



# Auckland: A Developing Story

## Supporting Auckland's City Centre through a construction boom.

ACCAB Presentation: Wednesday 27<sup>th</sup> September  
Barbara Holloway, City Centre Activation Manager, Auckland Council.

# Purpose

- Inform Auckland City Centre Advisory Board on development response research to date:
  - Defining development response and global best practice
  - Present local examples and opportunities for the City Centre
- Seek endorsement of proposed approach

# What is Development Response?

“Coordinated planning and implementation of tools to mitigate the impacts of large scale development and cumulative impact of construction activity on people.”

City Centre Development Response Group - 2017



## CBD COORDINATION OFFICE – TFNSW

MARG PRENDERGAST – COORDINATOR GENERAL

**APPLIES TO:** major traffic & transport infrastructure projects, major precinct projects, significant property/urban development.

**WHY:** Cumulative or incidental impacts on transport network, communication of traffic & transport changes, balancing needs & timing various developments, supporting businesses & community, providing one voice and strong communications.

COMMUNICATIONS & ENGAGEMENT	OPERATIONS	LAND USE PLANNING	BUSINESS SUPPORT	ACTIVATION	BEHAVIOUR CHANGE	MONITORING & EVALUATION	WAYFINDING	FUNDING
<ul style="list-style-type: none"> <li>One voice, one brand</li> <li>Strategic communications &amp; engagement approach</li> <li>Prioritise face to face interactions: 3 weeks pre and post change</li> <li>Forums with stakeholders for coordination and updates.</li> <li>One-stop digital platform/website</li> </ul>	<ul style="list-style-type: none"> <li>Capacity creation; kerb changes, modifying lanes, modifying, removal of on-street parking.</li> <li>Network management - incl. 24hr tow away</li> <li>Courier &amp; transport hub established CBD fringe</li> <li>Operational plan - goods &amp; services delivery</li> </ul>	<ul style="list-style-type: none"> <li>All development applications go through coordination office.</li> <li>Construction vehicle #'s known, managed &amp; limited where possible.</li> <li>Innovative construction methodologies: spoil removal via barges in Sydney Harbour.</li> </ul>	<ul style="list-style-type: none"> <li>Business Connect: subsidised business support package for businesses along corridor.</li> </ul>	<ul style="list-style-type: none"> <li>Activation support programme</li> <li>Hoarding policy with agreed standards</li> <li>Mandatory creative hoarding responses on significant hoarding sites</li> <li>EOI process to engage artists for activation &amp; interventions</li> </ul>	<ul style="list-style-type: none"> <li>Extensive travel demand management programme: "Remode, Retime, Reroute and Reduce".</li> </ul>	<ul style="list-style-type: none"> <li>Constant monitoring through, operational management, forums and communications with stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Business wayfinding maps</li> <li>Tactical scrim</li> </ul>	<ul style="list-style-type: none"> <li>Multiple funding partners in central pot.</li> </ul>

# What Auckland does well in Development Response:

## OPERATIONS MANAGEMENT

- Council-CRLL PCIG
- Wynyard Quarter place management approach
- ATOC 'air traffic control'
- Average travel times faster than pre CRL



## COMMS & ENGAGEMENT

- City Centre & Waterfront Engagement & Comms Group
- Interactive info hub @ Griffiths
- Project Communications



## STRATEGIC PLANNING

- City Centre & Waterfront PCG & Governance
- Some tools exist – e.g. AT Roadworks Map, Forward Works Viewer

## BUSINESS SUPPORT

- BusinessPac – new package
- Social Media Training
- HOTC, KBA



## ACTIVATION

- Griffiths Gardens
- Lower Queen Plaza & Gateway
- EAT Albert Street
- High Street District

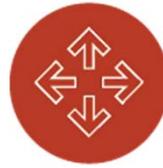


## BEHAVIOUR CHANGE

- More people accessing City Centre via public or active transport
- Investment in active transport infrastructure

## WAYFINDING

- AT alert wayfinding templates on the way
- Trial themed wayfinding during Freyberg & EMC construction
- Creative scrim – Albert St



## MONITORING & EVALUATION

- City Centre report cards (DPO)
- MarketView spend reports
- Panuku Sustainability Framework



## FUNDING

- Primarily funded by CCTR
- Piecemeal support through department budgets



## Our biggest opportunities:

- Coordinated approach to communications & engagement; one overarching message from Council-family, single digital entry point.
- Tailored impact assessments more specific to contexts; better support the community and business impacted by works.
- Opportunity to use disruption to shape the city of the future; travel demand management e.g. increase capacity for peak transit by prioritizing active modes.
- Raise the standard of how Council-family and the industry engage with the community and deliver projects.
- Stronger integration of Council-family in the City Centre.

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# Why is it important?

- **Economic Risk**

The impact on business and city centre activity is such that the benefits of infrastructure investment to rejuvenate the City Centre are lost; existing businesses fail, the City Centre is no longer a vibrant place to be, and future businesses choose to locate elsewhere.

- **Disaster Risk**

A reduction of resilience as a result of construction activity and a lack of coherent planning can lead to significant and ongoing disruption should major utilities fail, access be severely reduced or lost, or personal safety compromised.

- **Reputation Risk**

The ongoing perception that development response initiatives are not sufficient or integrated further reinforces a view that Auckland Council is operating in an uncoordinated way.

- **Opportunity Lost**

Infrastructure investment and development activity is a sign of confidence in the future. Change to the built form of, access to, movement around and economic activity in the City Centre provide opportunities to shape that future in a cost effective, meaningful and timely way.

# What do we need from ACCAB?

- Endorse integrated approach to Development Response
- Support the incorporation of Development Response funds into projects
- Support Auckland Council and City Rail Link Ltd pilot of a coordinated model for Development Response.