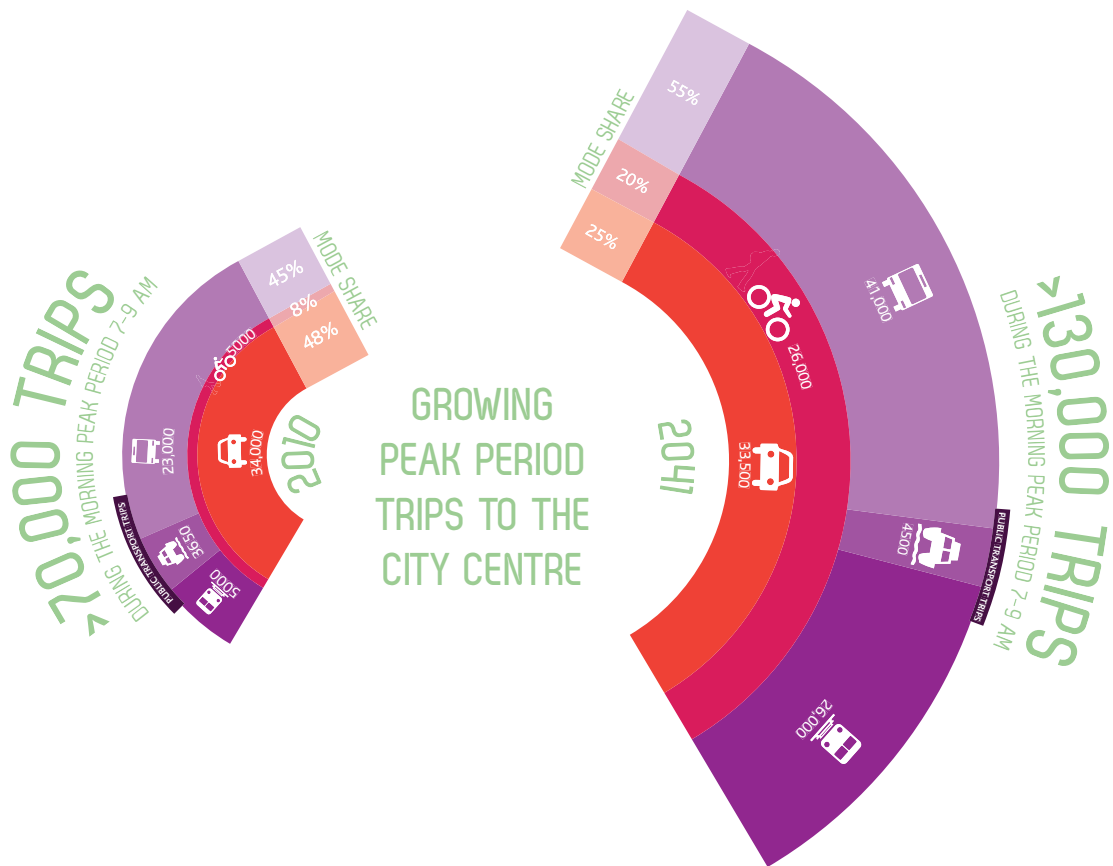
Future investments by Māori will include interests in infrastructure, tourism, IT, greenfield development, education, aquaculture and possible international partnerships with China and Japan.

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 195 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

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

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 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.



CYCLE ROUTES AND PEDESTRIAN ZONES

- Dedicated Cycling Route
- 30km Slow Zone
- 40km Slow Zone



PUBLIC TRANSPORT

- Bus
- Rail
- Light Rail
- Ferry

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.

