



# **Auckland City's CBD**

## **A Metadata Analysis**

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# Auckland City's CBD

## An Integrated Metadata Analysis of Auckland City Council's CBD Research

### 1.0 Background and Purpose

Auckland City's CBD Strategic Direction Project aims to develop a vision for the CBD<sup>1</sup>, and then implement an integrated programme aimed at furthering the physical, social, and economic development of the CBD. Currently, five potential outcomes for work in the CBD have been identified by Auckland City. These are to see Auckland's CBD becoming:

1. Recognised as one of the world's premier business locations;
2. A world class centre for education, research and development;
3. A high quality urban environment;
4. The most popular destination for Aucklanders and tourists in the region; and
5. A place that feels like the heart and expresses the soul of Auckland

Three workstreams have been established to identify and facilitate projects that will contribute to these outcomes. These workstreams are:

1. The Social/Cultural Workstream;
2. The Spatial Workstream; and
3. The Economic Development Workstream.

These workstreams have generated a considerable body of work that needs to be combined to create an integrated body of work across all workstreams. The goal is to build on the original CBD metadata<sup>2</sup> analysis (*No Doubt Research*, December 2002) to develop a revised and updated analysis which incorporates the research undertaken by the three CBD workstreams. This will provide an integrated view of all the information available rather than one limited to each workstream. It will also help to create a common understanding of how best to achieve the outcomes identified.

This, the final report from the 2003 metadata project, provides an overview of the research in the CBD metadata set. It outlines key facts about the CBD, identifies the key tensions, and looks at how the CBD can be developed to resolve some of these tensions. This report is structured around six key headings:

1. How is the CBD used?;
2. Understanding different patterns of use;
3. How is the CBD developing?;
4. What concerns do users have?;
5. Tensions facing the development of the CBD; and
6. How should the CBD be developed to resolve some of these tensions?

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<sup>1</sup> Auckland City's CBD is defined by the area bounded by the Port, The Strand, Stanley Street and SH16 in the east; the motorway ring in the south; SH1 and Victoria Park and the Western Reclamation to the west; and the Waitemata Harbour to the north.

<sup>2</sup> Metadata analysis (also known as 'systematic review') is a research technique which involves the re-examination of existing data, such as research reports, to draw new conclusions and make alternative interpretations relevant to a new set of research questions. It involves comparing and cross-checking the consistency of information derived from different studies at different times. A full list of the research reports contained in the CBD metadata set is provided in Appendix One.

## 2.0 How is the CBD Used?

### 2.1 Overview

The CBD plays an important role in the overall character and identity of Auckland and Aucklanders. In recent years it changed from a largely commercial centre to a mixed-use centre in which tourism, entertainment, and accommodation are becoming increasingly important. The CBD fulfils a number of roles in Auckland City and the Auckland Region. These roles include:

- An economic hub;
- A business hub;
- A cultural and recreational hub;
- A transport hub; and
- An increasingly residential location.

### 2.2 An Economic Hub

The economy of Auckland's CBD plays a number of important roles in the regional and national economy.

1. It is a hub for professional services, particularly in relation to insurance, legal, accounting and employment placement services;
2. The CBD is a centre for culture, recreation and leisure;
3. The CBD is a focus for international tourism, providing a large proportion of the City's and region's visitor accommodation and attractions;
4. It is a focal point for higher education, hosting the bulk of tertiary students in the region including a large number of foreign fee paying students; and
5. It is a marine centre hosting the largest container port in New Zealand, the bulk of the city's marine industry, and also a relatively small, but important, fishing industry.

The CBD is the largest employment centre in the country with around 65,000 'Full Time Equivalent' (FTE) positions in 2001. This is reflected in latest survey of *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City* (February 2003), which found the main reason for non-residents travelling to the CBD related to work. The CBD's share of Auckland City's and the Region's employment has remained reasonably stable over the past five years.

Property and business services is the largest sector, employing just under a third of the workers (32.1%) in the CBD, followed by finance and insurance (11.4%). Higher education is also a significant industry providing 5.7% of the CBD's employment. In a regional context, the CBD provides a disproportionately high number of jobs in insurance, legal services, accounting services, hotel industry, higher education, employment placement services, local government administration and newspaper, printing and publishing. A comparison with the CBDs of Brisbane, Perth, and Sydney reveals that employment is distributed over a wider range of industries in the Auckland CBD. In contrast, the CBDs of the three Australian cities tend to be dominated by one industry (for instance, in Sydney Finance and Insurance accounts for more than 50% of all CBD FTEs).

## 2.3 A Business Hub

As well as being an economic hub, the CBD remains the premier business location in the City and the Region. It is still the location of choice for a large number of firms. According to research carried out by Gravitas (May 2003), the 'image' of the CBD location remains central to a large number of businesses, both in terms of the profile that comes from being located in the CBD and also the image of being seen as 'a CBD business'.

In 2002, almost 8,500 businesses were located in the CBD representing 18 percent of businesses in Auckland City. During this year, office vacancy rates reached a ten-year low (10 percent), reflecting both the recent healthy economic conditions and the strong growth in the education sector. This sector now occupies nearly 15 percent of CBD office space. Larger firms still tend to congregate in the CBD rather than elsewhere in the region but most businesses are still predominantly small. The CBD is a dynamic environment with 1,666 new enterprises starting up in, or relocating to, the CBD in 2002 and 1,368 closing down or relocating out of the CBD.

## 2.4 A Cultural and Recreational Hub

The CBD is also the cultural and recreational hub. It offers a range of cultural and recreational experiences that is unique in the City and Region. The 'cultural experience' includes a mix of theatres, art galleries, and libraries, while the 'recreational experience' takes in both the boutique shopping of The Chancery and High Street as well as the restaurants and bars of the Viaduct Harbour and K'Road.

According to the 6<sup>th</sup> biennial *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City* (February 2003), 'shopping' is still cited as the major weekend attraction for respondents. The most popular attractions in the city centre are shops (61% of all respondents), cinemas (59%), restaurants (52% of all non-resident respondents), and pubs (44% of all non-resident respondents). The Viaduct Harbour nightlife, receiving an average of 18,000 visitors a day, and the Sky City Casino, receiving an average of 13,000 visitors, are the most popular attractions. The number of non-resident workers remaining in the city after work continues to increase, with 78% of all non-resident respondents remaining in the city after work on any given day (the figure has risen 33% between the 1997 and 2002 surveys). This growth in culture and recreation is reflected in the growth of employment in this sector, increasing 79 percent between 1991 and 2002<sup>3</sup>.

The role that the CBD plays as a cultural and recreational hub is reflected in the *Aspirations for the Auckland CBD Experience* research carried out by De Beer Marketing (June 2003). This research found that users of the CBD 'love' the colours of the Sky Tower lit up at night, the views, yachts, waterfront activity, the multi-cultural environment, art exhibitions, shopping, entertainment, restaurants, cafes and bars that the CBD offers. They embrace Auckland as being a 'lifestyle' city. They are emotionally attached to Albert Park, and regard the Viaduct, Vulcan Lane, High Street, and K' Road as destinations with special ambience and character. They thrive on socialisation and desire the CBD to be a 'buzzing' and 'lively 24 hour experience'

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<sup>3</sup> This growth needs to be put in context: This is a small sector of employment in the CBD (comprising only 6.2 percent of the total full time equivalent employment in the CBD). However, the sector is strongly concentrated in the CBD, which provides just under half (42.9%) of Auckland City's and 29 percent of the region's jobs in the sector.

with an 'x factor' (something it is currently perceived to lack). The desired social environment is described as 'pleasure seeking, entertainment, alive, active, creative, dynamic, vibrant, multi-cultural, bright, youthful, fun, and hot'. The CBD offers a vibrant mix of restaurants, cafes, bars, nightlife, live music, and theatre.

Equally, the *Heart of Auckland City: Focus Group Report* (2000) found that the roads in the CBD considered to have a high level of amenity included Vulcan Lane, Lorne Street, and High Street (Vulcan Lane and High Street are local roads with boutique retail shops that do not carry high levels of traffic compared to other retail streets).

## 2.5 A Transport Hub

The CBD also plays a role as the City's and the Region's key transport hub. The CBD is the location of the Ferry Terminal, the newly opened Britomart train station and bus interchange. Moreover, the CBD is located at the centre of Auckland's roading network, and a number of roads running through the CBD are considered 'strategic arterial routes'<sup>4</sup>. Critically, this means that large volumes of traffic in the CBD (of all kinds) are not trying to get access to the CBD<sup>5</sup> but to transit across it on their way to other destinations.

As well as these strategic arterial routes, other roads in the CBD are designated as regional arterials and district arterials, or collector roads for arterials. All of which means there are large volumes of traffic in the CBD. These occur not only at commuter peak periods (although these are substantial, and problematic) but also throughout the day due to the volume of commercial traffic using the CBD. For instance, an analysis of the movement of commercial vehicles in the Central Area makes it clear that the Port generates high levels of commercial vehicle movements (along Quay Street, Beach Road, The Strand, and Symonds Street). Queen Street, Victoria Street, and Customs Street also carry a high level of commercial vehicle traffic.

## 2.6 An Increasingly Residential Location

The number of people who live in the CBD has increased significantly in recent years. Indeed, this move to inner city apartment living is one of the most important recent changes in settlement patterns in Auckland. The concentrated apartment development in inner city Auckland and the creation of an inner city living option has significantly changed the face of the central City. Auckland's CBD has changed from being a place of predominantly business and entertainment to an increasingly vibrant community made up of a mix of apartments, shops, and businesses all within close proximity of each other. The residential population of the CBD was 8,700 at the 2001 Census, up from 1,400 in 1991. This rate of growth is one of the highest in the Auckland Region, and exceeded Statistics New Zealand's 'high' population projection scenario.

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<sup>4</sup> Strategic arterial routes are roads that have no footpaths, and where on-street parking is only allowed to the extent that it does not interfere with the efficient movement of vehicles or road safety.

<sup>5</sup> According to the 6<sup>th</sup> biennial *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City* (February 2003) the main mode of travel to the CBD continues to be the private motor vehicle.

The 2001 Census also reveals that the age structure of the CBD resident population is much younger than for Auckland City as a whole; has a different ethnic mix (with a much higher concentration of Asian ethnic groups and a lower concentration of Maori and Pacific Peoples); has more residents who were born overseas than in other parts of the City; and that residents of the CBD are better qualified (with a much smaller number of residents with no qualification). The residents are generally employed full time or are students. Most residents of the CBD have been resident at their address for less than five years, with around 50% there for less than one year, demonstrating how mobile this population is.

Compared to the trends occurring in the CBDs of Brisbane, Perth, and Sydney, we see that Auckland's CBD population is more ethnically diverse (the three Australian CBDs tend to be dominated by European Australians), younger, and more mobile. Comparative research also shows that the growth in Auckland's CBD has been more recent than in the Australian CBDs, and more significant than in the other NZ CBDs (i.e., Wellington and Christchurch).

