

TOWARDS DELIVERING AN AUCKLAND CITY CENTRE MASTERPLAN_

ALL STARTS HERE

THE
AUCKLAND
PLAN_



**Auckland
Council**
Te Kaunhera o Tāmaki Makaurau



"A CITY CENTRE
FOR CHILDREN"

Len Brown
Mayor of Auckland

FOREWORD FROM THE MAYOR

Thank you for sharing my vision to make Auckland the world's most liveable city.

Auckland is after all, about us, people who live and breathe the place every day. Auckland is our place, and we should all be making the decisions about how it develops.

Great cities start with a great city centre – not inward looking, but one that shares its bounty with everyone. I want many things for Auckland's city centre. Here's my list for starters. You can use this as food for thought.

Auckland should be a great harbour city. That sparkling turquoise water is one of our greatest assets. We can make so much more of it. We've made a start but there is great potential down there on the waterfront.

We need to be well connected so we can travel between the city centre and our regional towns and villages. Public transport is one of the pillars supporting my vision.

All the great cities in the world are centres of learning, research and business and we should be no exception. We already have a head start with some fantastic tertiary institutions, which should be encouraged and attract even greater international acclaim and investment.

We want our city centre to be more walkable – a safe, easy and attractive place to get around

for everyone. And we are going to make our parks, squares and streets into places where we can enjoy city living where children play and have fun.

We can have a city centre that inspires visitors, workers and residents alike, and we can do it while maintaining and enhancing our built and natural environment. We want to celebrate our heritage and culture in the way we design our open spaces and buildings.

The city centre is obviously the heart of Auckland, but we need to build on that. We want an international city centre that benefits everyone, but at the same time, we don't want to lose the Auckland lifestyle we love.

The city centre discussion document that you are contributing to is the start of the journey. It doesn't have the answers but it does pick out the opportunities and asks important questions as part of the wider Auckland Plan conversation.

With your contribution, over the course of a year, a masterplan will emerge that will make the vision a reality.

Len Brown
Mayor of Auckland

INTRODUCTION



THE Mayor and councillors have, as part of the Auckland (Spatial) Plan preparation, identified the need to develop a masterplan for Auckland's city centre to ensure that it reaches its full potential and plays a pivotal role in delivering an international city centre experience for Auckland.

All successful World cities have common characteristics: a thriving and vibrant city centre that is the cultural and civic heart for their city region, a great public realm, streets, parks and open spaces, a pre-eminent centre for business, strongly connected to the city's suburbs and centres through efficient public transport and roading infrastructure, quality housing choices within walking distance of employment as well as conveniently located schools, universities, community facilities, and entertainment.

We are at the beginning of the city centre masterplanning process and we want to know what you

want for your city centre. In this first stage of consultation we are seeking ideas from Aucklanders to help guide the preparation of the masterplan for the city centre and waterfront. We will produce the first draft in July/August 2011 and will again seek your comments. These will help us finalise the masterplan at the end of the year and permits us to propose a series of transformational moves (containing projects and initiatives) to be included in Council's 10 year Funding Plan.

The Auckland Plan places Auckland's CBD at the centre of the region. To recognise this change in role and the range of activities that occur in this area, we are calling it Auckland's 'city centre'. The city centre will continue to be a focus for business and education, and will in time become the civic and cultural heart of the region. The city centre also has a strong residential community and many visitor attractions.

The motorway network and harbour largely define the city centre, where there is a high concentration of activities typically in high-rise buildings. The city centre is fringed by historic village settlements such as Ponsonby and Parnell. These 'urban villages' retain their heritage values and special character but with strong connections to the city centre. It is expected that the city centre masterplan will consider these wider areas to better understand how their mutually reinforcing relationship with the city centre can be enhanced.

The following sections provide more detail on the opportunities and issues facing the city centre, and explore some of the ideas that we have for the future. We would like your thoughts on these ideas and for you to share any new and innovative ideas that you might have.

