THE VISION AND GUIDING FACTORS
THE VISION

BY 2032 AUCKLAND’S CITY CENTRE WILL BE HIGHLY REGARDED INTERNATIONALLY AS A CENTRE FOR BUSINESS AND LEARNING, INNOVATION, ENTERTAINMENT, CULTURE AND URBAN LIVING

– ALL WITH A DISTINCTLY ‘AUCKLAND’ FLAVOUR.
OUTCOMES AND TARGETS

BY 2032, THE CITY CENTRE WILL HAVE MET THESE OUTCOMES AND TARGETS.

The proposed targets are subject to further development, including engagement with relevant stakeholders to ensure baseline data will be sourced. A City Centre Masterplan monitoring framework technical report will be produced by September 2012, with recommendations for sign-off by the Auckland Plan Committee. There will be an accompanying proposed project plan that will detail the extent of the research required across the economic, social and cultural area specific to the City Centre, that cannot be drawn from the Auckland Plan targets.

OUTCOME 1
A vibrant and engaging international destination – an iconic destination and ‘must-do’ for the international visitor to New Zealand.

Target 1: Visitors’ average length of stay increases from 2.2 nights

Target 2: Number of international conferences increases

Target 3: Retail expenditure in the city increases

Target 4: Visitors’ perceptions of the Auckland city centre are positive

OUTCOME 2
A globally significant centre for business – the Engine Room of the Auckland economic powerhouse with a vibrant and vital retail and commercial core.

Target 1: Commercial occupancy rate increases

Target 2: Increase in number of top 200 business head offices in city centre

Target 3: Number of cafés in city centre increases

Target 4: Increase in the proportion of local employment

OUTCOME 3
A city centre that meets the needs of a growing and changing residential population.

Target 1: Number and size of play spaces increases

Target 2: Increase in number of children living in city centre

Target 3: Increase in residents’ perceptions of a sense of safety in the city centre after dark

Indicator 4: Decrease in crime rates in city centre

Target 5: Increase in the proportion of residents who rate a sense of community in the city centre

Target 6: Increase in the proportion of residents who feel a sense of community in the city centre

OUTCOME 4
A culturally rich and creative centre – a window on the world where all of Auckland’s many cultures are celebrated.

Target 1: Increase in the number of public artworks in the city centre

Target 2: Residents’ perceptions of the city centre as an important venue for arts activities and events are positive

Target 3: At least one new primary school

OUTCOME 5
An exemplar of urban living – with a wide choice of high-quality residential options.

Target 1: Increase in the number of residential units with 3 bedrooms or more

Target 2: Increase in number of community facilities

Target 3: At least one new primary school

Target 4: Increase in the number of scheduled historic heritage places
OUTCOME 6
Hub of an integrated regional transport system – with a range of public transport options.
Target 1: Continuing modal shift in the city centre from private motor vehicles to public transport

OUTCOME 7
A walkable and pedestrian-friendly city centre – well connected to its urban villages.
Target 1: More kilometres of pedestrian footpaths/walkways
Target 2: More kilometres of cycleways
Target 3: Reduction in pedestrian waiting times at intersections
Target 4: Reduction in use of left-turn slip lanes
Target 5: New mid-block pedestrian crossings

OUTCOME 8
An exceptional natural environment and leading environmental performer.
Target 1: Greenhouse gas emissions reduced
Target 2: Increase in the number of green roofs and walls
Target 3: Increase in the number of New Zealand Green Building Council minimum 5-star-rated buildings in the city centre
Target 4: Air quality in the city improves
Target 5: Increase in the number of trees within the public realm by 25% by 2021

OUTCOME 9
World-leading centre for higher education, research and innovation – the hub of creative and innovative products and services.
Target 1: Universities increase their international rankings
Target 2: Increase in the number of students graduating with postgraduate qualifications
Target 3: Increase in external research income to the two main universities
Target 4: Higher proportion of the workforce in science and technology
FACTORS GUIDING FUTURE CITY CENTRE DEVELOPMENT

AUCKLAND CITY CENTRE’S FUTURE DEVELOPMENT IS DEFINED BY A RANGE OF PLACE-SHAPING FACTORS:

1. CHANGING ECONOMIC PICTURE
2. ACCESS TO AND WITHIN THE CITY CENTRE
3. INCLUSIVENESS AND CHILD-FRIENDLY CITY
4. VALUE OF OPEN SPACE
5. PUBLIC LIFE
6. STRENGTHENING THE QUARTERS
7. QUALITY BUILT FORM
8. THE IMPORTANCE OF HERITAGE
9. PROGRESSING SUSTAINABILITY
10. CELEBRATING OUR CULTURE.
FACTOR 1: CHANGING ECONOMIC PICTURE

The city centre’s economic picture is extremely dynamic and ever-changing, influenced by macro global and national circumstances as much as by local issues. Current economic factors specific to the city centre and underpinning the masterplan strategy are summarised in the table and discussed in detail on the following pages.
PORT ACTIVITY
migrates east from central wharves

LANDMARK EAST–WEST HARBOUR BOULEVARD
welcomes visitors to the city

ISLANDS OF ACTIVITY CONNECTED
- latent opportunity realised

THE DUMB–BELL EFFECT:
Harbour Edge and Engine Room consolidated as commercial hubs. Aotea is energised as civic and cultural hub, assisted by new CRL station. The retail offer orientated around Queen Street and the laneway circuit. Two areas (the weights) are connected by Queen Street (bar).
**FACTOR 1: CHANGING ECONOMIC PICTURE [CONTINUED]**