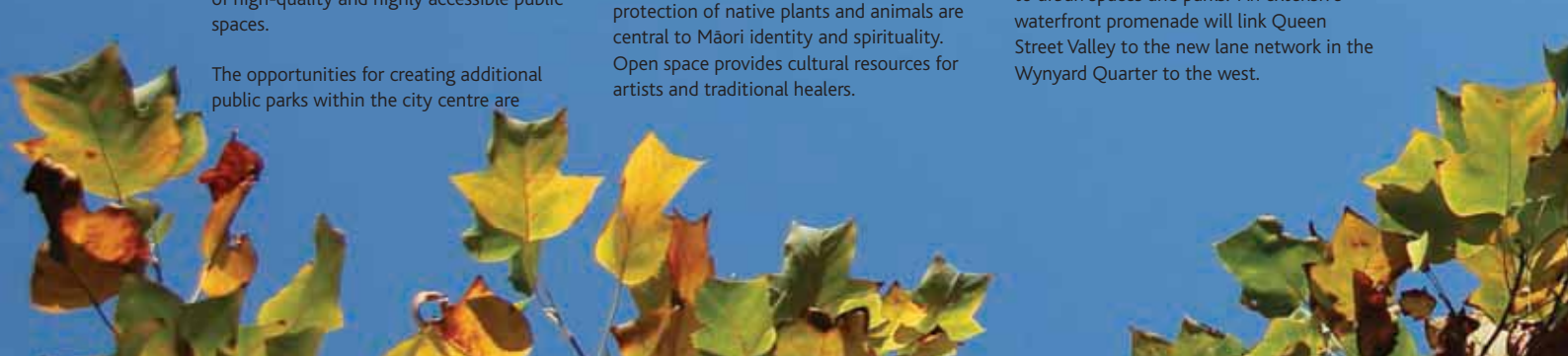
Open space provides opportunities for our unique and at-risk biodiversity. Well-selected trees and shrubs provide habitat and food sources for our native birds – currently there are few, if any, species in the central city – and reptiles. This not only adds interest for visitors and supports the New 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 58) 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.

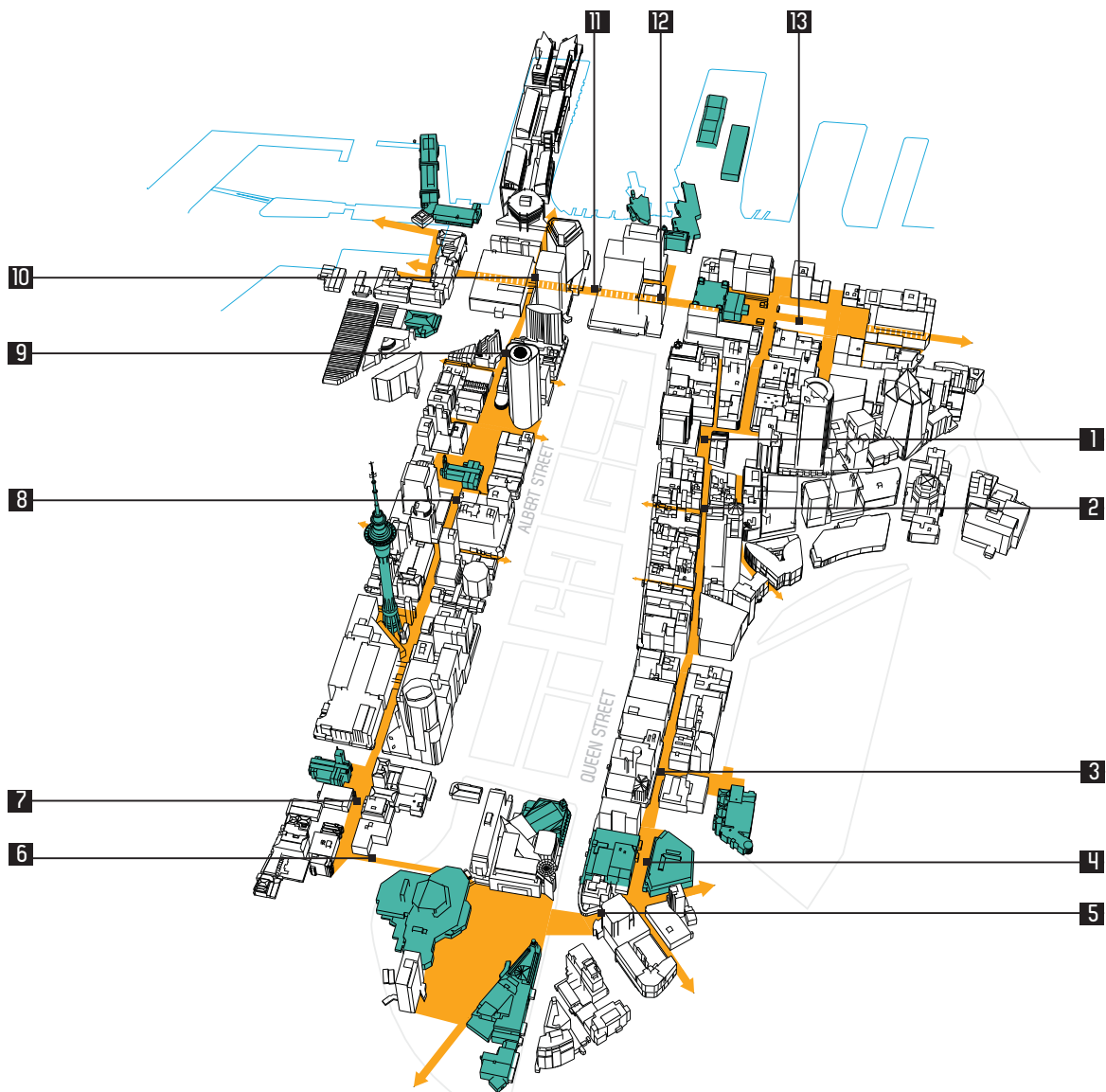
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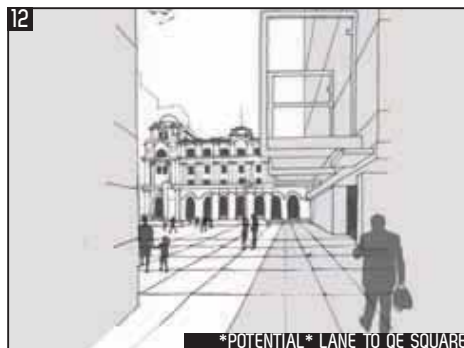
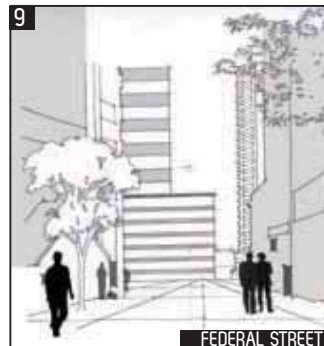
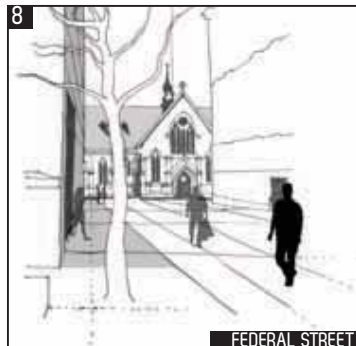
- Public realm
- Through site links