### 3.0 Understanding Different Patterns of Use

Section 2.0 has briefly outlined the different ways in which Auckland City's CBD is being used. The challenge for the CBD Strategic Direction Project is to understand a CBD that is *simultaneously* an economic hub, a business hub, a cultural and recreational hub, a transport hub, and an increasingly residential location. In the research contained in the CBD metadata set, three separate (but complementary) approaches are adopted. These are to analyse the CBD according to:

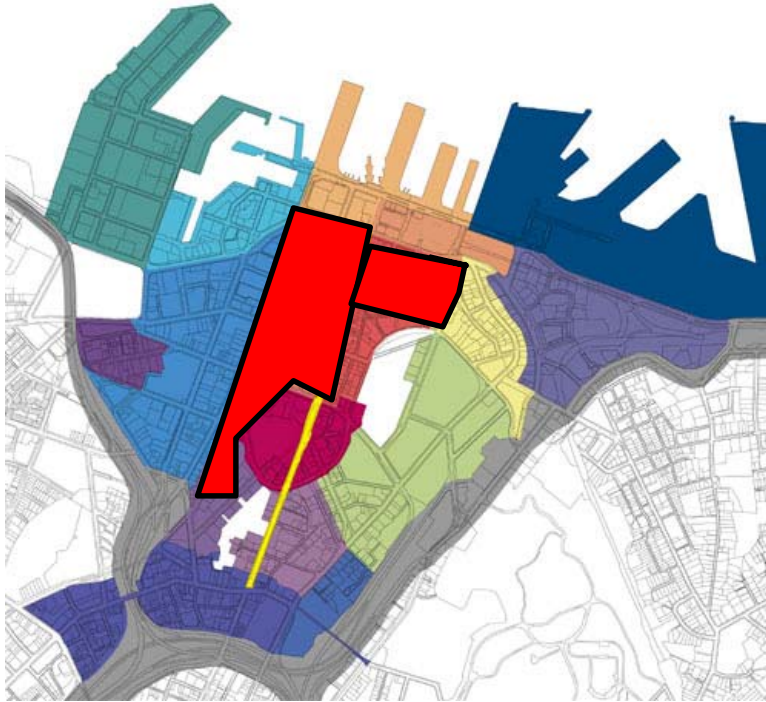
1. Land use patterns;
2. How different quarters are used; and
3. By users.

#### 3.1 Land Use Patterns

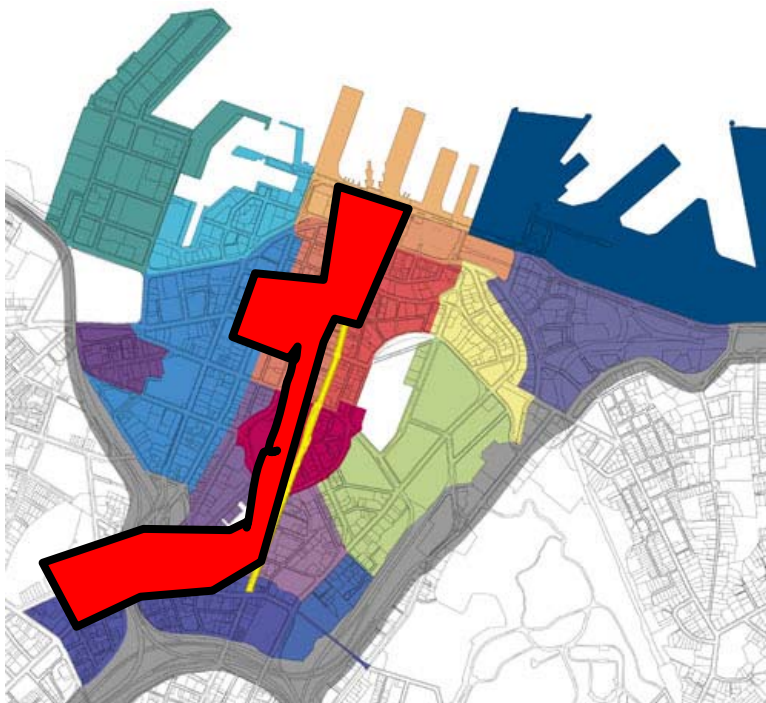
The approach of land use analysis groups the CBD according to the predominant use of land. It tells us:

- **Office Space** is concentrated in the block bounded by Wyndham, Queen, Swanson, and Albert streets; the western side of Queen Street and north of Mayoral Drive; both sides of Albert Street; the western side of Albert Street from Wellesley Street to Customs Street; Shortland Street; Chancery Street; and Lower Anzac Avenue.
- **Retail Activity** is concentrated on Queen Street; the western side of Queen Street between Wellesley and Victoria streets; the eastern side of Queen Street between Victoria and Shortland streets extending back to High Street; either side of Lorne Street, in the Wyndham / Swanson Street block, and on the eastern side of Queen Street between Shortland and Customs streets, and; the Karangahape Road ridge shops.
- **Residential Development** is concentrated in the Eden Terrace / Parliament Street areas; the Waterloo Quadrant; the waterfront end of the Central Area on Quay Street, Customs Street, Hobson Street, and Albert Street; and the Grey's Avenue / Vincent Street developments (the more recent developments in Mount Street, Quay Park, Princes Wharf, and Viaduct Basin post-date the data and it is known that other developments and conversions have occurred over the Central Area as a whole).

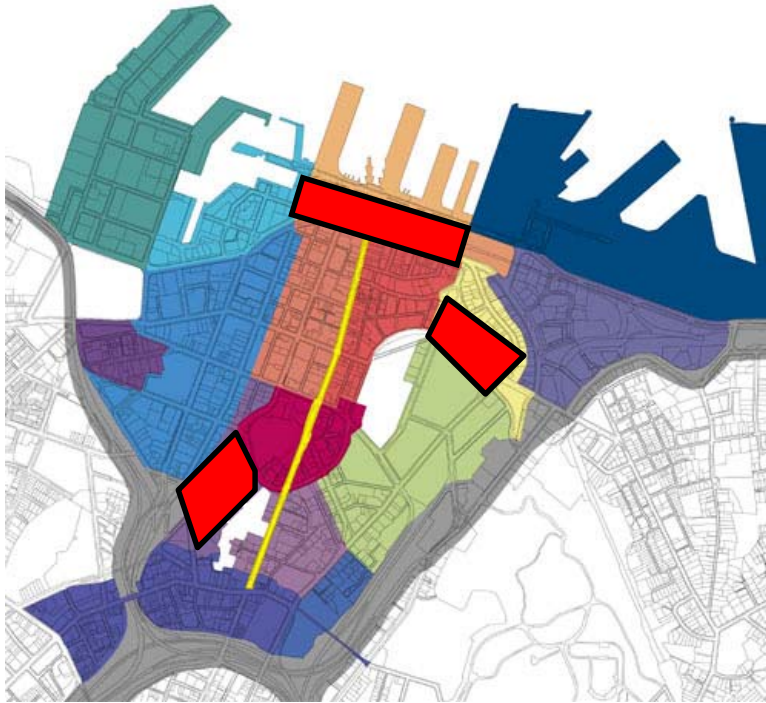
**Map 1: Land use – Office Space**



**Map 1: Land use - Retail**



**Map 1: Land use – Residential development**



### 3.2 Analysis by Quarters

The CBD is made up of 3 Census Area Units and 79 Meshblocks (using Statistics NZ classifications). Another approach to analysing how the CBD is used involves dividing these Meshblocks into particular quarters and looking at how these quarters are used (see map, next page). For instance, Bentley Consulting completed an analysis of how employment was distributed across the CBD by dividing the CBD into 16 quarters<sup>6</sup>.

**Table 1: CBD Business and Employment, by Quarter:**

(Source: Statistics NZ Business Frame February 2002)

Rank	Quarter	Area (ha)	Bus Units	FTEs	Popn.	Households	Meshblocks
1	West Side	21.7	2,190	16,484	1,341	324	8
2	Old Town	20.0	2,014	10,013	981	339	9
3	Nelson	42.7	788	6,507	1,179	486	8
4	City Waterfront	60.8	701	5,739	456	180	3
5	Vincent	21.1	382	4,891	999	252	10
6	University	38.3	166	4,314	981	273	8
7	Aotea	14.8	262	2,996	459	144	4
8	Upper Queen	8.9	318	2,812	285	90	5
9	West Viaduct	49.7	289	2,489	0	3	2
10	Eden Crescent	12.1	547	2,157	1,407	618	6
11	Port	35.5	74	1,589	30	0	1
12	K Road	11.1	239	1,541	738	261	7
13	Viaduct Basin	17.1	211	1,481	258	123	4
14	Britomart	5.8	142	631	288	60	2
15	Constitution Hill	7.0	73	411	39	15	1
16	Arena	29.7	77	205	789	201	1
	<b>Total</b>	<b>396.3</b>	<b>8,473</b>	<b>64,260</b>	<b>10,230</b>	<b>3,369</b>	<b>79</b>

Key findings from this analysis are:

- The largest numbers of employees and businesses (as might be expected) are in the West Side and Old Town quarters, which cover the blocks to either side of Queen Street. These two quarters contain nearly 50% of all businesses in the CBD and just over 45% of all employees. Nelson and City Waterfront are the next largest in terms of employment numbers;
- The highest densities of businesses and employment per hectare are in the West Side and Old Town quarters, with the West Side predominant, having over twice the density of the third most significant quarter, Upper Queen;
- All of the quarters to the north east of the CBD show low levels of employment density (Eden Crescent has the third highest density of business units but ranks 6th in terms of employment, indicating more smaller companies (in terms of employment))

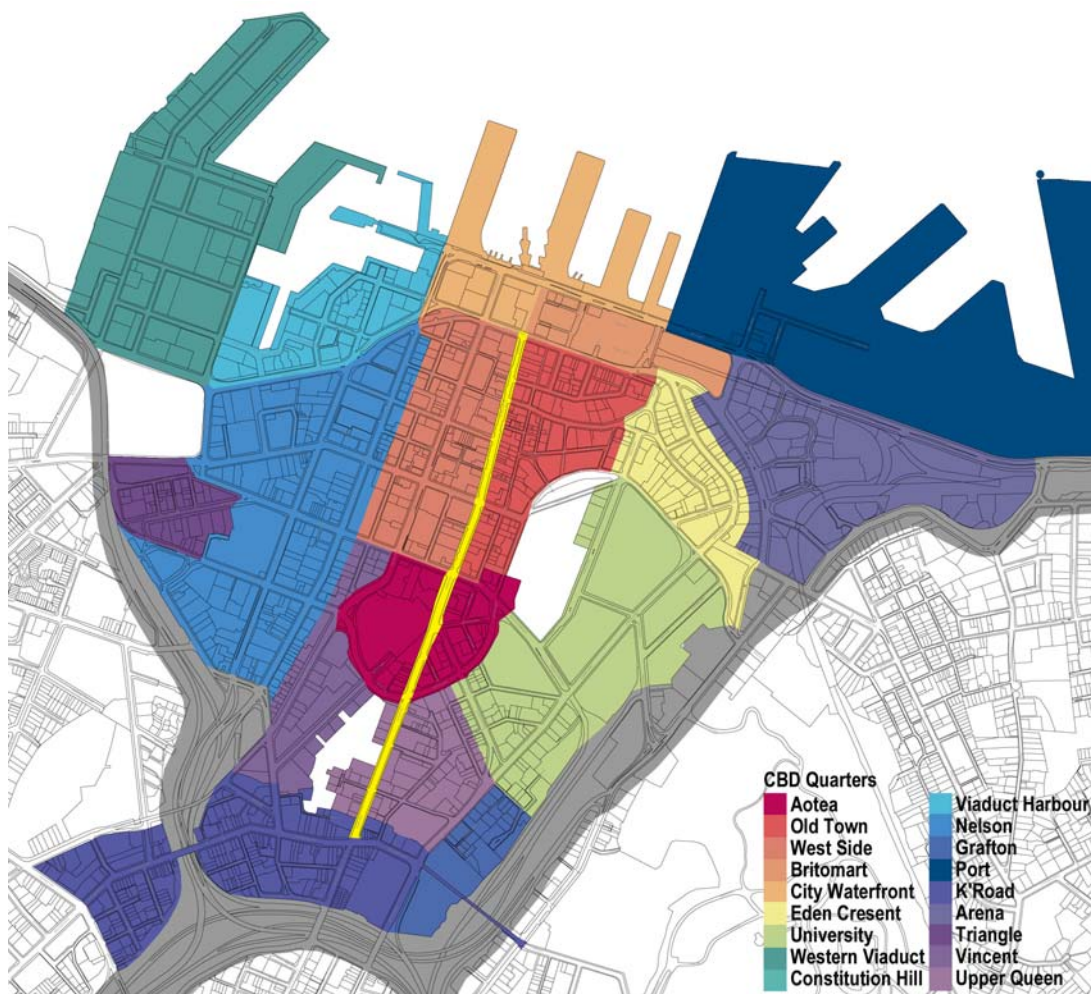
<sup>6</sup> It is important to note that the definitions of these precincts vary across some key pieces of research in the metadata set. These variations are set out in Appendix Two to this report.

