

# Auckland's CBD

Together, creating your place

An Auckland Urban Living project

Auckland Urban Living is about managing growth and change in the city.



Into the future strategy



# Foreword

## Message from the Mayor – Hon John Banks QSO

This council is committed to substantially lifting the prospects of Auckland City's central business district (CBD). Our CBD strategy and action plan shows leadership, promotes investment, and injects much heart and soul into New Zealand's leading downtown area.

The CBD plays a vital role in the city and region's economy. It is the workplace for 65,000 people and home to over 16,000 residents and many education providers. It is a cosmopolitan centre for arts, culture and tourism.

We can do better however. Improving the look of the CBD and adding to its vibrancy is critical if Auckland is to become a truly successful competitive and international city.

This council is determined to deliver a high quality inner city environment, which attracts business and visitors alike.

Every international city we aspire to be like has a strong CBD focus. It is what defines a city. It is what visitors remember.

The substantial Britomart transport, heritage and urban renewal project symbolises a whole new focus on the central city. The transport centre is in operation and we recently unveiled the above-ground plans for the private sector to fully restore century-old warehouses and substantially re-develop the precinct behind the former Chief Post Office.

Auckland City recently announced its purchase of Westhaven and Hobson West marinas. We are also interested in other Ports of Auckland waterfront properties from west of Queens Wharf to the Harbour Bridge. The city has a one-off opportunity to keep our CBD harbour edge real estate in public control. Our great grand children will thank us for it.

I look forward to Queen Street being more attractive, more pedestrian friendly, and boasting a distinctively Auckland and Pacific flavour. It has been the focus and hub of the city and region for 150 years. It must continue to be.

There was a suburban exodus 20 years ago, but today retailers are queuing up to be on the number one street or close to it.

Personally I am also very enthusiastic about Aotea Square receiving a substantial facelift. Civic squares around the world are a place of much pride. The citizens of Auckland will soon be very proud of Aotea Square. Equally it will impress visitors.

This council has done much to improve safety and behaviour in and around Auckland City's CBD. We continue to work with the Police to iron out any problems arising after dark.

We will also continue to work with our friends at Heart of the City. If we are to be an international shopping destination we need to look after our shopkeepers. Whilst many central cities have lost their independent retailers, the Auckland CBD has retained and grown its. Our inner city streets are a collection of wonderful boutiques co-flourishing together, with Queens Arcade as a good example.

I support this CBD strategy and action plan. It takes us to where we need to go. It is nothing less than creative, bold and diverse.



Hon John Banks QSO  
Mayor of Auckland City



# Foreword

## Message from Councillor Mark Donnelly, chairperson of Auckland City's Strategy and Governance Committee

Auckland City's vision is to grow and consolidate the international reputation of Auckland's CBD as one of the world's most vibrant and dynamic business and cultural centres.

We are committed to ensuring this vision is realised. It is not something we can do alone. It is crucial for the success of this project that Aucklanders are actively involved and supportive of this strategy.

The strategy was developed with your help and, as such, reflects jointly identified issues and outlines actions the council can take to address these and support a successful CBD.

This is a strategy for revitalising Auckland's CBD by developing, managing and promoting it as an internationally renowned centre for business, residents, culture, entertainment, education, tourism and leisure activities.

Economic, social, transport and environmental matters are integral to the strategy, but it is not an economic development plan, a transport plan, a community development strategy, or an environmental management plan.

Rather, the strategy gives direction for how the council will work in the public realm and with the private sector for growth and change across all areas – so that Auckland's CBD remains a success in the regional, national and international marketplace.

The strategy recognises that the CBD must offer a high quality of life for its residents together with a high level of accessibility and the highest standards and range of services to businesses, residents, visitors and potential investors.

In particular, it recognises that the CBD must protect and enhance those things that set it apart from other major cities – it must be distinctly 'Auckland'.

Auckland City's strategy and plan for the CBD are reflective of the work many international cities are currently undertaking. It is now widely recognised that to remain competitive, city centres require more than a business-as-usual approach to planning.

We must recognise the important role the CBD plays in the wider Auckland economy. It provides crucial banking and finance, legal and accounting and insurance services to the rest of the city, region and country. Without these many of our companies would not be able to grow and flourish.

The CBD will also play an increasingly important role in providing for the city's growing population. Auckland's CBD already provides a range of accommodation, often at more affordable levels than our traditional suburban areas. By creating the right residential amenity within the CBD, we can accommodate more of the projected population growth in the CBD, and take pressure off the traditional, stable areas of the city, which our growth plan currently identify.

Finally, I'd like to thank everyone who contributed to the development of this strategy. This was a project that received outstanding support from a wide range of individuals and stakeholder groups. I was impressed by their commitment and belief in Auckland. Together we can make Auckland a truly international competitive city – in every sense.



Mark Donnelly,  
Chairperson of Auckland City's Strategy  
and Governance Committee





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