<table>
<thead>
<tr>
<th>CURRENT ECONOMIC FACTORS</th>
<th>MASTERPLAN RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic congestion threatening the appeal of the city centre as a business location</td>
<td>As part of the regional public transport system the City Rail Link is proposed as a way of dramatically improving regional rail access and journey times to the city centre. A significantly more effective bus network is proposed. Connections to the city centre for pedestrians and cyclists will also be improved, while an appropriate level of access for private vehicles is maintained.</td>
</tr>
<tr>
<td>The role of the Ports of Auckland</td>
<td>The Ports of Auckland plays a significant role in the freight system and creates economic value for Auckland, the upper North Island and New Zealand. To determine its long-term role (30+ years) in the upper North Island port and freight network, and inform the long-term strategy for the Auckland waterfront (including the Unitary Plan), Auckland Council, along with key upper North Island stakeholders, will lead and facilitate a study of port development options for Auckland. See the Auckland Plan for more information.</td>
</tr>
<tr>
<td>The impact of the waterfront and Engine Room on mid-town, with substantial economic activity channelled into these areas</td>
<td>The gravitational pull northwards in the city centre is an accepted success factor of the waterfront. Measures are proposed around the Aotea Quarter to ensure it remains relevant as the civic and cultural heart, that counterbalances the economic activity closer to the waterfront.</td>
</tr>
<tr>
<td>The ever-growing role of overseas investment in shaping the city centre, as well as opportunities associated with the emerging Māori economic powerhouse</td>
<td>Māori are central to achieving a city centre with a uniquely Auckland/New Zealand flavour. Iwi/Māori are key partners in delivering the masterplan. For example, several development opportunities are in Ngāti Whātau o Orākei ownership, including much of the Quay Park–Te Toangaroa area. Southeast Asian culture and investment is also likely to have an increasing influence.</td>
</tr>
<tr>
<td>Limited demand for new Grade A office space</td>
<td>A positive planning framework is promoted to support high-end commercial investment in the city centre, particularly the Engine Room. Several strategic sites for new commercial office towers are identified in anticipation of an upturn in demand.</td>
</tr>
<tr>
<td>The emerging fashion retail district at Britomart and the implications for High Street</td>
<td>Britomart’s growth is to be encouraged. A coherent niche retail experience based on the city centre laneway circuit – Federal Street, the east-west axis taking in Britomart West, Britomart and Quay Park, and High Street (see page 60) – is proposed to ensure a complementary relationship and greater synergy between the areas.</td>
</tr>
<tr>
<td>CURRENT ECONOMIC FACTORS</td>
<td>MASTERPLAN RESPONSE</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------------</td>
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<tr>
<td>A retail sector under threat from the regional shopping malls</td>
<td>A city centre retail action plan is being prepared. Reinforcement of Queen Street as New Zealand’s premier retail street is supported with a package of policy, project and operational interventions. Continued streetscape improvements will lead to a quality shopping environment capable of competing with the malls. New retail is proposed in such areas as the waterfront and Quay Park, to ensure the retail offering is diverse and has critical mass.</td>
</tr>
<tr>
<td>Innovation sector not fully exploited</td>
<td>There will be more focus on opportunities to leverage innovation through the Learning Quarter and Wynyard Quarter.</td>
</tr>
<tr>
<td>Inability to retain international visitors for more than 48 hours</td>
<td>The city centre as a destination will have more depth, colour and relevance. Its attractions will be better connected by a network of green links, laneways and the City Rail Link. New drawcard attractions will line the waterfront, connected by a transformed Quay Street as part of the Harbour Edge axis. The masterplan supports the new New Zealand International Convention Centre.</td>
</tr>
<tr>
<td>The physical isolation of certain city quarters prevents commercial and creative exchange, with the latent development capacity going unrealised</td>
<td>The City Rail Link, improved bus services and a series of street improvements will help address these issues. Provisions will be introduced in the Unitary Plan to ensure development opportunities in these areas are encouraged.</td>
</tr>
<tr>
<td>Finding and maintaining an appropriate balance between commercial and residential growth to avoid one flourishing at the expense of the other</td>
<td>Growth capacity has been considered across the city centre and specifically within the catchment areas of the new City Rail Link stations. The suggested split between commercial and residential growth will ensure equilibrium and respond to the market situation in each area.</td>
</tr>
<tr>
<td>The information and communication technology deficit relative to other city centres, specifically ultra-fast broadband and Wi-Fi</td>
<td>A publicly accessible Wi-Fi network is proposed for the Engine Room and, in time, the whole city centre. High-speed fibre-optic broadband will be rolled out as discussed in the Auckland Plan.</td>
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</table>
FACTOR 1: CHANGING ECONOMIC PICTURE [CONTINUED]

FUTURE DEVELOPMENT POTENTIAL

The city centre has an intensive mix of uses that will need to grow and strengthen to create vibrancy and attract people at all times of the day. A prosperous city centre requires a successful and expanding business services sector and diverse residential communities, complemented by world-class retail, dining and entertainment options.

This masterplan considers where additional floor space could be provided beyond the Engine Room and waterfront. It specifically identifies areas of growth potential within an 800m (10-minute) walk of the proposed City Rail Link stations (Aotea, Karangahape Road and Newton) and opportunities around the university campuses.

A broad sequencing approach that will enable the areas of opportunity to develop in a coordinated and complementary way is contained in the Masterplan Delivery section.

RESIDENTIAL ACCOMMODATION

The residential profile of the city centre is dominated by young apartment dwellers, who tend to be a transient population. This inner city population is complemented by lower-density, family-orientated accommodation in the city fringe.

A future challenge is for the city centre to broaden its housing choices to retain workers and their families. Future developments will need to provide adaptable, flexible accommodation to meet a range of needs and increase the desirability and affordability of the city centre as a place to live.

The quality of the open space and building design will be central to attracting and retaining residents. Well-designed, dense living environments in the city centre need to be complemented by safe, private and communal open spaces. Close proximity of housing to workplaces and schools will be important for supporting sustainable city living.

The trend away from home ownership towards renting, the ageing population, the need for key service workers to live close to their work, and increasing numbers of students living in the city centre will ensure that city centre living will increasingly be seen as an attractive lifestyle option.

THE MASTERPLAN ENVISAGES:

- Residential development throughout the city centre to cater for the housing needs of a wide range of people including young people, families and the retired
- Emerging residential demand in the Wynyard Quarter, which has the capability to accommodate at least 5,000 residents, the Victoria Park Market area and Newton
- Consolidation of demand in areas of particularly strong residential character including Eden Crescent/Emily Place, Vincent Street/Greys Avenue and the southern part of the Victoria Quarter.
OFFICE SPACE

The business services sector is very important to the future of the city centre. Almost one in three regional jobs in the business services sector are located in the city centre; they account for 50 percent of all jobs in the city centre.

The employment projections in the Auckland Plan indicate 145,000 – 160,000 workers will be employed in the city centre by 2041, with the City Rail Link being the catalyst for between 5,000 and 20,000 additional jobs. Access is key to employment, but the city must also remain attractive to business in other ways.

The transformational moves outlined in Section 3 will ensure that businesses see the city centre as an address they will want to have.

THE MASTERPLAN ENVISAGES:

- Office development is enabled throughout the city centre, with a redefined CBD area (the Engine Room) the focus for new Grade A office space
- Office space elsewhere in the city centre is likely to be converted or refreshed for Grade B and C space (as well as converted to residential uses)

RETAIL, ENTERTAINMENT AND DINING

Auckland is one of New Zealand’s largest retail centres, generating over $1 billion of retail expenditure per annum. It offers broad shopping choices ranging from malls to value retail locations, along with a limited range of niche, independent shops and luxury stores. Despite this, the city centre needs to broaden its shopping choices and operating hours to create a lively mix of world-class shopping experiences. Entertainment and dining opportunities are becoming increasingly diverse, but there is a lack of coherence, with clusters of activity throughout the city centre.

