



Marine Events Precinct

Strategic Overview

INTRODUCTION

- 1.1** This report addresses the background and overview of the Council's purpose and position in relation to the wider downtown Auckland waterfront and focuses on the Wynyard/Viaduct area. It sets out the relevant strategic documents relating to the waterfront, the Council's goals for the CBD waterfront, an overview of the Marine Events Precinct and the Te Wero link and concludes by summarising Auckland city's waterfront acquisitions. It will also set out the wider waterfront goals for the people of Auckland, and the objectives of the Waterfront Vision. The purpose of providing this background information is to assist the Auckland Regional Council in understanding Auckland city's view in relation to the overall vision for the waterfront.
- 1.2** Overall, Auckland city wishes to open the waterfront to enable the people of Auckland to have greater access to the water's edge and be able to engage with the water. At the same time the Council wishes to promote activities on the water's edge to attract people to the locality and enable a variety of commercial activities, including the marine and fishing industries, to operate, thereby enabling a working waterfront. The Council's philosophy for the waterfront is to enable a variety of activities that will enliven the area both day and night and enable occupants and visitors to enjoy the 'theatre of the water' as much as possible.

2. BACKGROUND

- 2.1** The Council, in combination with the Auckland Regional Council, has had long term goals for the CBD waterfront for a number of years now. Much consultation, debate and discussion has been undertaken on either parts of the waterfront or all of it. At various periods the Council has consulted on and/or undertaken acquisition inquiries on Westhaven, Harbour Park, Wynyard Quarter, Viaduct Harbour, the finger wharves and the Port Precinct.
- 2.2** The Viaduct Harbour Precinct has been in a state of redevelopment since 1996, with the catalyst being the America's Cup regattas. Significant consideration was put into the redevelopment of the precinct, with emphasis given to providing a rich mix of activities including a working waterfront and a local working and living population. This mixed used planning encouraged the establishment of marine/fishing, commercial, residential and retail/entertainment facilities which

has ensured that, after the America's Cup regattas, the precinct has remained an alive and vibrant place both day and night.

2.3 The vision for Viaduct Harbour has been established through a strong co-ordinated approach with both the City and the Regional Councils combined with Viaduct Harbour Holdings Limited, Ports of Auckland and the numerous occupants. The Auckland Regional Council has enabled the redevelopment of Princes Wharf into a mixed use wharf including accommodation (short and long term), commercial activities, retail and entertainment activities and marine activities including berthage and cruise ship terminal facilities. Additionally, the redevelopment of part of Queen's Wharf to facilitate a passenger ferry terminal has provided a valuable part of the regional transport interchange based at Britomart.

2.4 Also, the City Council has over an extended period acquired key waterfront assets, with the objective that these are held and managed in public ownership for the benefit of present and future generations of Aucklanders and visitors.

3. WATERFRONT OBJECTIVES

3.1 The Council has developed some key long term objectives for the waterfront, which are:

- (a) To ensure key areas of the waterfront precincts are retained or held in public ownership in perpetuity;
- (b) To achieve high quality development of a world-class waterfront with improved public accessibility, and a rich mix of activities and development; and
- (c) To integrate waterfront development with council-owned land (e.g. the ferry terminals, Westhaven, and the Viaduct Harbour) and potential future public waterfront assets. It is also a goal of the Council to provide better integration and connection between the waterfront and the CBD.

3.2 A critical element in achieving the objectives for the waterfront is a partnership approach with the various regional parties involved. Various strategies have been investigated to assist the Council in achieving its objectives. These strategies included using the Council's regulatory capacity, advocacy with the

ARC group and other stakeholders, key asset purchases and some form of partnership between the Council, the Auckland Regional Council and Auckland Regional Holdings Limited (“ARH”).

- 3.3** The Council has also invested strategically in other assets along the waterfront, which assist in providing a journey along the waterfront through a sequence of destinations. These include the Vector Arena, Mahuhu Reserve, the Britomart Precinct and the Transport Interchange, Viaduct Harbour and the Westhaven and Hobson West Marinas.

