

AUCKLAND: THE RISE OF THE DESIGN LED CITY

AUCKLAND CONVERSATIONS

25 SEPTEMBER 2014

LOWER NZI CONFERENCE ROOM, AOTEA CENTRE

LUDO CAMPBELL-REID

DESIGN CHAMPION

AUCKLAND COUNCIL



@AKLDesignChamp



ON 31 OCTOBER 2011, WORLD POPULATION WILL REACH 7 BILLION. JOIN A GLOBAL MOVEMENT FOR ALL HUMANITY.

7 BILLION ACTION www.7BillionActions.org www.un.org  United Nations Population Fund





GLOBAL INSPIRATIONS



GLASGOW: EDINBURGH'S UGLY SISTER

78%

PROUD TO LIVE
IN GLASGOW



POPULATION RISING
FOR THE FIRST
TIME IN DECADES





BILBAO: INDUSTRIAL WASTELAND

THE
GUGGENHEIM
EFFECT:

\$147M

ESTIMATED
ECONOMIC
IMPACT (U.S.
DOLLARS)

82%
VISIT BILBAO
EXCLUSIVELY
TO SEE THE
GUGGENHEIM



BARCELONA: FRANQUISMO



BARCELONA,
SPAIN:

EVENT AS
CATALYST FOR
CHANGE



Barcelona '92



1992
OLYMPIC GAMES

2004
UNIVERSAL FORUM
OF CULTURES



LONDON: FINANCIAL SUPERPOWER?







MELBOURNE: “AN EMPTY USELESS CITY”

NORMAN DAY, 1978

71%
INCREASE IN
PUBLIC SPACE



50%
MORE
PEDESTRIAN
VOLUME THAN
REGENT ST,
LONDON



2004 + 2012
WORLDS MOST
LIVEABLE CITY
ECONOMIST MAGAZINE



“

”

AN ENERGISED CITY IS THE PLACE
WHERE CREATIVE, ENTREPRENEURIAL,
AND FORWARD-THINKING PEOPLE FROM
EVERY WALK OF LIFE, EVERY CLASS,
EVERY LIFESTYLE WANT TO BE.

PROFESSOR RICHARD FLORIDA

DIRECTOR, MARTIN PROSPERITY INSTITUTE, ROTMAN SCHOOL OF MANAGEMENT, UNIVERSITY OF TORONTO

AND SO WHAT ABOUT AUCKLAND?



GREEN
AND
BLUE

YOUNG LESBIAN
BIKINI NIGHT

HOW AMERICANS GET
CHEAP SURGERY IN AUCKLAND

OUR WINTER
FASHION SPECIAL

Metro

METRO MAGAZINE APRIL 2009

“ ”

THE
CITY'S
SHAME:
URBAN
DESIGN

SEX, DRUGS AND REHAB

INSIDE AUCKLAND'S **CAPRI CLINIC**

By Donna Chisholm

METRO'S CANDIDATES FOR MAYOR OF
ALL AUCKLAND | THE CITY'S SHAME
URBAN DESIGN



JUNE 2014

“

”

WHAT THE F****?
THIS ISN'T AUCKLAND.
HOW DID THIS HAPPEN TO
MY TOWN SO FAST?

