THE STRATEGY: EIGHT TRANSFORMATIONAL MOVES

The strategy is based on the previous 10 factors. It is placed-based and involves eight transformational moves, which have been identified for their ability to progressively unlock the potential of the city centre. They are shown below. They will meet the outcomes of the masterplan by:

1. Developing a fully-functioning Engine Room and exploiting the waterfront opportunities
2. Reinforcing Aotea Quarter’s role as the civic and cultural hub
3. Enabling growth around the City Rail Link stations
4. Creating a better-defined network of Green Rooms through street-based green links
5. Exploiting the assets and attributes of particular villages, quarters and precincts, and creating better connections between them
6. Improving public transport opportunities, with the addition of the City Rail Link, more cycling facilities, and the creation of a higher-quality, more walkable public realm
7. Allowing innovation and a creative culture to grow and touch all aspects of the city centre
8. Adding greater depth and choice to the retail, visitor, cultural and residential offering
9. Developing a compelling value proposition and climate for individuals and business to invest in the city centre.

HARBOUR EDGE STITCH - uniting the waterfront with the city centre
THE EAST-WEST STITCH - connecting the western edge of the city to the centre
THE ENGINE ROOM - Queen Street valley, the CBD and retail district
INNOVATION CRADLE - nurturing the innovation and learning cradle
The implementation of these moves will need to be carefully staged to ensure they are mutually reinforcing, respond to the economic situation and acknowledge the challenge of embracing public transport as the new way of moving about the city. Not all transformational moves will be pursued at the same time, as it is better to do a few things well. This is particularly relevant in the context of the current economic situation and the constraints on spending.

Implementation and delivery information is contained in Section 4: Masterplan Delivery.

A PARTNERSHIP APPROACH

The strategy is based on the public, private and tertiary education sectors working together in partnership. The public sector is envisaged to have a facilitating role and will focus on removing obstacles, better revealing assets, and enhancing the public realm. The ensuing opportunities will be available to be realised by the private sector.

This partnership approach will require Auckland Council to be responsive to the private sector, by regulating what needs to be regulated, while allowing a degree of flexibility where appropriate. The private sector will be expected to respond by meeting the quality expectations established in the masterplan.

CITY RAIL LINK
- new public transport stations and development opportunities at Karangahape Road, Newton and Aotea Quarter

THE GREEN LINK
- connecting Victoria Park, Albert Park and Auckland Domain with the waterfront as part of a blue-green network

CITY TO THE VILLAGES
- connecting the city and the fringe

WATER CITY
- revitalising the waterfront