» THERE ARE A NUMBER OF WAYS IN WHICH YOU CAN JOIN IN THE CONVERSATION:

- Return your ideas and drawings by the end of May by email to: theaucklandplan@aucklandcouncil.govt.nz or post to 'The Auckland Plan - city centre masterplan feedback', Auckland Council, Private Bag 92300, Auckland 1142
- Go onto the website for more information and other ways to be involved www.theaucklandplan.govt.nz

AUCKLAND PLAN DISCUSSION DOCUMENT OBJECTIVES



» THIS CONSULTATION DOCUMENT REFLECTS THE PROPOSED STRATEGIC OBJECTIVES IN THE AUCKLAND PLAN DISCUSSION DOCUMENT (A 30 YEAR SPATIAL PLAN FOR THE REGION LAUNCHED AT THE AUCKLAND UNLEASHED SUMMIT ON 23RD MARCH 2011) AND EXPLAINS HOW THEY WILL BE ACHIEVED IN THE CITY CENTRE AREA. TO FOLLOW IS A SUMMARY OF THE AUCKLAND PLAN OBJECTIVES AND THE MAYOR AND COUNCIL'S VISION FOR THE CITY CENTRE.

AUCKLAND PLAN OBJECTIVES

PEOPLE AND QUALITY OF LIFE

Ensure Auckland provides for a sustainable lifestyle with high and rising quality of life for all Aucklanders and is a safe city of diverse, dynamic, secure and accessible communities

PEOPLE AND ECONOMY

Ensure Auckland is an outward-looking global city with a productive, high value economy, supported by a world-class international city centre

PEOPLE AND ENVIRONMENT

Ensure Auckland is recognised world-wide for its pre-eminent rural, natural and marine settings, that Auckland recognises the special

relationship with Mana Whenua and is beautiful and a place people are proud of

PEOPLE AND PLACE

Ensure Auckland accommodates growth and change in an affordable manner, has a long term land use plan in the public interest and creates beauty and places that people want to be in

PEOPLE AND INFRASTRUCTURE

Ensure support for all Council's goals by providing efficient and integrated transport systems, a network of social infrastructure, the roll-out of high speed broadband and Auckland's long-term energy supply and security

THE MAYOR AND COUNCIL'S VISION FOR THE CITY CENTRE

- A city centre that feels like the heart and soul of the Auckland Region
- A city centre that is walkable and well connected
- A city centre that has a high quality urban and natural environment with vibrant public art
- A city centre that values its heritage
- A city centre that is internationally renowned for business
- A city centre that is internationally renowned for excellence in research and learning
- A city centre that is a great place to live
- A city centre that has a strong Auckland identity
- A great harbour city

WHY A MASTERPLAN?

THE NEED FOR A GREAT PUBLIC REALM

The quality of the public realm is the major influence on our experience of the city and a key factor in terms of engendering civic pride of residents, workers and visitors. After decades of underinvestment and vehicle domination, Auckland city centre is undergoing a period of civic revival with streets, lanes and open spaces being redeveloped and reconfigured to provide more spaces to sit, walk, play and enjoy city life.

In 2010 Jan Gehl, a world wide expert in city transformation, undertook a pedestrian study of Auckland's city centre. His findings were simply that although significant success had been achieved with stand out projects, such as Queen St, The Viaduct, Britomart, Vulcan Lane and St Patrick's Square, for Auckland to reach its full potential, a paradigm shift in thinking from streets as vehicle routes to streets as people places is needed to occur.

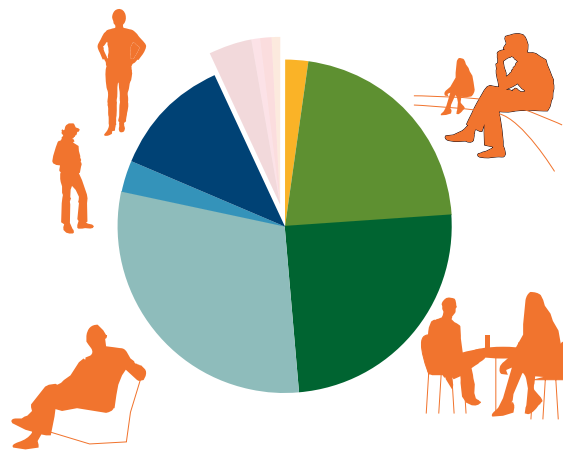
Creating a high quality connected public realm network that unlocks the economic power of pedestrians will be a major objective for the masterplan and will form the foundation on which to build the world's most liveable city.