NAT CHESHIRE, CHESHIRE ARCHITECTS

AK2: THE COMING OF AGE OF A NEW AUCKLAND
JAMES HURMAN, PRINCIPAL, PREVIOUSLY UNAVAILABLE

WORLD BUILDING OF THE YEAR

AUCKLAND ART GALLERY TOI O TĀMAKI

10 ALBERT PARK





ELLIOTT STREET

▶ BEFORE



ELLIOTT STREET

▶ AFTER

10%
INCREASE IN
FOOT TRAFFIC

27%

INCREASE IN
CONSUMER
SPENDING

ELLIOTT STREET

▶ AFTER



FORT LANE

▶ BEFORE



FORT LANE

▶ AFTER

140%
INCREASE IN
FOOT TRAFFIC



FORT STREET

▶ BEFORE



FORT STREET

▶ AFTER

34%
LESS CARS
AND NOW AT
SLOWER SPEEDS

140%
INCREASE IN
FOOT TRAFFIC



439%

INCREASE IN HOSPITALITY SPENDING

91%

USERS WERE
COMPLIMENTARY
ABOUT THE CHANGE

97%

WILL USE THE AREA
AS OFTEN OR MORE
THAN BEFORE

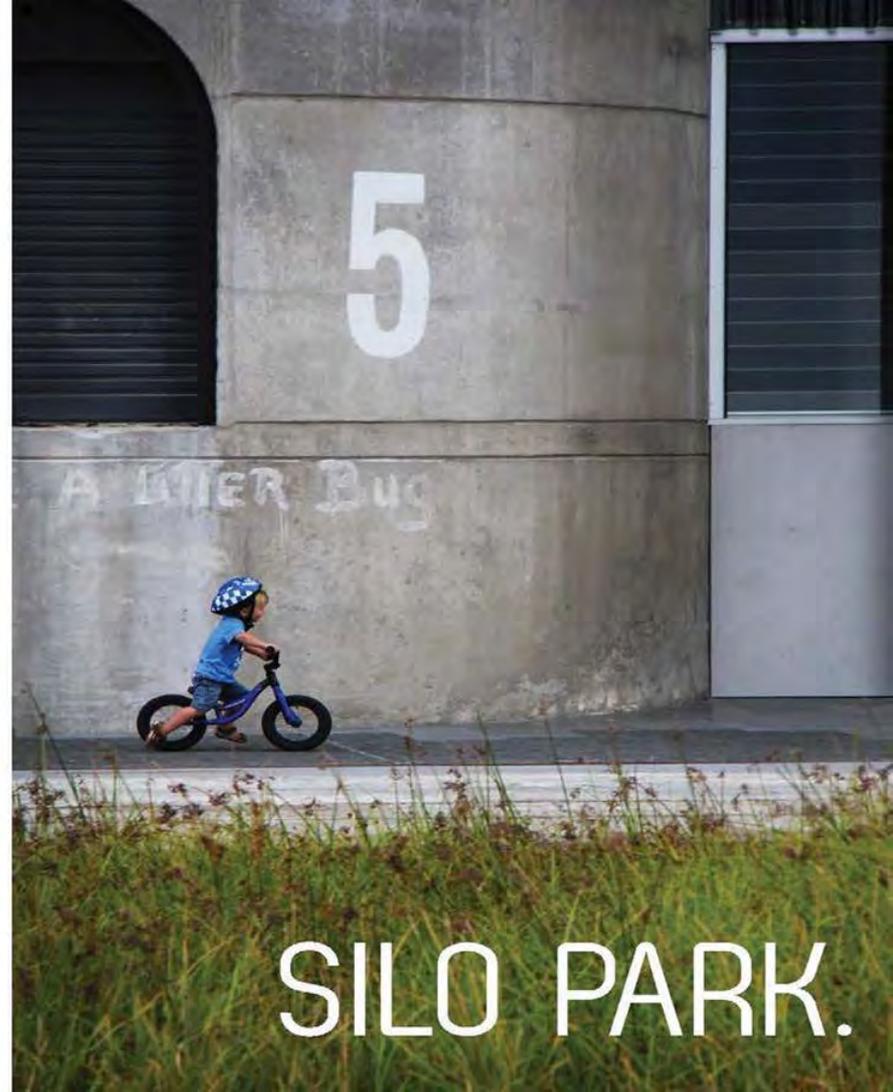
THE FORT
STREET AREA

▶ AFTER



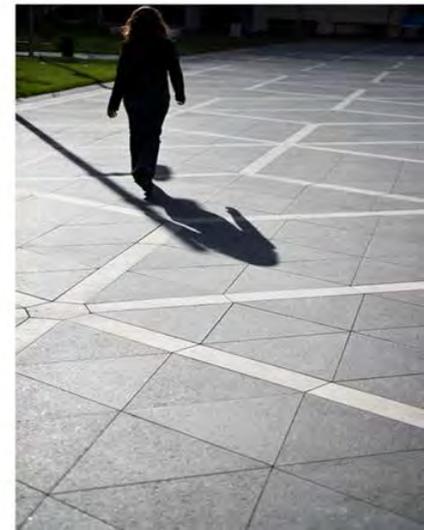
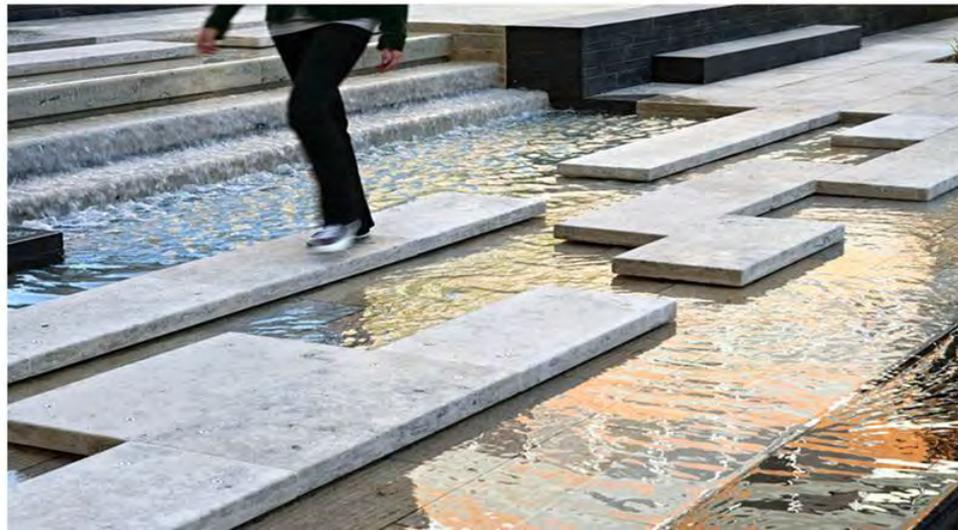






SILO PARK.







PRIVATE DEVELOPMENT



BRITOMART PRECINCT.