THE MASTERPLAN ENVISAGES:

- A consolidated high-value retail core in the Queen Street area (including High Street, Lorne Street and O’Connell Street). This area is complemented by boutique retail areas in emerging parts of the city centre such as Britomart, as well as Ponsonby, Karangahape Road, Victoria Park Market, Parnell and Newmarket
- Convenience retail is enabled throughout the city centre, building on the recent success of metro-style supermarkets
- More activity day and night in retail areas. Retailers will be encouraged to operate as a coordinated entity to achieve this (e.g. coordinated opening times and events)
- Entertainment and dining will continue to expand in areas such as the waterfront, Victoria Park, Ponsonby and Parnell, and along streets connecting these areas such as Victoria Street and Beach Road
- The development of a retail action plan for the Queen Street Valley to ensure the city centre’s role as a retail destination flourishes.
FACTOR 1: CHANGING ECONOMIC PICTURE [CONTINUED]

VISITOR ACTIVITY – CULTURAL AND CIVIC

Visitor activity in Auckland is an important contributor to retail, hospitality and accommodation and a catalyst for transport and infrastructure investment. Inbound tourism in Auckland contributed $1.96 billion to the country’s GDP and domestic tourism contributed $1.23 billion. Export education (i.e. international students) accounted for $315 million.

Despite these significant figures, the visitor offering in the city centre is relatively shallow, with little to hold visitors for more than 48 hours.

The Aotea Quarter is the city’s civic and cultural centre, and arts and entertainment hub. Its cultural facilities such as the Aotea Centre, Auckland Town Hall and Auckland Art Gallery strengthen the quarter as an important regional, national and international destination attracting visitors to the city centre.

THE MASTERPLAN ENVISAGES:

- A growing cultural offering around Aotea Square with the expansion of existing facilities and the creation of new ones, including the publicly desired refurbishment of the St James Theatre within the theatre district
- Bringing culture and produce to the streets. Street entertainment, festivals and markets on the streets and in squares, reflecting Auckland’s diverse population
- Greater activation of the harbour with more events, accessible public spaces and supporting entertainment venues along the waterfront
- The new New Zealand International Convention Centre
- Development of an integrated park network to include a running track open 24 hours, designated cycling facilities and child-friendly activity areas
- A new system of visitor-led ambassadors and wayfinding support providing information to tourists and visitors on the city centre’s attractions.
MAORI ECONOMIC DEVELOPMENT

Māori participation in the overall growth of the economy has become an emerging component of the country’s well-being. The Auckland Plan recognises this changing dynamic; Māori identity is Auckland’s point of difference in the world and its leveraging will determine the profile of Auckland over the next 30 years. This leverage can be achieved through private-public partnerships backed up by:

- $20.8 billion in Māori employer assets
- $10.6 billion in iwi collective assets
- $5.5 billion in Māori self-employed assets

Future investments by Māori will include interests in infrastructure, tourism, IT, greenfield development, education, aquaculture and possible international partnerships with China and Japan.

THE MASTERPLAN ENVISAGES:

- Emerging partnerships with Māori concerning urban design, infrastructure and tourism
- Protection of wāhi tapu and cultural sites of significance, with a view to setting iconic landmarks and raising Auckland’s profile
- Increased participation by Māori in strategic management of assets
- Spreading benefits across the city centre through Treaty settlement outcomes
- Connecting the city centre to the region through the expression of Māori traditions, history and language
- Pan Pacific, Asian nations and iwi collaboration in domestic and international investment.
Factor 2: Access to and within the city centre

Fundamental changes in future city centre travel patterns and demands will reflect that walking is the dominant mode of movement within the city centre, providing a major opportunity to dramatically enhance the liveability and success of the city centre. At the same time it is important to maintain a focus that will allow multi-modal accessibility to the city centre, so that businesses can thrive and grow. The existing transport network within the city centre and across the region will need to be enhanced to achieve these changes.
PEAK MOVEMENT

Over the coming 20 years, nearly all of the growth in trips to and within the city centre during the peak periods will need to be accommodated by public transport, walking and cycling. Due to the inability to provide additional road capacity, the number of vehicles entering the city centre during the peak period is expected to remain relatively static, with additional bus volumes and some growth in freight and delivery vehicle trips in the inter-peak periods. The number of vehicles entering the city centre each morning has decreased slightly over recent years.

Auckland Transport and the New Zealand Transport Agency (NZTA) are working together to manage and develop the road network as a single network and to provide a balance between movement and place. This will involve improving the effectiveness of the existing network and providing for travel growth through public transport and active modes, (walking and cycling), and higher car occupancy levels. Recent traffic modelling assessments by Auckland Transport indicate that the proposed City Centre Masterplan projects have complex interactions with the city centre’s transport networks, but are deliverable if implemented in a staged programme (see page 195 for the various interdependencies).

PUBLIC TRANSPORT

Supporting continued increases in the use of public transport, which currently provides nearly 50 percent of all morning peak-period trips, is of critical importance. Major improvements are already under way in bus, ferry and rail infrastructure and services. These include the Northern Busway service and bus priority and high occupancy vehicle lanes on the motorway and arterial road network. To meet increasing travel demand over the coming 20 years, there is expected to be a near-doubling of bus journeys, and five times as many rail, walking and cycling trips within the city centre.

The city centre will need a comprehensive, high-quality public transport system. Bus routes across the region will be streamlined to improve network efficiency and accessibility, resulting in fewer buses in the city but greater numbers of passengers carried. Later, where the bus network is unable to serve higher passenger demand, the system could be complemented by a high-quality light rail system to connect the city centre, fringe urban villages and ultimately the wider region. Expansion of the ferry network will improve access to the city centre from all around the Waitematā Harbour.

The top priority is the City Rail Link with new stations in the Aotea Quarter, at Karangahape Road and in Newton. The rail link is vital, to transform the city centre and support the growth of organisations, such as the universities. It will unlock the potential of the public transport system. The City Rail Link will provide greater rail network efficiency, capacity and access, and will be implemented in a way that encourages city centre development in the right place at the right time.

The City Rail Link will lead to considerable reductions in rail travel times. While the biggest travel time decreases are on the Western Line, there are also substantial time savings on other lines.

As a result of the shorter journey times, twice as many people will be within 30 minutes’ travel of Aotea and Karangahape Road stations and three times as many people will be within 30 minutes’ travel of Newton Station. There are similar figures for the Parnell station. This major improvement in accessibility, along with an improved central area bus network, will heighten the attractiveness of City Rail Link station areas as new employment, retail and educational opportunities. It will also increase the size of the city centre’s labour market catchment.