PUBLIC AND STAKEHOLDER ENGAGEMENT IS AT THE CORE OF DEVELOPING SUCCESSFUL MASTERPLANS. THIS PROCESS WILL ENABLE US TO INCORPORATE FEEDBACK INTO A SHARED 20 YEAR VISION THAT WILL CREATE A CITY CENTRE OF WHICH ALL AUCKLANDERS ARE PROUD. THE KEY DRIVERS FOR THE MASTERPLAN ARE:

THE NEED TO MANAGE DEVELOPMENT BETTER

Auckland's city centre has a rich Maori and European history that has helped shape the city centre we know today. The buildings and street network are a result of factors such as access, topography, activities, architecture, and development periods spanning over 150 years. Compared with other Pacific-rim cities, ours is young and still evolving. Large scale redevelopment in the 1980's

and rapid residential growth at the start of 2000 saw dramatic changes to the city centre. Re-development and regeneration occurs today with new mixed-use development in areas such as the waterfront. The masterplan will help direct the form, scale, appearance and quantum of future development to support infrastructure decisions, ensure that the qualities of the city centre that we value are protected and enhanced, and achieve sustainable development outcomes.



People use the city centre's public spaces in a variety of ways - over 93% of the activities recorded are passive activities, could more uses be active?

(Public Life Survey 2010. Jan Gehl Architects)



Creating a high quality public realm that connects key destinations is a fundamental prerequisite for a successful CBD



THE NEED TO INFORM PLANNING, POLICY AND FUNDING PLANS

During 2012, a new Long Term Council Community Plan will be developed for a 10 year period to 2022. This will set out Council's spending plan, and the masterplan will help identify city centre projects and initiatives requiring funding. We will not be able to carry out all of the projects identified in the masterplan's 20 year timeframe, and we will need Aucklanders to help us prioritise which projects should be carried

out first. A new Unitary Plan will also be prepared for the region, superseding the current district plans, with a suite of statutory rules and policies to ensure that regulatory practices are aligned to provide the projects with statutory support. The masterplan will help to guide the preparation of the new Unitary Plan and enable the vision and objectives to be achieved.

THE NEED TO SHAPE MAJOR PROJECTS AND PLANS

Some major city centre projects are currently being investigated by Auckland

Council, its Council Controlled Organisations and Central Government. This includes a city centre rail link, a city centre to airport rail link and a third harbour crossing. The Auckland Waterfront Development Agency Limited is also developing a significant programme to revitalise the Wynyard Quarter. The masterplan will be co-produced with these partners to provide an integrated framework for project planning and delivery that will achieve the overall vision for the city centre.



Existing building heights in the Central Area District Plan with pink indicating greatest height defines the shape, form and skyline of Auckland's City Centre.



Protecting qualities that we value such as street views towards the harbour will define our distinctive sense of place and competitive point of advantage.

Developing a city centre masterplan during 2011 is an opportunity for Aucklanders to influence some critical decision making processes and plans. The masterplan is intended to be a living document that will continue to evolve and reflect the changing circumstances and aspirations of the city and its people. The masterplan will focus on a series of key moves that will meet the overall vision and effect transformational change in the city centre.

TRANSFORMING THE CITY CENTRE

IDEAS BOARD

Upgrade
Devonport
Wharf.



Protect
our
heritage

Boulevard
Quay

QUEEN'S
WHARF
- Increased
public access
to water.

NELSON /
HOBSON st's
To be
improved...
but how?



connecting
urban
villages

City centre
Rail link

STRONG
CONNECTION
to
Hauraki Gulf



Harbour
Bridge
Cycleway

Improved
Public R...
- Shared sp...
- 70 urba...

ward
st.