**Quarters of the CBD:** The 16 quarters identified by Bentley Consulting have since been extended into 18 quarters, commonly used to describe the layout of the CBD<sup>7</sup>. These quarters are:

- Aotea
- Arena
- Britomart
- City Waterfront
- Constitution Hill
- Eden Crescent
- Grafton
- K' Road
- Nelson
- Old Town
- Port
- Triangle
- University
- Upper Queen
- Western Viaduct
- Viaduct Harbour
- Vincent
- West Side

These are distributed across the CBD in the following way:

**Map 2: Quarters of the CBD**



<sup>7</sup> See Appendix Two

This quarter-based approach has been used in much of the research about the CBD. For instance, research carried out by New River (May 2003) and Gravitas (June 2003) reveals distinct patterns by different quarters. By providing a documentary record of the use of various precincts of the CBD over time, these reports are able to represent the observed character, use, and users of each quarter. These diverse uses can be summarised in the following way:

- **Aotea:** Versatile and diverse use. Workers and students are the primary users during the week; at the weekend broader user groups (visitors, tourists, and families) are attracted to specific events. At night this quarter is an important focus for entertainment, culture, and the arts. Aotea Square is the focus in this quarter, and is a space that is adaptable to many activities.
- **Britomart and the Port:** Changing and developing, an emerging mix of commercial, residential, and retail activity. Main access to the CBD from the East, creating pedestrian, commuter, and public transport traffic (users are mostly passing through to access other parts of the city). Dominated by commercial port activities, which create large no access quarters. At night, an entertainment quarter for younger groups, with some premises drawing a predominantly male clientele.
- **City Waterfront:** A water-focused area, providing a mix of commercial, retail, entertainment, tourism, and transportation. By day, heavy peaks of workers and students. Constant flows of tourists and visitors throughout the weekends. By night a focus for recreation and entertainment (drawing from and feeding the Viaduct and lower city centre).
- **Eden Crescent:** Quieter yet also busy, both removed from and feeding into the inner city bustle. Undergoing rapid change, links to the burgeoning service area east of the CBD. A mix of residential, commercial, educational, and recreation activity. Students, lecturers, and workers dominate during the week (with cafes providing visible congregating points). On weekends couples, family groups, and tourists are observable. Little notable night-time activity.
- **K' Road:** 24 hour activity. Retail, commercial, and entertainment draws diversity during the day (alternative shoppers, coffee buffs, students, visitors). The atmosphere is 'trendy, hip, and casual'. A transport and access thoroughfare. Some green areas for time-out. By night a thriving entertainment quarter drawing a diverse younger crowd to cafes, restaurants, pubs, and clubs. Weekend night activity continues well into the early morning. Sunday is by contrast quiet and low key.
- **Nelson:** A traffic quarter. A western pathway in and out of the CBD. A key point of entry and exit from the CBD (a major feeder of traffic from the Northern, Western, and Southern motorways as well as to the inner western suburbs). Residential and commercial activity compete bravely with traffic (yet seem dominated and submissive). Pedestrians pass through, either for retail or residential or access to other parts of the city.
- **Old Town:** Contrast and diversity in uses and users. High class entertainment and fashion to education to red light activity. A link to the inner city from the university and areas beyond through high level bus activity. Workers, shoppers, and tourists dominate the High St during the week. Students pass through constantly. Diversity continues into the night – 'hip and trendy,

backpacker value, and red light revellers'. An important entertainment and leisure hub during the week for city workers, tourists, and other city visitors. Sundays are observed to be particularly quite across the area.

- **University:** Dominated by students and university staff during the week. Lively, laid back, social, and focused. Little visible week day use by those not connected to the university. At the weekend, areas are quiet and still. Student use continues, as well as some leisure and recreation. A focal point drawing students and staff from across the city and Auckland region, therefore a major influence on pedestrian and commuter traffic throughout the CBD.
- **Upper Queen:** A mix of retail, commercial residential, leisure and entertainment. An area of contrast ('green and lush' in Myers Park, 'dull and drab' and 'hustle and bustle' elsewhere). An important access way into and out of the CBD (so traffic is a feature). By night a link to, and extension of, K' Road (with 24 hour activity).
- **Viaduct:** Water-focused quarter for leisure, recreation, and entertainment. Quieter residential areas contrast with entertainment hub. Activity builds during the day with retail, tourism, and some commercial. At night a thriving entertainment quarter for higher socio-economic as well as younger people on the town. Relatively low level of observed activity during week days.
- **Vincent:** A major feeder in and out of the CBD. Traffic dominates and provides a constant reminder of the movement of people and goods (this area links to other traffic dominated areas in the CBD – Nelson and parts of Westside). Business and some residential exist in close proximity, providing points of human interaction.
- **Westside:** An area of general activity during the day – retail, commercial, entertainment, and tourism. Residential areas are increasing. Traffic dominated in places, which reinforces the area's positioning in the heart of the city. By night entertainment and leisure options cater for young and older revellers. Weekend days provide a wider variety of people with greater ethnic diversity and more family groups.

### 3.3 Analysis By User

This quarter-based analysis demonstrates that it is also possible to interpret use of the CBD by user and time of day. The different patterns of use coalesce around (i) the age of users, (ii) the time of day, and (iii) whether users were tourists:

- **Age of Users:** The largest number of users of the CBD are 18 – 35 years old, making the CBD ‘a young city’. New River (2003) saw ‘very light usage by the 55+ segment almost anywhere’. These age differences are also seen across different areas, with areas like K’ Road and the University having a younger group visiting, while other areas like Aotea have an older group.
- **The Time of Day:** This mixed-use nature of the CBD is reflected in *when* different areas of the CBD get used. There is much more business during the day and much more recreation at night-time. For instance, tourists seem to only use the CBD lightly at night-time. Overall, there are spikes in CBD usage around the morning peak period (7am to 10am), another at midday, and then another around 7pm. Usage is even Monday to Thursday, with a peak occurring on Fridays. Saturdays are as busy as weekdays, and Sundays are the quietest day. The second *Auckland City CBD Research 24/7 Photo Documentary* report prepared by Gravititas (Jun 2003) provides a useful insight into how the CBD is used at night time and over the weekends. For instance, by night the CBD accommodates after work drinking, late night shopping, dining, arts and culture, boy racers, gaming, pubbing and clubbing, late night cafes, red light entertainment. Entertainment quarter such as the Viaduct, City/Waterfront, K’Road, and Old Town continue through the night and into the morning. Weekend use/users of the CBD contrast with those during the week. Activities are primarily focused on shopping, entertainment, leisure, and recreation. Traffic, however, continues to be a dominant theme throughout both Saturday and Sunday. Organised weekend events are popular, drawing large crowds to areas such as Aotea and the Viaduct. Compared to Saturday, Sundays are typically quieter across the CBD, and particularly in the morning.
- **Whether Users were Tourists or Not:** 95% of those in the CBD on any one day are Auckland Region people. Although there are also significant numbers of tourists and non-Aucklanders using the CBD, Tourists tended to use spots such as the Viaduct, Aotea, the Waterfront, and Westside.

## 4.0 How is the CBD Developing?

### 4.1 Overview

The CBD is a dynamic location, developing in a number of important ways. For instance, both Auckland City and the Auckland Region are growing rapidly compared with the rest of New Zealand. The Regional Growth Forum's *Growth Strategy 2050* is planning for a total population of around two million people in the Auckland Region by 2050. In this scenario, Auckland City's population will grow by 68% from its 1996 total of 346 000 to 583 000. The CBD has been identified by the Regional Growth Forum (RGF) as one area where this kind of intensive development will occur, with up to 40 000 residents and 11 000 households in the CBD by 2050.

In addition to this intensification of residential living, in the future the CBD will be shaped by:

- An expansion of office space (only 2.6 million of the 11.6 million square metres of zoned space have been used to date);
- Increased numbers of people will be attracted to the Central Area for education, entertainment, visitor, and cultural activities;
- The number of boutique stores will increase;
- The number of stores serving a metropolitan residential market will increase;
- Roading and transport developments will see the volume of traffic increase; and
- The development of the indoor downtown arena will attract considerable visitor numbers to the area.

At the same time, the nature of the CBD is also undergoing significant change. It is becoming increasingly multicultural, more distinctly 'Auckland', and less like the rest of the New Zealand.

This section examines how the CBD will be shaped in the future by:

1. Economic developments;
2. Business developments;
3. Residential developments; and
4. Transport developments.

### 4.2 Economic Development

The sectors showing the most significant growth within the CBD are culture and recreation<sup>8</sup>, property and business services, and restaurants and hotels. This growth has helped cement the CBD's role in the regional economy as the home for professional services and as a centre for recreation and leisure. The key sectors of the CBD's economy are likely to develop in the following ways.

**4.2.1 Education:** Education is a rapidly growing sector in the CBD and, in 2002, provided 29 percent of private sector employment in Auckland City. A large

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<sup>8</sup> It should be noted, however, that while culture and recreational services have seen significant growth the sector still only accounts for 6 percent of the CBD's total employment.

proportion of the CBD now acts as an education campus due to the sheer number and movement of students. The CBD has also been attracting a large number of Foreign Fee Paying Students (FFPS). In 2002 there were over 20 000 FFPS enrolled in the CBD, comprising 45 per cent of such enrolments in the Auckland region. The large majority of these students come from Asia. All indications are that this is a sector of the economy that will continue to grow in importance in the CBD. The education sector has now become a major user of lower grade office space in the CBD. According to recent research conducted by Bayleys, the education sector is now the leading occupier of floor space in the Auckland CBD, ahead of the traditional sectors: legal, banking accounting and insurance. In 1996, the education sector occupied just 3.8 percent of total floor stock. By 2003, the share had grown to nearly 15 per cent. The growth in the education sector has been dominated by:

- Auckland University and Auckland University of Technology (AUT) expanding their campuses;
- Otago and Waikato Universities establishing operations in the CBD;
- English language schools; and
- Private and diploma schools.

**4.2.2 Marine and fishing industries:** The Western Reclamation area of the CBD is an important location for the marine sector due to its concentration of marine activities, servicing work and suppliers and support activities. Just over a third of all boat-building, shipbuilding and marine equipment businesses in Auckland City are located on the waterfront. Growth has been fast with a 30 percent increase in employees, and a just over fifty percent increase in businesses, over the past five years<sup>9</sup>.

**4.2.3 Retail:** The CBD provides nearly 15 percent of all retail employment in Auckland City. Cafes and restaurants are disproportionately located in the CBD, providing over 35 percent of Auckland City's employment in the sector. The CBD retail sector provides a specialised role in servicing workers, students, visitors and residents attracted to the area and is much more orientated towards personal and household good retailing than retail in the City as a whole. Food retailing in the CBD is growing fast reflecting the increased residential population in the area. At the same time, the CBD retail sector is suffering from increased competition from other retail destinations, and problems of traffic congestion and high parking costs, reducing the accessibility of the CBD. However, offices, inner-city residents and the education sector provide a continued retail demand. The move of new office development northwards towards the harbour (see Section 2.3,above), and the growth of inner-city living, are likely to change the spatial location and mix of CBD retail in the future.