The restructure of city centre bus routes to create a more effective, reliable and legible bus network will help to relieve pressure on the Britomart transport hub and support a higher-quality pedestrian environment. The network improvements will require
intra-urban walking and cycling,
THE MASTERPLAN ENVISSAGES:

- An enhanced pedestrian experience in the city centre. This could be achieved by actions such as the creation of shared space, streetscape upgrades, lower speed limits, additional mid-block crossings, more 'green time' for pedestrians, signalised intersections, the continued removal of free left turns (at signalised intersections), and new pedestrian and cycle access on the Wellesley Street bridge to Grafton Road.

- Minimised through-traffic and truck/container freight movement within the city centre, and greater use of rail freight.

- Significant restructuring of more effective bus services and the development of supporting infrastructure and street improvements.

- A comprehensive approach to the management of parking to support the business, retail, residential and entertainment mix of the city centre.

- A comprehensive cycle network connecting the city centre with the rest of the region.

- Funding and construction of the City Rail Link with associated development opportunities.

- Consideration of the possible role of light rail as part of the future regional public transport network.

- Supporting the development of an additional Waitematā Harbour crossing complementing an expanded ferry network service.
FACTOR 3:
INCLUSIVENESS AND A CHILD-FRIENDLY CITY

INCLUSIVENESS UNDERPINS THE VISION OF AUCKLAND AS THE WORLD’S MOST LIVEABLE CITY.

The city centre will be for everyone: a welcoming and safe place with a strong and inclusive community, where people can access social activities and see their culture reflected in the physical and social environment. The masterplan addresses the following strategic priorities in the Auckland Plan:

- Put children and young people first
- Create a strong, inclusive and equitable society that ensures opportunities for all Aucklanders
- Strengthen communities.

A framework is needed to address competing considerations in the city centre. These include high-quality and affordable housing for families; providing for alcohol use and adult entertainment while maintaining the city as a safe place for children; and balancing competing uses for open space, while considering noise levels and the requirements of urban neighbourhoods. Residents need appropriate social services and infrastructure that is accessible to children, older people and people with disabilities.

A CITY WELCOMING TO CHILDREN AND THEIR FAMILIES

The UN Child-Friendly Cities Framework is one example of internationally agreed criteria for a city that is welcoming to children. It defines a Child-Friendly City as one which is actively engaged in ensuring every young citizen can:

- Be safe in the streets
- Meet friends and play
- Have green spaces for plants and animals
- Live in an unpolluted environment
- Participate in cultural and social events
- Be an equal citizen with access to services, regardless of ethnic origin, religion, income, gender or level of ability.

The Auckland Plan has given priority to children and young people, and the Council will develop a strategic action plan that takes this into account. Currently there is little to encourage parents to raise their children in the city centre or bring them to visit. Although there are nearly 2000 child residents, fewer than one percent of the activities recorded in the city centre involve children playing. In a 2008 survey carried out by the Auckland University of Technology (AUT), University Local Government Centre (on behalf of the Children’s Commissioner) and Auckland City Council, children said they experienced their homes as warm and safe, but identified the following issues with living in the city:

- The need for more space inside and outside their homes – a quarter did not have their own room
- Noise from people, traffic, construction, music and ships
- Not able to have a pet – 92 percent of the children interviewed mentioned this
- Not close to family – 57 percent had friends nearby but 68 percent did not have family nearby
- Most felt their neighbours were friendly but 35 percent did not
- During the holidays only 43 percent had played in a park or the bush in the previous week.

THE MASTERPLAN ENVISAGES:

- New play parks, incidental play opportunities and child activity centres
- Minimum space standards for family housing and incentives for affordable and social housing
- Noise management measures
- Safe shared play space allocated within new residential buildings to cater for the needs of residents’ families and their children
- A new primary school – the Council and the Ministry of Education will monitor growth to ensure a timely response to any changing requirements
- Families should be attracted to the city by family-friendly festivals, events, street theatre and public art.
OF the 433 hectares of land comprising Auckland’s city centre, about 35 hectares is designated as open space. This open space forms an important part of the fabric of the city centre, and many spaces are of historic and natural heritage value.

As well as this designated open space, there are undesignated open spaces such as pocket parks, streets, squares, trees, gardens, waterfront promenades and other spaces between buildings.

As the city centre population and employment numbers continue to grow, so must the quantity, accessibility and quality of open spaces. The main challenge over the next 20 years is to accommodate growth and proportionally provide a diverse range of high-quality and highly accessible public spaces.

The opportunities for creating additional public parks within the city centre are limited to those proposed at the waterfront (Headland Park, Central Park, Silo Park and Wynyard Plaza). This emphasises the need for increased accessibility to the main existing parks, to reclaim city streets as high-quality urban spaces, and to creatively change the form of the cityscape with initiatives such as rooftop gardens, sports facilities and vertical gardens.

Critical to the future of the city centre’s quality of life and economic prosperity is the creation of a network of accessible, safe and attractive urban spaces, centred on the city centre’s primary green parks or green rooms, including the Auckland Domain, Albert Park and Victoria Park.

Open space provides opportunities for our unique and at-risk biodiversity. Well-selected trees and shrubs provide habitat and food sources for our native birds – currently there are few, if any, species in the central city – and reptiles. This not only adds interest for visitors and supports the New Zealand 100% Pure brand, it reinforces our identity as environmentally sensitive New Zealanders. The use and protection of native plants and animals are central to Māori identity and spirituality.

Open space provides cultural resources for artists and traditional healers.

GREEN AND BLUE ROOMS

The city centre will have a linked network of green spaces. Linear parks along streets between the major parks will enable safe, efficient and attractive walking and running connections. Smaller parks will be linked by quality pedestrian routes. Marine and green ecological areas will be created to support biodiversity and air and water quality in the city centre. These areas will complement and link to the green room network and the waterfront.

URBAN SPACE

The city centre will have a strong network of urban spaces, including plazas, squares, waterside promenades, pedestrian malls, shared spaces and laneways. Events, activities, shops and cafés can enliven these spaces. Large numbers of pedestrians, high-quality urban environments and places to sit or play will be features of these areas day and night. In the Queen Street Valley a city centre laneway circuit (see Public Life Factor 5 page 58) will revitalise the early Victorian streets and connect them to urban spaces and parks. An extensive waterfront promenade will link Queen Street Valley to the new lane network in the Wynyard Quarter to the west.
PLAY SPACE

More playgrounds and places for play will attract children and young people to visit and live in the city centre. There will be play spaces, sports and recreation facilities for all age groups in parks, urban spaces, streets and on the waterfront. Every park will have an area for children – it could be a slide, swing, sculpture or space to kick a ball. More sports and recreation facilities will enable residents, workers and students to enjoy the city centre as the region’s biggest play space. A 24-hour running track will be incorporated into the open space network.