24hr
RUNNING
TRACK

A new
Primary
School



A pedestrianised
Queen St.

A restored
ST James
Theatre.



New Destinations
Art Gallery
+ what next?
Pacific
Cultural
Centre

Palms
squares

Eco City

More
quality
PUBLIC
ART





» OUTCOME

WHAT WE WOULD LIKE...

- The city centre is Auckland's most popular destination with attractive places and spaces where people of all cultures and ages gather and celebrate
- The cultural and civic heart of the region with experiences that reflect the essence and energy of our Pacific, European and Asian cultures
- A thriving visual and performing arts scene with entertainment that attracts local, national and international talent and visitors
- A retail and dining experience that is diverse, vibrant and unique to Auckland's city centre

A CITY CENTRE THAT FEELS LIKE THE HEART AND SOUL OF THE AUCKLAND REGION

SOME BACKGROUND...

There are 263,000 people visiting the city centre every day. While many come for business or education, many are also local and international visitors. Over 80% of Aucklanders visit the city centre several times a year and 45% of us regularly come for retail, dining, and entertainment. Great city centres are those where people of all ages and cultures feel at home and are stimulated and invigorated.

The civic and cultural heart of the city centre is focussed around the Auckland Town Hall, Aotea Square, Auckland Art Gallery and theatres. This area is known as the 'Aotea Quarter' and people are attracted to its civic and

cultural events, conventions, and performances. Other areas in the city centre are also home to unique events such as the Lantern Festival, Auckland Boat Show and Auckland Anniversary celebrations.

Queen Street valley is the focus of the city centre's retail district. The Viaduct Harbour attracts nearly 60,000 visitors each day for dining, recreation and tourism. Boutique retail and dining areas also exist in Karangahape Road and the Victoria Quarter, and new areas are emerging such as in the Wynyard Quarter. We want to create places that invite you, your friends and family to have fun in the city centre.

Auckland is comparatively underprovided for in terms of outdoor cafes

(Public Life Survey 2010. Jan Gehl Architects)



Comparison: number of seats in outdoor cafes in other City centres

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- An enjoyable walking network connecting key destinations in the city centre
- Strengthen the Queen Street Valley as the primary retail district
- A theatre district centred around the Civic Theatre, THE EDGE (Aotea Centre), Q Theatre, cinemas and a restored St James Theatre
- New open spaces, urban plazas and shared spaces to cater for outdoor dining, activities and events
- A vibrant night-life experience of restaurants, bars, nightclubs and cultural events that attract local, national and international visitors



An enjoyable and accessible walking network connecting key destinations will harness the economic power of the pedestrian



A Theatre district centred around a network of new shared spaces surrounding the Civic, THE EDGE and a restored St James Theatre



New open spaces to cater for outdoor dining, activities and events (St Patricks Square)

WHAT ARE YOUR IDEAS?

- 1) What do you think of these ideas?
- 2) What else would make the city centre a place you visit regularly, and that feels like the heart and soul of the Auckland region?



» OUTCOME

WHAT WE WOULD LIKE...

- A network of high quality safe streets where walking comes first
- A public realm that is the focus for city living and activity
- A street network with an efficient, safe and attractive environment for walking, cycling and public transport
- An integrated public transport system that connects the city centre to the wider region and beyond

A CITY CENTRE THAT IS WALKABLE AND WELL CONNECTED

SOME BACKGROUND...

Creating an easily accessible, attractive and enjoyable environment will be key to attracting talented employees and improving economic growth in the city centre.

Our streets perform a multitude of functions ranging from major transport routes to outdoor dining and event spaces. Pedestrians are the life-force of our streets and the city needs to be safer, easier to get around, and provide an enjoyable experience for people of all ages and mobility levels.

