Ngā Hui a te Poari Kaitohutohu mō te Pokapū o Te Tāone Nui o Tāmaki Makaurau / Auckland City Centre Advisory Board

OPEN MINUTE ITEM ATTACHMENTS

5 Emergency Budget 2020/2021 update
   A. 29 July 2020, Auckland City Centre Advisory Board: Item 5 - Emergency Budget 2020/2021 update, Presentation

6 Destination marketing funding to business associations
   A. 29 July 2020, Auckland City Centre Advisory Board: Item 6 - Destination marketing funding to business associations, Staff presentation
   B. 29 July 2020, Auckland City Centre Advisory Board: Item 6 Destination marketing funding to business associations, Heart of the City staff presentation
   C. 29 July 2020, Auckland City Centre Advisory Board: Item 6 Destination marketing funding to business associations, Karangahape Road Business Association staff presentation

8 Downtown Programme update
   A. 29 July 2020, Auckland City Centre Advisory Board: Item 8 Downtown Programme update, Staff presentation

9 Queen Street Valley Access for Everyone pilot
   A. 29 July 2020, Auckland City Centre Advisory Board: Item 9 - Queen Street Valley Access for Everyone pilot, Staff presentation

Note: The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
Updated revenue picture

- Final cash revenue shortfall for the group in 2020/2021 is $450 million against pre-COVID budgets

- Ports revenues, -$64m
- Watercare (both COVID & drought related), -$78m
- Airport dividends, -$60m
- Community, -$10m
- Regulatory, -$54m
- Provision for rates postponement, -$50m
- RFT and APTR revenue, -$18m
- RFA, Panuku & other, -$41m
- Transport, -$76m
Drought response

- Water storage levels fell below 50% for the first time in over 25 years (now 58%)
- Additional $224 million capex and $15 million opex included in final budget

Final budget package

- Average general rates increase maintained at 3.5%
- Debt to revenue projected to be 290%, returning to 270% limit next year
- Substantial capital deferrals
- Some additional investment supported by Waka Kotahi & Shovel Ready
- Group operating budgets include over $200m of savings
- Asset recycling target of $244 million
### Capital investment

- $2.55 billion (excluding unfunded shovel ready projects)
- Despite deferrals, still the highest ever year of capital delivery for the group

<table>
<thead>
<tr>
<th>What's in</th>
<th>What's out</th>
</tr>
</thead>
<tbody>
<tr>
<td>$737m Watercare (incl. $197m for Central Interceptor)</td>
<td>$57m Watercare deferrals</td>
</tr>
<tr>
<td>$747m Auckland Transport + $395m CRLL</td>
<td>Over $250m AT deferrals (across FY20 and FY21)</td>
</tr>
<tr>
<td>$182m community infrastructure</td>
<td>$162m community deferrals</td>
</tr>
<tr>
<td>$90m Healthy Waters</td>
<td>$39m Healthy Waters deferral</td>
</tr>
<tr>
<td>$91m Development Programme Office</td>
<td></td>
</tr>
<tr>
<td>$100m Panuku + $50m RFA</td>
<td>Panuku $25m deferral of lower priority projects within Transform and Unlock</td>
</tr>
<tr>
<td>$74m Ports of Auckland</td>
<td></td>
</tr>
</tbody>
</table>

### Operating budgets

- Over $200m of savings and reductions against pre-COVID position
- Includes $75m reduction in employee benefits across the group

<table>
<thead>
<tr>
<th>Budgets maintained</th>
<th>Savings and reductions</th>
</tr>
</thead>
<tbody>
<tr>
<td>No reduction in LDI or library hours</td>
<td>$120m savings with associated service impacts</td>
</tr>
<tr>
<td>No $8.5m reduction in parks / waterfront maintenance</td>
<td>Group shared service target</td>
</tr>
<tr>
<td>No $5m further reduction to regional grants</td>
<td>Reduced funding to support 2021 Events incl. AC36</td>
</tr>
<tr>
<td>No removal of PT fare concessions or introduction of park and ride charges</td>
<td>Reduced PT services and additional enforcement revenue</td>
</tr>
<tr>
<td>Maori outcome budgets and mayoral proposal items – living wage, housing first and climate change</td>
<td>Reductions in Auckland Live activation and Panuku project readiness</td>
</tr>
</tbody>
</table>
Next steps