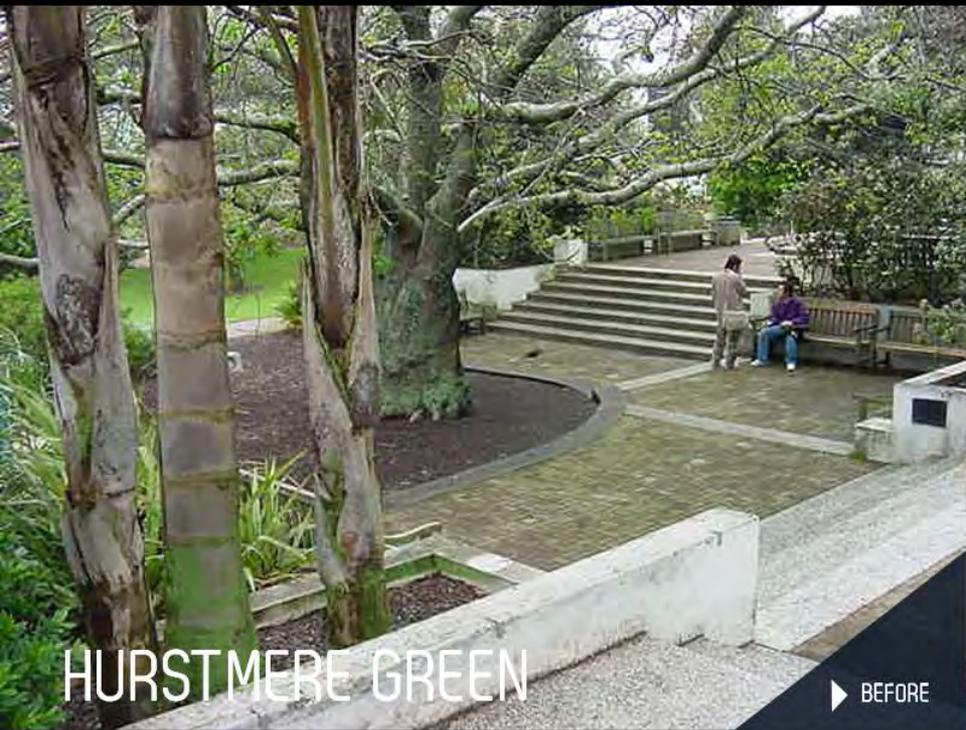
NEWMARKET

▶ BEFORE



NEWMARKET

▶ AFTER



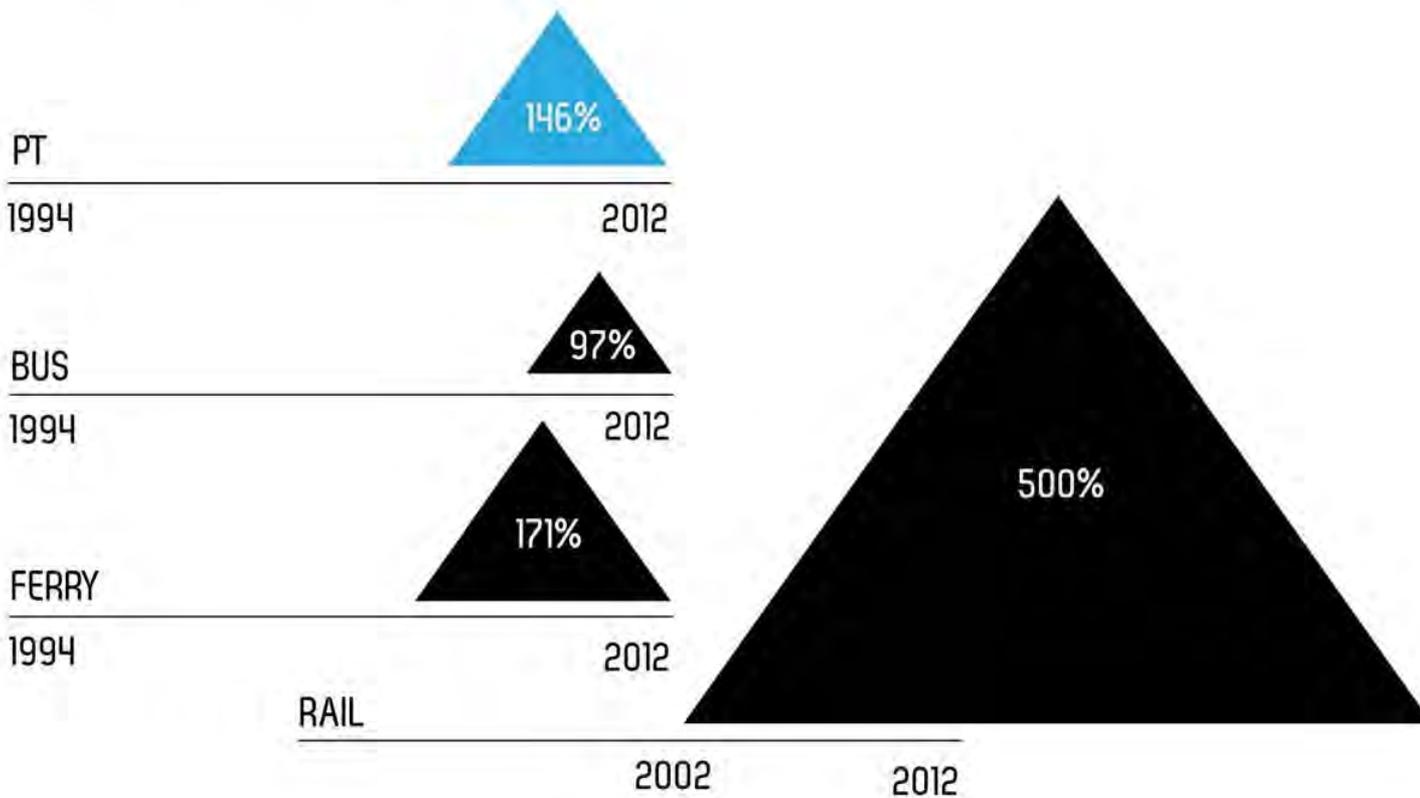
1500% ▲
INCREASE IN PEOPLE USING
THE PUBLIC SPACE

👍 94%
RATED THE DESIGN A
4 OR 5 OUT OF 5



THE CENTRAL AREA PASSENGER TRANSPORT SURVEY.

