THE GEOGRAPHY OF THE MASTERPLAN

This masterplan considers three interdependent areas: the Central Business District (CBD) or Engine Room, the City Centre and the City Fringe.

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

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

The masterplan also recognises the need for greater levels of connectivity between the city centre and the city fringe, which in a sense is the ‘fuel store’ to the Engine Room, and where some of the human energy comes from. It is proposed that the city fringe be considered further in a local area plan.
The Engine Room &LW&HQWUH 6XSSRUWLQJ&HQWUHV &LW\ULQJH

AREAS DISCUSSED IN THE MASTERPLAN

KEY
- The Engine Room
- City Centre
- Supporting Centres
- City Fringe
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