Auckland Waterfront Vision 2040

- 3.4** More recently, the Council and the ARC undertook significant consultation on developing a vision for Auckland’s CBD waterfront. This involved significant consultation and public meetings/workshops with key stakeholders and the general public. The feedback was incorporated in the overall waterfront vision, titled "Auckland Waterfront Vision 2040".

- 3.5** Auckland Waterfront Vision 2040 is a document produced jointly by the ARC and the Council in conjunction with Ports of Auckland Limited. Following considerable research and extensive consultation, the Councils released the vision in December 2005. The vision document states Auckland’s CBD waterfront (stretching from the Harbour Bridge in the west to Teal Park in the east) is one of Auckland’s greatest assets and plays a major role in the region’s economy. The port and the marine and fishing industries have shaped the economic success of Auckland and will continue to be vital to the region’s economy in the future. The area was also recognised as the region’s gateway to the Waitemata Harbour and the Hauraki Gulf. To realise the potential of the waterfront, an integrated approach to the future development was needed. To achieve this, a partnership was formed between the Councils, who have worked closely with Ports of Auckland Limited, and more recently ARH and its specialist management company Sea+City Projects Limited.

- 3.6** Waterfront Vision 2040 provides a framework to guide the future development of the waterfront. The overall approach is to categorise the waterfront into precincts and promote a specific character for each precinct. The precincts are Westhaven, Wynyard Quarter and the Viaduct, the finger wharves and the eastern Port. Wynyard Quarter and the Viaduct are identified for development as mixed use precincts in the future while enhancing the marine and fishing industry.

The Vision identifies that the most appropriate way to plan for this area is via a precinct planning approach. This has commenced through the amendment of the regulatory controls for Wynyard Quarter in both the regional and district planning documents.

Auckland Waterfront Masterplan

3.7 In order to provide more clarity to the Auckland Waterfront Vision 2040, the Council prepared a draft CBD Waterfront Masterplan (August 2007), which outlines the key urban design drivers for the waterfront and identifies options on how various parts of the waterfront could be developed.

3.8 The Masterplan visually sets out how the waterfront could look. This includes Harbour Park, Westhaven, Wynyard Quarter, Viaduct Harbour, the finger wharves, Britomart, the Port Precinct, Vector Arena and Teal Park (refer Attachment 4). The important aspect to note from the Waterfront Masterplan is the importance of the waterspace in and around Wynyard Quarter. The waterspace is significant in creating the “theatre of the water” experience we are all aiming to achieve for our waterfront. This includes ongoing marine and fishing industries, linkages to the CBD and beyond, events, vessel berthage, visitors and the various other activities that combine to make the harbour a truly dynamic and attractive place for all.

CBD Into The Future Strategy

3.9 In addition to the Auckland Waterfront Vision 2040 and the Waterfront Masterplan the Council has developed the "Auckland CBD Into The Future Strategy". The Strategy sets out a ten year vision for how the CBD will develop in the future. The Strategy sets out five desired outcomes for the CBD and the methods by which Auckland city plans to achieve these outcomes. One of the key outcomes of the Strategy is the creation of a high quality urban environment. This is proposed to be achieved by implementing the following sub-strategies:

- (a) The development of high-quality international standard open spaces and streetscapes that meets the needs of users;
- (b) Ensuring public access to and public enjoyment of the waterfront;
- (c) Improving the ease of moving in and around the Central Area;

- (d) Ensuring good urban design throughout the Central Area;
- (e) Ensuring the Central Area is a safe place for people to work, live and visit;
- (f) Plan for and encourage new quality residential developments whilst balancing the need for commercial and business growth;
- (g) Plan for and facilitate more mixed-use development;
- (h) Encourage environmentally responsible and flexible design for developments;
- (i) Promote the distinctive character of the quarters of the Central Area; and
- (j) Encourage greater environmental sustainability in the Central Area.

Wynyard Quarter Concept Vision

3.10 Following the significant consultation undertaken as part of the Auckland Waterfront Vision 2040 and further consultation with key stakeholders including Viaduct Harbour Holdings Limited, the marine and fishing industry, the bulk liquids industry, various tenants, landowners and interest groups in the vicinity, the Council formed a Concept Vision for Wynyard Quarter.

