



BRITOMART PRECINCT

Built on its heritage legacy, Britomart is a mixed-use precinct of offices, restaurants, bars, cafés and niche retail. To date, half of its 18 buildings have been conserved, earthquake-strengthened and upgraded as high-quality new development and public spaces. Developed and managed by Cooper and Company in an ongoing partnership with Auckland Council, this success story is helping to improve the city centre's destination offering and create a better relationship with the waterfront. It is an exemplar development, inspiring to other less-developed areas in the 'beads on a string' series. The next stage is to remove parking and buses from Britomart Square (where reasonably practicable) and fully develop its relationship to Quay Street, allowing visitors and workers to have their faces to the sun.

**AN ESTIMATED 25,000
PASSENGERS PASS
THROUGH BRITOMART
EACH DAY.**





BEACH ROAD CANOPY

An important public life intervention, the Beach Road canopy proposal aims to enliven the inhospitable urban space bordering the Scene apartment buildings.

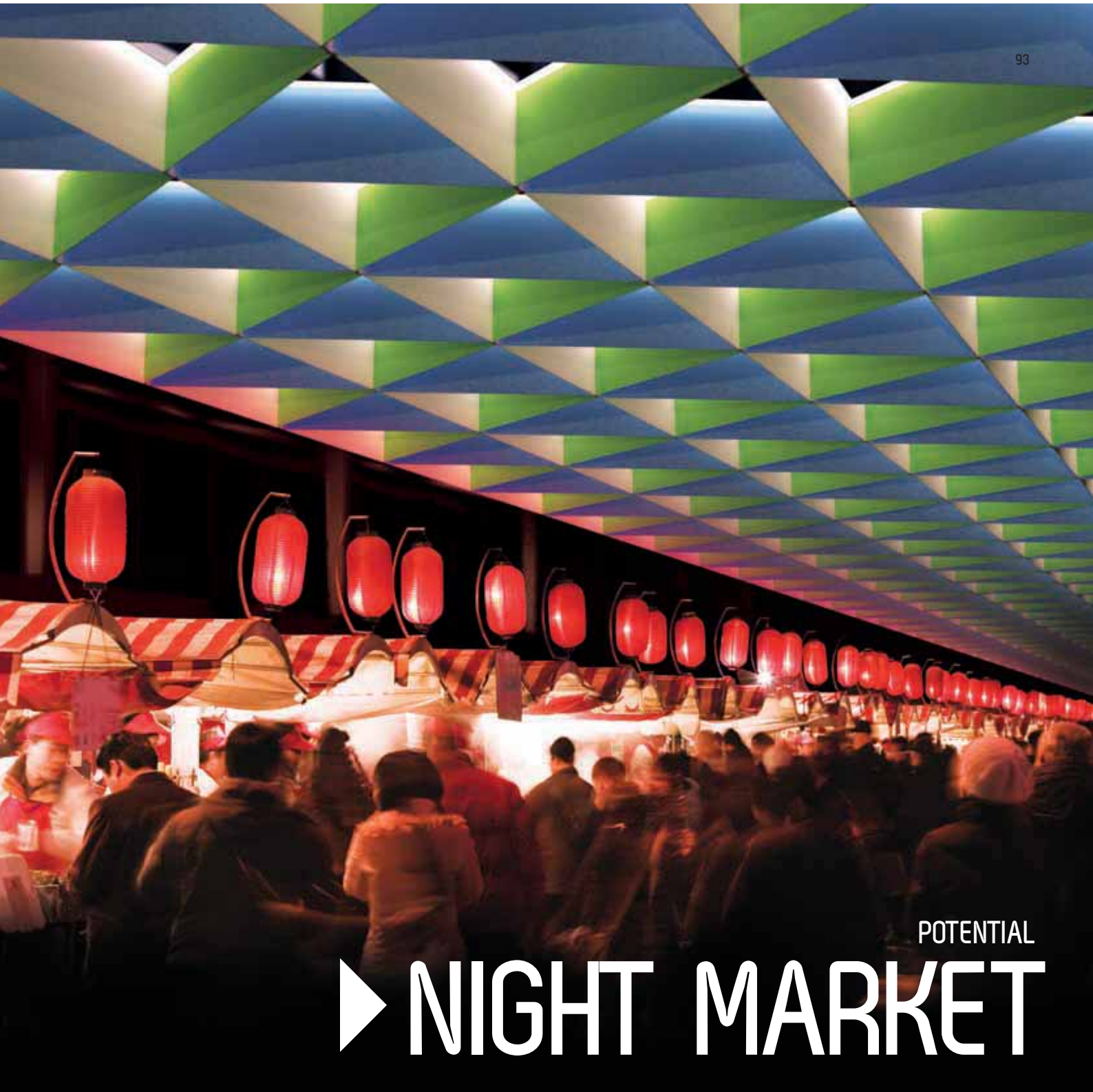
This broad paved strip of former rail reserve land links Vector Arena and Quay Park with Britomart. No rain shelter is provided and car parking dominates at ground level. Established trees line the road frontage, suggesting a boulevard and providing a buffer to the traffic.

Beach Road delineates the original shoreline before harbour reclamation, giving it historical significance.

The proposal for a canopy could involve the construction of an open steel structure, reminiscent of a traditional

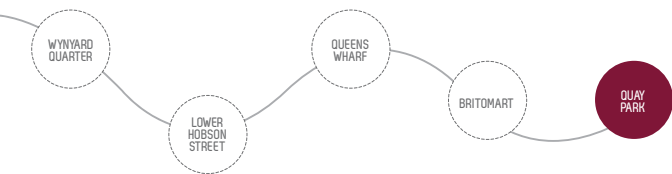
fishing net laid along the old beachfront. It would be six metres overhead, supported on fine steel columns with transparent roofing material above. The canopy would provide shelter for kiosks or market stalls, as well as possible spill-out spaces from opening up the streetfront of the Scene buildings. With each element of the triangular structure painted green, white or blue for land, beach and sea, it would be a subtle reminder of the historic shoreline. At night the canopy would glow and night markets would bring vitality to the area.

This project represents the first stage of regenerating Beach Road and forms an important part of the city centre laneway circuit.



POTENTIAL

▶ NIGHT MARKET



QUAY PARK QUARTER, TE TOANGAROA

The precinct which includes the old Auckland Railway Station building and the Vector Arena is known as Quay Park (Te Toangaroa). It includes the land between Quay Street, The Strand, Beach Road and Tangihua Street. Much of the area has been redeveloped in the past decade with a small-scale, high-density mix of business, retail and residential activities. Ngāti Whātua o Orākei controls most of the land, although Ports of Auckland owns the land on the northern edge and KiwiRail owns the rail reserve and shunting yard.

The area represents the eastern gateway to the city centre from Parnell and the eastern bays.

Both the City Centre Masterplan and the Waterfront Plan identify the possibility of short- and long-term coordinated, comprehensive redevelopment in the area.

The area has significant potential for redevelopment, increased density and enhanced amenity. However, it is also subject to transport infrastructure challenges. The motorway ends at Grafton Road and the state highway link to the port continues via Stanley Street and The Strand. Two rail routes, including the main trunk line, also dissect the area. These factors make the street environment in parts of the quarter unfriendly for pedestrians.

An investigation into alternative transport network options and associated land-use opportunities to support the masterplan has started through the joint NZTA, Auckland Transport and Auckland Council Eastern Waterfront Access Strategy Study.

Dealing with these challenges will enable comprehensive redevelopment of the area, based on a new high-quality, dense, urban street and block structure. To bring people to this part of the city centre, a destination development opportunity is likely to be required as part of mixed-use development. Its form and nature will be identified through the Eastern Waterfront Access Strategy Study and the Unitary Plan process.