UNDERTAKEN ANNUALLY SINCE 1986, FOCUSES ON BUS, TRAIN AND FERRY PASSENGERS ENTERING THE AUCKLAND CENTRAL AREA (SCREENLINE 70)





INTEGRATED
PUBLIC
TRANSPORT



TOTARA AVE STATION
NEW LYNN

▶ BEFORE



TOTARA AVE STATION
NEW LYNN

▶ AFTER





MANUKAU STATION



RWC 2011 COURTESY OF MIKE MIZRAHI INSIDE OUT PRODUCTIONS

HOW DO YOU FEEL ABOUT AUCKLAND COMPARED TO TEN YEARS AGO?

47%
MORE PROUD

ALL OF A SUDDEN, PEOPLE AREN'T JUST TALKING ABOUT A BETTER PLACE. THEY'RE DISCOVERING ONE EVERY DAY THEY WALK OUT THE DOOR."

"IT'S WEIRD FOR ME TO ADMIT THAT IT WAS A SPORTING EVENT THAT MADE ME FEEL DIFFERENT ABOUT AUCKLAND"

"THERE'S A HEART STARTING TO FORM IN AUCKLAND. AN AESTHETIC AND PHILOSOPHY THAT AUCKLAND'S EMBRACED."

"I HAVE SEEN IN MY LIFE, AT 72, THE CREATION OF THE BEGINNING OF A GREAT CITY."



Auckland
Regional Council



Franklin

Auckland Council

Te Kaunihera o Tāmaki Makaurau



waitakere City Council

Te Taiāo o Waitakere

City Council

MAYOR'S VISION

Creating the world's most liveable city

AUCKLAND PLAN

30-year vision and strategy for Auckland

UNITARY PLAN

Policies and rules to implement the Auckland Plan

PLACE-BASED PLANS

Spatial Plans for geographic areas e.g. Local Board area plans, City Centre Masterplan, and Waterfront Plan

STRATEGIES

Examples: Economic Development Strategy, Waste Management & Minimisation Strategy

LONG-TERM PLAN

Council's 10-year plan and budget

LOCAL BOARD PLAN

3-Year plans of 21 Local Boards

LOCAL BOARD AGREEMENT

Annual budgets of 21 Local Boards

IMPLEMENTATION

THE AUCKLAND PLAN



THE WATERFRONT PLAN 2012

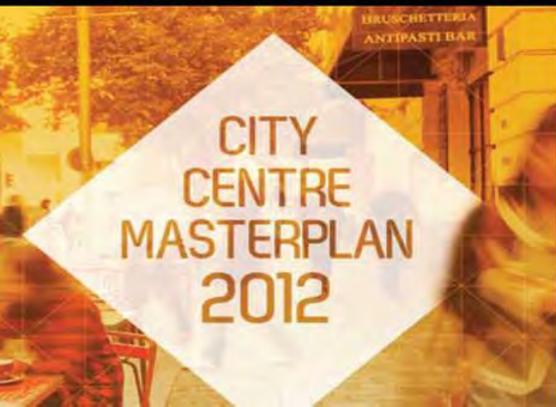


LONG-TERM
PLAN
2012-2022



THE AUCKLAND UNITARY PLAN

CITY CENTRE MASTERPLAN 2012



AUCKLAND DESIGN MANUAL

TE PUKA WHAKATAIRANGA I A TĀMAKI MAKĀURAU

Design for **Places**

Design for **Auckland**

AUCKLAND'S ECONOMIC DEVELOPMENT STRATEGY



DESIGN CHAMPIONS





THE AUCKLAND PLAN

TRANSFORMATIONAL SHIFTS TO ACHIEVE THE VISION:

1. DRAMATICALLY ACCELERATE THE PROSPECTS OF AUCKLANDS CHILDREN AND YOUNG PEOPLE
2. STRONGLY COMMIT TO ENVIRONMENTAL ACTION AND GREEN GROWTH
3. MOVE TO OUTSTANDING PUBLIC TRANSPORT WITHIN ONE NETWORK
4. RADICALLY IMPROVE THE QUALITY OF URBAN LIVING
5. SUBSTANTIALLY RAISE LIVING STANDARDS FOR ALL AUCKLANDERS AND FOCUS ON THOSE MOST IN NEED
6. SIGNIFICANTLY LIFT MAORI SOCIAL AND ECONOMIC WELLBEING

