

Outcomes, strategies and actions

9

A place that feels like the heart and expresses the soul of Auckland

Where...

- experiences reflect the essence and energy of Auckland as one of the most cosmopolitan cities of the Pacific
- there is visible, high quality New Zealand and international art, design and architecture
- diversity is supported and celebrated
- people are proud and passionate about Auckland
- the distinctive characteristics of the CBD are valued and protected
- there are strong links with tangata whenua
- the city's heritage is valued and protected.

We will get there by:

- developing the character (look and feel) as distinctly 'Auckland'
- supporting and celebrating ethnic and cultural diversity in the CBD
- protecting and promoting the heritage aspects of the city
- developing and enhancing the relationship with ahikaa of Auckland city in developing the CBD
- promoting the CBD as a people place.

How we will do this:

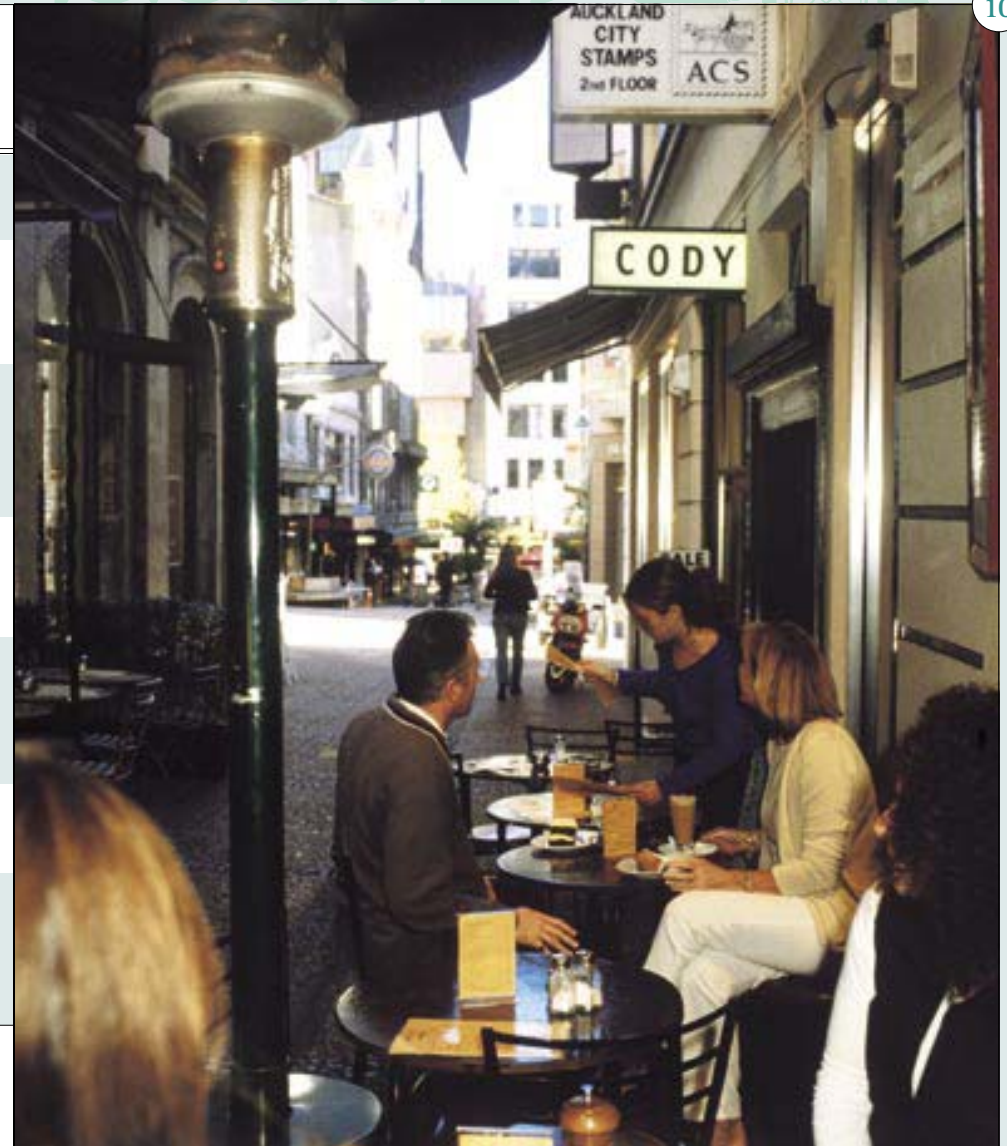
- support the Auckland Festival to grow and be successful
- integrate the CBD's sense of place elements and principles into the design of public and private developments
- implement activities, artworks and events that animate the CBD streets
- develop a plan to actively encourage ethnic groups to participate in the development of the CBD as a welcoming and friendly place
- encourage more ethnic and cultural festivals
- protect heritage and historically significant buildings and special character areas through appropriate guidelines and controls
- introduce new heritage walks in the CBD
- establish how Ngati Whatua would like to be involved in the CBD's development
- include a Maori perspective in arts, cultural and streetscape projects
- include input from the disability issues advisory group (DIAG) into policy and public works development.



Principles for decision making

The council will proactively lead the development of an attractive, vibrant and prosperous CBD, making decisions on planning and investment based on the following principles:

- **Safety** – people are entitled to feel safe when using Auckland's CBD. Therefore, the CBD will be planned, designed, and maintained in ways that enhance personal safety.
- **Accessibility** – being able to access the CBD and move around it easily are important to all users of the CBD. Planning and development will ensure that CBD access is convenient and accessible.
- **Sustainability** – having sustainable places, buildings, activities and practices where “green” buildings, recyclable buildings, stormwater infrastructure and rubbish collection are vital to the long-term success of any city. Sustainability will be a core principle for all planning, activities, developments and operational practices.
- **Business friendly** – thriving business and strong investment is important for the future of the CBD. The council will make businesses feel welcome in the CBD and strive to reduce barriers to private-sector investment.
- **Quality** – quality developments, retail activity, and public and private spaces are desired in the CBD. The planning approach, the design, construction and maintenance of CBD streets and other public places, and the building of relationships, will focus on achieving high quality outcomes in both the public and private realms.
- **Adaptability** – flexibility is required to respond to changing trends and activity. The council will anticipate and respond to changing needs in the CBD.
- **Integration** – different activities and functions are often undertaken without considering their impact on other activities and the opportunities that arise from an integrated approach. Planning and investment decisions will be made, taking all of the CBD into consideration and not just the specific issue or area being addressed.





ISBN 0908834-81-0