LANEWAY CIRCUIT

- LANEWAY CIRCUIT
- MARKER BUILDINGS

FACTOR 5: PUBLIC LIFE [CONTINUED]





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.

FACTOR 6: STRENGTHENING THE QUARTERS [CONTINUED]

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 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: 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.

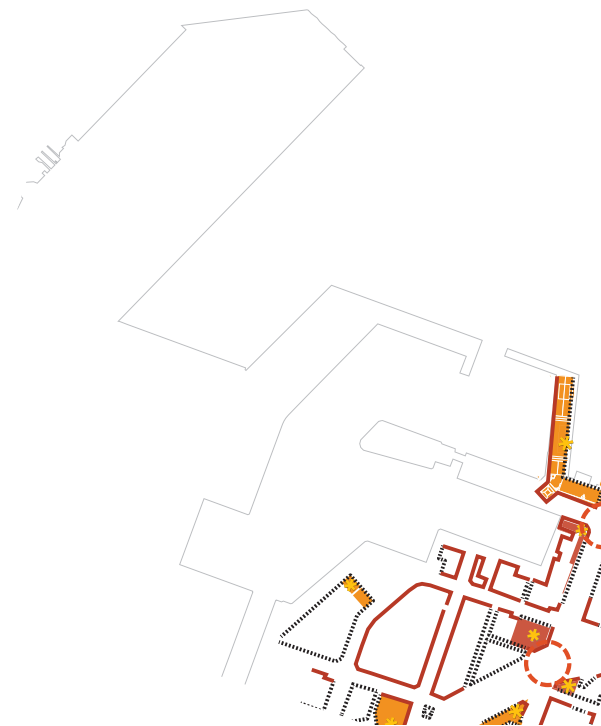
At the street level, the diversity of building form, design and function is evident. It is a unique expression of Auckland's evolution from a colonial port to an international city centre. The clustering of activities in an area or quarter (see Strengthening the Quarters page 62) such as the corporate 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'