**4.2.4 Tourism:** The number of overseas visitors coming to the Auckland region has been progressively increasing along with their length of stay. The Auckland regional visitor expenditure is heavily concentrated in Auckland City which attracted just over half of the region's total. There has been a reduction in the number of cruise ships visiting Auckland over the past four years, but an increase in the number of passengers, resulting from larger ships. The Sky Tower, located in the CBD, is the most frequent attraction visited in the Auckland region with 27 percent of regional international visitors going there in 2002. Sightseeing tours, beaches and the Museum and Art Gallery are also popular attractions. The number of overseas

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<sup>9</sup> The Auckland Waterfront Advisory Group has been developing a vision for the redevelopment of the Western Viaduct area and the place of the marine and fishing industries in the CBD is a key issue to be addressed as part of the CBD Strategic Direction Project.

visitors staying in the CBD has been rapidly increasing, more than doubling between 1991 and 2001. The CBD hosted 5,150 overseas visitors on the 2001 census night, representing almost half of such visitors in Auckland City, up from a quarter a decade earlier. This large increase in visitor numbers has been mirrored by a significant increase in CBD accommodation. Between 1996 and 2002 the guest night capacity per month in the CBD increased from 50,000 to over 200,000. This represents 64 percent of total guest night capacity in Auckland City and 40 percent of the region's total capacity. In addition, occupancy rates are significantly higher than elsewhere in Auckland City or the country.

**4.2.5 Culture, Recreation and Entertainment:** This is a small sector comprising only 6.2 percent of the total full time equivalent (FTE) employment in the CBD. However, the sector is strongly concentrated in the CBD, which provides just under half (42.9%) of Auckland City's and 29 percent of the region's jobs in the sector. It is also a fast growing sector in the CBD with the numbers employed increasing 79 percent between 1991 and 2002.

**4.2.6 The Port:** The Port of Auckland is New Zealand's main container hub port and the largest port in the country in terms of the value of goods handled. About a third of the jobs and economic activity within the Auckland region are provided by businesses that rely on trade through the Port. There has been little growth in the Port's total freight volumes over the past seven years although trans-shipment freight is rapidly growing. Regional economic growth is likely to lead to a steady expansion of freight handled by the Port over the next two decades. This will be accommodated by the proposed expansion of Fergusson Wharf which is also likely to result in freeing up other wharves in the Port area for alternative uses. The Port is gearing up to accommodate the world-wide trend to bigger ships with the Fergusson Wharf expansion, purchase of new cranes and planned dredging of the commercial shipping lane.

**4.2.7 Convention Centre:** Auckland currently has a number of convention centres which cater for small to medium sized conferences only. The largest of these is the Edge, and Sky City is expanding its conference facilities and by mid 2004 will be able to cater for up to 1000. However, Auckland (and New Zealand as a whole) currently lacks a facility to cater for very large conventions. If a convention centre was located in the CBD, it is estimated that Auckland City would receive about half of the incremental economic benefits.

## 4.3 Business Development

As we have already noted, the CBD is a dynamic environment with 1,666 new enterprises starting up in, or relocating to, the CBD in 2002 and 1,368 closing down or relocating out of the CBD. Over the past 5 years, the CBD has seen the strongest growth in those firms employing 50 to 99 people. Significantly, the head offices of New Zealand's very largest corporations are not located in Auckland's CBD (with the exception of Air New Zealand)<sup>10</sup>. The kinds of businesses which are located in the CBD have been changing over the last five years. The most notable trends are:

1. The movement of head office operations from Wellington to Auckland (most noticeably in the banking sector, driven primarily by market size);

<sup>10</sup> Only 30 of the companies listed in the Deloitte's Top 200 Survey, are located in the CBD.

2. The movement of a number of operations out of the Auckland CBD to Australia (most noticeable in the finance sector);
3. A drift within the Auckland CBD of many of the more traditional tenants north and west towards the waterfront (banks, lawyers, accountants, etc.);
4. A dramatic rise over the last 3 – 4 years in the share of the CBD office space occupied by the education sector (now over 10%);
5. Increased emphasis on maintaining staff through providing a more relaxed corporate culture and providing greater access to a range of amenities;
6. The on-going development of electronic means of communication resulting in less emphasis in the business location decision on physical proximity to clients, suppliers, etc; and
7. An increasing demand among larger companies for larger floor plates, allowing for greater space efficiencies and a more open (physically and culturally) working environment.

In addition, International trends in office space are reflected in developments in the CBD. These include trends towards a decrease in the amount of office space per person, and a trend towards smaller offices located in high amenity environments (reflected in places like the Viaduct Basin, which has become popular for IT companies). As well, there is a continuing strong demand for premium space in the CBD, despite the fact that rental prices in this area can be higher than other locations in the City. This underscores that fact that the CBD is still the location of choice for a large number of firms. In the words of the report *Newmarket – Its Role and Position in the Auckland Region: Final Report* (by Patrick Partners, June 2002) ‘the status and role of the office component of the CBD does not appear to be under threat from the regional office market... rather the market has become more sophisticated in its location choice. Firms that consider the status of the CBD or proximity to other key CBD businesses as an important factor in choice will likely remain the CBD’.

<b>CBDs and The ‘Knowledge Economy’</b>
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<p>The growth of the knowledge economy has heralded something of a resurgence in the importance of CBDs world-wide. The emphasis of the knowledge economy on information exchange and creativity favours the high intensity environment of downtown areas. They provide the meeting places where people can frequently interact, exchange ideas and draw on each other’s creative energy. CBDs also provide workplaces in close proximity to cafes, restaurants, nightlife and other activity which is now seen as important in attracting skilled and creative staff. With the growth of residential development within CBDs, these areas are also able to provide more integration between work and living environments.</p>
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#### 4.4 Residential Development

The number of people who live in the CBD has increased significantly in recent years: From the research in the metadata set, we see:

- An increase in single occupancy apartments;
- A large increase in residents between 15 and 25 years old;
- A decrease in sense of security and safety<sup>11</sup>; and
- An increase in satisfaction with access to groceries and household supplies (thanks to the development of the Freemans Bay *New World* supermarket and the increase in small grocery stores in the CBD during this time).

However, talking about the CBD as though it were a homogenous area masks important distinctions within it. As with the CBD in general, residential patterns in the area can be reduced to distinct quarters, involving quite different residents. The Census divides the CBD into three Census Area Units (CAUs):

**Table 2: CAUs and CBD Quarters:**

Census Area Units	Auckland CBD Quarters <sup>12</sup>
Auckland Central East	Constitution Hill Eden Crescent Old Town University Aotea East of Queen Street K'Road East of the end of Queen Street
Auckland Central West	Nelson Vincent Westside Aotea West of Queen Street K'Road West of the end of Queen Street
Auckland Harbourside	Arena Britomart City Waterfront Port Viaduct Basin West Viaduct

<sup>11</sup> Based on a comparison of 1995 and 2000 survey results. See Maurer, A. (2000) *Central Area Residential Survey*, Auckland City Council. August 2000.

<sup>12</sup> Note that these are the quarter definitions as used by Bentley Consulting in its report *Business Location in Relation to the CBD*, February 2003. See Appendix Two for more information

From these CAUs, we can extrapolate the following differences:

**Table 3: Differences in CBD Residential Population, by CAUs:**

Auckland Central West	Auckland Central East	Auckland Harbourside
<ul style="list-style-type: none"> <li>• Older age groups are concentrated here.</li> <li>• Lowers concentration of residents in all CAUs with higher school qualifications.</li> <li>• More dwellings with rental tenure.</li> <li>• Residents employed as clerks and service and sales people.</li> </ul>	<ul style="list-style-type: none"> <li>• Youth are concentrated here.</li> <li>• Asian ethnic peoples and overseas-born residents are concentrated here.</li> <li>• Never married people are concentrated here.</li> <li>• Lowest mean income of all CAUs.</li> <li>• One person households are concentrated here, and one family households under-represented.</li> <li>• Mostly one or two bedroom dwellings.</li> <li>• Lowest concentration of vehicles per dwelling.</li> <li>• The highest concentration of residents attending school or studying.</li> <li>• Residents employed as clerks and service and sales people.</li> </ul>	<ul style="list-style-type: none"> <li>• Fastest growing, but smallest CAU.</li> <li>• More partnered residents, and fewer never married residents.</li> <li>• Highest mean income of all CAUs.</li> <li>• The lowest concentration of all CAUs with one person households.</li> <li>• Even spread of one, two, and three bedroom dwellings.</li> <li>• The highest proportion of dwelling ownership (33%) in the CBD.</li> <li>• Highest rents in the CBD.</li> <li>• More dwellings have more vehicles per dwelling.</li> <li>• Highest concentration of residents with full time employment.</li> <li>• Residents employed as legislators, administrators, and managers.</li> </ul>

Research carried out by DTZ Research (March 2003) described the inner city area is 'a rapidly changing ethnically diverse area in which to live'. The research also demonstrated that:

- The majority of residents had lived in their current apartment for less than two years. Most came from suburbs in the immediate vicinity of the central city area;
- The most common reason for moving into the city was too be 'close to work / study'. Other common reasons include to be 'close to entertainment' and 'lower transport costs'. Only 5% cited that they 'enjoy inner city living'; and
- NZ European and Chinese were the most common ethnic groups. Females outnumbered males (57% vs. 43%). The most common employment sectors were business services, finance and insurance, retail trade, and communications.

Recent developments, including retail, office, and residential developments; the increase in the residential population; and the strengthening of entertainment and tourism in the CBD, indicate that this trend of increased residential living in the CBD is one that is likely to continue.

## 4.5 Transport Developments

The *Auckland City CBD PETSE Analysis* carried out by Bearing Point (May 2003) notes that the growth in the Auckland City CBD has had a heavy impact on the transportation system. This includes:

- The city is becoming clogged, peak hours are extending;
- A perception of insufficient affordable parking;
- A greater emphasis has been placed on addressing public transport issues;
- Pedestrian congestion is becoming common; and
- The CBD is not pedestrian friendly and is difficult to navigate.

The main reasons for changes in transportation over the past five years include:

- Population growth;
- Poor planning and a lack of spending on transportation infrastructure;
- Lack of a comprehensive integrated transportation network;
- Insufficient allocation of resources to support improving the system; and
- Growth in student population.

The *Regional Land Transport Strategy* noted that despite this vehicular dominance, access to the CBD is generally poor during peak periods (public transport use into the CBD remains much lower in Auckland than in Melbourne and Sydney.). According to the 6<sup>th</sup> biennial *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City* (February 2003), a quarter of non-resident respondents found access to the CBD difficult or very difficult – an increase of 9% since 1999. The 2002 results show that people are finding it more difficult to get to the city centre than in previous years.

The roading developments proposed for the CBD will increase traffic significantly on key roads, but should also reduce traffic numbers on many of the other streets. The public transport projects (the Central Transport Corridor and the North Shore Bus Transit) will increase traffic on the east-west routes (such as Customs Street, Victoria Street, and Mayoral Drive); an increase in traffic using Quay Street; significant increases in traffic using Beach Road; and significant use of SH16 resulting in increased traffic volumes on The Strand.

These increased vehicle flows need to be seen in a context of an area that already has a relatively low level of pedestrian amenity. The *Regional Land Transport Strategy* notes that 'there is growing concern that the region's roading environment is becoming increasingly unpleasant, inconvenient, and unsafe for pedestrians, particularly on main roads'. As well as pedestrians, provision for cyclists into and through the Central Area is also currently limited.

