

City Centre Advisory Panel feedback on the City Centre Targeted Rate Investment Portfolio

What locations/areas in the city centre would benefit from further investment?

- Support the current investment into the Victoria Quarter.
- Recommend the use of well-considered, lower cost/tactical interventions and initiatives to support the implementation of Access for Everyone (A4E), street calming, trees, and rain gardens.
- Recommend increasing investment into the Aotea Arts Precinct. This would help to attract more retailers, food outlets, and pedestrian visitation.
- Recommend that investment in Te Tōangaroa should start earlier than 2026. This will be planned alongside Ngāti Whātua Ōrākei's development of the area.
- Recommend investment in the southern end of Queen Street and Symonds Street, needed to support tertiary students access and safety.

What type of investment/activities will make the biggest impact on the success of the city centre in the near and long term?

- Recommend investment to support stronger and more equitable residents' voices.
- Recommend investing in the ongoing creation of artworks, murals in land banked areas, and artist residencies in empty shops would make an immediate impact.
- Recommend allocation of targeted rate funding for the next two years to support improvements to community/visitor safety as a short-term fix, in addition to existing ongoing efforts.

What type of investment should there be more/less of? What are the trade-offs?

- Investment of the city centre targeted rate across precincts needs to be equitable over time and the panel plays a key role to advise on the areas and activities of need and value.
- Recommend that a higher proportion of investment should be allocated to Public Art, Destination Marketing, Activation, and Placemaking.
- Recommend increased investment for destination and tourism marketing and initiatives, that are also linked to key events.
- Recommend increasing the share of CCTR paid by residents.
- Support the review and extend the CCTR beyond its current end timeframe (2031).

Where do you see the opportunities for partnership with the private sector?

- Advocate for increased commitment from central city businesses to invest in enlivening the city is needed. Suggest that a partnership with inner city realtors would be an excellent achievement to support inner city artist residencies.
- Note that the recent partnership between Precinct Properties and Heart of the City, and the partnership between the Symphony Centre and Auckland Arts Festival, and the NZ Arts Foundation have been beneficial.
- Support CCTR investments to continue to align and leverage private sector developments.
- Support partnerships between the universities and other key stakeholders in the city to make Auckland the best student city in the world.