New development will be expected to celebrate the area's cultural history and natural amenities, including its expansive views of the harbour and city, natural topography, native planting, and heritage features. The former Auckland Railway Station is recognised as an important heritage building within the precinct. The distinctive architectural style, concourse and garden area at the front provide special character and add to the visual amenity of the Beach Road frontage. Other places of historic interest include the railway platforms and signal/control building, Dilworth Terrace Houses, and the Viaduct.

New buildings could be up to the maximum height, defined by the Museum View Protection Height Plane (about 10 storeys), with a consequential uplift in floor area. However, varying development height will help create a rich and dense urban form. As the foreground of Parnell and the city centre's eastern ridgeline, it is important that new development here provides an attractive transition to the waterfront.

Infrastructure changes would enable The Strand to be revitalised, with new development joining the existing character buildings. Ideas such as realigning Quay Street to create a strong waterfront view line between the Viaduct Harbour and Tāmaki Drive could be explored in the future. This would also release more land for development and create opportunities to improve the building frontages on Quay Street.

■ Potential built form



FORMER AUCKLAND RAILWAY STATION

VECTOR ARENA

RECONSIDERED RAIL LINK WITH POSSIBLE STATION

Quay St



MOVE
OUT

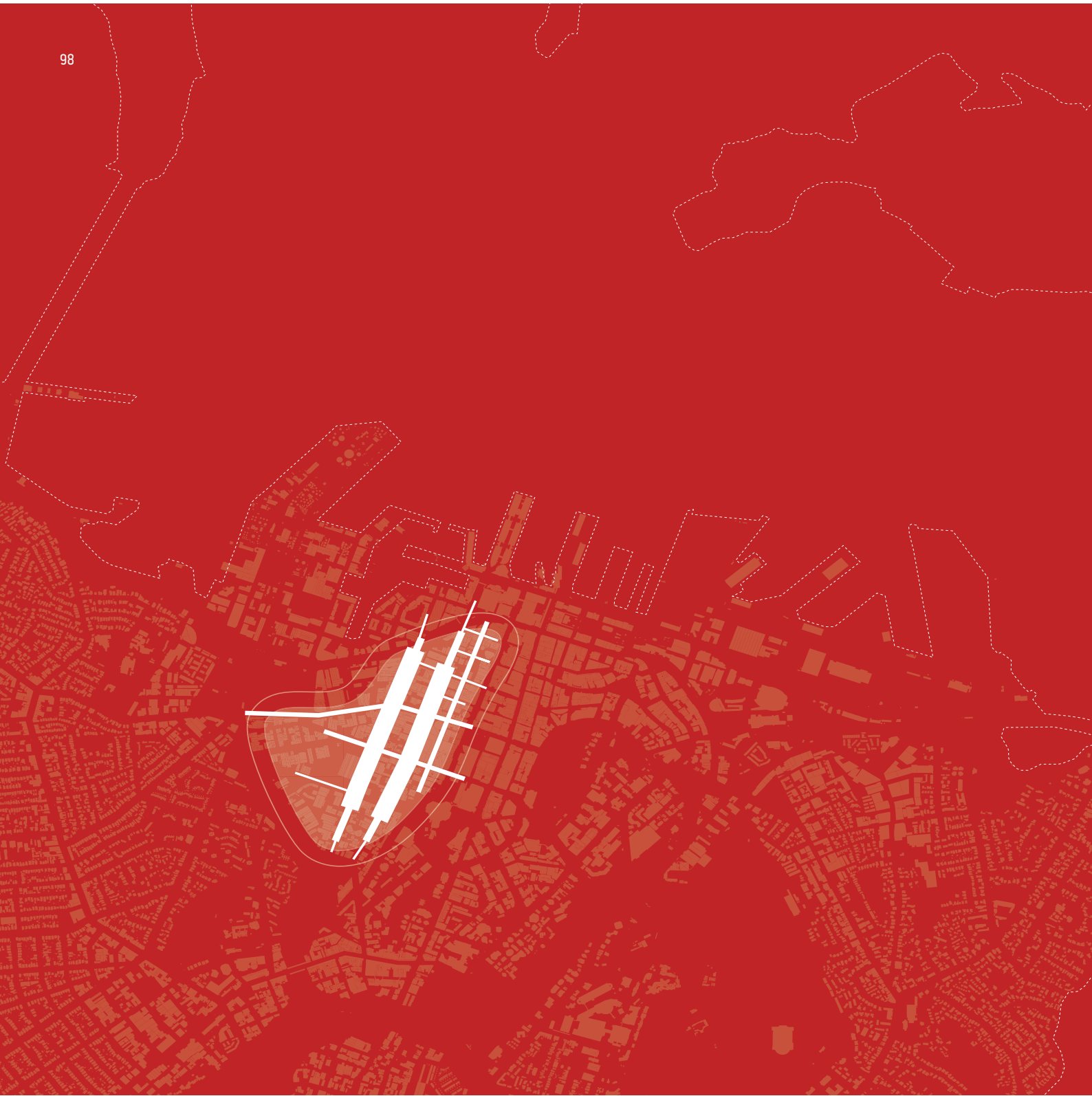
MIND THE GAP

▶ EXISTING



POTENTIAL

▶ QUAY PARK





02

EAST-WEST STITCH
*Connecting the Western
Edge of the City to the Centre*



KEY

-  Motorway
-  Big City Streets
-  Landmark Junctions
-  Green Links

VISION

THE WESTERN EDGE OF
THE CITY CENTRE AROUND
VICTORIA PARK IS A NATURAL
BASIN FACING THE HARBOUR
AND WYNARD QUARTER TO
THE NORTH.

OUR 2032 VISION IS:

- The big streets running through the quarter (Nelson, Hobson, Cook, Victoria and Wellesley) no longer break the area into unconnected pieces; instead, they are pleasant places to linger and to walk along. They are easy and safe for pedestrians to cross
- Hobson and Nelson Streets become attractive boulevards, or green links, welcoming people into the city
- Federal Street becomes part of a city centre laneway circuit
- Safe cycling and walking connections to Freemans Bay are enhanced
- A new, eclectic mix of buildings has a range of uses that contribute to the area's character as an attractive urban neighbourhood
- The big blocks have better pedestrian access through them, with more walking routes running north to south
- Victoria Quarter becomes a vibrant urban community, with housing catering for families seeking an inner-city lifestyle, as well as singles, couples and students. Some development will be mixed-use, providing work and living spaces under one roof.

BACKGROUND

The western edge of the city centre around Victoria Park is a natural basin facing the harbour and the Wynyard Quarter to the north. On its boundary is the Nelson and Hobson Street ridge, the densest residential area in the city centre, while the western extent is defined by State Highway 1 and the inner suburbs of Freemans Bay, St Mary's Bay and beyond.

The area was the industrial hub of early Auckland, with timber mills, brick kilns and boat builders' yards dotted along the Freemans Bay foreshore. As a result, the area has a rich built and cultural heritage including the Rob Roy and Drake taverns, the Logan Campbell Free Kindergarten, and Victoria Park Market – all have had recent conservation work. The scheduled Kauri Timber Company building and basalt seawall are reminders of the way the harbour's edge looked before reclamation.

In the past five to ten years there has been considerable developer interest in the area, with many of its sites coming to the end of their manufacturing and warehousing lives. New development has

brought over 5000 residents to apartment buildings on the Nelson and Hobson Street ridge, seen new commercial buildings spread down Victoria Street West to Victoria Park, and creative businesses clustered in the Sale Street and Drake Street area.

This has coincided with the Council delineating a future residential and mixed-use neighbourhood for the part of the area known as the Victoria Quarter, which spreads from Nelson Street down to Victoria Park.

