

Auckland City Centre Masterplan Refresh - Summary of feedback from public consultation

The Auckland City Centre Masterplan 2020 (CCMP) sets out a 20-year vision for the heart of the city and waterfront. Public feedback was sought from 9 September to 18 October 2019, consulting on ten outcomes, eight transformational moves and Access for Everyone (A4E). Council received 542 pieces of public feedback about the proposed masterplan.

The overall direction, outcomes and transformational moves were generally supported by a large majority of Aucklanders. Written submissions were also positive, although in some cases offered more qualified support and in others challenged specific aspects of the masterplan.

Public feedback was analysed by the consultancy Buzz Channel. This document is a brief summary of the responses. The full 56-page feedback report may be requested from [George Weeks](#) at Auckland Council.

General themes concerning the CCMP:

- Overall, over three quarters (76%) of participants supported the general direction proposed, while 10% did not support it.
- A number of participants felt the plan would beautify and improve the city centre's appeal.
- The most frequently mentioned theme in support of the plan was its direction towards greater pedestrian friendliness in the city centre. This was welcomed by many participants, who wanted to see the city centre becomes more people-centric and less dominated by cars. Some talked about removing/limiting vehicle access and/or reducing vehicle speeds in the city centre.
- This view was further emphasised by the 90% support for outcome 2: Accessible City Centre and 82% support for Access for Everyone (A4E) – which was listed by some as a key reason for supporting the CCMP.
- The plan's environmental focus was also well-received, with participants supporting moves to make the city centre a more human-focused and environmentally friendly space. Improved air quality and plans to combat the effects of climate change were a particular focus.
- The need to improve Auckland's public transport was also mentioned throughout the feedback, and many felt this would be essential to deliver the CCMP's goals.
- Transformational move 5: Rapid Transit Oriented Development received the highest support of all the proposed moves (86%).
- Throughout the feedback there was a general desire for urgency, tangible action and progress towards the goals and direction expressed in the CCMP.
- Among those who did not support the CCMP, the primary reasons related to a general dislike of the direction or potential costs of the proposals, a desire to focus on other areas of Auckland rather than the city centre, and a sense that the plan under-emphasised vehicular access, i.e. a desire to see continued access for cars and drivers (as well as freight for some stakeholders) in the city centre.

The CCMP’s ten outcomes:

- All proposed outcomes were supported by at least two-thirds of participants.
- Support was highest for Accessible City Centre (90%), Green City Centre (88%) and Liveable City Centre (87%).
- There was relatively less support for Tāmaki Makaurau: Our place in the world (67%) and Heritage (73%).
- Some felt that the plans sounded good – but wanted to see progress on tangible outcomes and improvement to the city centre.
- This was a theme throughout the feedback, in that many participants requested more urgent action from Council.

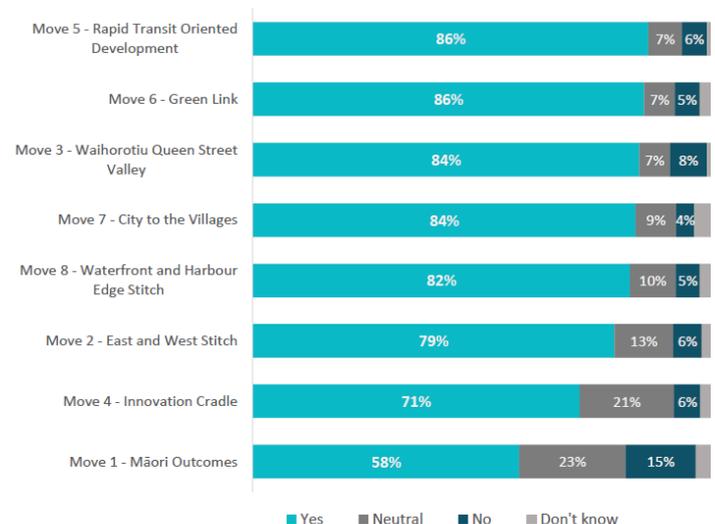
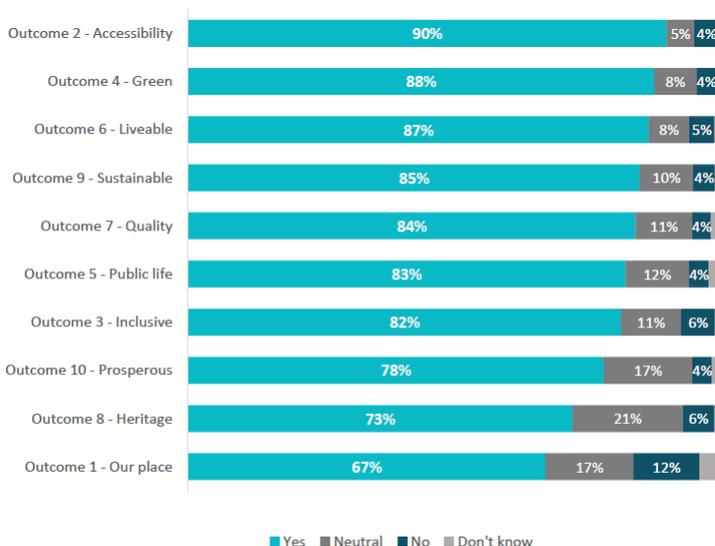
The CCMP’s eight transformational moves:

- All transformational moves were supported by a majority (over half) or more of participants.
- Support was highest for move 5 (Rapid Transit Oriented Development, 86%), move 6 (Green Link, 86%), move 3 (Waihorotiu Queen Street Valley, 84%) and move 7 (City to the Villages, 84%).
- There was relatively less support for move 4 (Innovation Cradle, 71%) and move 1 (Māori Outcomes, 58%), with higher proportions of neutral feedback, as well as 15% who did not support Māori Outcomes.

Access for Everyone:

- The proposal was supported by 82% of participants. In line with feedback on move 5, a significant theme for the Access for Everyone proposal was that this was critical for Auckland’s future, and should be an urgent priority.
- Some (13%) expressed frustration that this plan had seemingly been so long in the making, and that the council needed to fully support moves to limit vehicle access and improve pedestrian amenity, quickly.
- Some (4%) however felt that ‘everyone’ needed to include car drivers.

Charts to show levels of supports for CCMP outcomes and transformational moves



Base: all feedback form responses

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