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

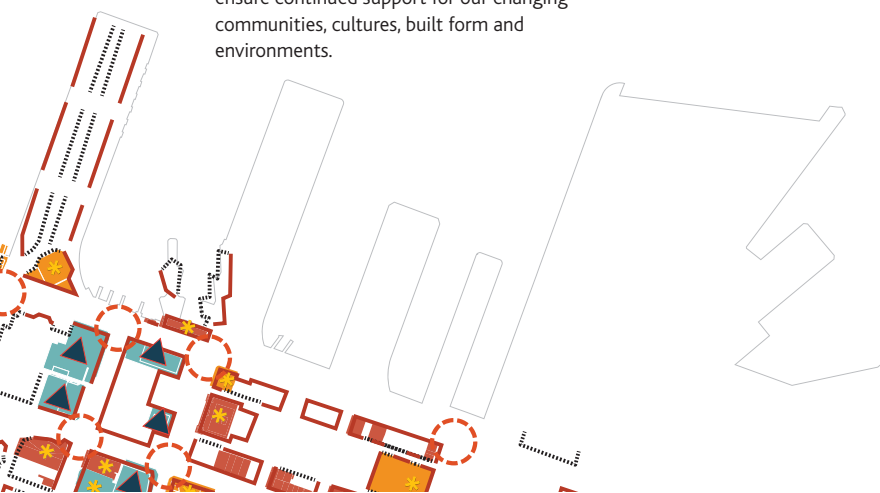
Development in Auckland should support uses, activity centres, energy systems and movement networks which are well-connected, and provide convenient and universal access to a range of services and amenities. The cumulative picture of a street, a block, a neighbourhood and the city, not just buildings, 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.





Map of Auckland, 1885. George Treacy Stevens. Sir George Grey Special Collections, Auckland Libraries

FACTOR 8: 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.

FACTOR 8: THE IMPORTANCE OF HERITAGE [CONTINUED]

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.

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.

HERITAGE GIVES
AUCKLAND ITS RICH
TEXTURE, A SENSE
OF CONTINUITY
AND A STRONG
BASIS FROM WHICH
TO DEVELOP AND
GROW ITS CITY
CENTRE.



FACTOR 9: 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.



FACTOR 10: 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.

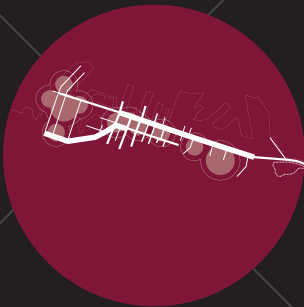
THE MASTERPLAN ENVISAGES:

- 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.

THE STRATEGY: EIGHT TRANSFORMATIONAL MOVES

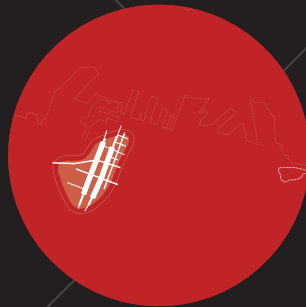
The strategy is based on the previous 10 factors. It is placed-based and involves eight transformational moves, which have been identified for their ability to progressively unlock the potential of the city centre. They are shown below. They will meet the outcomes of the masterplan by:

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.



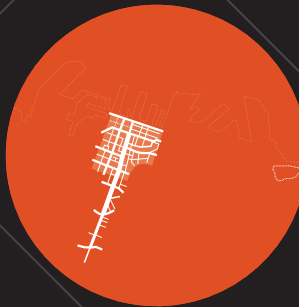
01

HARBOUR EDGE STITCH
- uniting the waterfront
with the city centre



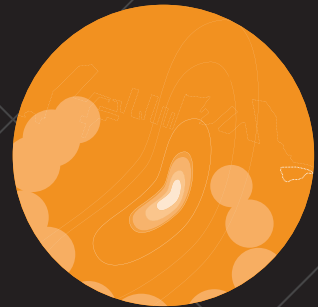
02

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

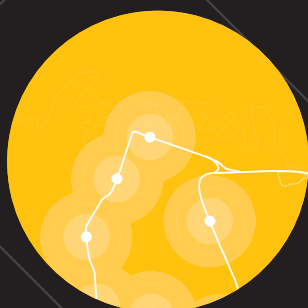
The implementation of these moves will need to be carefully staged to ensure they are mutually reinforcing, respond to the economic situation and acknowledge the challenge of embracing public transport as the new way of moving about the city. Not all transformational moves will be pursued at the same 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