Despite this interest, the area faces significant challenges, as it is edged and bisected by major traffic corridors. To the north, Fanshawe Street limits walkability between Victoria Park and the Wynyard Quarter. To the east, Nelson and Hobson Streets are one-way streams of traffic to and from the motorway. To the west, Cook Street has become a high-speed street off the motorway. Recent development along much of these routes has failed to connect with the street, with inactive ground-level frontages (e.g. car parking, blank walls).

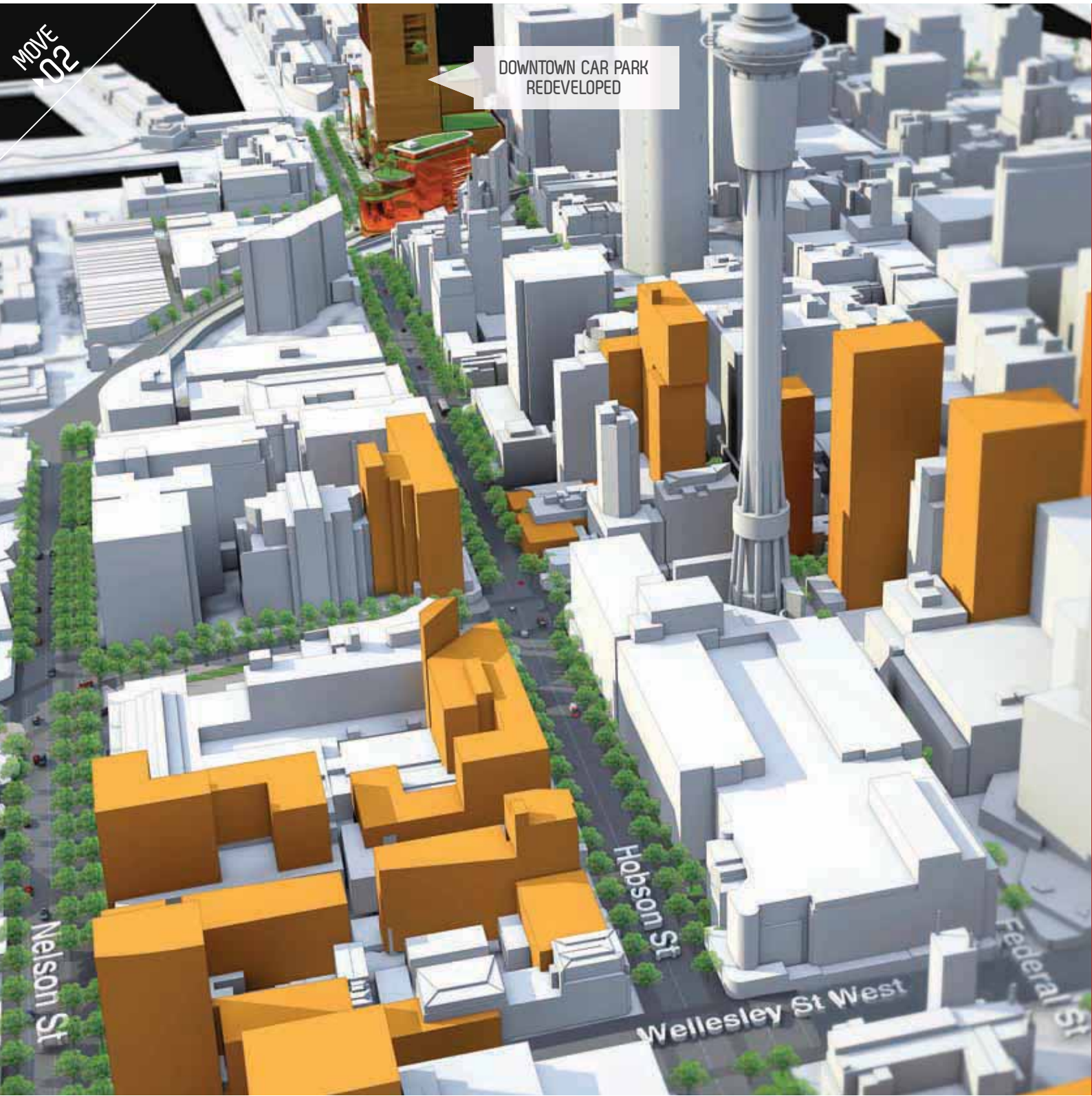
This harsh street environment has had a significant bearing on the relative underperformance of this part of the city in terms of property values, residential appeal and general desirability. There is an opportunity to revitalise the area through investment in amenity, road design, and a positive planning framework.

OUTCOME SCORECARD

- ✓ SO1 International Destination
 - SO2 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 Exceptional Natural Environment and Leading Environmental Performer
 - ✓ SO9 World-Leading Centre for Education, Research and Innovation
-



DOWNTOWN CAR PARK
REDEVELOPED



HOBSON AND NELSON STREET BOULEVARDS

Hobson and Nelson Streets are important arterial routes linking with the motorway network and carrying large volumes of traffic at peak times. Their development needs to have the look and feel of dignified urban streets that encourage pedestrian movement across and along their lengths. Existing and new buildings along their routes, including the possible New Zealand International Convention Centre, will need to respond to this shift in the streets' function.

It is likely the changes will involve:

- An initial reduction in the number of vehicle lanes and improved intersections, possibly followed by two-way travel in some sections of both streets
- Wider footpaths as part of a linear park, and the introduction of mid-block crossings
- Continued space for on-street parking at certain times of the day
- Direct access for pedestrians into new and improved developments with active frontages

- Trees that can reach a significant stature being planted in the road reserve
- A confirmed clear view line northwards down to the harbour.

The redesign will have a transformational effect not only on Hobson and Nelson Streets, but also on the entire western quarter of the city centre. It will improve pedestrian and cycling access to and from the city centre for Freemans Bay, Ponsonby and areas further west, as well as create a more favourable first or last impression of the city for those entering and leaving via the motorway network.

**IT WILL IMPROVE
ACCESS FROM
FREEMANS BAY,
PONSONBY AND
FURTHER WEST INTO
AND OUT OF THE
CITY CENTRE.**

Implementing this transformation will involve a combination of small, incremental steps and work on the major actions. For example, changes to traffic light phasing and pedestrian crossing response times will reduce walking times in the area and could be implemented relatively quickly. Work need not be expensive; the carriageway could be narrowed with little change to the current streetscape. Given the length of both streets, the redesigns are likely to be rolled out progressively from north to south, from the sea to the motorway.