3.11 In April 2006, as the first step towards implementing the CBD Into the Future sub-strategies, the Urban Strategy & Governance Committee adopted the Wynyard Quarter Concept Vision and also endorsed that work commence on implementing the Concept Vision. A key action to implement the principles of the Concept Vision was the preparation of a change to the Central Area District Plan in combination with a change to the Regional Coastal Plan. It has been outstanding to see both regulatory authorities working together to provide for the future development of this significant part of the region.

3.12 The Concept Vision evolved from a series of council-wide workshops during 2005 and early 2006, which identified the nature and make up of the Quarter and the potential opportunities. In terms of a strategic assessment of the environment, the project team undertook the following:

- (a) Reviewed current policies and plans;
- (b) Identified significant issues;

- (c) Considered alternatives in each of the assessment categories;
- (d) Prepared a framework to improve the environment and reduce overall environmental impacts (i.e. provide increased public access to the waterfront, provide quality streets, parks and open spaces, increase Central Area living population, increase public transport usage, reduce commuter traffic, improve inner city residential amenity, improve design quality of buildings, and improve connectivity); and
- (e) Undertook public consultation.

3.13 The resultant Concept Vision sets out the vision for the Quarter as:

“Wynyard Quarter is for the people of Auckland and beyond to celebrate the City's diverse cultural expressions, love of the harbour, and to enjoy a rich choice of opportunities and experiences where the CBD edge meets the sea”.

3.14 The six principles guiding the Concept Vision are:

- (a) Public access and enjoyment;
- (b) A mix of uses and activities;
- (c) A working waterfront;
- (d) High quality built form and design;
- (e) Improved transport and linkages; and
- (f) High quality environment.

3.15 The Wynyard Quarter Concept Vision outlines regulatory, open space, capital works, community infrastructure and traffic assessments that are required to be undertaken to give effect to the Vision. These include district/regional plan changes, streetscape upgrades, public open space acquisition, establishment of a community focal point and an assessment of the functioning of the local roading

network. Connection throughout the Quarter and to the rest of the Central Area/inner city suburbs is also identified as being significantly important. Combined with this is the Wynyard Quarter Urban Design Framework. This is a comprehensive document that sets out the urban design vision for the area. It contains four key urban design concepts – they are, the waterfront axis, the park axis, the wharf axis and the waterfront precincts concept.

City Events Strategy

3.16 The Auckland City Events Strategy (**attached**) was adopted in 2005 and contained the following aims:

- (a) Support Auckland's unique identity, and Pacific flavour;
- (b) Acknowledge the importance of events as a major economic driver for Auckland city;
- (c) Support a flourishing economy;
- (d) Contribute to a strong sense of place through arts, culture and recreation; and
- (e) Increase Auckland city's profile, nationally and internationally.

3.17 The aims are supported by goals, strategies and actions. The three main goals are:

- (a) Focus on developing the council as a more event-friendly organization;
- (b) Include strategies and guiding principles for a calendar of events, which apply citywide, although the signature events are largely located in the CBD; and
- (c) Developing venues and outdoor spaces for large events.

3.18 Maritime events are one of the four key themes in Auckland city's Events Strategy. The Strategy proposes 10 signature events annually. Signature events make a significant contribution to Auckland's events calendar. They help build a

sense of place as a Pacific city. Signature events bring economic benefits and international profile, and contribute to building strong communities and people's connection to the city. As part of the Events Strategy existing maritime events such as the Auckland International Boat Show will be helped to grow while opportunities for new events will be identified and supported. The strategy also contains two venue related actions:

- (a) Develop a purpose-designed large outdoor event space on the waterfront where events are the priority use; and
- (b) Develop and manage a marine events centre on the former America's Cup bases and adjoining water space.

Summary

3.19 In summary, the above documents give an overview of the strategic objectives of Auckland City Council as they relate to the waterfront. They demonstrate the Council's commitment to developing a world class waterfront and put in place several overarching high level objectives that complement the outcomes sought for the coastal marine area, as set out in the coastal plan change.