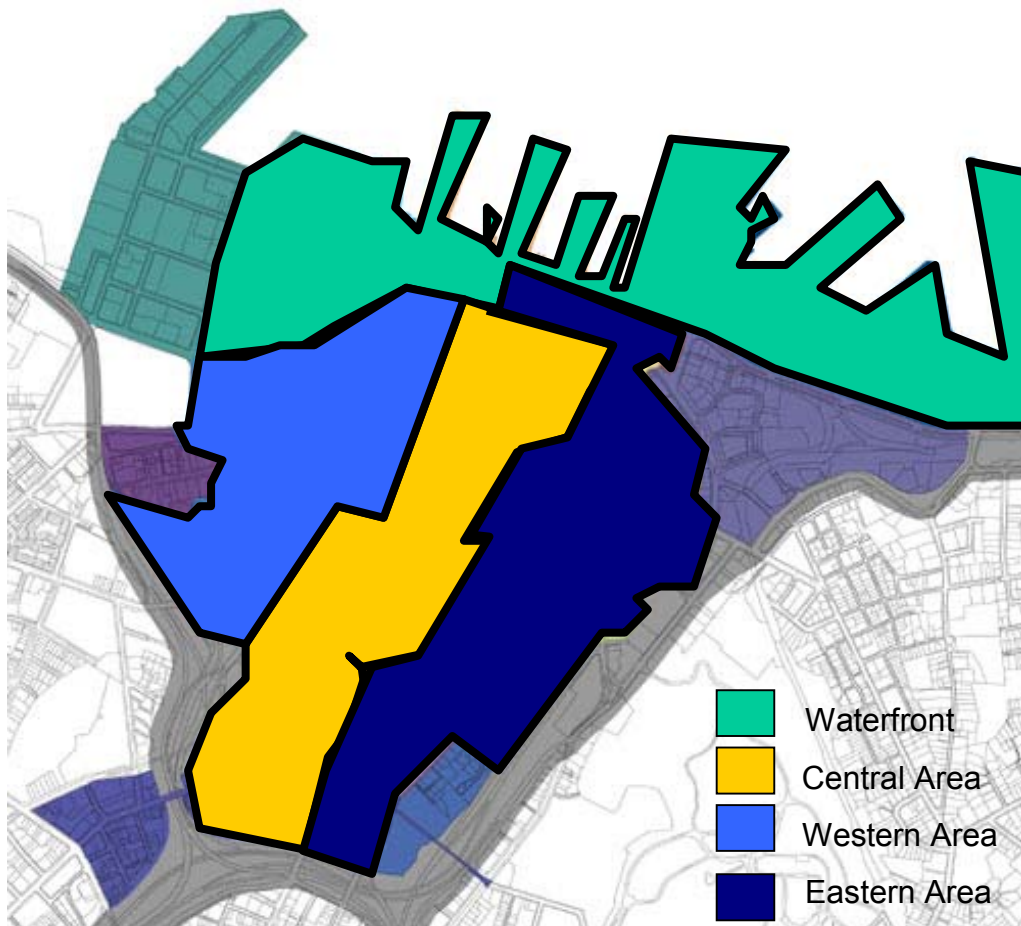
## 4.6 A Spatial Perspective

An alternative way to understand how the CBD is developing is to shift the focus from different sectors in the CBD and look at changing patterns of landuse. To do this, it is useful to aggregate the eighteen quarters (see Section 3.2) into four broader CBD 'areas'. These four areas are:

- **Waterfront:** This area combines the quarters City Waterfront, Port, Viaduct Basin and Western Viaduct.
- **Central Area:** This area combines the quarters Britomart, Queen St Spine, Old Town, Aotea, Vincent, Upper Queen, K Road and Westside.
- **Eastern Area:** This is the area to the east of the 'Central Area' and includes the quarters Arena, Eden Crescent, University and Grafton Gully.
- **Western Area:** This is the area to the west of the 'Central Area' and covers the Nelson and Triangle quarter.

These areas are highlighted in the map below:

**Map 3: Four 'Areas'**



The analysis carried out based on these four areas extends earlier research of CBD-wide issues relating to character and identity, heritage, movement, open space and built form/activity mix. Underlying this analysis was a consideration of how the physical manifestation of the CBD impacts on its social, cultural and economic future. This analysis showed that the CBD is changing in the following ways:

- **Waterfront:** The Waterfront Area is experiencing an increase of residential and entertainment activities, and the Area is seeing an increased privatisation of public space. There are increased traffic volumes along Fanshawe Street (including buses), and also along Quay Street. There is also a change in the character and landuse of the Western Reclamation.
- **Central Area:** The Central Area is experiencing increased residential development throughout the Area, but particularly in the Upper Queen Street Area. There is a changing activity mix in response to Britomart (with the development of boutique offices, entertainment spaces, and residential accommodation). There is also a severing of through-site links.
- **Eastern Area:** The Eastern Area is experiencing changing land use, especially with increased residential development but also through the location of the Arena in this Area. Both AUT and the University of Auckland are changing and expanding their campuses. There is an increasing demand for pedestrian movement from the CBD through to Parnell and Newmarket via the Domain (which will occur in the Eastern Area). Finally, the Eastern Area will be the location of the central transit corridor
- **Western Area:** The Western Area is experiencing an increase of residential apartment blocks, and there is increasing residential density in the vicinity of Victoria Park. This Area is also experiencing a changing land use mix going on in this Area with more residential, commercial, and retail use occurring (this is also a location for creative companies and start-ups).

## 5.0 What Concerns Do Users of the CBD Have?

### 5.1 Overview

Research carried out by De Beer Marketing and Communications (June 2003) found that the CBD is widely seen as 'unfriendly, disjointed, unrelated, lacking in personality, hardened, dowdy, no elegance, concrete and glass, grey, lacking in green spaces, and suffering from a lack of planning'. The absence of any reliable and convenient transport system, traffic congestion, and a perceived lack of affordable parking are preventing access to the CBD. Those who do not know the CBD well become 'frustrated' with not knowing where to go or how to get their due to a lack of street signage and information about what's on. Building developments within the CBD have created limited or no visible connection with the harbour, and the CBD is perceived as 'over-developed, lacking in identity, and expanding with no direction'. Queen Street is no longer viewed as a desirable shopping destination. The CBD is described as 'someone else's place'.

Furthermore, there is a body of research that shows shoppers in the CBD think the area lacks atmosphere and character. Street entertainment is seen as a must by all groups, as is an improved public transport system into and around the CBD. Other research shows that the weaknesses of the CBD are:

- The District Plan does not guarantee urban design (quality of buildings, locations, relationship with city's public spaces);
- Streets lack continuous 'active' edges;
- The lack of 'active' edges to public squares / plazas;
- Street corners dominated by commercial office foyers and banks;
- The area of the CBD to the west of Elliot Street (compared with that to the east) is relatively inhospitable to pedestrians;
- Direct pedestrian access to the waterfront requires negotiating an unattractive, inhospitable, and vehicle dominated sector of the CBD; and
- People rate their enjoyment of the CBD as mediocre.

In this Section we examine:

1. What businesses think of the CBD?;
2. What users think of the CBD?; and
3. What residents think of the CBD?

### 5.2 What Do Businesses Think of the CBD?

Research carried out by Gravitas (May 2003) demonstrates that businesses think the physical form of the CBD is generally 'mediocre at best'. There is agreement that certain areas have improved over recent years, and some pockets (such as High St, Chancery area, the Viaduct Basin) received praise for their combination of form, function, people, friendly spaces, and vibrancy. However, the rest of the CBD is commonly criticised. In particular, Queen St is considered 'soul-less' and the retail offering is seen as poor compared to malls and other centres. Common criticisms include the lack of open and 'people friendly' spaces and its lack of a heart. Many feel that the growth of the CBD has been too developer-driven which has allowed areas to

develop in an uncoordinated fashion. While areas such as Chancery and the Viaduct are praised, they are also cited (along with Aotea Square and Queen Street) as isolated and unconnected places that contribute to the lack of focus in the CBD.

Businesses also thought that the atmosphere of the CBD has become more vibrant in certain, isolated, pockets (although there is acknowledgement that the increasing residential and student populations have increased the 'energy' of this 'vibe' noticeably in recent years). Safety remains an issue of concern in many areas, particularly for female CBD workers outside of regular working hours.

Businesses see the main problems with the CBD to be:

- The CBD is widely criticised for being difficult to get to, and difficult to get around. While participants acknowledged recent changes, the public transport system was seen as below standard (and particularly with international comparisons);
- Parking is another major issue for CBD businesses. Several businesses in the Gravitas research cited the inability to secure enough parking at reasonable cost within the CBD as among the reasons for choosing an out-of-CBD location;
- Among those who were aware of it, the rates differential was considered excessive and a disincentive for locating in the CBD;
- Although the increase in international students has added to the vibrancy of the CBD, business sharing tenancy with language schools cite problems relating to building access and the impact on their professional image (which in the Gravitas research was the reason for at least one company moving out of the CBD). In addition, the growth of entertainment and food outlets along Queen St aimed at the student market is seen as detracting from the Queen St retail environment; and
- Still of concern to many businesses is the security of power supply in the CBD.

According to the research carried out by Gravitas, among those businesses choosing to locate in the CBD, the key drivers are:

- The image of the CBD location, both in terms of the profile that comes from being located in the CBD and also the image of being seen as a CBD business;
- A central location that (in a regional perspective) is relatively easy for staff and clients to access from a wide range of areas and is also relatively convenient for accessing clients located across the region. The CBD is also the hub for all major modes of private and public transport;
- Proximity to clients, suppliers, and competitors that are also located within the CBD; and
- Access to a full range of amenities including shops, services, cafes, and restaurants'

Equally, for businesses choosing to locate outside of the CBD, the key factors are:

- Total occupancy costs tend to be considerably cheaper;
- Car parking is cheaper;
- An image which is seen as not too corporate (particularly important for companies that want to portray a less formal image);

- Amenities (including shopping, restaurants, cafes, and open spaces) are frequently considered to be better outside of the CBD, and particularly in fringe centres such as Newmarket;
- Accessibility to out of CBD locations is frequently considered easier, particularly when inner city congestion can be avoided; and
- A wider range of types of premises available.

### 5.3 What Do Users Think of the CBD?

As noted in Section 2.4, research carried out by De Beer Marketing (June 2003) found that users of the CBD 'love' the colours of the Sky Tower lit up at night, the views, yachts, waterfront activity, the multi-cultural environment, art exhibitions, shopping, entertainment, restaurants, cafes and bars that the CBD offers. They embrace Auckland as being a 'lifestyle' city. They are emotionally attached to Albert Park, and regard the Viaduct, Vulcan Lane, High Street, and K' Road as destinations with special ambience and character. They thrive on socialisation and desire the CBD to be a 'buzzing' and 'lively 24 hour experience' with an 'x factor'. The desired social environment is described as 'pleasure seeking, entertainment, alive, active, creative, dynamic, vibrant, multi-cultural, bright, youthful, fun, and hot'.

Similarly, research carried out by New River (May 2003) found that most people 'do not identify' with the CBD. Those that took part in the New River research rated the CBD at an average of 6 out of 10 for both 'enjoyment' and 'environment'. Private attractions are rated the highest, city-provided social and cultural aspects rate in the middle, and the infrastructure rates the lowest. Note that tourists rate the CBD much more than locals, rating all aspects of the CBD dramatically higher. This goes for both domestic and international tourists to Auckland. The report notes 'when people are hear (sic.) for leisure, and implicitly comparing the CBD to other international cities, the Auckland CBD looks very good indeed' (2003:80).