EVENT SPACE

A connected network of event spaces and places will enable events ranging in type and scale to be held in the city centre. Major event facilities (such as the Viaduct Events Centre on the waterfront) and urban spaces (such as Aotea Square) will host international and regional events. The network of spaces and places will cater for cultural events such as the Lantern Festival, which is celebrated in the city’s streets and parks. In addition, smaller urban spaces, streets and event facilities will host a diversity of events and activities, day and night, to create a lively and inviting city centre that everyone can enjoy.

HERITAGE SPACES

Many of our parks, gardens, cemeteries, squares, streets and other open spaces are important, treasured parts of our heritage. Our stories about these spaces should be shared between us and better communicated to our visitors. Improved interpretation and display of the local history of our open spaces will be provided; for example, in the Learning Quarter. Events to celebrate the value of heritage spaces (such as the Heritage Festival), and local walks and tours will be promoted.

THE MASTERPLAN ENVISAGES:

- Planting 200 new street trees within the public realm of the city centre and waterfront
- Designing a harbour and Gulf masterplan as a supporting document to the Hauraki Gulf Marine Spatial Plan, with proposals for further activating the 'blue park' and connecting the many waterfront destinations
- Implementing the Westhaven Drive project, including a beach and park
- Committing to the construction of the Daldy Street Linear Park to run the full length of the street
- Transforming Victoria Street to a mid-city green link between Victoria Park and Albert Park
- Enhancing the legibility of wayfinding/main walking routes to and through Albert Park
- Improving interpretation, display and presentation of events to celebrate the local history and heritage value of open spaces
- Transforming the linkages across Grafton Gully to the Auckland Domain at Alten Road/Constitution Hill, Grafton Road and Wellesley Street East.
FACTOR 5: PUBLIC LIFE

PUBLIC SPACE OR REALM IS THE GLUE THAT HOLDS THE CITY CENTRE TOGETHER, THE CANVAS FOR PUBLIC LIFE.

In Auckland’s city centre the primary public spaces are its streets and lanes supported by other spaces such as parks, squares and the waterfront. Traditionally they functioned as meeting place, marketplace and movement space. However, rapid changes over the past 50 to 60 years have changed the public space experience in Auckland and in cities across the world.

Vehicles and their parking and servicing requirements have dominated the public realm. Moving vehicles safely and efficiently to sustain the economic growth of cities has been the most recent driver of public space development. Sites have been incorporated into larger developments with a mix of activities and on-site car parking. Public space functions in these developments have become more internal, with poor connections to the surrounding public realm. Over decades these factors have led to a deteriorating quality in public spaces, and people relying more on their vehicles.

A better-quality, connected public realm supports different transport options such as walking, cycling and public transport. It supports intensification of development by providing for a range of activities and healthier lifestyles through greater opportunities for walking and other exercise.

The Centre for Public Space Research in Copenhagen has identified objectives that make for quality open space:

- People need to feel safe from traffic and crime and protected from adverse environmental conditions
- Public spaces need to be comfortable for passive and active uses including walking, standing and sitting, listening and talking, play and exercise
- People need to be able to enjoy the spaces, which should be well designed, aesthetically pleasing and allow for activity to spill out from buildings.

These principles and the learnings of the 2010 Jan Gehl Public Life Survey have been applied recently to several city centre streets through the Shared Space Programme. Streets such as Elliott and Lorne have been transformed as shared spaces where pedestrians are given priority over vehicles. Public life has returned to these streets in a way not seen for decades; they have become more vibrant and vital with improved business viability.

Private developments have contributed to the public realm by providing through-site links and public spaces often associated with District Plan bonus floor space provisions. However, these spaces are little known and not always well used. More signage and better design integration is required to ensure they are used as part of the wider public space network.

Queen Street has been significantly enhanced as the city centre’s premier street in recent years. However, the public realm experience of many of the other primary streets in the city centre grid pattern — Hobson, Nelson, Albert, Customs, Victoria, Quay, Wellesley and Symonds — remains degraded by the impact of the car. With the City Rail Link and other public transport improvements, there is a real opportunity to enhance these streets as public spaces as well as movement corridors.

Beyond these main streets is a network of secondary streets and lanes. Streets like High Street and Vulcan Lane are well known and appreciated, but others are not particularly well used. Collectively, as a laneway circuit, they have the potential to create a more intimate pedestrian experience through the city centre, supporting diverse retail, hospitality, entertainment and cultural activities.

The circuit will take in Federal Street, an east-west axis through Britomart West (in time), Britomart and Quay Park (in time), and Fort Street/High Street/Lorne Street. Interspersed with public squares and experiences along the route, it has great street layout with the potential to be as good as any comparable circuit in Melbourne or Barcelona. Many of the city’s most-loved public spaces, such as Vulcan Lane, Freyberg Place, Khartoum Place’s Auckland Women’s Suffrage Memorial and St Patrick’s Square, are already on this circuit.
THE MASTERPLAN ENVISAGES:

- Extending the Shared Space Programme to more Engine Room streets and lanes
- Enhancing the primary streets; creating a better balance between vehicles and pedestrians; and allowing greater opportunities for socialising, recreation and promenading
- Creating a coherent laneway circuit that is fully revealed, enhanced and celebrated as a defining city centre experience
- Making the through-site links and public spaces (from private development) criss-crossing the city centre more visible, as part of the public space network. This will be through identification and monitoring (or resource consent conditions) and improved wayfinding signage. Developers will be encouraged to keep contributing to public space through the Unitary Plan
- Getting the simple designs right, in footpaths, driveway crossings and walkways, as these are a huge part of public space in any city centre
- Biennial public life surveys, based on the 2010 Jan Gehl-led survey, to monitor and manage progress.
FACTOR 6: STRENGTHENING THE QUARTERS

The City Centre has a cluster of distinct areas, each with its own characteristics and uses. These areas will continue to be reinforced and promoted through the creation and implementation of quarter plans. Additionally, finer grained precincts within the quarters have their own unique character and uses that complement each other while contributing to the whole.
AOTEA QUARTER

The Aotea Quarter is the city’s civic centre and cultural, arts and entertainment hub: a vibrant place to indulge the senses, express creativity, enjoy events and participate in civic life. It is located in the Queen Street Valley and edged by Mayoral Drive, Wellesley Street, Lorne Street and Khartoum Place. The quarter is recognised for its cluster of cultural facilities, which include the Civic Theatre, Aotea Square, the Aotea Centre, the Auckland Town Hall, the Central City Library and the Auckland Art Gallery. These are some of the most iconic heritage buildings and spaces in the city centre.

The gravitational pull of the Engine Room and waterfront for commerce will require the quarter to energise itself around its cultural, entertainment and arts offering and grow a closer relationship with the university campuses. The historic St James Theatre will be redeveloped as an important venue in a new theatre district.

The City Rail Link’s Aotea Station, proposed for Albert Street between Wellesley and Victoria Streets, will serve the quarter, consolidating its role as an important destination hub in the city centre.

