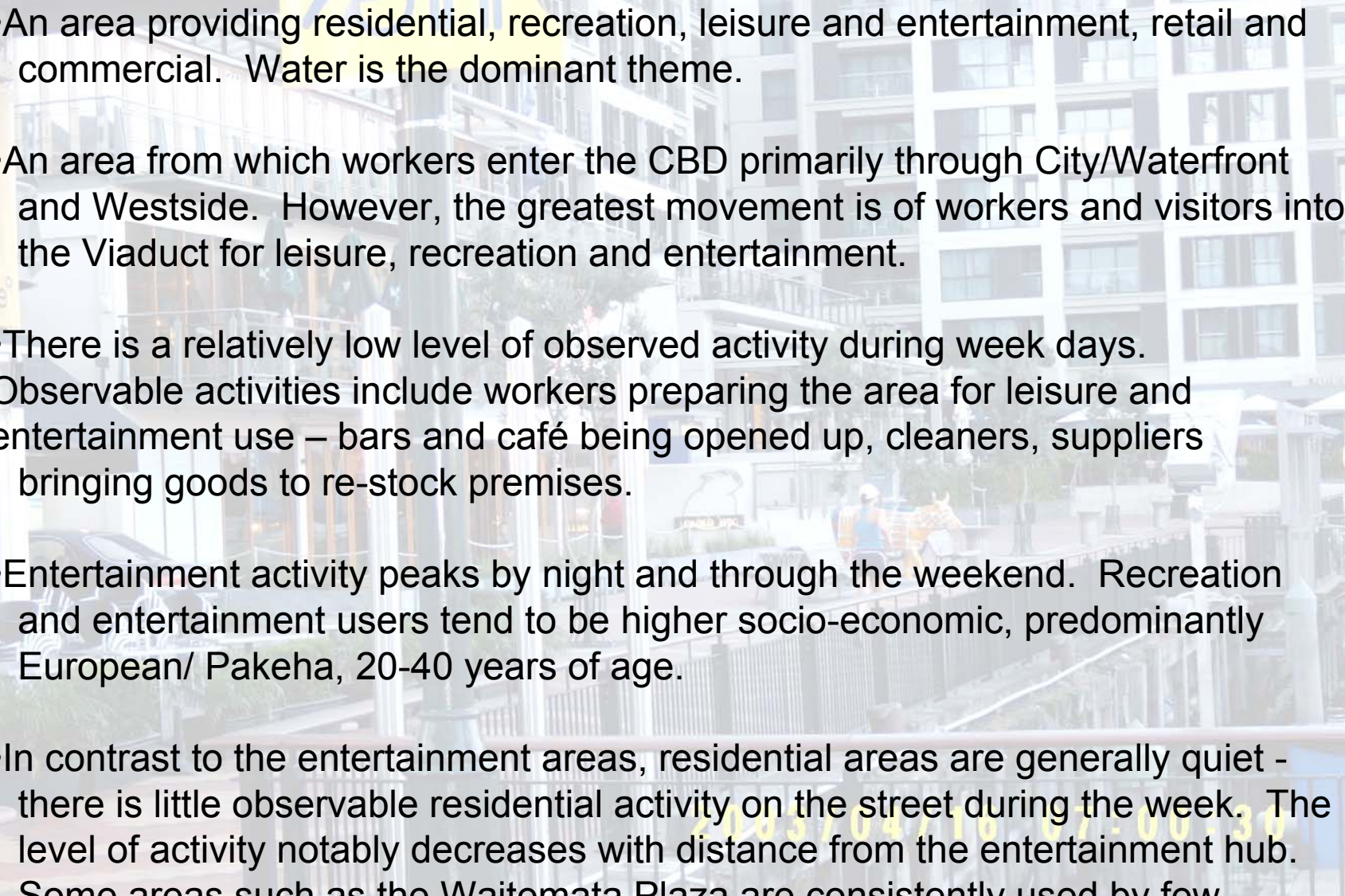




Viaduct

Water-focussed zone for leisure, recreation and entertainment. Quieter residential zones contrast with the entertainment hub. Activity builds during the day with retail, tourism and some commercial. By night, a thriving entertainment zone for a higher socio-economic as well as younger people on the town.

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- An area providing residential, recreation, leisure and entertainment, retail and commercial. Water is the dominant theme.
 - An area from which workers enter the CBD primarily through City/Waterfront and Westside. However, the greatest movement is of workers and visitors into the Viaduct for leisure, recreation and entertainment.
 - There is a relatively low level of observed activity during week days. Observable activities include workers preparing the area for leisure and entertainment use – bars and café being opened up, cleaners, suppliers bringing goods to re-stock premises.
 - Entertainment activity peaks by night and through the weekend. Recreation and entertainment users tend to be higher socio-economic, predominantly European/ Pakeha, 20-40 years of age.
 - In contrast to the entertainment areas, residential areas are generally quiet - there is little observable residential activity on the street during the week. The level of activity notably decreases with distance from the entertainment hub. Some areas such as the Waitemata Plaza are consistently used by few people.