AUCKLAND DESIGN LED STRATEGY

- **LEADERSHIP:** SET CLEAR VISION AND MANDATE FROM TOP
- **CHAMPIONS:** APPOINT DESIGN CHAMPIONS (POLITICAL + COUNCIL)
- **EXPERTS:** APPOINT A WORLD CLASS TEAM (40+ ACROSS THE COUNCIL FAMILY)
- **POLICY DECISION MAKING FRAMEWORK:** SET RULES, INTRODUCE PRINCIPLES (EG. HUMAN CENTRE DESIGN, TE ARANGA)
- **BEST PRACTICE REVIEW:** COUNCIL MAJOR PROJECTS (MPDRT) AND PRIVATE DEVELOPMENT (AUDP)
- **RAISE CONSCIOUSNESS:** 'AUCKLAND CONVERSATIONS' (ENGAGE MEDIA, INSPIRE, CHANGE MINDSETS, CREATE BEHAVIOUR CHANGE)
- **CHALLENGE:** GET DATA, MODEL, MONITOR, AND BENCHMARK (GEHL, PLS, CCTV, BEFORE + AFTER)
- **ENABLING:** WORK WITH PRIVATE AND COMMUNITY SECTOR/ADM (CO-PRODUCE 'HOW TO' GUIDE)



GET THE
BEST OUT
OF YOUR
PROJECT!

READ MORE

21/04/2014

Entries for the
ADM Best
House Award
are now open

Read more

Featured Case study

ALL

Happy Families
in Hobsonville.

Read more

ADM News

ALL



Lorem ipsum dolor sit
amet Auckland.

Video

ALL



Lorem ipsum dolor sit
amet Auckland.

Featured Article

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amet ipsum dolor sit
ipsum dolor.

Success Stories

ALL



Peter Lineham lorem
ipsum dolor.

Latest tweets

ALL

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ipiscing elit #adm

Lorem ipsum dolor sit
amet, consectetur #adm

Lorem ipsum dolor sit
amet, consectetur ad-
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Featured Te Aranga Principles Case study

ALL

Lorem ipsum
dolor sit amet



Featured Worked Example

ALL



21/04/2014

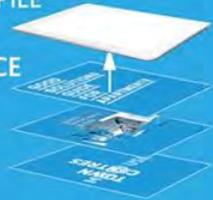
ALL

The latest
Design

A NEW LOOK
FOR THE
ADM
FULL SITE
LAUNCH...