The strong heritage values of the Aotea Quarter will be maintained and enhanced, retaining what is unique about this quarter and celebrating important landmarks; for example, Khartoum Place’s Auckland Women’s Suffrage Memorial.

VICTORIA QUARTER

The Victoria Quarter is the historic warehouse and industrial area on the city centre’s western edge. It is bordered by Hobson, Fanshawe and Union Streets and includes Victoria Park. The quarter has a mix of residential and commercial uses. Residential accommodation is mainly in the southeast, with commercial activities largely on the northern and western sides. The Council’s vision for the quarter is of a quality urban environment, which enhances the area’s historic character, has premium community facilities, and a mix of commercial and residential activities. The eastern edge is within a short walking distance of Aotea Station on the City Rail Link; the southern edge is close to Pitt Street and the proposed Karangahape Road Station. The quarter’s basin topography and physical advantages – its views, westerly aspect and accessibility – make it an ideal location for more intensive, high-quality residential development.

LEARNING QUARTER

The Learning Quarter covers 63 hectares on the eastern side of the city centre and is home to two premier universities. It has New Zealand’s largest concentration of students, researchers and teachers. It makes an important contribution to Auckland’s economic activity by developing future professionals, fostering knowledge and innovation, and attracting international talent around its campuses. This quarter is a vibrant place, characterised by heritage buildings, open spaces (such as historic Albert Park), the Old Government House grounds, rich cultural assets, a diverse range of events, and a growing residential community. The Learning Quarter is a partnership between AUT University, The University of Auckland, and Auckland Council. These institutions are committed to stimulating learning, research, cultural and business experiences in the city. These campuses are expected to continue to grow. They are supportive of the City Rail Link, as they see Aotea Station, Parnell Station and the existing Grafton Station as critical access points to support the successful Inner Link bus service.
ENGINE ROOM QUARTER, INCLUDING BRITOMART PRECINCT

The Engine Room, as the city’s CBD and retail core, is critical to the vitality and viability of the city centre. Centred on Queen Street, it is defined by a number of important city streets (Hobson, Quay, Victoria and Kitchener). A quarter plan is needed to ensure the area’s role is maintained and enhanced.

Lying on the eastern side of the Engine Room, Britomart is a 6.5-hectare waterfront precinct of heritage and new buildings, regeneration sites and open spaces. It is next to Auckland’s main transport hub, the Britomart Transport Centre.

Britomart is being revitalised by its long-term owner and manager, Cooper and Company, with a diverse and rapidly growing mix of restaurants, bars, offices, boutiques, galleries and public spaces. Investment in the heritage buildings and streetscape has strengthened the area’s identity and special character. By 2015, with apartments, hotels and close to 200 businesses based there, it will be a buzzing 24/7 urban community.

KARANGAHAPE ROAD QUARTER

Karangahape Road, known as K Road, is an iconic street and important historic townscape, perched on a ridgeline overlooking the Queen Street Valley. Once a destination for department stores, its Victorian and Edwardian dwellings now house an array of restaurants, bars and clubs, and workspaces for small and start-up creative businesses. The Karangahape Road Quarter has developed a slightly edgy and gritty urban character, an important element in most successful cities. A quarter plan is needed to ensure the area can accommodate the growth associated with the City Rail Link station, while retaining and enhancing its underlying character, colour and vitality. The Karangahape Road Business Association will be instrumental in ensuring the continued success of the area.

QUAY PARK–TE TOANGAROA

Quay Park, to the east of the Britomart Precinct and centred on the Vector Arena, has seen significant commercial and residential development in recent years. The quarter is dissected to the east and southeast by the rail corridor, and separated from surrounding areas by high-volume arterial routes such as Quay Street, The Strand and Beach Road. A quarter plan will explore the opportunity to redevelop the area.

NEWTON QUARTER

While not strictly a city centre quarter, Newton is an emerging creative hub with innovative, eclectic people and industries. It is fast becoming a desirable, competitive commercial precinct. It is expected that Newton (also known as Eden Terrace) will have the most intensive development of all the fringe areas, catalysed by a new City Rail Link Station on Upper Symonds Street.

Eden Terrace ‘buzzes’ late into the night and has a reputation for some of the best dining and evening entertainment available in Auckland. It provides a convenient stop for people heading to sports games at Eden Park. Over the longer term there is untapped potential for the area to make the most of its many heritage and character buildings. With the support of the Eden Terrace Business Association, Newton will continue to grow as a cultural, diverse and inclusive quarter, economically and socially.
WATERFRONT QUARTER

Stretching from Point Erin in the west, across to TEAL (Tasman Empire Airways Limited) Park in the east, it includes the Wynyard Quarter, the Viaduct Harbour, and the Central Wharves.

Wynyard Quarter, also known as the tank farm or the western reclamation area, is a large-scale, 35-hectare reclaimed area to the west of Auckland’s city centre. Historically it has been an area for port-related industry. In recent years, the marine industry has also established a presence there to service the port and the Westhaven Marina.

As leases held by the bulk liquids industry and other activities expire over the next 20 years, the land will be redeveloped. The Wynyard Quarter redevelopment incorporates the principles of the wider waterfront vision and aims to provide for mixed uses as well as the continued operation of the marine and fishing industries (see the Waterfront Plan July 2012).

Viaduct Harbour is one of the liveliest places in Auckland. The precinct boasts world-class marina facilities as well as accommodation, dining and entertainment. It will continue to provide a mix of residential, office, retail and dining activities, all within a high-quality built environment with waterfront promenades and open spaces. The harbour’s unique character derives from the marina, its luxury boats, and its downtown location.

Hobson Wharf forms the northeastern edge, home to New Zealand’s National Maritime Museum, and the precinct hosts many events including the America’s Cup, Louis Vuitton Regattas, the Volvo Round the World Race, the Auckland International Boat Show and New Zealand Fashion Week.

The Wynyard Quarter and the Viaduct Harbour retain authentic maritime and industrial heritage. There is an opportunity to promote and celebrate the history of Auckland’s waterfront and its distinctive character. The Council envisages this heritage will be protected and enhanced.
People experience the city centre’s built form at different scales. The skyline – with the Sky Tower flanked by tall buildings on the harbour’s edge – is recognised internationally, and characterises the city centre. Prominent buildings act as landmarks and assist people with orientation when in the city centre. All new developments – particularly those that are prominent because of their location, design or height – must enhance the cityscape, as this represents the identity and image of Auckland’s city centre.

At the street level, the diversity of building form, design and function is evident. It is a unique expression of Auckland’s evolution from a colonial port to an international city centre. The clustering of activities in an area or quarter (see Strengthening the Quarters page 62) such as the corporate towers, civic buildings and the education campuses, strongly influence the scale of this built form and character. New buildings need to be carefully designed to ensure they are well integrated and enhance local distinctiveness and activity.

