WATER CITY
Revitalising the Waterfront
Waterfront Auckland Zone of Control

Land Reclamation

Victoria Park

Point Britomart

Original coastline

Waterfront Auckland/ Auckland Council Zone of Interface
THE 2040 VISION FOR THE WATERFRONT IS:
A world-class destination that excites the senses and celebrates our sea-loving Pacific culture and maritime history. It supports commercially successful and innovative businesses and is a place for all people, an area rich in character and activities that link people to the city and the sea.

14,000 people are expected to be employed across the waterfront in a range of industries.
BACKGROUND

The creation of a council-controlled organisation, Waterfront Auckland, underlines the importance that Auckland accords its waterfront, the public desire to see the area developed for a variety of public uses, and the recognition that a world-class waterfront is a key element in creating Auckland as a world-class city encouraging tourism and investment, and recognised as an attractive, liveable city.

Stage one of the Wynyard Quarter redevelopment opened to much public acclaim in August 2011. Tens of thousands of people have since crossed the new Wynyard Crossing bridge (te Whero) linking the Viaduct with the Wynyard Quarter, and visited Silo Park and the playground, the North Wharf bars and restaurants supporting the fish market on Jellicoe Street, Karanga Plaza, the tidal steps, and the Viaduct Events Centre. One of New Zealand’s largest urban regeneration projects, the Wynyard Quarter will draw visitors, residents and workers along Quay Street, through the Viaduct and over the Wynyard Crossing. Rugby World Cup in 2011 also saw the transformation of Queen’s Wharf as a public space and events venue.

The success stories of new destinations along the harbour edge improve the city centre’s destination offering and create a better relationship with the waterfront. These are exemplar developments, and set the benchmark for ongoing development along one of New Zealand’s primary international gateways to commerce and tourism.

OUTCOME SCORECARD

- SO1 International Destination
- SO2 A 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 Green City of Trees and Parks
- SO9 Walkable and Accessible City
- S10 Exceptional natural environment and leading environmental performer
- S11 World-leading centre for higher education, research and innovation
By 2040 the waterfront development will contribute to Auckland:

$4.29 billion
THE OPPORTUNITY

The details of Move 8 are included in the Waterfront Plan (Waterfront Auckland, July 2012), which is the strategic, 30-year redevelopment plan for areas controlled by Waterfront Auckland and its area of influence. These stretch from the water’s edge back to the city’s original 1840s shoreline, and from the Westhaven Marina in the west to Teal Park near Mechanics Bay in the east.

On behalf of Auckland Council and the ratepayers and public of Auckland, Waterfront Auckland is responsible for about 45 hectares of waterfront property, including Wynyard Wharf and the land north of Pakenham Street in the Wynyard Quarter, the Westhaven Marina, and part of Queens Wharf.

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 the waterfront.

The waterfront plays a unique role within the city centre due to its:

- Exceptional, unique amenity
- Water access for recreation, trade and transport
- Concentration of water-related industries, and the marina and port facilities
- Land availability and premium land values
- High-quality, popular residential and commercial offering.

Transformational Move 1 highlights the opportunity to ‘stitch together’ the waterfront and the city centre by improving north-south accessibility as well as accessibility along the waterfront, the Harbour Edge. There is a strong focus on increasing pedestrian safety, walkability, and the number of easy connections from the Engine Room to the waterfront, which will allow people to explore the area.

The waterfront is expected to be a major driver of Auckland’s economic future. By 2040 the waterfront redevelopment will contribute $4.29 billion to Auckland19. Over the next 30 years, Auckland’s waterfront redevelopment will directly support 20,000 new fulltime jobs in Auckland and will contribute indirectly to a further 20,000 jobs across the region. The cruise industry, tourism, events and construction sectors will play a significant role in this economic contribution.
Nearly 14,000 people are expected to be employed on the waterfront across a wide range of industries including business services, food and beverage, retail, cultural and community services, marine and fishing. Some waterfront industries will be more concentrated and therefore more productive: it is expected that they will lift labour productivity by 16 percent. The importance of the waterfront revitalisation to the economic growth of the city is further reflected in the Economic Development Strategy (June 2012).

The Waterfront Plan will contribute to the delivery of the City Centre Masterplan through providing:

- Enhanced public access to the water
- Urban transformation of the Wynyard Quarter to cater for significant employment growth, creating a new, mixed-use, commercial and residential neighbourhood
- An Innovation Precinct, focusing on ICT and digital media, as part of the Wynyard Quarter development (contributing to Move 4, the Innovation Cradle)
- A continuous pedestrian walkway and cycleway strengthening east-west accessibility
- A multi-use cruise ship facility in the refurbished Shed 10 on Queens Wharf, as well as event spaces and improved public amenity to complement the cruise hub functionality
- A home for the marine and fishing industries adjacent to the city centre, including the redevelopment of marina facilities and new superyacht refit facilities
- A number of new spaces and facilities to hold events that reflect Auckland’s diverse population and cultural heritage, and activate this part of the city centre
- New, design-led, sustainable development that values the character and heritage of the waterfront
- A place to showcase innovative approaches to enhance the marine and natural eco-systems, conserve natural resources, minimise environmental impacts, reduce waste, build sustainably, and respond to climate change.