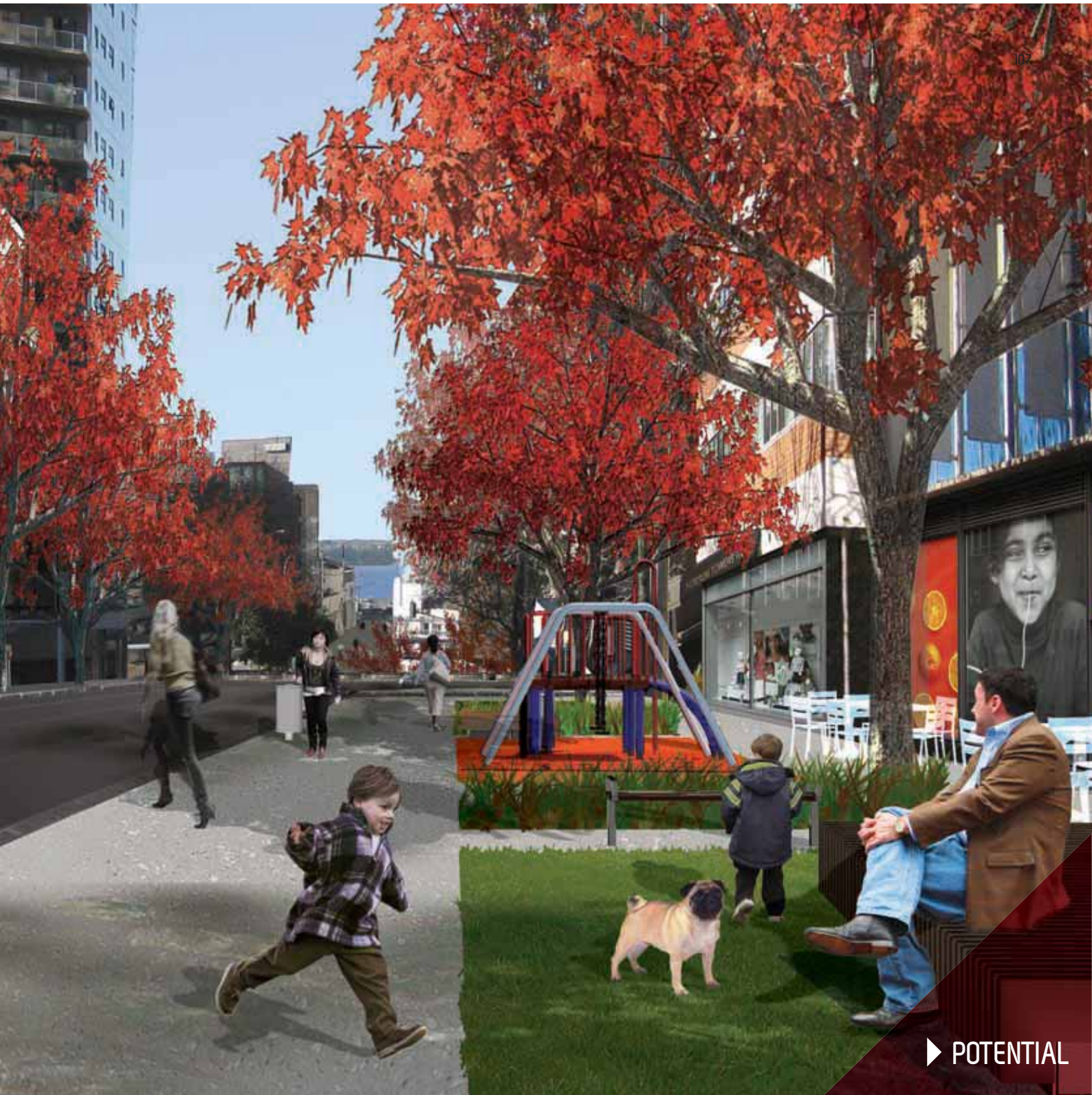
By prioritising the longer-term directions for these streets, we can provide development certainty around the qualities of the street frontages and the outcomes sought. This is particularly important in the context of proposals for the former council depot site recently purchased by Tournament Parking Ltd, and the proposed new New Zealand International Convention Centre (scheduled to open in 2016).



MOVE
02

EXISTING

▶ HOBSON STREET



▶ POTENTIAL

A PRECINCT WITH A DISTINCTIVE MIX OF RETAIL, CAFES, RESTAURANTS AND ENTERTAINMENT VENUES WILL DEVELOP AROUND FEDERAL STREET.

It is proposed that over time Federal Street will be developed as an intimate, high-quality pedestrian-focused route from Mayoral Drive to Fanshawe Street and the waterfront beyond, as part of the city centre laneway circuit.

A precinct will develop around it with a distinctive mix of retail, cafés, restaurants and entertainment venues. This will build on the strong character and identity of this area, including the significant heritage landmark of St Patrick's Cathedral and Square, and the SkyCity entertainment precinct. The street will become a High Street of the west, with

the added convenience of ready access to the main public transport routes through the city.

A tried and tested way to achieve this, and to provide for the street's other access needs, is through a continuous shared space along the street's length, supported by fine grain uses and a built form that better fits the scale and speed of the pedestrian. SkyCity and the Council have entered into a joint venture agreement to deliver a shared space along Federal Street between Wellesley and Victoria Streets.







106 COOK STREET, COUNCIL-OWNED
(REDEVELOPMENT OPPORTUNITY)

VICTORIA QUARTER DEVELOPMENT OPPORTUNITIES

The Victoria Quarter has considerable latent development potential. The development industry has recognised this opportunity. However, the full potential of the area will only be realised when Nelson and Hobson Streets become inviting public spaces for pedestrians, and other strategic development opportunities, such as in the Wynyard Quarter and growth around the City Rail Link stations, are further advanced. Significant investment in amenity of the area and its streets and spaces will be important, as will greater connections across the motorways to Freemans Bay and Freemans Bay School, which is set to double in size.

In time the area will emerge as a vibrant, residential-led, mixed-use urban neighbourhood, referencing its industrial heritage and with a strong leaning towards compact family

housing. The built form is anticipated to be reasonably fine grain medium-rise development that responds to the needs of families, i.e. unit titles, with reasonable indoor/outdoor spaces and opportunities for safe play.

Auckland Council owns significant areas of land in the quarter. This is mainly road reserve, but it also includes a 5853m² parcel of land at 106 Cook Street on the corner of Union Street. A dramatic change is proposed for this area with a draft masterplan in place that will centre residential apartments and office space on a new public park.

Redevelopment plans, along with longer-term New Zealand Transport Agency plans to upgrade the Cook Street interchange as part of the additional harbour crossing, will require a new road layout appropriate for a new pedestrian-focused area.