A new platform for the design-led city

1. COMPILE LEGACY GUIDANCE



3. BUILD A PLATFORM FOR DIALOGUE ON DESIGN



2. FILL GAPS IN GUIDANCE



5. DEVELOP TOOLS

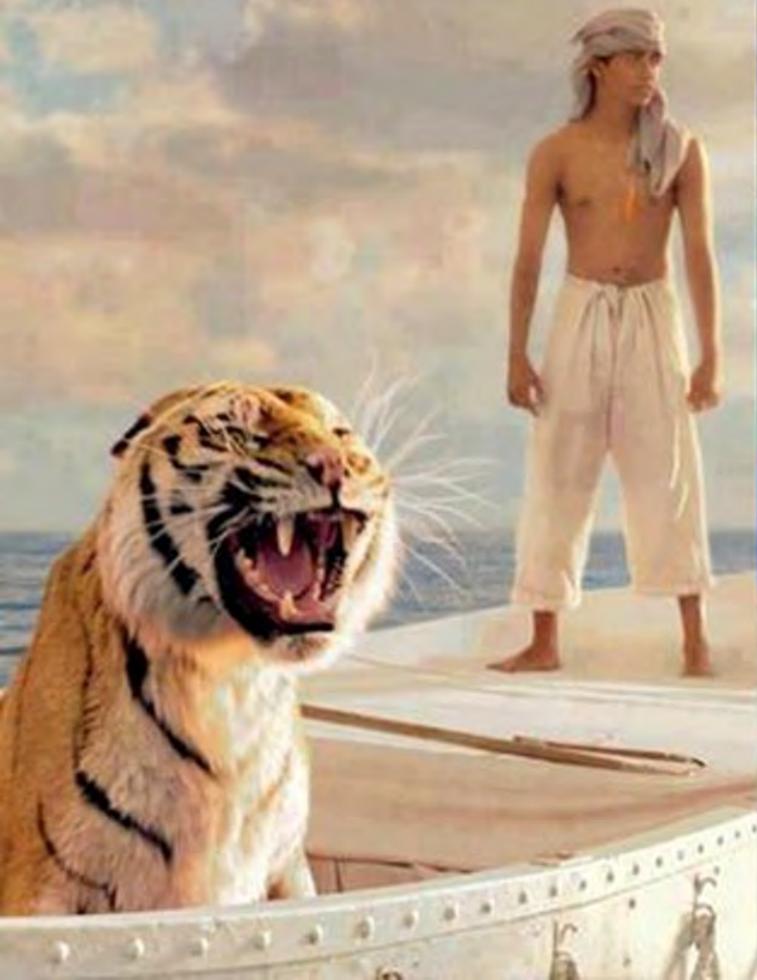


ONE SINGLE PLACE

4. DEVELOP EDUCATION AND TRAINING



Client brief



Client budget



 AUCKLAND
DESIGN MANUAL
TE PUKA WHAKATAIRANGA | A TAMAKI MAKAURAU

EXPECTATION
MANAGEMENT

TE ARANGA MAORI DESIGN PRINCIPLES

A group of people in a traditional Maori waka (canoe) are paddling on a body of water. The waka is long and narrow, with a large, ornate, dark-colored prow. The people are wearing traditional Maori clothing, including grass skirts. In the background, a modern cable-stayed bridge spans the water, with many people walking across it. The sky is overcast, and the water is dark with white foam from the paddling.

- **MANA:** RANGATIRATANGA, AUTHORITY
- **WHAKAPAPA:** NAMES & NAMING
- **TOHU:** THE WIDER CULTURAL LANDSCAPE
- **TAIAO:** THE NATURAL ENVIRONMENT
- **MAURI TU:** ENVIRONMENTAL HEALTH
- **MAHI TOI:** CREATIVE EXPRESSION
- **AHI KA:** THE LIVING PRESENCE



WHAT IS A CITY? BUT IT'S PEOPLE

WILLIAM SHAKESPEARE

“WHAT IS THE FIRST THING AN INFANT WANTS TO DO AND
THE LAST THING AN OLDER PERSON WANTS TO GIVE UP?”



DAN BURDEN PHOTO

BIRTHDAY PARTIES
CHARTERS
WWW.FOIL.FO.NZ





Each additional hour spent in a car per day was associated with a 6% increase in the likelihood of obesity

Each additional kilometre walked per day was associated with a 4.8% reduction in the likelihood of obesity

AJPM American Journal of Preventative Medicine,
Frank, Andersen and Schmid (2004)

People living in cul-de-sac environments weigh on average 6lb more than those living in connected neighbourhoods