4. Marine Events Precinct

4.1 The Council has been in support of a Marine Events Precinct in the vicinity of the Halsey Street reclamation/wharf for a number of years now. The location is ideal for such a facility with its relationship to the water, availability of open space and CBD setting. Auckland City Council is extremely fortunate and delighted to have been able to acquire the Halsey Street Wharf for the purposes of establishing a Marine Events Precinct, whilst also ensuring the continuity of marine and fishing activities in this area.

4.2 Considerable background analysis has been undertaken by Auckland city prior to determining that this location was appropriate for a Marine Events Precinct. The most relevant documents include "Auckland's Marine Events Precinct", which is an Auckland city document that is **attached** to the application and the "Business Case/Regional Impact Of Proposed Viaduct Harbour Marine Events Precinct" prepared by Horwarth Asia Pacific, which is also **attached** to the application. The Horwarth Asia Pacific report undertakes a SWOT analysis of marine event

precinct locations within the Auckland Region and analyses them against the critical success factors. The report also provides regional economic impact scenarios from a marine events precinct.

4.3 The locations tested included Viaduct Harbour, alternative Wynyard Quarter locations, Bayswater Marina, Devonport, Gulf Harbour and Whenuapai. The success factors included, proximity to a CBD, proximity to marine cluster, availability of space, quality of water (ie calm), depth of draft, and supporting infrastructure. Page 37 of the report analyses the relevant matters and concludes that a location within the Viaduct Harbour as now sought is the most appropriate location.

4.4 With regard to economic impacts, the results were quite significant. Page 44 of the report states that under a medium event scenario the precinct is predicted to generate an average contribution to the Regional GDP of around \$86m annually, sustaining the equivalent of 2,000 full time equivalent jobs (high scenario \$128m, 2890 FTE's and low scenario \$54m, 1310 FTE's). Table 8.2 on page 47 breaks down the detail of this. Accordingly, the values of the Marine Events Precinct in this location has significant economic benefit to the Region. Auckland city's main driver to develop this precinct is to provide such a service/facility to Aucklanders for the benefit of the community and to enable the Region to host major international marine events.

4.5 The type of events envisaged within the Events Precinct is broadly set out on page 4 of "Auckland's Marine Events Precinct" document. These are set out as follows:

2.1 Types of activities

Major marine events	Regional and community marine events	Ancillary events
<ul style="list-style-type: none"> • Auckland Harbour Festival • ISAF class 1 match racing • Auckland International Boatshow • Round the world races • <i>World cup of yachting</i> • America's Cup 	<ul style="list-style-type: none"> • Dragon boat training and festivals • Coastal Classic • Auckland to Suva • Auckland to Noumea • Two handed Round North Island • <i>Blessing of the fishing fleet</i> • Kohimarama youth regatta 	<ul style="list-style-type: none"> • Air NZ Fashion Week • Black Grace • Barmy Army • Air NZ Wine selection tasting • Emirate team NZ sponsor functions • AK07

Major international sailing and marine events fit within the four year cycle of the America's Cup and Olympics.

4.6 As is shown in the above table, the major focus is towards marine based events however there are a number of ancillary events that would also be hosted at the centre in order to make efficient economic use of the facility.

4.7 To put this into perspective, the table below sets out a typical calendar year for events envisaged within the Precinct. As is shown, the events are spread throughout the year with an obvious focus on marine events during the summer months.