■ Potential built form





03

THE ENGINE ROOM
Queen Street Valley, the CBD
and Retail District

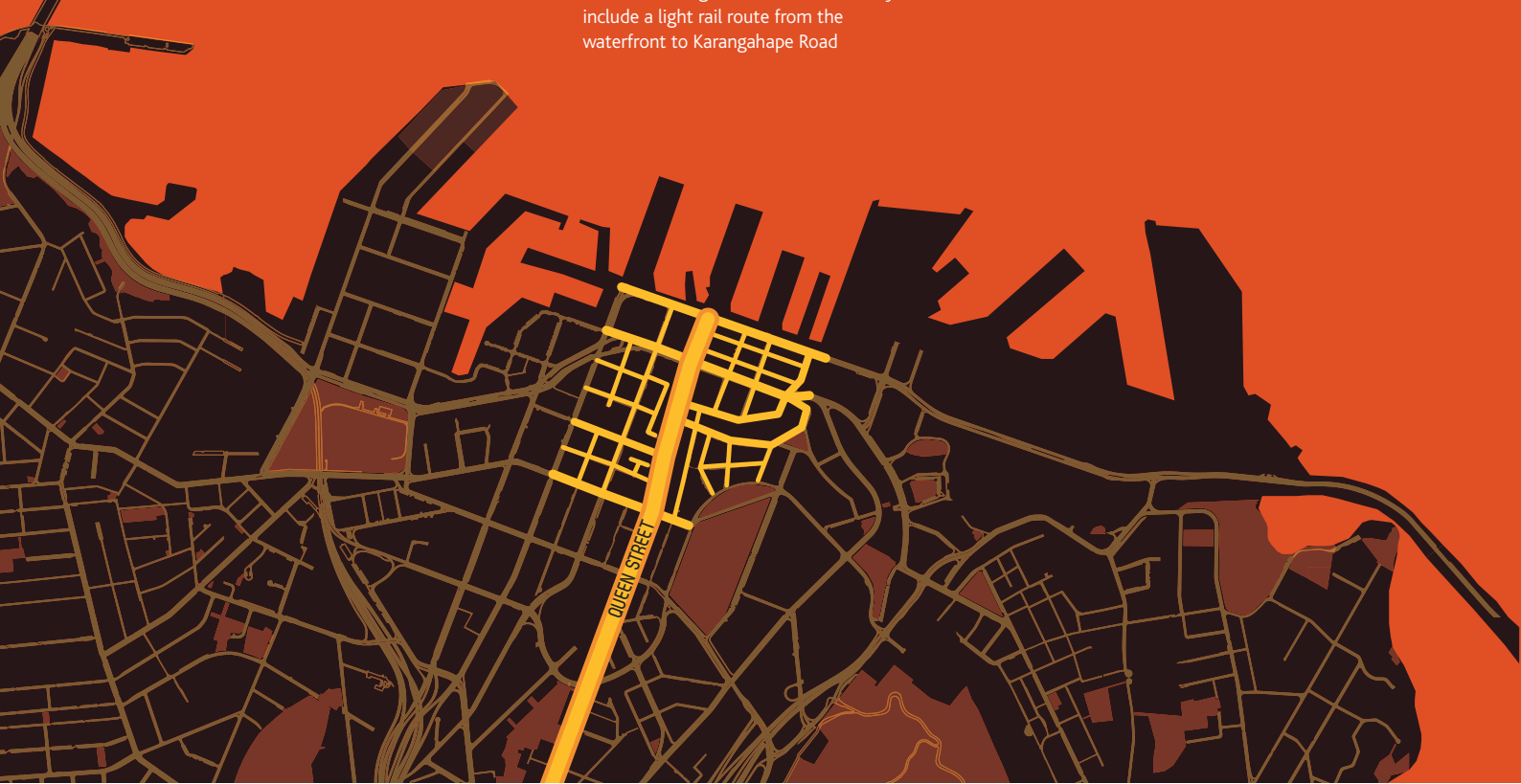


VISION

THE ENGINE ROOM
IS CRITICAL TO
AUCKLAND AND
NEW ZEALAND'S
ECONOMY

OUR 2032 VISION IS THAT
THE ENGINE ROOM:

- Is vital to the regional and national economy, and the location of choice for national and international head offices
- Remains focused on Queen Street, which will be progressively further enhanced to include temporary road closures for events, shared space along some of its length, and could ultimately include a light rail route from the waterfront to Karangahape Road
- Has a high-quality public realm supporting distinct precincts that are retail and entertainment destinations, with a colourful programme of street-based events
- Has publicly accessible Wi-Fi for the whole city centre.



BACKGROUND

More than many central business districts, Auckland is defined by a single main street. At the heart of a grid of city blocks and sitting in the centre of a valley, Queen Street is our 'Golden Mile'. As a consequence of this single dominant street, commerce (national and international trade, finance, property, investment and legal services) shares the area with primary retail, creating a distinctly Auckland CBD or Engine Room.

While Queen Street begins with Newton Road, the Engine Room starts at Victoria Street, descending northwards to the harbour in an almost straight line flanked by streets with their own character, from the 'buzz' of High Street to the corporate cluster along Shortland Street. This area, which crosses over into Transformational Moves 1 and 2, contains many of Auckland's valued heritage buildings and spaces, reflecting the development and settlement of the city centre. This wealth of heritage gives Queen Street and its grid of connected streets a unique sense of place, attracts visitors, and helps create an environment where business wants to locate.

The Engine Room is critical to Auckland's and New Zealand's economy, yet it competes for attention and resources with other commercial centres and the waterfront, which has become an attractive destination for corporate head offices. Similarly, its

reputation as a retail destination has come under threat from suburban shopping malls and growing sub-regional centres. The growth of apartments in the Engine Room has also created challenges, as the area attempts to define its changing place in the hearts of Aucklanders.

This transformational move recognises the Engine Room's need to cement and grow its pre-eminent role in the nation's economy. Its future lies in emphasising its identity and uniqueness, including the interesting and colourful precincts such as the Britomart Quarter, Emily Place, High Street and the SkyCity area.

Further investment in the area's amenity is required, with more street upgrades and the creation of breakout spaces at its edges (the Victoria Street Green Link, Quay Street, Emily Place, Nelson Street and Albert Park). A full programme of events will be essential to enlivening and giving greater depth to the area, and attracting people into the streets at all times of the day.

Bringing fibre optic technology into the city centre will support the Engine Room by making it easier for residents and businesses to compete in an international marketplace, and for the international marketplace to connect with us.

Schools, hospitals and 90 percent of businesses will be connected to ultra-fast broadband by 2015; homes and the

remaining businesses by 2019. Currently, eight percent of Aucklanders work from home. Increasing this proportion through better access to ultra-fast broadband will help reduce pressure on roads at peak times and improve the quality of residential living¹⁸. Perhaps more important than the physical improvements will be providing the business, commercial and retail sectors with a planning and regulatory environment that enables them to grow and flourish.

OUTCOME SCORECARD

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QUEEN STREET – ONGOING REVITALISATION

Queen Street underwent a \$40 million revamp in 2007. Footpaths were widened and laid in basalt stone, native nīkau palms were planted, new pedestrian crossings were introduced, and seating improved along its length. These measures were supported by a stronger maintenance regime to reflect the investment and importance of Queen Street.

The results have been impressive; a 25 percent increase in weekday pedestrian traffic on Queen Street between 2007 and 2008 (the last time foot traffic was measured). The double-phase pedestrian crossings have been well received, slowing traffic down considerably, reducing pedestrian waiting times and improving safety markedly.

Opportunities exist for further improvement, both in the streetscape

and the performance of shops and businesses along its route. The possibility of permanently making parts of Queen Street pedestrian malls has been much discussed. This would mean totally removing vehicles from the street, except for a possible future light rail system. This could be an appropriate solution for sections of the street.

The desired outcomes could be delivered for other sections through a shared space approach, with buses, service vehicles and local traffic still able to operate along its full length but sharing the street with pedestrians. An incremental improvement programme could begin now with temporary road closures for specific events, then at lunchtimes/weekends (as per Little Collins Street in Melbourne), followed by the staged rollout of shared space along certain stretches, and possibly a future light rail system.

Perhaps more important than further investment in Queen Street's floorscape is a concerted effort by landlords, Heart of the City and the Council to attract more quality retail. New investment could be investigated for encouraging retail sector growth through appropriate planning and financial tools. People's perception of the street will also need to be transformed through greater control of signage and shopfront displays. This will assure new and existing quality retailers that neighbouring shops will not undermine their investment. A sunset policy on inappropriate signage and an associated grant/loan scheme for shopfront improvement will be investigated.



▶ TEMPORARY CLOSURE



▶ POTENTIAL

ALBERT STREET

Albert Street is perhaps one of the city centre's most disappointing streets, marred by several poorly designed, late 20th-century developments that have prioritised car access over the street's pedestrian experience. The result is an austere and utilitarian streetscape, despite some inherent qualities; the street's gentle descent to the harbour's edge, the sense of enclosure along its route created by buildings (including a few heritage buildings) and several mature trees, and the resulting framed view to the water.

The street is a vital component of the Engine Room with many important corporate offices fronting it. Enhancing the street will undoubtedly benefit the Engine Room as a business address.

As the City Rail Link's proposed route runs underneath Albert Street, its construction, together with coordinated council improvements, offers a real opportunity for the street to be transformed.



FORT STREET AND SHORTLAND STREET

Fort Street and Shortland Street continue to be two of Auckland's premier business addresses. They have long been an important part of the city's commercial life, with many warehouses and office buildings and several significant heritage buildings. Under the Engine Room transformation these streets will continue to offer commercial office space as part of the Engine Room quarter. They are ideally located close to high-quality public transport, retail, entertainment and recreation areas. Continued vehicle access to offices is required, but traffic calming will be considered and streetscapes upgraded.



MOVE
03



POTENTIAL

▶ HIGH STREET

HIGH STREET AND LORNE STREET

High Street is already a major drawcard for tourists and Aucklanders with its historic character, boutique retail, food and beverage and entertainment offering in the heart of the city centre. Being part of the emerging laneway circuit and close to Queen Street, it provides a pleasant, lively and interesting walking and shopping experience, although its role is being challenged by a similar offering at Britomart. The area is surrounded by numerous commercial offices and residential buildings and is highly accessible to visitors both day and night.

