

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:
action plan 2004 to 2007



Introduction

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This three-year action plan is the companion document to *Auckland's CBD Into the future*, which was printed in July 2004.

Auckland's CBD Into the future is the council's plan for reshaping and revitalising Auckland's central business area to enhance it as the prosperous and vital heart of New Zealand's leading city.

Auckland's CBD Into the future contains a vision for Auckland's CBD. It is about ensuring that Auckland remains internationally competitive as a place to live, work and visit. It is also about celebrating and enhancing those things that set Auckland apart from other global cities – its superb natural setting on the edge of the Waitemata Harbour, its rich Maori and colonial heritage, its youthful and cosmopolitan population, and its great lifestyles.

To reach that vision, *Auckland's CBD Into the future* sets out the outcomes that the council wants to see happen in the CBD and the strategies it will use to achieve them.

This action plan takes the next step. It sets out what Auckland City is going to do over the next three years to make sure the strategies can happen. It identifies and prioritises the actions the council will take, either by itself or with others, to create the CBD of the vision.

Auckland City cannot make this plan happen on its own. Achieving the vision will require the city to take a great leap forward. It is critical to the success of the plan and of the CBD's future that other businesses, community groups and organisations join with Auckland City in working towards the vision and the actions in this plan.

Please note: For copies of existing strategies mentioned in this action plan please visit www.aucklandcity.govt.nz or call 379 2020.

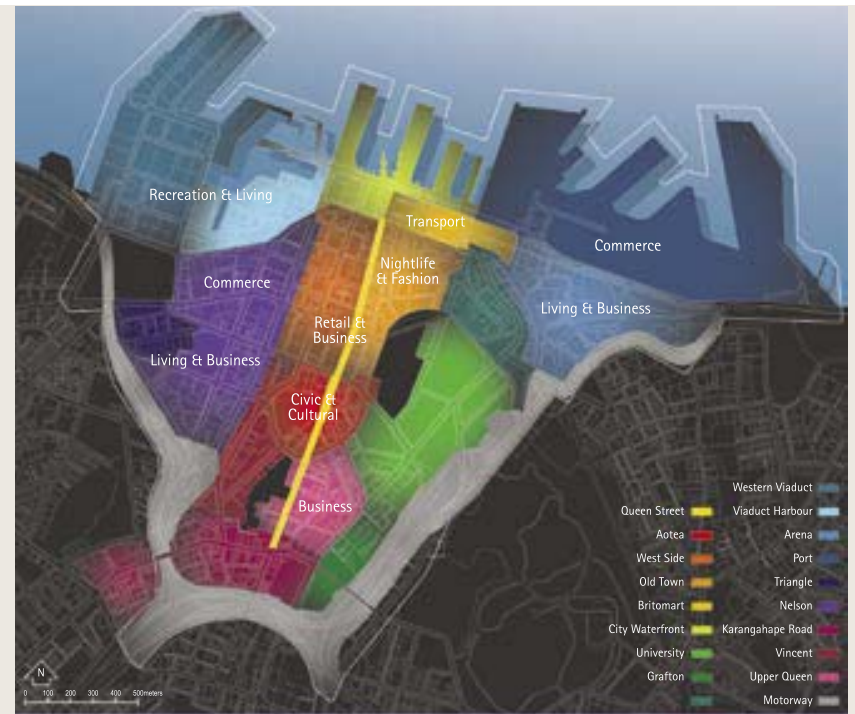


The Auckland CBD defined

Auckland's CBD has evolved over nearly 200 years of European settlement. Today it is the primary employment, education, entertainment and tourism centre of the Auckland region. In addition, it includes a strong and growing residential component, allowing people to live near their workplaces in a vibrant and diverse urban environment.



CBD quarters and activity



The diversity of the CBD is evident in the way it has developed as a cluster of distinct areas, each with its own characteristics and uses. *Auckland's CBD Into the future* refers to these as quarters.

These distinct quarters will be reinforced, developed and promoted through the creation and implementation of quarter plans.