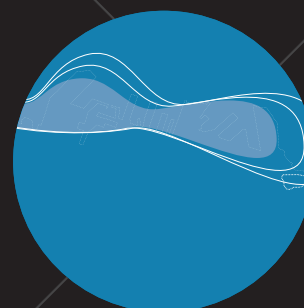
06

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



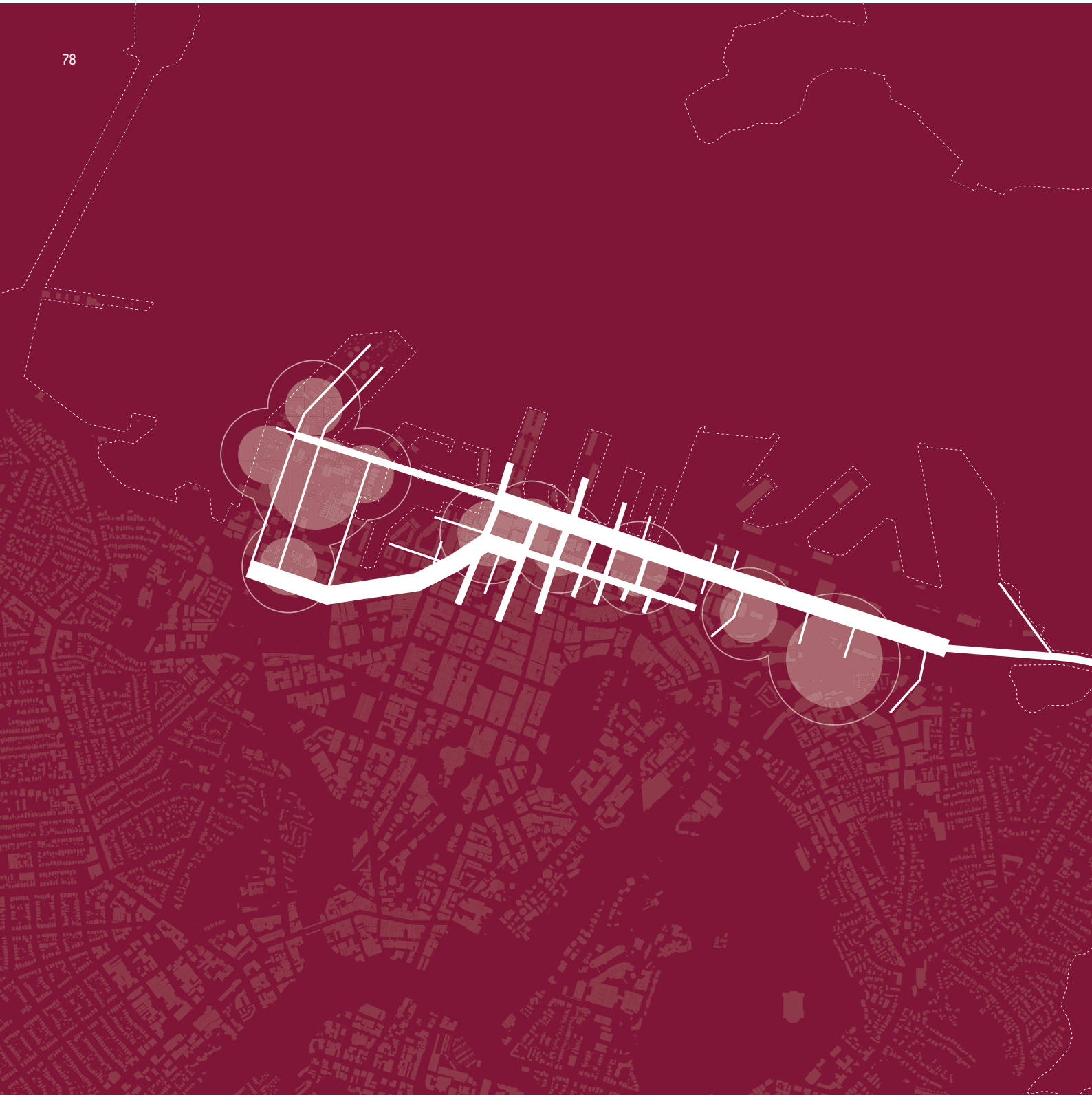
07

CITY TO THE VILLAGES
- connecting the city and the fringe



08

WATER CITY
- revitalising the waterfront





01

HARBOUR EDGE STITCH

*Uniting the Waterfront
with the City Centre*

VISION

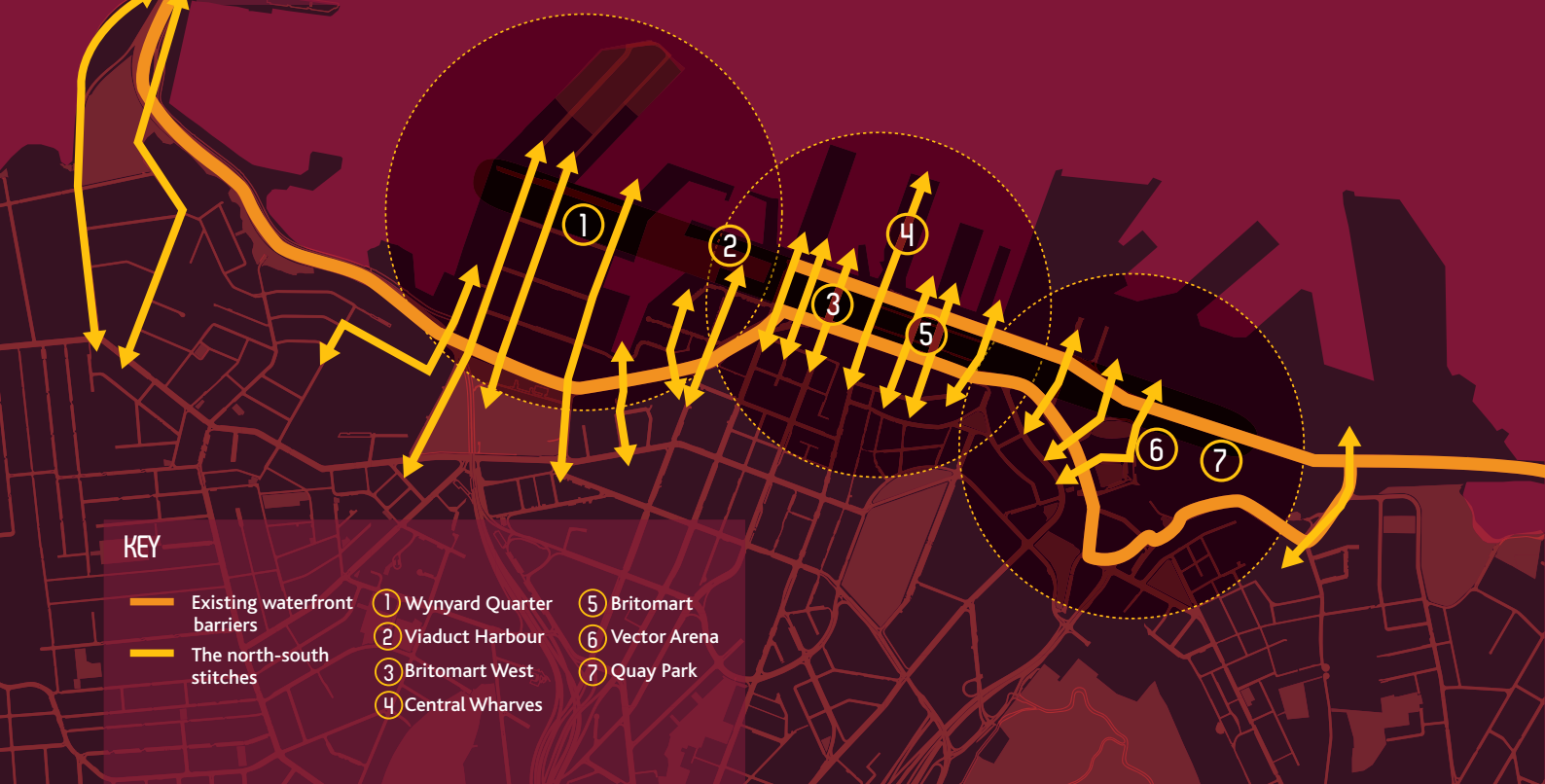
OUR 2032 VISION IS:

- 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

MOVE
01



▶ EXISTING



▶ POTENTIAL

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 Dalby 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 Dalby Street
- Improved pedestrian footpaths on both sides of the street, and the improvement and relocation of the bus stops/shelters away from the Dalby 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 199).

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.

■ Potential built form



▶ **EXISTING** THE VIEW FROM THE DOWNTOWN CAR PARK IN LOWER HOBSON STREET IS ONE OF AUCKLAND'S FINEST, BUT IS CURRENTLY RESERVED FOR VEHICLES.

DOWNTOWN CAR PARK
REDEVELOPED

REMOVED LOWER HOBSON
FLYOVER



▶ POTENTIAL



EXISTING

▶ LOWER HOBSON
STREET



▶ POTENTIAL

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.**



▶ EXISTING



▶ POTENTIAL