The important 'drivers' of enjoyment in the CBD are 'the change of scene'; the atmosphere of the CBD; and being able to walk outside. Other important components to people's enjoyment of the CBD are:

- **CBD Public Spaces:** Public spaces in the CBD provide for a variety of users and use – from quiet, reflective 'time out', as a means of passage, to the opportunity to participate in large, vibrant, outdoor activities. Aotea Square demonstrates an adaptability and accessibility to successfully provide for a range of public space uses and experience. Public spaces are well used throughout the week and night, with less observed use during weekends unless organised events are taking place. Public spaces neighbouring residential areas are observed to be least used.
- **Outdoor Events / Attractions:** CBD streets and spaces accommodate a range of outdoor events and attractions, from impromptu street buskers to large, elaborate festivals. Outdoor events add variety, interest, 'a point of difference', 'a change of scene' and add to the unique atmosphere of the CBD. Places and spaces successfully accommodate events when they are adaptable, accessible, and enable diverse interactions to occur. Planned events commonly occur in the weekend, drawing broad user groups, including families. Night events tend to be smaller, more informal, and add colour to the city nightlife.

Other factors such as the number of public toilets (for shoppers); the friendliness of the people (for recreational users); safety (for tourists) the multicultural feel (for students) and events (for accommodation users) are also important.

At the same time, we also know from the 6<sup>th</sup> biennial survey of *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City* (February 2003) that access and safety are key concerns. The 2003 survey showed that the main concerns of participants were related to four areas:

1. Traffic congestion at peak hours;
2. Limited availability and frequency of public transport services during the day and night;
3. General safety around Custom Street and Fort Street, the Britomart site, parks and public toilets; and
4. Offensive / threatening behaviour throughout the city.

The results of the survey show that:

- A quarter of non-resident respondents found access to the CBD difficult or very difficult, an increase of 9% since 1999. The 2002 results show that people are finding it more difficult to get to the city centre than in previous years;
- Approximately 50% of respondents feel that it is not safe to be alone in the city after dark;<sup>13</sup>
- 32% of respondents thought that the lighting was poor or very poor. There has been a substantial drop in the number of respondents who reported lighting as being good or very good since 1995 (34% in 1995, 14% in 2003);
- Queen St is considered the safest place in the CBD both during the day and night. Customs St, Fort St, the Britomart Site, public toilets, and parks continue to be the areas of particular safety concern; and
- Bad drivers, an unsafe pedestrian environment, and traffic were seen as the most unsafe aspects of the city during the day; at night safety was seen to be compromised by aggressive people, drunks, drug addicts, and the homeless;

Along with these perceptions of safety issues, we know from NZ Police statistics that:

- There is a trend of increasing violent crime in Auckland. Both the rate of offending and the rate of increase in offending for violent crimes is higher in Auckland City than in other areas; and
- Crimes of dishonesty (including burglary, unlawful taking, theft and fraud) are increasing. These crimes account for nearly 69% of all reported crimes in Auckland City. The rate of crimes of dishonesty increased 13% from the 2000/2001 year, and in 2001/2002 stood at a rate of 1118 offences per 10,000 population.

As noted above, 'safety' in the CBD revolves around two issues – safety from crime and safety from traffic. As a rule, bad drivers, an unsafe pedestrian environment, and exposure to traffic are seen as the most unsafe aspects of the city during the day; at night safety is seen to be compromised by aggressive people, drunks, drug addicts, and the homeless. Generally street locations are considered to be safer than built locations such as public toilets and car parks.

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<sup>13</sup> Note that there remains a considerable difference in perceptions of safety between male and female survey participants: 64% of females surveyed perceived the city as unsafe after dark, compared with 42% of males.

The current CBD can be described as generally having a strong vehicular dominance with a relatively low level of pedestrian amenity. The *Regional Land Transport Strategy* notes that 'there is growing concern that the region's roading environment is becoming increasingly unpleasant, inconvenient, and unsafe for pedestrians, particularly on main roads'. Nor is the concern only with the immediate risks posed by traffic. There are also safety concerns related to the health effects of exposure to large volumes of traffic. Air quality guidelines are regularly exceeded at the ARC's Queen Street monitoring site, indicating that there are air pollution health risks with the potential to harm vulnerable groups such as those with heart disease, the increasing CBD residential population, and pedestrians at street level. Equally, measurement made over the last few years indicate that noise levels adjacent to the City's motorways and main roads frequently exceed recommended guidelines. There has been a 'dramatic' increase in the number of complaints regarding noise made to Auckland City since 1993, relating to the noise of traffic (and particularly buses and trucks).

#### **5.4 What Do Residents Think of the CBD?**

As with other users of the CBD, among residents in the CBD there has been a notable decrease in sense of security and safety (The *Central Area Residential Survey*, August 2000). This survey also found that the most common thing respondents did not like about inner city living was noise. Other important findings include:

- There was a general feeling of dissatisfaction with their existing apartments, with the fact that 'units are too small' and a 'lack of outdoor living' were also common gripes. Others talked about the need for more supermarkets;
- 29% indicated that since moving to the CBD they used the open space and parks more frequently than before. 60% indicated that the provision of open space and parks was important to them;
- 41% of respondents indicated that living in a location with a strong sense of community was important to them (with the CBD as an area where a sense of community was lacking); and
- The Viaduct Harbour was seen as the most desirable location in which to have an apartment, closely followed by Symonds Street and Lower Queen Street areas. The most popular amenities were swimming pools and gyms.

The requirements of this sector of the community are significantly different to other residential areas due in part to the density of development and the rapid turnover of people in the units. *This may be part of the reason why the inner city lacks a sense of community.* At the same time, it would appear that Auckland City is providing an adequate amount of open space and parks for inner city people to use. However, the lack of a supermarket within walking distance of the majority of apartments is a problem.

## **6.0 Issues Facing the Development of the CBD**

### **6.1 Overview**

As noted at the beginning of this report, the vision that Auckland City's CBD Strategic Direction Project has for the CBD is one where the CBD becomes:

1. New Zealand's premier business centre and gateway to international markets;
2. A world class centre for education, research and development;
3. A high quality urban environment;
4. A popular destination for Aucklanders and visitors; and
5. A place with a distinctive culture and identity.

However, there are a number of issues which need to be addressed before this vision can be realised. In alphabetical order, the most obvious of these issues relate to questions of:

- Access and transport;
- An 'alive and vibrant', '24/7' place;
- A great built environment;
- A high-quality mix of retail;
- Inclusion and diversity; and
- A thriving economy and businesses.

### **6.2 Access and Transport**

As we have seen, the CBD is located at the centre of Auckland's roading network, and a number of roads running through the CBD are considered 'strategic arterial routes'. Given the concerns of residents throughout the Auckland Region about traffic congestion, there is a clear need to increase the capacity of these roads and reduce travel time along them. As well as increasing the capacity of roads, there is also a need to increase the role that public transport plays in the CBD (both in terms of access to and around the area), and to make the CBD streets more 'friendly' to pedestrians and cyclists.

### **6.3 An 'Alive and Vibrant', '24/7' Place**

There is considerable research that shows the need for increased street performance and live music in the CBD. As we have seen, those who use the CBD want it to become a 'buzzing' and 'lively 24 hour experience' with an 'x factor'. At the moment the CBD is falling short of providing this experience.

### **6.4 A Great Built Environment**

A key issue for Auckland's CBD is how to develop a 'distinctive identity' given the existing built form. This built form is often seen as an unplanned, random collection of various styles. Although residents and users of the CBD do have a strong sense of place (most commonly described as a mix of the water, the volcanic cones, and the greenery) it is often difficult to see this reflected in the built form of the CBD. Indeed,

in too many places the CBD better reflects what James Kunstler<sup>14</sup> called 'the geography of nowhere'. Equally, Auckland City has generally not had a very good sense of its history (or of the City's place in history). In one research project, participants noted following weaknesses of the CBD:

1. The CBD can be effectively divided into a number of distinct 'precincts', with different activities dominating different areas. While this does make for a more interesting city it also means that connections between the various precincts become paramount if visitors (and other users) are not to experience the CBD as a disconnected series of experiences; and
2. Auckland's CBD is characterised by a range of pseudo public spaces, including arcades, atriums, and plazas. Outdoor plazas are often associated with many of the large office blocks, and public access to these spaces varies considerably (raising concerns about the extent to which the 'public' space is privatised').

## **6.5 A High-Quality Mix of Retail**

The question of how the CBD deals with the growing traffic problem also creates tensions around the kind of retail mix the CBD attracts. International research is clear that up-market, fashionable stores are attracted to 'good streets'. If the CBD is perceived as not providing these 'good streets', it is likely that the up-market, fashionable stores will relocate somewhere else (such as Newmarket). It is not just the traffic congestion that is reducing the attraction of the CBD to shoppers: the high cost of parking (and the difficulty of finding a car park) are also cited as barriers to shopping in the CBD.

## **6.6 Inclusion and Diversity**

Compared to the rest of Auckland, the CBD has a unique ethnic and demographic composition. But just as important as who uses the CBD most are those that make little use of it. For instance, we know the CBD is poorly used by Pacific Peoples, and the over 55s in general. This potentially has implications for developing an identity for the CBD. Equally, the City Centre is a magnet and collection point for youth from the greater Auckland area. Young people travel into the city from the suburbs of Auckland, from Manukau, Waitakere, and the North Shore. This congregation is particularly evident at night time. There is a clear need for creating some kind of space, or a series of events, for these young people. Equally, world wide CBDs attract homeless people, but there are few support systems in Auckland's CBD for the homeless. Although homeless people are not the image of the CBD sought by many, it is inevitable that this problem will become more noticeable as the CBD grows. Finding a way to deal with the homeless while also preserving the international reputation of Auckland is a key challenge.

## **6.7 A Thriving Economy and Businesses**

A 'vibrant' CBD first needs to be a thriving economy. An issue commonly mentioned by businesses is that of car parking. This does not simply refer to the short term parking needed by customers (see above) but also to the long term parking needed

<sup>14</sup> Kunstler, J. (1993) *The Geography of Nowhere: The Rise and Decline of America's Man-Made Landscapes*, Touchstone Books (Simon and Schuster), New York.

by staff. Several businesses in the Gravitass research cited the inability to secure enough parking at reasonable cost within the CBD as among the reasons for choosing an out of CBD location. Among those businesses who were aware of it, the rates differential was considered excessive and a disincentive for locating in the CBD. Office buildings in the CBD have significantly higher rental and operating costs than those elsewhere. This is due to higher land and building costs, the higher costs of operating multi-storey buildings, as well as higher costs of rates. However, it is not clear how these rates work as a disincentive to the CBD becoming New Zealand's premier business centre. One sector of the CBD's economy that has grown exponentially in recent years has been the education sector. This growth in the education sector is also stimulating demand for low cost accommodation in the CBD, as well as providing an added impetus for growth in retailing, hospitality, and recreation. However, the education sector is under pressure in the CBD due to the inadequate transportation infrastructure (including public transport and car parking). Also, recent developments such as the SARS virus and the strengthening New Zealand dollar demonstrate that the international student component in this sector could be a volatile market.