Ensuring pedestrians are the top priority will enable the city centre to be developed in new ways. Better connections to the waterfront, Domain and the urban villages will make the city a great place for employees, residents and visitors. Competition for space on the street network and parking provision as the city grows,

needs to be better managed. Designing streets to cater for all users including vehicles, servicing, parking and cycling will help alleviate tensions and enable some streets to be pedestrianised or converted into shared spaces.

Initiatives such as the city centre rail link, a third harbour crossing with rail and an improved freight connection to the Port would enable better access for people and goods to the city centre. A light rail system could complement the inner city bus network. Expansion of the ferry network would enable better connections to the region. We need to provide more transport options and better facilities to support the level of employment, education and residential growth anticipated.

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- A network of safe and attractive streets that prioritise walking and cycling
- Pedestrian mall on all or parts of Queen Street to encourage quality retail opportunities and outdoor dining
- A city centre rail link with three new stations
- The location for a third harbour crossing (with rail)
- Two way redesign of Hobson and Nelson Streets to create new tree lined boulevards
- A high quality bus transport system
- A light rail or rapid transport network connecting the waterfront, city centre and urban villages



A city centre rail link with new stations between Britomart and Mt Eden



A network of streets that put pedestrians and cyclists first



A high quality, convenient and cost effective bus transport system will encourage an uplift in public transport patronage and decrease the need to travel to and through the city by car

WHAT ARE YOUR IDEAS?

- 3) What do you think of these ideas?
- 4) How else can we make it easier and more enjoyable for you to get into and around the city centre without a car?



» OUTCOMES

A CITY CENTRE THAT HAS A HIGH QUALITY URBAN AND NATURAL ENVIRONMENT WITH VIBRANT PUBLIC ART
A CITY CENTRE THAT VALUES ITS HERITAGE

WHAT WE WOULD LIKE...

- A rich history and heritage that is enhanced, revealed and protected
- High quality development that responds to its built and natural heritage
- A unique skyline that is internationally recognisable as Auckland
- Dramatic city, harbour and landscape views from within and beyond the city centre
- A network of green areas that connect open spaces and the harbour
- Water quality that enables people to enjoy the harbour edge

SOME BACKGROUND...

The city centre has a wealth of natural, Maori and colonial settlement history. As a consequence and in spite of the significant loss of built heritage during the 1980's, it has the one of the greatest concentrations of protected heritage features in Auckland. The conservation and adaptive reuse of 17 heritage buildings for high quality offices, shops and apartments at Britomart is one stand out example of how we are keeping our history alive for future generations.

When viewed from the harbour and wider city, the city centre is expressed by tall buildings and the Sky Tower, which make it recognisable as the region's central business district. Protected views across the harbour to Mangawhau/Mt Eden and the Auckland Museum frame this city centre view.

The combination of volcanic features, the harbour and urban form are what makes the city centre distinctive. We need to strengthen the

relationship between the city centre and its beautiful setting. We also need to improve the air quality, biodiversity and water quality in the city centre.

"THE COMBINATION OF VOLCANIC FEATURES, THE HARBOUR AND URBAN FORM ARE WHAT MAKES THE CITY CENTRE DISTINCTIVE"

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- Special areas that celebrate and protect the city centre's unique history and heritage, supported by a series of heritage walks and trails
- Protecting and managing the city's special views
- Sustainability design standards for all new buildings and open spaces
- 2000 new trees to be planted throughout the city centre and urban villages
- Water quality improvement areas along stormwater catchments and the waterfront



2000 new trees planted throughout the city centre and urban villages



Protecting the city's special views gives Auckland City Centre its unique skyline and reinforces its connection to the water



Sustainability design standards for all new buildings and open spaces (Ironbank)

WHAT ARE YOUR IDEAS?

- 5) What do you think of these ideas?
- 6) Do you have other ideas for creating a city centre that has a high quality urban and natural environment?



» OUTCOMES

A CITY CENTRE THAT IS INTERNATIONALLY RENOWNED FOR BUSINESS

A CITY THAT IS INTERNATIONALLY RENOWNED FOR EXCELLENCE IN RESEARCH AND LEARNING

WHAT WE WOULD LIKE...