- Confirm shovel-ready funding
- Confirm make-up of Watercare financial mitigation ($121 million)
- Produce prospective financial statements
- Prepare and agree Local Board Agreements
- Prepare final budget document
- Adoption of Emergency Budget and set rates on 30 July

Together we can recover stronger.
Destination marketing and support for the city centre post COVID-19

Auckland City Centre Advisory Board
29 July 2020

Destination Marketing

- Recommends continued support for the two business associations for destination marketing:
  - Heart of the City $400,000
  - Karangahape Road Business Association $40,000

- Considerations and opportunities:
  - Responding to the impacts of COVID-19?
  - Growth in annual funding for KBA?
  - Leveraging efforts across the council group
  - Extending reach across more of the targeted rate area?
Attachment A

Item 6

Responding to the impacts of COVID-19

- Three aims:
  a) Fostering a vibrant city centre
  b) Growing resilience of local businesses
  c) Driving visitation to the city centre

- Recommends a package totaling $400,000:
  - Attracting local businesses $50,000 Auckland Council
  - Safe and welcoming spaces $50,000 K Rd Business Association
  - Additional destination marketing $50,000 K Rd Business Association
  - Additional destination marketing $250,000 Heart of the City
## Proposed package (Attachment A)

### Post COVID-19 support for the city centre from the City Centre Targeted Rate

<table>
<thead>
<tr>
<th>Area</th>
<th>Proposed Package</th>
<th>Description</th>
<th>Cost ($K)</th>
<th>City Centre Rate(% of)</th>
<th>Promised City Centre Rate (% of)</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Envision a vibrantly liveable city centre</td>
<td><strong>Advisory Board</strong></td>
<td>Engage new businesses and activities to re-energise the city centre and help it return to vibrancy</td>
<td>$500,000</td>
<td>Auckland Council</td>
<td>$500,000</td>
<td>Auckland Council <strong>Auckland Council</strong></td>
</tr>
<tr>
<td>2. Safety and welcoming spaces</td>
<td><strong>Advisory Board</strong></td>
<td>Improve the safety and welcoming of public spaces and streets</td>
<td>$250,000</td>
<td>Auckland Council</td>
<td>$250,000</td>
<td>Auckland Council <strong>Auckland Council</strong></td>
</tr>
<tr>
<td>3. Support for local businesses</td>
<td><strong>Advisory Board</strong></td>
<td>Building partnerships with local businesses to support their recovery from COVID-19</td>
<td>$100,000</td>
<td>Auckland Council</td>
<td>$100,000</td>
<td>Auckland Council <strong>Auckland Council</strong></td>
</tr>
<tr>
<td>4. Creating a safe city centre</td>
<td><strong>Advisory Board</strong></td>
<td>Ensuring safety and security of the city centre</td>
<td>$50,000</td>
<td>Auckland Council</td>
<td>$50,000</td>
<td>Auckland Council <strong>Auckland Council</strong></td>
</tr>
<tr>
<td>5. Foreign Intelligence</td>
<td><strong>Advisory Board</strong></td>
<td>Supporting businesses and organisations to adapt to new ways of working and doing business planning</td>
<td>$20,000</td>
<td>Auckland Council</td>
<td>$20,000</td>
<td>Auckland Council <strong>Auckland Council</strong></td>
</tr>
</tbody>
</table>
WHY THIS INVESTMENT IS CRITICAL...