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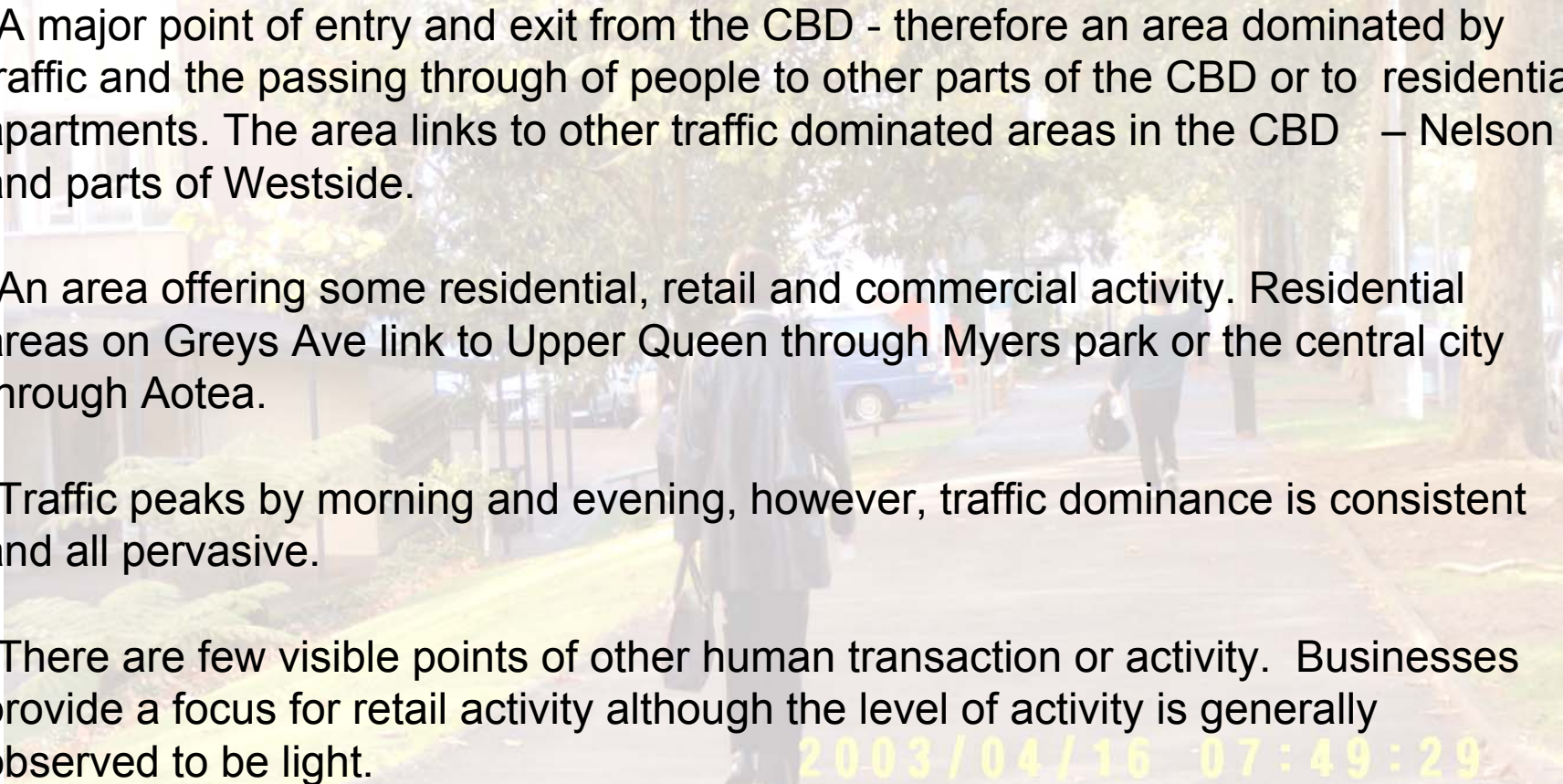


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Vincent

A major feeder in and out of the CBD - traffic dominates and provides a constant reminder of the movement of people and goods. Businesses and some residential exist in close proximity providing points of human interaction

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- A major point of entry and exit from the CBD - therefore an area dominated by traffic and the passing through of people to other parts of the CBD or to residential apartments. The area links to other traffic dominated areas in the CBD – Nelson and parts of Westside.
 - An area offering some residential, retail and commercial activity. Residential areas on Greys Ave link to Upper Queen through Myers park or the central city through Aotea.
 - Traffic peaks by morning and evening, however, traffic dominance is consistent and all pervasive.
 - There are few visible points of other human transaction or activity. Businesses provide a focus for retail activity although the level of activity is generally observed to be light.



WestSide

An area of great activity during the day – retail, commercial, entertainment and tourism. Residential zones are increasing. Traffic dominated in places reinforces the areas positioning in the heart of the city. By night, entertainment and leisure options cater for young and older revellers.

2003/03/26 08:30:20

- An area of significant and diverse levels of activity and users – commercial, retail, leisure and entertainment, residential and tourism.
- Much activity and use across the area draws from or feeds into the Queen St area.
- Traffic dominates parts of the area day and night. Traffic enters the area on mass from the Vincent and Nelson zones. Commuter and pedestrian traffic peaks morning and evening with the flow of workers and students to and from work or study.
- Observed day time activities are mostly commercial, retail and tourism. Activity levels are high and consistent throughout the day. Users are predominantly European/ Pakeha or Asian.
- Users and use changes by night with observed night activities primarily leisure and entertainment. Queen Street, Elliot Street, Victoria Street, Sky City and Mid City all provide focus points for night time activity. Observed night time users are predominantly Pakeha/European and Asian.
- Weekend days provide a wider variety of people with greater ethnic diversity and more family groups.