- The city centre is the premier national and international location for business
- Accessible and high quality education choices that attract people from around the world
- Innovation, creativity and entrepreneurship are encouraged and showcased
- World leading practical and blue skies research in centre of research excellence

SOME BACKGROUND...

The Auckland city centre is the pre-eminent centre for New Zealand business but to compete successfully on a global scale, we need to identify ways to attract more national and international businesses to locate here. High quality commercial accommodation supported by high quality amenity, entertainment and infrastructure is a prerequisite.

Currently over 80,000 employees work in the city centre and account for 13% of the region's workforce. By 2030 we expect over 130,000 employees to be working in the city centre. In future, the waterfront will play a stronger economic role with an estimated 20,000 employees working in high-productivity businesses.

Auckland has a wealth of tertiary education and two of New Zealand's top universities are located in the city centre. Over 60,000 students come here

to learn and the two universities contribute over \$7 billion to the region's economy. The education sector is continuing to grow with research institutes and businesses generating high performing business clusters aligned to global markets.

We need to continue to provide accessible and high quality employment and education choices that attract people globally to live, work and study in the city centre. Auckland's international city centre provides the platform to show-case business, education and innovation to the world.

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- Queen St valley and the waterfront as the international business district
- Enhancing sector clusters such as education, marine industry and the creative industries
- New destinations (such as an International Convention Centre and Pacific Cultural Centre)
- Standards for high quality and sustainable business, research and learning accommodation
- A learning precinct and tertiary institutions that inspire, amaze and provide high quality education and research



Queen Street valley and the waterfront as the international business district provides a critical mass of businesses to support investment in infrastructure and to develop an international brand



Enhancing sector clusters such as education to support innovation and economy



Standards for high quality and sustainable business accommodation will provide a competitive advantage for businesses with a high level of environmental ethos

WHAT ARE YOUR IDEAS?

- 7) What do you think of these ideas?
- 8) Do you have other ideas for creating a city centre that is great for business, research and learning?



» OUTCOME

A CITY CENTRE THAT IS A GREAT PLACE TO LIVE

WHAT WE WOULD LIKE...

- Living in the city centre all your life – from the cradle to retirement
- High quality residential accommodation with plenty of sunlight, open space and affordable choices
- A wide range of facilities such as schools, playgrounds, local shops and recreation opportunities
- Successful neighbourhoods that meet the needs of diverse residential communities

SOME BACKGROUND...

The current city centre residential population is 22,000 and is expected to grow to 35 – 40,000 residents by 2030. We need to make the city centre attractive and easy to live in for families, students, professionals and the elderly by providing housing choices with high levels of amenity.

There are approximately 2,000 children living in the city centre, most of them are either pre-school or secondary school age. The city centre does not have enough amenities to encourage parents to raise their children here. Nearly half the city centre's residents are young people between the ages of 20-29 years. Providing for a range of educational needs, activities and facilities is essential if we want to attract and retain families and young people in the city centre.

Encouraging more open space in private developments and designing public open spaces to meet the needs of residents of all ages, will make the city centre a healthier, safer and more enjoyable place to live. Apartments that are accessible for all mobility levels will enable people to stay in their homes for longer. Sustainable design measures incorporated into residential developments will also help to make living in the city healthier and more affordable.



***LESS THAN 1% OF THE ACTIVITIES RECORDED INVOLVE CHILDREN PLAYING**

* (Public Life Survey 2010. Jan Gehl Architects)

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- New community, sports and recreation facilities
- Better design standards for residential accommodation
- New safe play spaces throughout the city centre to cater for children and families
- A new primary school in an area of the city centre with expected residential growth



New community facilities that support future population growth and encourage families to locate in the city centre.



A new primary school in the city centre should provide realistic alternatives to suburban living for those seeking a more urban experience.



Better standards for residential accommodation encourage a more positive response to higher density living.

WHAT ARE YOUR IDEAS?

- 9) What do you think of these ideas?
- 10) What else do you think would make the city centre a great place to live?