Further enhancement of High Street and Lorne Street – reinforcing the pedestrian scale, slow traffic speed and shop window experience – will ensure they play a vital role in the city centre laneway circuit and provide a complementary offering to other parts of the route like Britomart and Federal Street.

As the Engine Room will be the focus of council and targeted rate expenditure and activation over the next 10 years, High Street and the other smaller-scaled streets either side of Queen Street are likely to get better and better.



▶ EXISTING



▶ POTENTIAL

EMILY PLACE

Emily Place, presently dominated by car parking, has great potential to be transformed into a vibrant urban space, a breakout space for Engine Room office workers and an attractive connection between Britomart Station and the universities. It has an intimate urban scale, is surrounded by character and heritage buildings and several mature trees, and offers a real oasis in the city.

It also has a rich history, being the original location of Point Britomart. In pre-colonial times it was a pā site, then the site of Fort Britomart and St Paul's Church, and subsequently excavated for the reclamation of downtown Auckland.

A public space upgrade might include a cascade of terraces stepping down from Emily Place Reserve, creating flat areas of lawn, paving and decking. Outdoor cafés, picnic places and play areas would enliven these areas. Low-angled walls could be made from engineered earth taken from the site, giving a distinctive sense of place and alluding to the historic excavation of Point Britomart. A planted swale would separate the single lane of traffic from the terraces.





04

INNOVATION CRADLE

*Nurturing the Innovation
and Learning Cradle*



Wynyard Quarter

The Engine Room

Three Lamps

College Hill

Victoria Quarter

The Strand

Ponsonby

Learning Quarter

Parnell Rise

Karangahape Road

Arch Hill

Parnell

Grafton

Newmarket

Khyber Pass

KEY

- | | |
|----------------------------|-----------------------------------|
| 1 Marine Industry Precinct | 7 University of Auckland |
| 2 Innovation Precinct | 8 National Library of New Zealand |
| 3 Voyager Maritime Museum | 9 Auckland Hospital |
| 4 Auckland Central Library | 10 Medical School |
| 5 Auckland Art Gallery | 11 Liggins Institute |
| 6 AUT University | 12 Auckland War Memorial Museum |

VISION

OUR 2032 VISION IS:

Auckland's city centre is known as a world-class centre for education, research and development, and as an incubator of innovative ideas, products and services with strong and flourishing links between research institutions, entrepreneurs, businesses and financial institutions. It is a magnet to innovative firms and attracts high-value businesses and skilled workers.

IT IS THE PLACE WHERE START-UP COMPANIES AND INDUSTRY CLUSTERS ARE SUPPORTED AND ENCOURAGED TO TAKE ROOT AND GROW.



BACKGROUND

The city centre is a hub for businesses, creating and developing innovative products for the rest of New Zealand and for export overseas. Innovation is the process of creating new ideas, new technology and new ways of doing things. It is the key to improving the competitive edge of Auckland businesses and lifting our export performance. The Auckland Plan and Auckland Economic Development Strategy see Auckland as an innovation hub of the Asia-Pacific region, with high-level actions including:

- Supporting the establishment of strong links between Auckland's regional research institutions, businesses and organisations
- Investing in industry-based infrastructure that supports innovation and our sectors of comparative advantage
- Showcasing innovation, world-class technology and the advantages of Auckland's innovation system.

The city centre is home to the production of innovative ideas: research institutions and entrepreneurs, businesses that

develop their ideas into products for the market, and institutions that finance research and commercial development.

To increase our level of innovation and innovative products, we must provide opportunities for these groups to communicate with each other. Some valuable initiatives of this nature are already in place. They include:

- The University of Auckland and Auckland University of Technology's (AUT) business incubators; The Icehouse and the AUT Business Innovation Centre. The Icehouse has helped about 150 firms to grow in its first eight years and has a strategic ambition to assist 2000 companies by 2020
- The Learning Quarter Plan, a strategy between the universities and Auckland Council, aims to strengthen the ties between 'town and gown'
- The recently formed Ministry of Business, Innovation and Employment's mandate to provide grants and technology transfer vouchers to encourage business research and development. It also

intends to set up commercialisation centres to work with the universities

- UniServices which is The University of Auckland's commercial arm, and the largest of its kind in Australasia
- Supporting the Auckland Tertiary Education Network (AETN) across the region.

The city centre has a number of attributes that can drive innovation. The challenge is to leverage them fully. These attributes include:

- The city centre location of the main campuses of The University of Auckland and AUT University. Both universities are considered in the top five percent of international business schools, with their undergraduate and graduate schools including The University of Auckland Business School, the Liggins Institute, UniServices and several centres of research excellence. The universities are arguably two of the city centre's most important economic assets
- The range and diversity of businesses, organisations and people who cross paths in the city centre every day.

In February 2008 there were close to 154,700 people in 24,300 businesses working in the city centre and city fringe areas of Parnell/Newmarket, Ponsonby, Grafton and Mt. Eden

- The variety of affordable locations for start-up businesses in city-fringe locations, including Karangahape Road, Newton, Grafton, Ponsonby and College Hill
- The location of major cultural venues, including the Auckland Art Gallery, the Central City Library, the National Library of New Zealand, the Auckland War Memorial Museum and the New Zealand Maritime Museum, which provide research and education services
- The clustering of business services in the Queen Street Valley, the marine industry in the Wynyard Quarter, and the creative industries around the Victoria Quarter and Karangahape Road
- The presence of the Auckland District Health Board and the concentration of medical and clinical research and services in the Park Road area, including the Cancer Society and

the Grafton Faculty of Medicine and Health Sciences

- The University of Auckland-hosted Māori research centre, Ngā Pae a te Māori Māramatanga, and Auckland University of Technology's Te Ipukaera: The National Māori Language Institute, aim to unleash Māori creative potential relating to their customary knowledge, lands, cultural institutions and people.

Waterfront Auckland will lead the development of an innovation precinct at Wynyard Central as part of the Wynyard Quarter, focusing on developing technologies in the information and communications technology (ICT) and creative sectors. These sectors are internationally competitive sectors in Gross Domestic Product terms; they lead application across service and manufacturing sectors, and are important to the waterfront, supporting the marine, finance, clean technology, and security sectors. The waterfront is expected to contribute \$293 million to the Auckland economy, due to job creation and an increase in labour productivity associated with greater agglomeration.

OUTCOME SCORECARD

✓ SO1 International Destination

✓ SO2 Globally Significant Centre for Business

✓ SO3 Meeting the Needs of its Residential Population

✓ SO4 Culturally Rich and Creative

✓ SO5 An Exemplar of Urban Living

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✓ SO9 World-Leading Centre for Education, Research and Innovation



AUCKLAND'S
LEARNING

LEARNING QUARTER

The Learning Quarter is a place, a partnership and a plan. As a world-class centre for education, research and commercialisation, it is key to fuelling Auckland's future success. The quarter is a vital part of the region's innovation system and is networked to other national and international institutions and local hubs. These include The University of Auckland's Faculty of Medicine and Health Sciences on the Grafton campus, that works alongside the Auckland Hospital, the Tāmaki Innovation Precinct, and Auckland University of Technology's Business Innovation Centre in Manukau.

The 63-hectare Learning Quarter covers the city centre campuses of AUT University and The University of Auckland. It extends from St Martin's Lane down Symonds Street to the end of Anzac Avenue, and is bordered to the east by Grafton Gully and to the west by Albert Park, the Auckland Art Gallery, the

THE LEARNING QUARTER IS A WORLD-CLASS CENTRE FOR EDUCATION, RESEARCH AND COMMERCIALISATION AND IS KEY TO FUELLING AUCKLAND'S FUTURE SUCCESS.

