

Auckland City Centre Advisory Board

City Centre Targeted Rate - Project Assessment Criteria (July 2015)

Major Upgrade Projects & Initiatives

Theme	Description	Criteria	Scoring	Weight	Impact of criteria
Complementary	1. Complementary project	The project complements and/or enhances: <ul style="list-style-type: none"> Key destinations Existing upgrades Known future projects Current projects in development 	Significant = 5 High = 4 Medium = 3 Low = 2 Limited = 1 Nil = 0	20	<ul style="list-style-type: none"> Complement the wider programme and proactively address missing links Planned upgrades will complement and further enrich an existing upgraded area or destination Leveraging the value of existing upgraded areas and destinations provides the greater benefit
People	2. Makes a significant difference to public realm and public life	The project will create or improve a destination that people want to visit day and/or night (creating a safer, more attractive, social space inviting people to linger, longer)	Significant = 5 High = 4 Medium = 3 Low = 2 Limited = 1 Nil = 0	30	<ul style="list-style-type: none"> Projects will aim to: <ul style="list-style-type: none"> activate public life activate edges and a range of uses be attractive to a wide range of people increase the amount and/or quality of the public realm be comfortable and safe places have character and be a human scale low traffic volumes and speeds have ambition, innovation and be transformative
Growth	3. Support business & economic growth	The upgrade will support the long term success of businesses and support economic growth	Likelihood: Strong = 5 Medium = 3 Limited = 1 Nil = 0	20	<ul style="list-style-type: none"> Planned upgrades will attract more people to the area which will result in additional spending and revenue for local businesses Upgrade will have a positive impact on City Centre economic growth
Catalyst	4. Encourage and leverage investment	Upgrade is likely to be a catalyst for new investment or is responding to (confirmed) investment which would attract more people to the street/area. This could be private or public investment.	Likelihood: Strong = 5 Medium = 3 Limited = 1 Nil = 0	10	<ul style="list-style-type: none"> Streets and spaces that have completed or have committed investment (e.g. recently completed or committed building redevelopment) Streets with multiple development opportunities prioritised e.g. fine grain built development suitable for a range of activities
Strategic alignment	5. Supports strategic direction	Project supports the strategic direction. Such as: <ul style="list-style-type: none"> Implementation of strategic plans (e.g CCMP - Transformational moves or Laneway Circuit) Supports the intent of the strategic direction for the city centre Support outcomes and targets for the city centre 	Directly supports = 5 Supports intent = 3 No connection = 0	10	<ul style="list-style-type: none"> Implementation of identified projects from strategic plans (e.g CCMP) and delivers on our commitment Supports a step change towards the vision and intent of the strategic direction Meets outcomes and targets for the city centre
Connections	6. Supports walking and cycling, or enhances connections to key destinations	The project: <ul style="list-style-type: none"> enhances desired pedestrian/public routes connects key city destinations and locations Links the city centre to the city fringe Support areas of high pedestrian use 	Excellent = 5 Very Good = 4 Good = 3 Average = 2 Poor = 1 No = 0	10	<ul style="list-style-type: none"> Creating a network of upgraded streets and laneways, with options for pedestrians and cyclists to connect them to desired locations The areas most used by pedestrians and the public are upgraded The main retail areas are prioritised Streets and areas with key passenger transport connections are upgraded Connections to high use streets are prioritised

Opex & Minor Projects

Theme	Description	Criteria	Scoring	Weight	Impact of criteria
Enabling	A. Enabling unfunded Initiatives or projects	Funding from existing LTP budgets is not provided from within existing Council or CCO organisations	Yes = 5 No = 0	20	<ul style="list-style-type: none"> Provides a mechanism to promote and deliver projects (e.g. quick wins) that would otherwise be lost or deferred until the next LTP review
First Steps	B. Supports existing & future upgrades in the City Centre	The proposal supports and/or provides initial steps towards future known projects	Exceeds = 5 High = 4 Medium = 3 Low = 2 Limited = 1 Nil = 0	20	<ul style="list-style-type: none"> Creates momentum and informs future plans to ensure the best long term outcomes
Public Life	C. Public life benefit to city residents, workers and visitors	Project or initiative will provide tangible benefit to city residents, workers and visitors	Exceeds = 5 High = 4 Medium = 3 Low = 2 Limited = 1 Nil = 0	30	<ul style="list-style-type: none"> Better place to live, work and play
Strategic	D. Promotes and/or positively enhances the strategic direction for the city centre	Project or initiative is linked and delivers against the strategic direction for the City Centre as set out in the Council (Family) strategic documents.	Exceeds = 5 High = 4 Medium = 3 Low = 2 Limited = 1 Nil = 0	30	<ul style="list-style-type: none"> Promotes the Auckland Plan and strategic aspirations and goals