



DRAFT  
CITY CENTRE  
MASTERPLAN

# DRAFT CITY CENTRE MASTERPLAN

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& associates

**Auckland  
Council**  
The Heart of a Dynamic Harbour



Quay Street - Existing



Quay Street - Potential



05

## City Rail Link

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



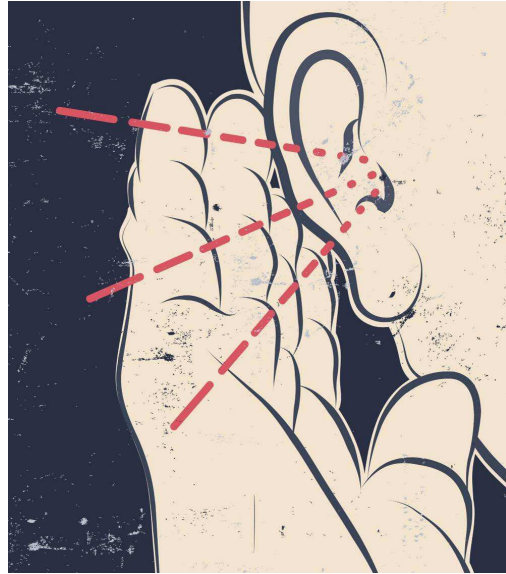
06

## The Green Link

Connecting Victoria Park, Albert Park and the Domain  
as part of a Blue-green Park Network

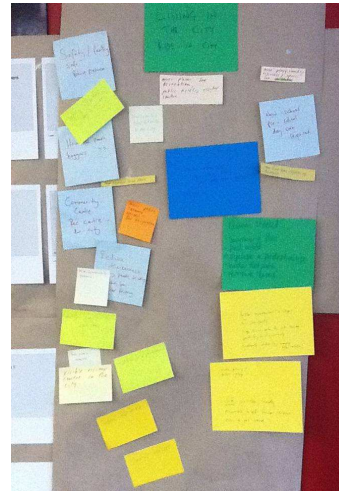
# Engagement activities

- Aligned to Auckland Plan
- Summary document
- Libraries, service centres
- Iwi, Mataawaka hui
- Media and website
- Local Boards, Advisory Panels
- Community roadshow
- Stakeholder briefings
- Youth and school engagement
- Social media
- Team workshop to review
- Hearings



# Feedback themes

- Public transport
- Pedestrian and cycle
- SOV
- Open space
- Business & retail
- Urban design
- Heritage
- Social & cultural infrastructure
- Eco city



Strong themes coming through initial feedback, especially around the desire to improve PT into and around the city, (including the CBD rail loop, and improvements to the bus network) and make the city a nicer, safer place to walk and cycle. That said, some stakeholders felt we need to focus on easy access from all modes of transport, to make it as easy as possible for people to get into the city. Some participants were in favour of more pedestrian-only spaces, and some weren't

Desire to ensure the city capitalises on its role as New Zealand's preeminent place for business, and have a greater focus on retail in the city

View that the CCMP should focus improving aesthetics and functionality of the built form in the city centre, and make it a more attractive place to live, work and visit. need to ensure we retain and recognise our heritage features and ensure that new buildings are well designed, functional and attractive.

creating a city centre that has more greenery, artwork, colour, life & vibrancy, with a distinct identity and wide range of facilities such as markets, playgrounds and recreational opportunities to encourage people to live

Auckland's spectacular waterfront location and to capitalise further on it by increasing public access to the waterfront

many share goal for creating a greener, more sustainable city.

Overall support for the general direction of the discussion document and some of its specific ideas and goals However, some disagreement about how different goals should be prioritised, notably pedestrian access, business performance, an increasing focus on children and families, and increasing the range of events and activities (especially night time).



## Using ipads

- Translate
- Watch video / look at project images
- Draw a picture
- Record voice and video
- Survey
- Type notes / ideas
- Record contact details
- Go to web forums / discussions / content

# Ideas, potential applications

## Inform:

- Go online in real time and access any kind of discussion forum, web content
- Watch a video - Youtube
- Watch a presentation / slide show of images – Prezi
- Translate text into other languages, live - Translator

## Capture ideas, feedback:

- Complete a survey or feedback form – Engage / iSurvey
- Enter contact details - Bento
- Record a video - Camera
- Record a voice message – Voice memos
- Talk directly to decision makers / subject matter experts remotely - Skype
- Type a note - Auditorium
- Draw a picture – free form or over existing in sketch pad or using stylus

## Interact:

- Follow an interactive trail / treasure hunt / interactive map / QR codes
- Play games
- Potentially a million other ideas