Central City Library and Queen Street Valley. The quarter includes many places of heritage value, including protected trees, heritage buildings, archaeological sites and places of significance to Māori. In contrast to the impressive gardens of Albert Park, there are more hidden gems here, such as the Te Wai Ariki natural spring.

Auckland's universities are equipping Auckland and New Zealand with future knowledge workers and leaders. Students contribute to the civic life of the city through their work, residential and transport choices, and their economic participation in the city. International students also present an opportunity to be retained as valued workers and residents, following their graduation.

In 2006 Auckland City Council, The University of Auckland and Auckland University of Technology (AUT) entered into a partnership agreement to develop a place-based plan to guide the Learning Quarter's development over the next 10 years. The Learning Quarter Plan produced in 2010 committed the partners to sharing and leveraging resources to attract high-growth businesses, investment and talent.

The plan contains initiatives designed to improve the universities' environment and attractiveness, their integration and connectivity with the city centre, and their contribution to city life. They include:

- Creating welcoming public spaces as points of arrival and connection in the quarter, e.g. at the Wellesley Street/ Mayoral Drive intersection where AUT University, Auckland Art Gallery and the Central City Library come together, and at the Wellesley Street/Symonds Street intersection where the two universities meet
- Slowing traffic in areas around the universities

- Strengthening pedestrian access and improving personal safety and universal design to recognise the campuses' expansion and their city centre connections. Measures include:
 - » Improved pedestrian access from The University of Auckland to Albert Park across Princes Street; from the old Wynyard Street to Whitaker Place, and to the Auckland Domain and Grafton Road via Wellesley Street
 - » The reconfiguration of the Wellesley Street overbridge from AUT University to Albert Park
 - » Enhancing access across Mayoral Drive to Governor Fitzroy Place
 - » Provision of safe drop-off and pick-up points around the campuses
 - » Development of pedestrian-focused streets including Princes Street, St Paul Street, Mount Street, Governor Fitzroy Place, and Alfred Street
 - » Connecting the Park Road medical and accommodation campus to the Symonds Street campus
- Development of a heritage trail incorporating public art, signage and footpath treatment to raise awareness of the quarter's Māori, European and natural history.

Campus development with high-quality facilities and environments will support quality teaching, learning and research, and attract top staff and students, encouraging research clusters and investments.

BEYOND THE LEARNING QUARTER PLAN

Additionally, this transformational move in the City Centre Masterplan envisages:

- Supporting the Ministry of Business, Innovation and Employment to establish a commercialisation hub in the city centre, involving universities, Crown Research Institutes and the private sector
- The Auckland Tertiary Education Network (AETN), (a collaboration between six Auckland tertiary organisations including the polytechnics and wananga, Auckland Council, Auckland Tourism, Events and Economic Development (ATEED) and Auckland Transport) making a significant difference to the city's prosperity and quality of life. The network's innovation, research and business connection initiatives could include:
 - » Building a 'knowledge bank' of collaborative and commercial research opportunities for public and private sector organisations
 - » Supporting the establishment of new centres of research excellence, institutes, and cross-sector facilities as a meeting place for industry, academia, creativity and innovation
- Working with existing and emerging high-value sectors to:
 - » Investigate infrastructure roadblocks faced by high-value sectors, explore options to overcome them, and implement the recommendations
 - » Support creative industries in the city centre (e.g. by implementing the Auckland Film Protocol that will make the city centre more film-friendly)
 - » Facilitate improved collaboration between research institutions and technology companies
 - » Make Auckland business-friendly
 - » Promote the city centre as a place for business-related learning and discovery
 - » Encourage the co-location of health sector organisations aligned to the Auckland Hospital, Grafton Faculty of Medicine and Health Sciences, and Auckland Cancer Society Research Centre in the Grafton Valley
 - » Showcase creative industries, people, businesses and places
- » Support incubation, acceleration, and enterprise development initiatives for screen production, design, digital media and music
- » Support the rollout of ultra-fast broadband and the Auckland Wi-Fi network in the city centre; support the Digital Leadership Forum Action Plan regarding education, health, and the uptake of broadband by small- and medium-sized enterprises
- » Support additional international capacity for improved broadband for tertiary education, through the Kiwi Advanced Research and Education Network (KAREN) and through the Pacific Fibre Cable
- Providing business and investment networking opportunities to make the most of major events and international delegations coming to Auckland
- Supporting the establishment of business incubators, including expanding The Icehouse
- Fostering connections between Auckland's diverse cultures, and between creative sector business opportunities.



05

CITY RAIL LINK

*New Public Transport Stations
and Development Opportunities at
Karangahape Road, Newton
and Aotea Quarter*



VISION

OUR VISION FOR 2032 IS:

- New City Rail Link station precincts offering a range of housing and work opportunities. They are places Aucklanders want to live, work in and visit
- Each new City Rail Link station precinct is a distinct neighbourhood, building on its existing heritage character and particular strengths.



WEST

NORTH

EAST

SOUTH

BACKGROUND

City neighbourhoods with an energy and pulse are places to which people gravitate. They can't be manufactured, but their foundations can be put in place. Access is one such foundation. In addition to being great places to live, work, socialise and walk around, city neighbourhoods must be easy to get to. The City Rail Link is our opportunity to create highly accessible city precincts – or growth nodes – around the existing and new (Aotea, Karangahape Road and Newton) City Rail Link stations.

Potential growth and possible development around each of the City Rail Link stations, based on detailed capacity studies, are illustrated in orange in the following perspective images.

The extent of the growth nodes is defined as an 800m or 10-minute walk from a rail link station.

The neighbourhoods where the rail link stations will appear are already distinct in their own right, but they have the capacity to further develop and accommodate many of the extra residents and workers the city centre will have in 2032.

The challenge for each of these future growth nodes is to develop their sites, while at the same time nurturing and building their existing identity and heritage.

The Aotea Quarter is the city's performing arts and civic precinct, and also has a

prominent education sector. Development around this growth node should build on these functions, as well as protect and enhance important heritage places and their settings, such as the Town Hall, the Civic Theatre and the St James Theatre.

Karangahape Road is an iconic historic street perched on a ridgeline overlooking the Queen Street Valley. Once a destination for department stores, its Victorian and Edwardian buildings now house an array of restaurants, bars and clubs, and workspaces for small and start-up creative businesses. The challenge here is to accommodate high-quality growth, while protecting Karangahape Road's heritage and keeping the edge and 'grit' for which the area is known.

Newton, within the city fringe, is a neighbourhood where several new apartment buildings have sprung up in recent years, many around Basque Park. This recent development could continue and transform the area into a high-quality mixed-use (business and residential) contemporary urban village, strategically located close to the city centre.

The reopening of Parnell Station will better connect the eastern side of the city fringe to the city centre, and enable access to the medical research centres and university in the Park Road area. As with the City Rail Link growth nodes, we expect that this rail

station will stimulate additional growth in Parnell, although on a lesser scale, given the limited development opportunities in the area.

To be attractive to future residents and workers, growth nodes must offer a range of employment opportunities, facilities and housing types, and a high-quality environment. They must be easy to get to and easy to get around on foot or by bicycle.

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 System
- ✓ SO7 Walkable and Accessible
- ✓ SO8 Exceptional Natural Environment and Leading Environmental Performer
- ✓ SO9 World-Leading Centre for Higher Education, Research and Innovation



DEVELOPMENT CAPACITY: AOTEA QUARTER

■ Potential built form



AOTEA QUARTER

Since 2005 the Council has been working with city groups to enhance the Aotea Quarter as the cultural hub of the city – a place people identify with the arts, entertainment, and iconic built heritage. Significant achievements include the redevelopment of Aotea Square as the city's premier open space and civic square; the redevelopment of the Auckland Art Gallery; the Central City Library café; upgrades to Queen Street, the Lorne Street area and Lower Khartoum Place; and the opening of the Q Theatre.