WHY:
  a) support a city centre already challenged by: negative perceptions; disruption; and inaccessibility
  b) assist with the significant recovery task of COVID-19

WHAT IS THE TASK:
  ▪ Overcome negative perceptions i.e. ongoing construction and barriers to access
  ▪ Rebuild reduced customer audiences
  ▪ Mitigate recessionary impacts
  ▪ Build domestic visitation in a highly competitive market
  ▪ Stand out amongst nationwide messaging to ‘support local’

HOW: Deliver a significant Recovery Campaign in Spring 2020

TO: increase visitation and spend for the city centre.
 BENEFITS OF DESTINATION MARKETING:

1. Has improved perceptions of the city centre, over time:
   - The campaign makes the city centre seem more appealing +58%
   - The campaign makes me proud of my city +47%
   - The campaign encouraged me to visit more often +138%

2. The 2019 Winter Campaign maintained strong sentiment in a challenging, transforming environment
   - diverse and exciting experiences 88%
   - aspirational, cultured and vibrant city centre 93%
   - knowledge about the city centre offering 71%

And increased spending +5.2% from Aucklanders, over winter 2019 vs 2018.

2020/21 PLAN FOR DESTINATION MARKETING INVESTMENT
WHAT INVESTMENT IN 2020 ENABLES:

Restaurant Month 2020:
- A six-week campaign for Restaurant Month 2020, launched on 20 July
- Broader criteria enable a larger number of businesses to participate, over 370 ±50% (vs. 114 in 2019).
- New $15 and under menu price point, and new Chef’s Table event series
- Investment committed $415k from Heart of the City

WHAT INVESTMENT IN 2020 ENABLES:

Spring Recovery Campaign 2020:
- Build on momentum of recent activity and return to more “normalized” behaviour
- Profile the unique offering (breadth and depth) and differentiated experiences
- Remind Aucklanders there’s a place close by that can reinvigorate, inspire and re-energise.
- By showing the intangible energy, concentrated culture and world class experiences, right on their doorstep.
- Planned Investment c.$800k - tbc
Attachment C

Item 6

PROPOSAL KARANGAHAPE RD BUSINESS ASSOCIATION - DESTINATION MARKETING 2020_2021

ACCAB presentation July 2020

KARANGAHAPE ROAD THE JOURNEY

THE RESHAPING OF AUCKLAND CITY

https://www.youtube.com/watch?v=6Kp2QmQ1wEs&list=PLhjwrZnneSs5P6F9dM7I76K0z7gvtEzVG
Item 6

**Attachment C**

**DESTINATION MARKETING FUNDS**

$40,000 FOR 2019_2020

- Promotions
- i-site information
- Collateral development
- Events Events Events
- Mercury Plaza Exhibition
- First Thursdays
- Mercury Plaza Celebration
- Thank you to ACCAB
MERCURY PLAZA CELEBRATION AND AUCKLAND ART FAIR

FIRST THURSDAYS
Attachment C

Item 6

$40,000 FROM ACCAB BUDGET

NZ businesses have challenging times ahead
Karangahape Road current state:
City Rail Link
- Full scale construction, two locations, 4 more years

Streetscape Enhancement
- End date push out December to April 2021
- Ongoing management of relationship AT and business community

COVID-19
- Business lockdown – March & April
- The ‘new normal’ trading environment
**Impacts on Karangahape Road of Construction, Covid & Uncertainty**

**Business cashflow is down**

- **January 2020 to March 2020**
  - K Road Results
  - Spending: $34.3M
  - $41.0M
  - ▼ -10.5%
  - Last Year
  - Change

- **April 2020 to June 2020**
  - K Road Results
  - Spending: $18.6M
  - $41.0M
  - ▼ -55.3%
  - Last Year
  - Change

---

**June 2020 Figures**

- Sector damage, loss and change

<table>
<thead>
<tr>
<th>Store type</th>
<th>This Year</th>
<th>Last Year</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Personal</td>
<td>$0.0M</td>
<td>$0.0M</td>
<td>0.0%</td>
</tr>
<tr>
<td>Cafes, Restaurants &amp; Takeaways</td>
<td>$5.4M</td>
<td>$13.7M</td>
<td>▼ -63.5%</td>
</tr>
<tr>
<td>Department Stores &amp; Leisure</td>
<td>$3.5M</td>
<td>$6.5M</td>
<td>▼ -46.2%</td>
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<tr>
<td>Fuel &amp; Automotive</td>
<td>$2.4M</td>
<td>$6.0M</td>
<td>▼ -61.0%</td>
</tr>
<tr>
<td>Groceries &amp; Liquor</td>
<td>$4.7M</td>
<td>$7.0M</td>
<td>▼ -31.0%</td>
</tr>
<tr>
<td>Home, Hardware &amp; Electronics</td>
<td>$0.0M</td>
<td>$0.0M</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other Storetypes</td>
<td>$2.6M</td>
<td>$8.4M</td>
<td>▼ -68.4%</td>
</tr>
</tbody>
</table>