» OUTCOME

A CITY CENTRE THAT HAS A STRONG AUCKLAND IDENTITY

WHAT WE WOULD LIKE...

- A city centre that celebrates our unique identity in its urban design, architecture and open spaces
- Change and growth that strengthens the distinctive inner quarters in the city centre
- A city centre strongly connected to the historic urban villages on its fringe such as Parnell, Ponsonby and Devonport

SOME BACKGROUND...

Auckland is made up of many communities whose identities and cultural expressions make our city unique. The traditional European influences on architecture and urban design are being complemented by new Maori and Pacific responses to building, open space and waterfront design. We are designing our city centre around the way we want to use it, to reflect our lifestyle and express our unique identity. This approach will provide a competitive point of difference to global markets, investors and migrants.

We need to guide growth and change to deliver positive outcomes for the city centre and strengthen its identity. The city centre is made up of distinct inner quarters each with their own special characteristics and activities. One example is the 'Learning Quarter' which is centred around the university campuses and student life.

These areas are being developed and promoted through the creation of 'quarter plans'.

The city centre is also surrounded by historic urban villages such as Parnell, Ponsonby and Devonport that are within walking distance or a short public transport ride to the city centre. These areas have a diversity of character ranging from heritage buildings in retail and residential areas to commercial warehouses and new mixed-use developments. Strengthening the connections between the urban villages and the city centre, and managing future growth so that it is sensitive to the character of the urban villages and their communities, is essential.

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- Identify places where change can happen in the city centre and on its fringe
- Quarter plans to focus effort, strengthen existing character and manage growth
- Enhance the qualities of the surrounding urban villages
- Urban villages connected to the city centre through leafy avenues, supporting high quality cycling, walking and public transport provision



Quarter plans to strengthen existing character and manage growth



Urban villages connected to the city centre through leafy avenues



Where are the city centre's most distinctive areas and surrounding urban villages?

WHAT ARE YOUR IDEAS?

- 11) What do you think of these ideas?
- 12) What do you think are the city centre's most distinctive areas and surrounding urban villages – and why?



» OUTCOME

A GREAT HARBOUR CITY

WHAT WE WOULD LIKE...

- A world class destination on the waterfront that excites the senses and celebrates our sea loving Pacific culture and maritime history
- A place for all people, an area rich in character and activities that link people to the city and the sea
- An area which retains the working waterfront character and functions
- An attractor for commercially successful and innovative businesses

SOME BACKGROUND...

The city centre waterfront stretches from Teal Park in the east to Wynyard Quarter and Westhaven Marina in the west. It encompasses Viaduct Harbour, the Auckland ferry terminal, the central wharves and Port. The waterfront plays an important economic role in Auckland and New Zealand. It is home to marine industries, Auckland's fish markets, businesses, international port activities, marinas and is a major location for local and international marine and city events. An attractor of further high value business investment, the waterfront has the potential to contribute \$2 billion annually to the economy.

The waterfront should be a public place – a destination for all Aucklanders and visitors. The area should be recognised for its outstanding character, architecture, public spaces and places that express our cultural heritage and history.

The waterfront is an area undergoing an urban transformation and renewal of unprecedented scale and includes a new neighbourhood in Wynyard Quarter for 7,000 residents and 8,000 workers.

The waterfront should connect seamlessly to the city centre with pedestrian focussed streets and cycleways. Ferries, rail, buses and light rail should connect the waterfront to wider Auckland with high quality public transport. The central wharves and Port should continue to be developed as our international gateway.

"THE WATERFRONT SHOULD BE A PUBLIC PLACE – A DESTINATION FOR ALL AUCKLANDERS AND VISITORS"

TO ACHIEVE THE VISION SOME IDEAS COULD BE...