## 6.8 A Spatial Perspective

Using the four key areas identified in Section 4.6, it is possible to introduce a spatial perspective to identify the following issues regarding questions of transport, land use, and open space:

- **Waterfront:** The issues in the Waterfront Area relate to questions of connectivity, access, amenity, and land use. For instance, the traffic generated by AWAG proposals raises concerns about network capacity in this Area, the character of Quay Street is dominated by traffic volumes, and the proposed bus lane will bring with it increased traffic volumes (as well as demanding the street become of such a scale and character that it will dislocate the viaduct harbour from the CBD). The challenge in this area is providing visual and physical connections to the water in a way that negotiates the conflicting needs of port operations, traffic management, open spaces, and pedestrian activity. In this Area there is also a clear need to connect the newly opened Britomart train station and bus interchange with the Ferry Terminal. All of the developments in this Area need to be also manage potential threats to maritime activities.
- **Central Area:** Traffic volumes create notable problems in this Area. These are seen in traffic congestion, detrimental pedestrian amenity (where traffic provides a barrier to crossing roads), and the amenity of the Area as a living, working, playing environment. Bus priority measures in this Area also create issues around pedestrian amenity, gaining access to the buses from surrounding areas, and around corridor spaces. Related to this are issues around integrating the new Britomart Station with the rest of the city. Connectivity is also a major issue, particularly around pedestrian connections to Federal Street and Elliot Street, between Old Town and Britomart, and between K' Road and the City Core. This Area also has issues with providing good east-west connections across Aotea, providing access to the Symonds Street Cemetery, and the amenity of Queen Street in general. Finally, the cultural precinct needs better links between facilities, more useable spaces for events, and improved amenity and character in its spaces.

- **Eastern Area:** There are particular conflicts between the public transport upgrade in this Area and pedestrian amenity and cycle movement. The Grafton Gully road link creates a barrier to pedestrian movement, and the Grafton Gully offramp (at Wellesley Street) conflicts with the cultural precinct comprising the universities, the library, and art gallery. In this Area, Alfred Street creates a conflict between traffic management and the role played in linking university areas. Finally, there are issues relating to pedestrian access across Beach Road.
- **Western Area:** The issues here relate to the impact of future traffic from the Western Reclamation on the southern and north western motorways. The 'Harbour Bridge to City' (HBTC) motorway changes will have amenity effects on Victoria Park, and on pedestrian linkages from St Mary's Bay to the CBD. The pressure on the area around Victoria Park is creating demand for changing the dynamic of the surrounding areas (which could have negative impacts on heritage in the area, as well as linkages to surrounding areas). The Cook Street off ramp has impacts on land use and amenity values in the surrounding area, and the one-way streets in this Area create conflicts between facilitating access and meeting amenity needs (for instance, Hobson and Nelson streets). The length of the blocks in this area leads to poor permeability, and the scale of the street creates conflicts with other potential uses. The Western Area is also exposed to the west, creating climate issues. However, it does also have good views out to the west.

## 7.0 A Summary of Tensions and Debates

### 7.1 Overview

The issues highlighted in Section 6 give rise to a number of tensions to be resolved or debates to be had.

At a high, strategic level these might be summarised as tensions between:

- The competing needs of the CBD, Auckland City, the Auckland Region, and New Zealand as a whole;
- The competing needs of different CBD users;
- The competing needs or trade-offs required between economic development, transport development, and social and environmental considerations. For example, to what extent are we prepared to sacrifice (some measure of) amenity to promote economic growth?; and
- The competing approaches of shaping the CBD through interventions vs. letting the market shape it.

Within the context of these high level tensions, there are a number of 'lower' level, but nonetheless significant tensions and debates. This Section explores these tensions as they relate to the draft outcomes. The section also explores some possible ways of resolving these tensions.

It should be noted that resolving these tensions requires being clear about such questions<sup>15</sup> as:

- Who is the development of the CBD for?;
- What sort of city do we want?;
- Who benefits / does not benefit from the change?;
- Is the goal to drive renewal through physical, economic, or other projects?;
- Where is the job growth (urban or suburban?);
- Does Auckland have the right mix of accommodation types?; and
- Should only one agency plan and co-ordinate (should this be the Council?)

It should also be clear that there are no simple answers to these questions. The notion of 'unintended consequences' reminds us that complex 'organisms' such as the CBD often respond in unpredictable ways to catalysts for change. General Systems Theory dictates that, with large complex systems, the 'whole is more than the sum of the parts', and that there is often a non-linear relationship between cause and effect.

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<sup>15</sup> These questions are from the presentation *Literature Search for CBD Project: Developing a Social and Cultural Perspective* (Presentation to the Auckland City CBD Social and Cultural Workstream, May 12<sup>th</sup> 2003).

## 7.2 Recognised As One Of The World's Premier Business Locations

Creating a CBD which is a 'recognised as one of the world's premier business locations' means addressing the tensions between:

Tensions and Debates	Possible Resolution
<ul style="list-style-type: none"><li>• Creating an efficient roading network vs. creating a city that is pedestrian 'friendly'.</li><li>• Prioritising the CBD as the nation's business centre vs. assigning an equal weight to all outcomes.</li><li>• Creating "good streets" to attract high quality retailers vs. meet retail needs of all communities.</li><li>• Providing affordable parking to facilitate business vs. restricting parking to increase public transport use and decrease dependency on cars.</li></ul>	<ul style="list-style-type: none"><li>• Creating a dynamic interplay between work and recreation.</li><li>• Focus on keeping the "elephants" already in the CBD, and encouraging SMEs (e.g., through the creative sector).</li><li>• Marketing the CBD as "premier" location for businesses and retail.</li><li>• Parking yet to be resolved but may be an issue of explaining the current policy so that it is understood.</li></ul>

## 7.3 A World Class Centre for Education, Research and Development

Creating a CBD which is a 'world class centre for education, research and development' means addressing the tensions between:

Tensions and Debates	Possible Resolution
<ul style="list-style-type: none"><li>• Encouraging the expansion of English language schools vs. reducing the CBD's dependency on a "volatile" sector.</li><li>• Unregulated English language school sector conflicts with aspiration for world class tertiary institutions.</li></ul>	<ul style="list-style-type: none"><li>• Language schools to be encouraged but negative impacts managed.</li><li>• Promote the CBD as home of world class tertiary education and make this more visible.</li></ul>

## 7.4 A High Quality Urban Environment

Creating a CBD which is a 'high quality urban environment' means addressing the tensions between:

Tensions and Debates	Possible Resolution
<ul style="list-style-type: none"><li>• Allowing the market to determine the quality of residential accommodation vs. specifying quality standards.</li><li>• Allowing the CBD residential population to continue developing as it is vs. encouraging different demographic groups into the CBD.</li><li>• Creating a CBD that has an efficient roading network vs. making those roads pedestrian 'friendly'.</li></ul>	<ul style="list-style-type: none"><li>• Focus on the quality and not the quantity of residential accommodation.</li><li>• Market the CBD as a "premier" residential area.</li><li>• Overlay the roading network on the CBD's physical form master plan to determine appropriate pedestrian access and usage.</li><li>• Dedicate parts of the CBD to pedestrians.</li></ul>

## 7.5 The Most Popular Destination For Aucklanders And Tourists In The Region

Creating a CBD which is the 'most popular destination for Aucklanders and tourists in the region' means addressing the tensions between:

Tensions and Debates	Possible Resolution
<ul style="list-style-type: none"><li>• Identifying the conflicting needs between Aucklanders, the region, the nation.</li><li>• Creating a CBD that has an efficient roading network vs. making those roads pedestrian 'friendly'.</li><li>• Meeting the activity needs of a '24/7' city vs. meeting the needs of residents (e.g., regarding noise control)</li></ul>	<ul style="list-style-type: none"><li>• Understand usage patterns in different quarters, by different users, at different times of the day and year.</li><li>• Ensure the creation of high quality infrastructure.</li><li>• Advocating for improved building standards</li></ul>

## 7.6 A Place That Feels Like The Heart And Expresses The Soul Of Auckland

Creating a CBD that is 'a place which is distinctively Auckland' means addressing the tensions between:

Tensions and Debates	Possible Resolution
<ul style="list-style-type: none"><li>• Developing a "Pacific" brand vs. developing a brand that reflects the cosmopolitan/Asian reality of the CBD.</li><li>• The CBD as magnet for youth vs. New Zealand's "ageing society".</li><li>• Inclusion vs. exclusion. Is the CBD a "premier" area designed to attract the creative classes?</li></ul>	<ul style="list-style-type: none"><li>• Build CBD identity based on unique attributes, such as location, history, architecture, sense of place, and the experiences offered.</li><li>• Reserve space for civil society.</li></ul>

## 8.0 How Should the CBD be Developed?

### 8.1 What Needs to Change?

The research in the metadata set includes a number of suggestions about how Auckland's CBD needs to develop. These include, in alphabetical order:

- **Amenity:** There is a need to create attractive streetscapes and open spaces. This includes improving the cohesiveness of amenity of the 'cultural' precinct, and improving access to green spaces throughout the area. The amenity of the CBD could also be improved through the development of outside walking quarters for recreation and shopping (perhaps through the development of more promenading, looking to overseas examples as exemplars).
- **Connectivity:** There is a need to create stronger linkages between quarters. This could be achieved through something as relatively simple as regular shuttle bus services to create a 'bridge' to the 'islands' in the CBD that are currently under-used.
- **Culture:** Creating a 'more cultured experience' in the CBD involves the design and provision of public spaces and streetscapes (with 'beautiful environment, considered design, green spaces, trees, sculpture, water, and linkage with the harbour' all playing a role). Having more public events is also seen as critical to creating this 'more cultured experience'. Research carried out by New River Ltd. (May 2003) concluded that 'social and cultural factors are hugely important in creating liking, satisfaction, enjoyment, and use of the CBD'. This means that targeting social and cultural programmes can have a major impact on improving perceptions of the CBD, which will lead in turn to greater economic output. Furthermore, social and cultural programmes can be developed quickly, and more cheaply, than redevelopment and infrastructure projects.
- **Diversity:** There is a need to cater for and celebrate diversity within the CBD. This includes establishing a presence for minority groups, ultimately providing the critical mass for more diverse activities.
- **Events:** The need for more events in the CBD, to attract both locals and tourists is seen as a key development need. The suggestion is to 'amplify existing positives' across different quarters, and to use events and activities to enhance the existing feeling in the various quarters.
- **Identity:** The CBD is seen by many as lacking a sense of identity (or, more accurately, encompassing a range of different identities). A number of different reports have stressed the need to 'build a sense of place and identity', with many suggesting starting with a strong connection to the harbour or the natural environment.
- **Promotion:** There is a clear need for the 'ongoing organisation and facilitation of events within the CBD' to encourage people in and add to the vibrancy of the area. This could be supplemented by the active promotion and marketing of specialist precincts within the CBD to attract both locals and tourists. Some also see a need for a special strategy to promote and attract business to the CBD. This would involve producing a clear and long term plan which outlines the form

and function of the CBD and allows businesses to see where they fit within it. Others have argued for focusing on the encouragement of small-medium sized businesses into the CBD area.

- **Street-life:** The need for more street entertainment is seen as 'a must' by all groups. As well as more entertainers, there is also a need for more street-side art activities.
- **Transport and Access:** Transport, access and public transport are commonly seen as keys to the development of the CBD. This involves making the CBD an easier place to do business in by improving access to and within the CBD. At the same time, there is a need to 'respect the east-west transport axis'. Other suggestions involve increasing bus volumes on key routes (such as Albert Street), and decreasing traffic volumes on other routes, and limiting Grafton Bridge access to public transport, pedestrians, and cyclists.
- **Waterfront:** Greater access to waterfront; and further development of the waterfront, are seen as important by many groups. This includes linking the waterfront to the city (by improving pedestrian access across Fanshawe Street), and incorporating open spaces and access to the waterfront. More could be made of the CBD's waterfront by ensuring public access to the wharves, and improving access along the water's edge

## 8.2 Council's Role in influencing Change

As already demonstrated in Section 7, the Council does have a number of mechanisms with which it can influence change in the CBD. Of particular importance are the following mechanisms:

1. Regulatory mechanisms (including District Plan measures and bylaws);
2. Urban design (including streetscapes and open spaces, planning and development);
3. Supply and control of parking;
4. Event facilitation (including the funding and provision of events, working with others in partnership to deliver events and encouraging others to provide activities and events);
5. Community planning (including parks and open space planning, arts and leisure planning and community development planning);
6. Transport planning;
7. Infrastructure provision (including basic utility provision and direct or indirect facility provision);
8. Advocacy (including advocacy for good and services, appropriate government policy and legislative frameworks); and
9. Leadership (including political, administrative, policy and programme leadership<sup>16</sup>).