Table 1: A sample 12-month calendar of events

Month	Marine Events		Ancillary event
	Major events	Community/regional event	
JAN	<ul style="list-style-type: none"> ● Auckland Harbour Festival ● ISAF Class 1 match racing ● RTW yacht race 	<ul style="list-style-type: none"> ■ Dragon boat training ■ Anniversary Day regatta ■ Coastal classic 	<ul style="list-style-type: none"> ● Open Air Cinema
FEB		<ul style="list-style-type: none"> ● Dragon boat training 	<ul style="list-style-type: none"> ● Open Air Cinema ● Emirates Team NZ sponsor functions
MAR	<ul style="list-style-type: none"> ■ Auckland International Boat show 	<ul style="list-style-type: none"> ■ Match racing ■ Classic yacht race ■ 2 handed round NI yacht race ■ Auckland Dragon Festival 	<ul style="list-style-type: none"> ● Emirates Team NZ sponsor functions ● AK07 performance
APR		<ul style="list-style-type: none"> ● King of the Harbour 	<ul style="list-style-type: none"> ● Propecia rally ceremonial start/finish
MAY		<ul style="list-style-type: none"> ● <i>Blessing of the Fleet</i> 	
JUNE		<ul style="list-style-type: none"> ■ Auckland to Noumea yacht race ■ Auckland to Suva yacht race 	<ul style="list-style-type: none"> ■ Barmy Army headquarters
JULY			<ul style="list-style-type: none"> ■ Barmy Army headquarters ■ Black Grace 10
AUG			<ul style="list-style-type: none"> ● Vodaphone launch
SEPT			<ul style="list-style-type: none"> ■ Emirates Team NZ sponsor functions
OCT		<ul style="list-style-type: none"> ■ Marathon registration ■ Harbour Swim 	<ul style="list-style-type: none"> ■ Marimba festival ■ Air NZ Wine competition ■ Air NZ Fashion Week
NOV		<ul style="list-style-type: none"> ● Dragon boat training 	<ul style="list-style-type: none"> ■ Conference dinner
DEC		<ul style="list-style-type: none"> ● Kohimarama Youth regatta ● Dragon boat training 	<ul style="list-style-type: none"> ■ NZ Fire Service 24 hour Challenge ■ Emirates Team NZ sponsor functions ■ O'Hagan's weekends

4.8 In association with the events that will take place within the Precinct, it is still considered that the marine and fishing industry, combined with pedestrians and cyclists, will be able to cohabit the precinct in harmony. There will not be convoys of vehicles careering around the Precinct posing health and safety issues. Mr Craig Furlong, the Viaduct Harbour Marine Village Manager, addresses this issue in his report. It is therefore suffice to say that these activities can go about their

own business with the general public either observing or passing by, without creating a hindrance.

5. ACQUISITIONS AND INFRASTRUCTURE INVESTMENTS BY COUNCIL

5.1 As evidence of its commitment and strategy of making Auckland City's waterfront a world class attraction Council has identified and acquired key strategic sites along the waterfront axis to achieve its objectives as outlined earlier in this report. In summary these include from west to east (refer **attached** map):

- (a) Harbour Park;
- (b) Westhaven Marina;
- (c) St Marys Bay Reserve;
- (d) Victoria Park;
- (e) Pakenham Street;
- (f) Halsey Street Wharf;
- (g) Viaduct Harbour open spaces (Waitemata Plaza, Market Place);
- (h) Te Wero Island;
- (i) Hobson West Marina;
- (j) Eastern Viaduct;
- (k) Hobson Wharf;
- (l) Tepid Baths;
- (m) Ferry Terminal;
- (n) Britomart – CPO building;

- (o) Mahuhu Ki Te Rangi Reserve;
- (p) Te Taou Reserve; and
- (q) Teal Park.

5.2 In addition to these acquisitions, Council has made significant infrastructure investments including:

- (a) Viaduct Harbour;
- (b) Britomart Precinct and Transport Interchange;
- (c) Vector Arena; and
- (d) Britomart Above Ground Development.

5.3 In total, Council has already invested over \$377 million in both acquisition and infrastructure investments along the waterfront axis. As part of this strategy, Council is acquiring additional open space at Wynyard Quarter comprising the headland park (jointly with the ARC), the Daldy Street linear park and the central park for the enjoyment of occupants and visitors on behalf of the people of Auckland.

6. CONCLUSION

6.1 This report summarises Council's commitment to the Marine Events Centre and Council's long term strategic objectives to achieve a world class waterfront, to provide for high level amenity and accessibility around the Wynyard Quarter, to provide a marine events precinct and to ensure a variety of activities including a working waterfront. Fundamental to this is securing key waterfront sites in public ownership.

6.2 Auckland city strongly supports the Marine Events Centre and is very much looking forward to working with the ARC on progressing the development of the area.

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Attachments

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| Attachment 1 | CBD Into the Future |
| Attachment 2 | Wynyard Quarter Concept Vision |
| Attachment 3 | City Events Strategy |
| Attachment 4 | Waterfront Masterplan |
| Attachment 5 | Waterfront Acquisitions |