Opportunities to further enhance and develop the quarter and mid-town as a city centre anchor area, complementing the waterfront and Engine Room, are presented by council-owned sites and buildings and the publicly desired refurbishment of the St James Theatre.

As a thriving area, this growth node has particular redevelopment characteristics and opportunities:

- Large commercial sites without height restrictions
- A location at the geographical centre of the city centre
- Performance venues attracting local, national and international visitors.

They include: the Aotea Centre, the Herald Theatre, the Civic Theatre, the Basement Theatre, Classic Comedy and Q Theatre

- The Auckland Town Hall, the Central City Library, and other civic administration buildings
- Several redevelopment sites fringing Aotea Square, including behind the Aotea Centre and the Council's Civic and Bledisloe buildings. Development must maintain existing sunlight access planes to the square
- A major university library, and gallery collections.

Auckland Council is committed to the Aotea Quarter. It can best fulfil its customer service aspirations here, and use council property ownership to support and facilitate other strategies and plans working towards Auckland's vision.

Council is taking the following initiatives:

- Supporting the Aotea Quarter objectives of this masterplan by consolidating the Council's city centre occupancy in the area
- Locating close to the Auckland Town Hall as the centre of regional governance

- Consolidating staff from various city centre workplaces to the ASB building on the corner of Wellesley and Albert Streets. This encourages operational efficiencies, reduces costs, increases collaboration and reinforces a common culture
- Committing to being easily accessible for community needs and building a unified brand for Auckland Council.

The City Rail Link proposes an Aotea Station. However, the area's growth will require more than a station in close proximity. The strategy needs to focus on reinforcing the quarter's role as a cultural heritage and civic hub. Creating a theatre district in the upper Queen Street area can add greater depth to the offering. The heritage values of the Aotea Quarter will be protected and celebrated; it is home to some of the most important landmarks in the city centre.

Aotea Station will be the major feeder station eastwards for students and staff of both universities. The University of Auckland is developing a multi-million dollar strategic plan, on the assumption that the pedestrian feed will flow eastwards up Victoria and Wellesley Streets.

MOVE
▶05

RESIDENTIAL
73,000m²

÷ 40m² per resident = 1,825 additional residents @ 2 residents per dwelling = 912 additional dwellings

COMMERCIAL
249,000m²

÷ 20m² per worker = 12,450 additional workers

18,000m²
CIVIC/ARTS

TOTAL (net) FLOOR AREA
340,000m²

QUEEN STREET

LORNE STREET

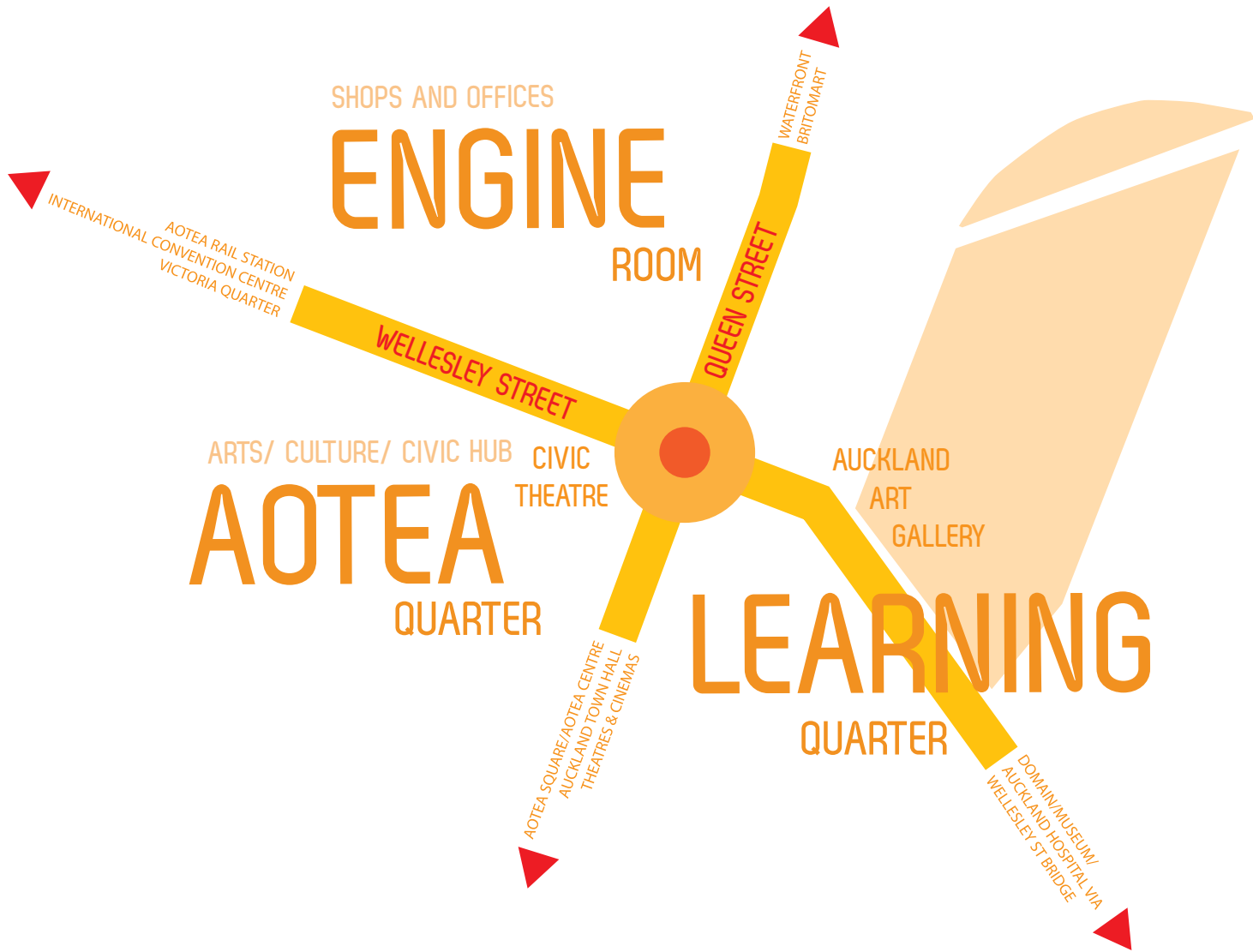
WELLESLEY STREET

AOTEA QUARTER

THE CULTURAL HUB OF
THE CITY



MOVE
▶ 05



WELLESLEY STREET

Wellesley Street is uniquely positioned to link several key city centre destinations, and will take on a more critical role in the future. The Wellesley Street corridor links the Learning Quarter, the Aotea Precinct, the planned Aotea Rail Station, the planned New Zealand International Convention Centre, the Victoria Quarter and the Wynyard Quarter, and is therefore a natural destination for large numbers of people. Auckland Transport's improved bus network will significantly improve accessibility on Wellesley Street, and NZTA will enable walking and cycling across the Wellesley

Street Bridge at Grafton Gully. With other east-west routes reducing their traffic-carrying roles, there may also be pressure for more traffic to use Mayoral Drive and parts of Wellesley Street. Future movement functions must support and enable a high-quality pedestrian environment along Wellesley Street, specifically from the Art Gallery to the Civic Theatre corner at the intersection of Queen Street. Work on a Corridor Management Plan will commence shortly, and will complement the Aotea Quarter Masterplan.



DEVELOPMENT CAPACITY:
K ROAD

Orange square icon Potential built form

K ROAD

ATTITUDE, GRIT AND CHARM

Karangahape Road, known as K Rd, will build on its nationally recognised name with an emphasis on both day and night entertainment economies. It will continue to reflect the significant heritage qualities in this location. This growth node area has the fewest potential development sites (relative to land area) of all the City Rail Link station areas.