---
**Attachment C**

**Item 6**

**Foot Traffic - Nov 2019 to June 2020**

Slow to return to normal

---

**How might a global recession impact city centre businesses?**

Recession: NZ and Global
- challenges with the supply of goods for resale
- reduced income
- discretionary income of shoppers and visitors down
- new working models – working from home
  - opportunity to innovate city and remodel
WHAT WE ARE HEARING?

- Business confidence uncertain but grateful for support, optimism
- How to work with the impacts of construction?
- Both CRL and AT separate projects but seen as one by many
- Loss of “street appeal” – instead of happening “in the street”, construction and social issues?
- When will we start doing events again?

BUSINESS CONNECT,
Tips and tricks of attracting and keeping new business.
- 10 July: Website + Advertising
- 29 July: Brand Identity + Social Media
- 18 August: Cash Flow + Work intensity

KBA: HERE TO HELP ITS MEMBERS

Information sharing – what’s going on!
Professional development and business support – Business Pac, Business Connect
Marketing and promotion of Karangahape Road – website, social media, hard copy
Visitor attraction and Destination Marketing
KBA requesting Destination Marketing $40,000 for 20_21 PLUS...

- Leverage the Americas Cup opportunity as an attractor to Karangahape Road
- Continue to place information about Karangahape Road in Auckland's i-sites
- Online promotions – directed campaigns
- Update & develop printed collateral
- Supporting APPS focused on attraction to Karangahape Road
ACCAB - Downtown Programme Update

Eric van Essen, Programme Director Downtown

Date 29 July 2020

Purpose and agenda

1. Update on the revised programme delivery dates
2. Highlight an opportunity to accelerate delivery
3. Update on construction progress and key design elements
4. Highlight the Development Response supporting construction
5. Provide an overview of recent and upcoming key project milestones
Downtown Programme Overview

- Difficult ground conditions and technical challenges encountered by the Quay Street Strengthening (Seawall) works (jet grout piling and anchoring) and the recent Covid-19 Level 4 lockdown have resulted in a programme delay of 17 weeks (4 months). As a result the revised Downtown Programme completion date is June 2021.

- An opportunity has been identified to save 8 weeks to the revised programme, by closing the eastbound traffic lane on Quay St between Lower Hobson St and Commerce St, from July 2020 to Feb/Mar 2021. Feasibility and impacts have been assessed, with stakeholder engagement planned prior to seeking the necessary approvals.

Current Timeline

Downtown Programme: Post Covid-19 Indicative Programme
(Non-Accelerated)

- Complete before end of Q1 2021:
  - Quay Street Strengthening
  - Quay Street Enhancement (Shore to Shore)
  - Lower Albert Bus Interchange (LABI)
  - Quay Street Enhancement (Shore and Eastern pylon)

- Complete before end of Q2 2021:
  - Ferry Basin Redevelopment
  - Downtown Public Space

Interface Projects:
- Auckland Transport (Provisional)
- Commercial Bay (Provisional)
- Station Plaza – Tyler + Galloway (CIO.L)
- Lower Queen Street (CIO.L)

Key:
- Complete by 31 December 2020
- Complete by 31 March 2021
- Complete by 30 June 2021
- Complete post June 2021
Communications activity to support the eastbound lane closure

There will be a clear communications campaign to advise Aucklanders of the alternative routes and travel options that will be in place to support this lane closure. The campaign will also use the opportunity to remind people of the exciting transformational changes the Downtown Programme is bringing to the City Centre Waterfront. This will include:

- Direct engagement with key stakeholders
- Letter/email to all stakeholders
- Targeted Radio and Print campaign
- Engagement with media to inform the wider community.
- Social media campaign
- AT Social media platforms (including video update)
- AT Metro campaign to inform bus and ferry customers
- Our Auckland - progress story outlining the new timeline, focusing on what we are delivering by Jan 2021.
- Clear signage and wayfinding for road users
- Weekly Newsletter
- Ongoing contact with local stakeholders

Section

Updates on:

- Construction Progress
- Key Design Elements
DPS - Progress

First concrete pour – DPS decking

Mussel Rope Trials - Maritime Museum

An ecological trial to improve water quality.
Attachment A

Item 8

Decking piles and Steel Re-Enforcing - First Section Complete.

QSE - Progress

Paving Progress – Lower Hobson Street and Quay Street Intersection

War Memorial Beacon – Restoration Works
Item 8

Attachment A
FBR - Progress

Ferry Basin Redevelopment Design – Canopy and Pontoon Detail

Pontoon 5 – Under tow into Bede Sloe Wharf

Canopy 1 Fabrication – Progress

Ferry Basin Redevelopment Design – Canopy Design Details
Attachment A

Item 8

LABI - Progress

Lower Albert Street - Pre-Construction

Lower Albert Street – Now

Seawall - Progress

Quay Street Strengthening – Jet Grout Complete – Princes’ Wharf Section

Quay Street Strengthening – Rock Armour Detail
Galway St - Progress

Section

- Development Response
- Key Project Milestones
Development Response – how we look after our neighbours

- We think outside the hoarding line
- We prioritise regular face-to-face communication
- We develop a sharing and innovative project culture
- We commit to solve all stakeholder problems
- We challenge BAU processes at all scales
- This project sets a precedent for how future projects are delivered
- The team is proud of HOW we have delivered the project (not just the final product)

Specific ways we support businesses

- Trip hazards and obstacles to pedestrians and cyclists are removed
- Streets around the site are clean and free of litter
- Windows are cleaned regularly
- Key crossing points retained so normal patterns of movement are maintained
- Clear wayfinding at all junctions
- Sight lines to businesses restored as soon as possible – lower fences; scrim panels removed
- Bespoke business signage
- Partnership with Heart of the City to leverage promotion opportunities
- Promotion via weekly construction updates
- Downtown Business Guide (August publication)
1. Opportunity to hold opening events for areas and projects across the programme as they open up to the public.
2. Key stakeholders may want to participate in some of these events.
AUCKLAND’S FUTURE IN PROGRESS

WAIHOROTIU QUEEN STREET VALLEY PILOT
City Centre Masterplan: Transformational Move 3

29th JULY 2020

ACCAB Update
Contents

- Quick recap
- Project structure
- Context
- Parameters
- Timing
- What happens next
What is Co-Design?

Co-design is a process.
Waihorotiu Queen Street Valley Pilot

What’s happening now

- Planned
- In Progress
- Completed

About the project
The highly anticipated ‘Access for Everyone’ pilot for the Waihorotiu Queen Street Valley will begin in July 2020, signalling the start of pedestrian priority for the heart of Auckland.

Auckland Council and Auckland Transport will use a co-design process with Queen Street users and stakeholders to test low-cost ways to lay out the street that can be quickly adjusted, adapted, improved or removed through the process. This approach has successfully been used in High Street, where it won an award from Living Streets Aotearoa.

Access for Everyone will work towards the removal of non-essential car traffic from Queen Street. This prioritises pedestrians and frees up road space for public transport, deliveries, emergency services and for people with limited mobility.

Access for Everyone is the key concept in the City Centre Masterplan, the visionary plan to guide the city centre’s development for the next 20 years.

Aucklanders were overwhelmingly supportive of Access for Everyone with 82 per cent of submitters endorsing the concept through the City Centre Masterplan consultation.

There has also been strong public and stakeholder desire for greater pedestrian space and amenity on Queen Street. This pilot gives a chance to test ways of achieving this.

What’s involved
The Waihorotiu Queen Street Valley Pilot will commence next month (July 2020). The Pilot will begin with a series of co-design workshops. A reference group of key partners who represent the Queen Street community will shape the co-design. We can then adjust and improve elements based on feedback or if they don’t work as expected.
The City Centre Masterplan is the vision to ensure the heart of our city remains a vibrant, bountiful place for everyone.