The relationship of buildings to streets and open spaces influences the way people experience the city centre. A range of planning methods ensures that the streets, squares and parks are attractive, pleasant places for people to walk and sit. One method is the sunlight protection areas surrounding our parks and squares to prevent shadowing by tall buildings between 11am and 2pm, all year round. Lower building heights on the northern aspect of our parks guarantee this. Another method is the requirement for canopies over footpaths to deflect wind from tall buildings and provide shelter from rain and sun. Buildings in some parts of the city centre are kept low to protect views across the city to the Auckland War Memorial Museum and Mt Eden. There are also protected sight lines along streets to the harbour or to landmark buildings such as the Art Gallery.

It is important that new development in the city centre continues to provide amenity for pedestrians and users of public open space.

The city centre is the most intensive urban environment in Auckland. Space is at a premium so it needs to be used efficiently to support social and economic growth. Tall buildings and high density development in this location achieve the most efficient use of land to support sustainability objectives for a quality compact city.
FOUR 'GOOD DESIGN PRINCIPLES' ESTABLISHED IN THE AUCKLAND PLAN (2012) WILL GUIDE DEVELOPMENT IN THE CITY CENTRE. THEY MUST BE READ AS A COMPLETE SET: COLLECTIVELY, THEY DIRECT A COMMON UNDERSTANDING OF WHAT ATTRIBUTES ARE REQUIRED TO MAKE THE CITY CENTRE A SUCCESSFUL PLACE. THESE ARE:

1. IDENTITY
Landscape and ecology, heritage, built form, people and communities together establish the context for Auckland’s unique sense of place.

Good design must recognise and respond to this context, with development enriching character, quality and legibility and thereby a sense of place.

2. DIVERSITY
Auckland should accommodate a rich mix of uses, activities, urban form and architecture, which supports variety, vibrancy, chance exchange, safety and choice.

Good design must encourage diversity and embed flexibility and adaptability to ensure continued support for our changing communities, cultures, built form and environments.

3. INTEGRATION
Development in Auckland should support uses, activity centres, energy systems and movement networks which are well-connected, and provide convenient and universal access to a range of services and amenities. The cumulative picture of a street, a block, a neighbourhood and the city, not just buildings, roads or open spaces as individual elements, must be recognised and responded to.

Good design must ensure that development supports existing and/or creates integrated urban form (including streets and spaces) to facilitate well-being, movement and access.

4. EFFICIENCY
The unique benefits and efficiencies of urban systems need to be maximised, delivering quality places where transactions and exchange are encouraged and resources optimised.

Good design must ensure that development focuses on benefits and positive effects, optimising the full potential of a site’s intrinsic qualities. This includes site shape, relationship to the street, landform, outlook and proximity to services, amenities and infrastructure.
**FACTOR 8: THE IMPORTANCE OF HERITAGE**

Auckland’s heritage directly influences how people perceive and use the city centre as a place to live, work, play and visit. Auckland’s unique history, heritage and character make it a special place and improve our quality of life. The city centre must have a distinctive environment, which celebrates and makes the most of Auckland’s historic heritage.

A wealth of natural, Māori and colonial settlement heritage can be found in Auckland’s city centre. Despite significant losses over the years, the city centre still has many valued heritage places and is home to 20 percent of the region’s scheduled historic heritage. However, there are many other heritage places with no statutory protection, and some we are yet to discover. Heritage may be locally valued and important; part of an historic landscape; of townscape value; and contribute to an area’s historic character.

Auckland’s iconic heritage buildings and landmarks include the Auckland Town Hall, the Civic Theatre, the Ferry Building, the Custom House, the former Chief Post Office, and Railway buildings. Some are major tourist destinations, such as the Auckland Art Gallery and the Auckland Museum. Maritime and industrial heritage abounds in the Britomart and Wynyard Quarters, and our treasured green spaces include Albert Park, Symonds Street Cemetery and Victoria Park.

Historic arcades, department stores, boutique retail areas such as Vulcan Lane, and gritty streets such as Karangahape Road provide a range of shopping experiences. Residential heritage buildings define many of our historic suburbs in Ponsonby, Newmarket, Parnell and Devonport, which are popular places to live.

This heritage gives Auckland its rich texture, a sense of continuity, and a strong basis from which to develop and grow its city centre. Although our heritage is unique and irreplaceable, conservation does not preclude change. In many respects it is at its best in such a dynamic and evolving place. Auckland’s historic heritage must be valued as an opportunity and encompass geology, ecology, Māori sites of significance, archaeology, architecture and landscapes.

Auckland’s historic heritage is of fundamental importance to iwi. Māori have a special relationship with the landscape, established by whakapapa. The landscape is personified as an ancestor and cultural rituals still practised today connect iwi to the land. Many iwi have their own relationships with sites, often through occupation or significant events such as battles.

There are many Māori sites of significance in the city centre. However, too few are protected or formally identified. Māori heritage is not as obvious as European built heritage, and creative policy is needed to protect and celebrate it, and bring it to the attention of landowners and the public.
FACTOR 8:
THE IMPORTANCE OF HERITAGE [CONTINUED]

Auckland Council is encouraging a proactive approach to the stewardship of our heritage places, to ensure they are better understood, protected and conserved. Caring for our heritage is the responsibility of owners, developers, iwi, community groups, and government departments and agencies. This masterplan will help align actions to deliver positive heritage outcomes in the city centre and unlock the wider benefits of our heritage places as assets – contributing to sustainability, character, local distinctiveness, and a sense of place.

THE MASTERPLAN ENVISAGES:
- Opportunities will be identified to better understand, protect and conserve historic and prehistoric heritage. Incentives and new development will incorporate initiatives to identify record, interpret, protect and, where appropriate, enhance heritage places and sites, and their settings
- Heritage places at risk from neglect, decay or underuse will be conserved where possible and used in keeping with their heritage values
- Opportunities to improve the environmental resilience of heritage places will be identified through incentives, and heritage features will be retained in new development. This includes earthquake strengthening, appropriate reuse, and energy efficiency improvements to heritage buildings
- New development will be sympathetic to the character and heritage of different areas. Historic areas will be celebrated and new buildings, streets and open spaces will be developed with regard to the existing pattern, orientation, scale and proportion of the local historic heritage
- Heritage outreach, interpretation and educational opportunities will be identified. We will celebrate heritage through story-telling, visual/performing arts, festival events, community activities and the creation of heritage walks
- Public realm upgrades will be informed by heritage values, and opportunities for enhancing heritage places, views and settings will be identified. Historic features such as bluestone kerbstones, street furniture and surfaces will be retained where appropriate
- Use of good conservation practice to develop a management approach for historic landscapes, with a variety of regulatory and non-regulatory tools
- Use of council incentives and the heritage acquisition fund to promote high-quality heritage outcomes
- Development of a Māori heritage site protection plan.
HERITAGE GIVES AUCKLAND ITS RICH TEXTURE, A SENSE OF CONTINUITY AND A STRONG BASIS FROM WHICH TO DEVELOP AND GROW ITS CITY CENTRE.
Kaitiakitanga is a Māori resource management principle concerning the guardianship of natural resources. The New Zealand Tourism Strategy 2015 identifies it as one of two key values, along with manaakitanga, in promoting New Zealand as a destination. The city centre is well placed to give greater depth and authenticity to sustainability principles and the concept of kaitiakitanga, working in partnership with iwi and others. This may also provide a marketing edge for the city centre as a unique destination more committed to addressing environmental issues.