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<sup>16</sup> For instance, or instance, by relocating the Council's Graham Street office to Mayoral Drive / Wellesley Street, thus acting as an 'anchor tenant' for that part of the CBD, and intervening in the drift of offices towards the north western end of the CBD.

### 8.3 Levers of Change

Sections 8.1 and 8.2 have discussed suggestions for influencing the development of the CBD and some of the roles that Council can play in that development. Over a period of time all these actions and roles could usefully contribute to achieving the proposed outcomes. However, based on the research to date, the following key levers of change have been identified. It is proposed that if considerable effort and resource is put into these areas in the first instance, then they stand to have quite transitional and beneficial impacts on the successful development of the CBD.

These key levers of change are:

1. **Improving the transport infrastructure of the CBD:** This would include ensuring the CBD has an excellent, affordable and reliable public transport system; that the roading network, including the ring roads and CBD-to-harbour-crossing are complete; and that areas of pedestrian priority, with high pedestrian amenity, are provided.
2. **Delivering a quality urban design / built environment:** This would include creating a built form that has a 'distinct identity' (reflecting both a unique sense of place and sense of history), include attractive streetscapes and open spaces, provide better connections between the quarters in the CBD, and provide a strong link to the waterfront. An important component of this environment could be the development of more promenading, perhaps looking to overseas examples as exemplars.
3. **Stimulating the level of activity needed to sustain a '24/7' city:** Creating the kind of 'vibe' expected of a '24/7' city would include creating more opportunities for street performance, live music, and other performance arts within the CBD (in the side streets as well as on the main streets). In addition, it will also require more festivals, parades, and public events to attract more visitors to the CBD. Finally, creating a sense of 'a city that never closes' (where evenings and weekends are as busy as the daytime) involves building 'evening economies' to complement the city's 'daytime' activity. Diversity is the key – in terms of the extent and variety of land uses, the patterns of opening hours, and the presence and availability of cultural meeting places.
4. **Providing leadership and direction for the CBD's development:** This could involve the Council providing a vision for the development of the CBD, creating discussion and debate about the CBD, creating interest and excitement about the CBD, developing high level partnerships to deliver on the vision, and developing a 'master plan' for the CBD's development.

- No Doubt Research,  
September 15th 2003

## Appendix One: Research Reports in the CBD Metadata Set

### 1.1 Social and Cultural Workstream Research

- Number:** 01  
**Name:** *Developments of Responses to Major Transport Projects Impacting Upon Auckland Central Area (Road Hierarchy Working Paper)*  
**Author:** Arup (Ove Arup and Partners, Melbourne)  
**Date:** September 2001
- Number:** 02  
**Name:** *Newmarket – Its Role and Position in the Auckland Region: Final Report*  
**Author:** Patrick Partners, Terry Hills NSW  
**Date:** June 2002
- Number:** 03  
**Name:** *Central Area Access Strategy: Preliminary Strategy Development Summary Report*  
**Author:** Arup (Ove Arup and Partners, Melbourne)  
**Date:** June 2002
- Number:** 04  
**Name:** *Apartment Dwellers in Auckland City: Demand for Open Space*  
**Authors:** Forsyte Research  
**Date:** June 1998
- Number:** 05  
**Name:** *Auckland City Young and Contemporary Music Sector Needs Analysis*  
**Authors:** ?  
**Date:** ?
- Number:** 06  
**Name:** *Outstanding City Survey, 1999*  
**Authors:** KPMG  
**Date:** May 1999
- Number:** 07  
**Name:** 1. *Outstanding Auckland Residents' Survey*  
2. *Outstanding City Auckland Business Survey*  
**Authors:** Forsyte Research  
**Date:** June 1997
- Number:** 08  
**Name:** (1) *Research Report on Citizen Assessment of the City's Strategic Plan*, (2) *Appendices to the Research Report on Citizen Assessment of the City's Strategic Plan*  
**Authors:** Service Auditing Group, Radford Group  
**Date:** September 1993

**Number:** 09  
**Name:** *Central Area Residential Survey*  
**Authors:** Anja Maurer and Auckland City Council  
**Date:** August 2000

**Number:** 10  
**Name:** *Employment Profile for the Auckland City Area*  
**Authors:** No Doubt Research Limited  
**Date:** September 2002

**Number:** 011  
**Name:** *Auckland City Council: Research Summary Notes: City Central Area Development Needs*  
**Authors:** Bearing Point (Formerly KPMG Consulting)  
**Date:** 2002

**Number:** 012  
**Name:** *Auckland Central Area Apartments*  
**Authors:** Colliers Jardine (Research)  
**Date:** August 1996

**Number:** 013  
**Name:** *Auckland Waterfront Project: Consultation Document*  
**Authors:** ?  
**Date:** July 2002

**Number:** 014  
**Name:** *Auckland Central Area: Resident Population*  
**Authors:** Strategic Development Group, Auckland City Council  
**Date:** October 2002

**Number:** 15  
**Name:** *Central Area Strategic Direction: Urban Design (Presentation to Councillor's Workshop)*  
**Authors:** Clinton Bird Urban Design  
**Date:** 11<sup>th</sup> September 2002

**Number:** 16  
**Name:** *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City*  
**Authors:** Central Area Planning, City Planning, Auckland City Council  
**Date:** March 2000

**Number:** 17  
**Name:** *Youth Forum Notes*  
**Authors:** Auckland City Council  
**Date:** October 2000

**Number:** 18  
**Name:** *Central Area Existing Environment Summary Document (Draft)*  
**Authors:** Auckland City Council  
**Date:** September 2002

- Number:** 19  
**Name:** *Auckland Regional Growth Strategy: 2050 ('A Vision for Managing Growth in the Auckland Region')*  
**Authors:** Regional Growth Forum (Auckland Regional Council)  
**Date:** November 1999
- Number:** 20  
**Name:** *Inventory of Social Infrastructure: Auckland Central Area*  
**Authors:** 1. Community Planning, Auckland City Council  
2. Maps and Designs, Business Services, Planning Directorate, Auckland City Council  
**Date:** November 2002
- Number:** 21  
**Name:** *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City*  
**Authors:** Central Area Planning, City Planning, Auckland City Council  
**Date:** March 1998
- Number:** 22  
**Name:** *Auckland City CBD Social and Cultural Development Research*  
**Authors:** New River Ltd  
**Date:** May 2003
- Number:** 23  
**Name:** *Auckland City CBD Research 24/7 Photo Documentary: Report 1*  
**Authors:** Gravititas  
**Date:** June 4<sup>th</sup> 2003
- Number:** 24  
**Name:** *Auckland City CBD Research 24/7 Photo Documentary: Report 2*  
**Authors:** Gravititas  
**Date:** June 4<sup>th</sup> 2003
- Number:** 25  
**Name:** *Executive Summary of the Auckland Inner City Living Survey*  
**Authors:** DTZ Research  
**Date:** March 2003
- Number:** 26  
**Name:** *CBD Strategic Direction (Feedback from CBD Stakeholders' Meetings)*  
**Authors:** Auckland City  
**Date:** March 2003
- Number:** 27  
**Name:** *Behaviour and Attitudes and Perceptions of Residents, Workers, and Visitors in the Central City*  
**Authors:** Central Area Planning, City Planning, Auckland City Council  
**Date:** Feb 2003
- Number:** 28  
**Name:** *Aspirations for the Auckland CBD Experience*  
**Authors:** De Beer Marketing and Communications  
**Date:** June 2003 (Draft)

**Number:** 30  
**Name:** *Crime and Safety Profile: Auckland City*  
**Authors:** Safer Auckland City  
**Date:** June 2003

**Number:** 31  
**Name:** *Literature Search for CBD Project: Developing a Social and Cultural Perspective*  
**Authors:** Presentation to the Auckland City CBD Social and Cultural Workstream  
**Date:** May 12<sup>th</sup> 2003

**Number:** 32  
**Name:** 'Viaduct Harbour Advisory Board Update' (report to the Recreation and Events Committee, Auckland City Council).  
**Authors:** Virginia Terpstra  
**Date:** April 15<sup>th</sup> 2003

## 1.2 Economic Workstream Research

**Number:** E01  
**Name:** *Business Location in Relation to the CBD*  
**Author:** Gravitas Research and Strategy Limited  
**Date:** May 2003

**Number:** E02  
**Name:** *Business Location in Relation to the CBD*  
**Author:** Bentley Consultants  
**Date:** February 2003

**Number:** E03  
**Name:** *The Economy of Auckland's CBD*  
**Author:** Auckland City Council  
**Date:** 2003

**Number:** E04  
**Name:** *Central Business District Demographic and Employment Data Comparisons*  
**Author:** Market Economics  
**Date:** 2003

**Number:** E05  
**Name:** *Update on Export Education Initiatives*  
**Author:** Report to Strategy and Governance Committee by Helen McConachie  
**Date:** July 2003

### 1.3 Spatial Workstream Research

- Number:** S01  
**Name:** *Spatial Stream Workshop Summary maps*  
**Authors:** Boffa Miskell Ltd.  
**Date:** July 2003
- Number:** S02  
**Name:** *Draft Central Area Access Strategy*  
**Authors:** Arup  
**Date:** January 2003
- Number:** S03  
**Name:** *Draft CBD Existing Environment Summary Document*  
**Authors:** Boffa Miskell Ltd.  
**Date:** Sept. 2002
- Number:** S04  
**Name:** *Central Transit Corridor – Urban Design Framework*  
**Authors:** First City Urban Design Team  
**Date:** December 2001
- Number:** S05  
**Name:** *Auckland City Library/Art Gallery Precinct (Public Space Improvements)*  
**Authors:** Barry Rae Transurban Ltd. and Clinton Bird Urban Design Ltd.  
**Date:** November 2001
- Number:** S06  
**Name:** *Draft Waitemata Waterfront Downtown Auckland – Urban Design Framework*  
**Authors:** Barry Rae Transurban Ltd./Clinton Bird Urban Design Ltd.  
**Date:** May 2001
- Number:** S07  
**Name:** *Auckland Central Area Public Spaces Plan*  
**Authors:** Boffa Miskell Ltd., Design Tribe, DJ Scott Associates  
**Date:** 1996
- Number:** S08  
**Name:** *Auckland Central Area Urban Design Assessment*  
**Authors:** DJ Scott Associates, Barry Rae Consultants; Auckland City Council, Peter Leeson, Bryan Bennett, Peter Fuller.  
**Date:** May 1995

## Appendix Two: The Various Labels for the CBD Quarters

CBD Metadata Research December 2002	Economic Analysis (Bentley Consultants) February 2003	New River Social and Cultural Development Research May 2003	Gravitas 24/7 Documentary Analysis June 2003
Aotea Precinct	Aotea Arena	Aotea	Aotea
Britomart	Britomart City Waterfront Constitution Hill Eden Crescent	Britomart City Waterfront	Britomart and the Port: City Waterfront
Education		Emily Place	Eden Crescent
K' Road	Grafton K' Road	K'Road	K' Road
'Old City'	Nelson Old Town	Nelson Old Town	Nelson
Port Quay Park Queen Street Valley Residential	Port	Port	Old Town:
Viaduct Harbour Victoria Park Market	Triangle University Upper Queen Viaduct Basin	University Upper Queen Viaduct	University: Upper Queen Viaduct:
The Western Reclamation		Vincent	Vincent:
		Westside	Westside