Explore the plan

Explore the city centre masterplan area

See how the ideas and outcomes of the masterplan come together to affect different areas of the city as it grows and changes.

AUCKLAND’S FUTURE IN PROGRESS
OLD NELSON STREET OFF-RAMP - BEFORE
Results

- 542 responses
- 76% support
- 83% progress for Everyone (A4E)

CCMP APPROVED
5 March 2020
Resolution number PLA/2020/18

MOVED by Cr C Darby, seconded by Cr P Coom:

That the Planning Committee:

c) support commencement of a Queen St pilot by March 2021, to coincide with closure of Victoria/Albert intersection for City Rail Link construction, and seeks opportunities for other transitional works as soon as possible.
City Centre Masterplan 2020: Access for Everyone (A4E)
Item 9

Attachment A
Item 9

Wellesley St/Albert St

Reopens: March 2021

Image: City Rail Link Ltd (cityraillink.co.nz)
Attachment A

Item 9

Queen and Victoria St
buses: (08:00 – 09:00)
Now → March 2021
Queen and Wellesley St
buses:

(08:00 – 09:00)

March 2021

to September 2022
Attachment A

Item 9

<table>
<thead>
<tr>
<th>No. of lanes</th>
<th>% of general traffic</th>
<th>Number of buses (northbound)</th>
<th>Journey time btw Victoria St and Customs St</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>100%</td>
<td>26</td>
<td>6 mins (LOS D+)</td>
</tr>
<tr>
<td>2</td>
<td>20%</td>
<td>26</td>
<td>3 mins (LOS B)</td>
</tr>
<tr>
<td>2</td>
<td>80%</td>
<td>26</td>
<td>8 mins (LOS D+)</td>
</tr>
</tbody>
</table>

Feb 2020

Apr 2020

July 2020
Parameters

i. City Rail Link (CRL) construction

ii. AT Metro bus operations

iii. Statutory and area plans
   i. Auckland Plan
   ii. Auckland Unitary Plan.
   iii. City Centre Masterplan
   iv. Auckland Climate Plan

iv. C40 Cities climate change commitments

v. Ongoing or consented construction

vi. City centre access requirements

AUCKLAND’S FUTURE IN PROGRESS
Process: What we can do together

<table>
<thead>
<tr>
<th>Fixed parameters for Queen St</th>
<th>Co-design can look at</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Existing conditions</td>
<td>- Look and feel of Queen St</td>
</tr>
<tr>
<td>- CRL construction</td>
<td>- Activity and experiences in Queen St</td>
</tr>
<tr>
<td>- AT Metro bus priorities</td>
<td>- Where, when and how loading and servicing happens</td>
</tr>
<tr>
<td>- Plans (statutory and area) C40 commitments</td>
<td>- What is an ‘essential’ vehicle for street operation</td>
</tr>
<tr>
<td>- Consented/ongoing construction</td>
<td>- Leveraged programmes</td>
</tr>
<tr>
<td>- Loading, service and access</td>
<td>- Delivering the Queen St vision</td>
</tr>
<tr>
<td>- There will be others</td>
<td>- Much more</td>
</tr>
</tbody>
</table>

Auckland’s Future in Progress
Process: Co-Design

The iterative process we are following:

- Logical steps
- Key decision points
- Robust and defensible
- Scalable

We will collaborate to build shared understanding, in order to decide on what we can do together.
Process: Timeline

**JULY**  |  **AUG**  |  **SEPT**  |  **OCT**  |  **NOV**  |  **DEC**  |  **JAN**  |  **FEB**  |  **MAR**

**Engagement, monitoring and iteration of 'current' state.**

**You are here**  |  **W1**  |  **W2**  |  **W3**  |  **COLLABORATE & ACTIVATE**

**Design and Procurement**

**STAGED AND ITERATIVE DELIVERY**

**Auckland’s Future in Progress**

Attachment A  |  Item 9
Thank you.

Any questions?