**Reduction in Greenhouse Gases**

The Auckland Plan has set a target of a 40 percent reduction in greenhouse gas emissions by 2040 (based on 1990 levels). It also sets a short-term target of a 10 to 20 percent reduction by 2020 and a 50 percent reduction by 2050, both targets are consistent with the Government’s greenhouse gas emission targets for New Zealand. Achieving this will require a regional effort and a combination of many actions.

Compared to many other international cities, Auckland has a relatively unusual emissions profile, as very high car usage levels are offset by the fact that much of the electricity is generated from renewable sources. The city centre’s contribution to reversing the upward trend of emissions will focus on its high transport-related emissions, as well as increasing distributed renewable sources of energy generation such as solar panels.

Emission reductions will be gained by improving public transport (specifically, creating a City Rail Link), promoting a network of pedestrian and cycle routes and providing electric vehicle charging points for motor vehicles.

**Safeguarding Heritage Buildings**

We have an opportunity to safeguard heritage and character buildings for present and future generations while providing for growth and retaining Auckland’s identity and sense of place. It is often more sustainable to adapt and reuse heritage buildings than to demolish and dispose of them.

**Green Building Standards**

This masterplan proposes that all future development in the city should demonstrate strong sustainability credentials. New buildings will, where appropriate, conform to the New Zealand Green Building Council’s Green Star ratings in which energy, water and thermal efficiency and sustainable sources of materials are all considered. In turn this will enhance biodiversity, reduce waste and support high-quality future-proof design, as well as establish best-practice standards for energy-efficient building design and operation. It will also open up tourism opportunities for those looking to study exemplar projects.

**Low-Impact Design**

There are opportunities for applying low-impact design techniques to the city centre’s streetscape. Low-impact design initiatives can include permeable paving, rain gardens, roof gardens, roadside swales and other methods of retaining rainwater at source, allowing it to settle and be filtered. This will ensure that, as far as possible, polluted city centre stormwater runoff is treated before it flows into waterways and the harbour.

The combination of transport and building changes will create more sustainable patterns of development that will dramatically enhance the liveability and success of the city centre.
RESPONSE TO NATURAL HAZARDS

The vast range of hazards that can adversely impact on Auckland are identified in the Auckland Civil Defence and Emergency Management Group Plan, with hazard provisions also included in statutory documents such as the Auckland Plan and the Unitary Plan. The Council carries out a number of initiatives to manage and reduce the risks posed by these hazards. Its neighbourhood response programme empowers specific communities to increase their resilience to hazards by planning and preparing for emergencies. Alongside these provisions, Waterfront Auckland is developing a strategy and plan for risk and adaptation in relation to sea-level rise, climate change (including an increase in the number of storm events), and natural hazards. Resilient infrastructure is critical to the economic, social, environmental and cultural enabling of life, as it assists a city to function well. These interdependencies are outlined in the Auckland Plan.

THE MASTERPLAN ENVISAGES:

- An integrated, sustainable transport system, including an overhauled bus network, expanded ferry network, City Rail Link and, in time, a possible light rail tram service
- Requiring a New Zealand Green Building Council 5-star rating for all council projects and joint venture schemes, and its promotion in all private schemes
- Exploration of green wall planning measures, including floor area/density bonus allowances for these
- Encouraging conservation, reuse, maintenance and energy efficiency improvements in heritage buildings
- Comprehensive cycle and electric car pool schemes.

Our knowledge and understanding of climate change and its possible effects on Auckland’s city centre are increasing all the time. As we learn more, so our measures to protect and improve the city centre will develop.
Tāmaki Makaurau, the Māori name for Auckland, has various translations including Tāmaki, the land contested by many, and Tāmaki, the land of a hundred lovers. Another Māori name referring to Tāmaki Makaurau can be interpreted as Tāmaki - the Destination of Voyagers. For 1,000 years people have migrated to Auckland, beginning with the ancestors of Māori. Successive waves of migration from all parts of the globe have added complex and diverse layers of relationships between the land and people.

Providing people with an understanding and the ability to connect to the indigenous culture and the landscape through stories provides greater community cohesion and understanding. Through telling our stories the city becomes more welcoming for new arrivals and visitors; it is an expression of manaakitanga, or making people safe and at ease. Practising whanaungatanga, or making people feel included and part of something greater than themselves, is also aided by telling our stories.

Māori story-telling is a unique opportunity for Auckland. The city centre is full of village sites, battlegrounds, former fortified villages, waka landing places, trading sites, named walking tracks, freshwater springs and streams, and spiritual deities. In more recent decades the Pasifika migration to Auckland has added another dimension and is producing world-renowned artists, from festival to film, telling of the Polynesian urban experience.

As people arrive they make their own mark on this place. Telling the city’s stories can enrich and strengthen the identity of all Aucklanders. Communities should be empowered to tell and share their stories in their way through:

- Public art
- Street theatre
- Festivals and events
- Guided and self-guided walks
- Signage.

More subtle forms of story telling are found in the city’s design, by revealing original topography, streams, beaches, headlands and freshwater springs. Vegetation and the form and materials of buildings tell stories too.

Public art will play a key role in the city centre. Some significant works grace the city centre currently, such as Chris Booth’s Gateway in Albert Park and Michio Ihara’s Wind Tree in the Wynyard Quarter.

Nevertheless, there is a lower presence of public art than might be expected. The establishment of a formal programme of public art, led by professional staff and advised by an expert panel, will serve the city centre as well as greater Auckland for years to come. Resources from both the public and private sectors will be harnessed to create groundbreaking and future-proofed public art that will transform the city centre in ways that cannot yet be imagined. Works will range from the traditional to the highly inventive, from the intimately scaled to the landmark. These will be created by artists from both near and far, and will evoke Auckland’s highest aspirations, New Zealand’s stories and diverse cultural landscape.

**THE MASTERPLAN ENVISAGES:**

- Public art in the city centre which displays the unique mix of cultures that shaped our identity
- Incorporation of public art in its significant public realm improvement schemes
- Funds allocated for art in all council-related development.