- Redesign Quay Street as a pedestrian-focussed, cycling friendly waterfront boulevard
- The development of Queens Wharf
- Key waterfront sites for public buildings
- A continuous and uninterrupted waterfront promenade running from the Harbour Bridge through to St Heliers
- A series of waterfront plazas for events, markets, community activities and places to simply touch the water
- Development of an international cruise ship terminal
- Increased use of the harbour for commuting and an expanded ferry terminal on Queen's Wharf and at Devonport



Quay Street as a pedestrian-focused waterfront boulevard to take advantage of North facing orientation



A continuous waterfront promenade from the Harbour Bridge to St Heliers



A series of waterfront plazas for events, markets, and community activities (Auckland Waterfront Development Agency)

WHAT ARE YOUR IDEAS?

- 13) What do you think of these ideas?
- 14) How can we make it easier and more enjoyable for you, your friends and family to get to the city centre waterfront without a car?
- 15) What are your ideas for transforming the waterfront into a world-class destination?

HOW CAN I BE INVOLVED?_

STAGE 1 _ APRIL – MAY 2011

TOWARDS DELIVERING AN AUCKLAND CITY CENTRE MASTERPLAN
– INFORMAL PUBLIC CONSULTATION

STAGE 2 _ AUGUST – SEPTEMBER 2011

DRAFT CITY CENTRE MASTERPLAN CONSULTATION

STAGE 3 _ DECEMBER 2011

FINAL CITY CENTRE MASTERPLAN ADOPTED AND AGREED

STAGE 4 _ DECEMBER 2011

LONG TERM PLAN AND FUNDING AGREED FOR PRIORITY PROJECTS
(1-5 YEARS, 5-20 YEARS)

» THERE ARE A NUMBER OF WAYS IN WHICH YOU CAN JOIN THE CONVERSATION:

Return your ideas and drawings by the end of May by email to:

theaucklandplan@aucklandcouncil.govt.nz or post to 'The Auckland Plan - city centre masterplan feedback', Auckland Council, Private Bag 92300, Auckland 1142

Go onto the website for more information and other ways to be involved:

www.theaucklandplan.govt.nz



**YOU CAN SEND YOUR RESPONSES ON THIS QUESTIONNAIRE
OR YOU CAN SEND US YOUR OWN IDEAS AND DRAWINGS.**



The Mayor and Council's vision is for a city centre that feels like the heart and soul of the Auckland region

1. What do you think of the ideas for creating a city centre that feels like the heart and soul of the Auckland region?

2. What else would make the city centre a place you visit regularly, and that feels like the heart and soul of the Auckland region?

The Mayor and Council's vision is for a city centre that is walkable and well connected

3. What do you think of the ideas for creating a city centre that is walkable and well connected?

4. How else can we make it easier and more enjoyable for you to get into and around the city centre without a car?

The Mayor and Council's vision is for a city centre that has a high quality urban and natural environment

5. What do you think of the ideas for creating a city centre that has a high quality urban and natural environment?

6. Do you have other ideas for creating a city centre that has a high quality urban and natural environment?

The Mayor and Council's vision is for a city centre that is internationally renowned for business and excellence in research and learning

7. What do you think of the ideas for creating a city centre that is internationally renowned for business and excellence in research and learning?

8. Do you have other ideas for creating a city centre that is great for business, research and learning?

The Mayor and Council's vision is for a city centre that is a great place to live

9. What do you think of the ideas for creating a city centre that will be a great place to live?

10. What else do you think would make the city centre a great place to live?

The Mayor and Council's vision is for a city centre that has a strong Auckland identity

11. What do you think of the ideas for creating a city centre that has a strong Auckland identity?

12. What do you think are the city centre's most distinctive areas and surrounding urban villages – and why?



The Mayor and Council's vision is for a great harbour city

13. What do you think of the ideas for a great harbour city?

14. How can we make it easier and more enjoyable for you, your friends and family to get to the city centre waterfront without a car?

15. What are your ideas for transforming the waterfront into a world-class destination?

Transforming the City Centre

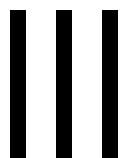
16. What do you think should be the key projects?

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The Auckland Council
The Auckland Plan
Private Bag 92300
Wellesley Street
Auckland 1142



FreePost Authority Number 237170