Richard Jackson MD – USA

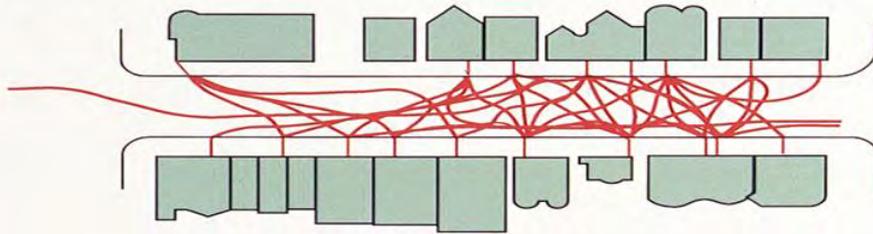


Light Traffic

2000 vehicles per day, 200 per peak hour

3.0 friends per person

6.3 acquaintances

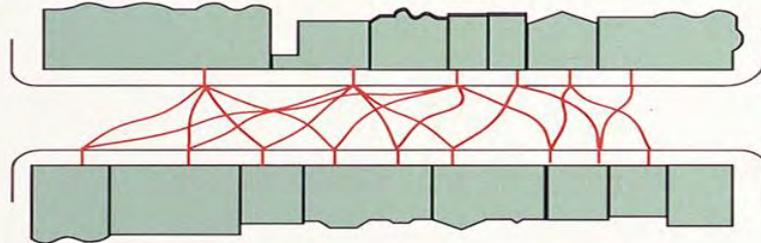


Moderate Traffic

8000 vehicles per day, 550 per peak hour

1.3 friends per person

4.1 acquaintances

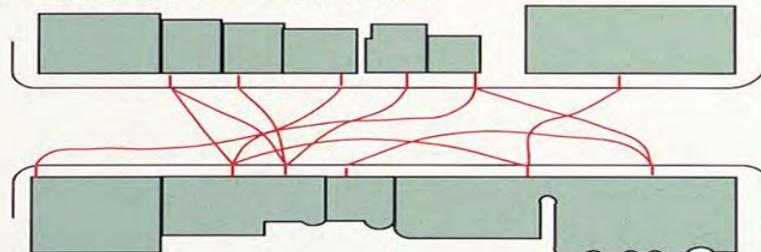


Heavy Traffic

16000 vehicles per day, 1900 per peak hour

0.9 friends per person

3.1 acquaintances



Based on research from San Francisco



WHAT IS A DESIGN LED CITY?

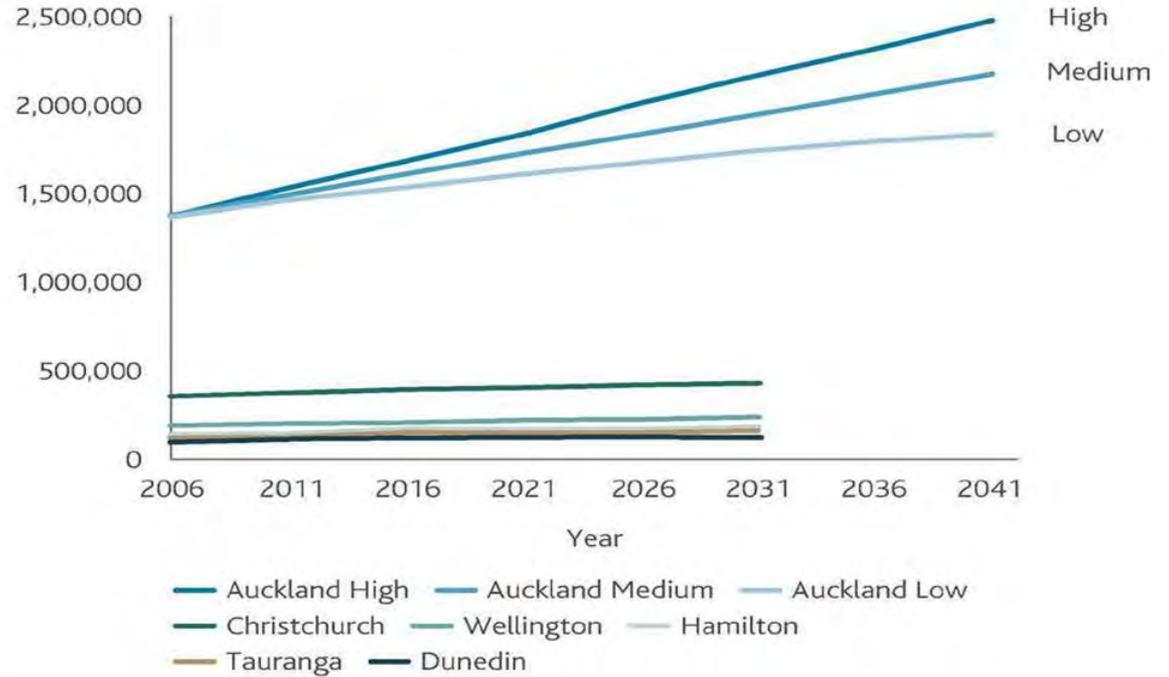
- A COLLABORATIVE PROCESS
- EMBEDS DESIGN INTO THE DNA AND CONSCIOUSNESS OF THE ORGANISATION (PLANS, POLICIES PROJECTS + PEOPLE)
- EMPOWERS AND EXCITES PEOPLE/CITY CITIZENS
- RECOGNISES POWER OF DESIGN TO BRIDGE PROFESSIONAL AND POLITICAL DIVIDES AND UNLEASH CREATIVITY
- RECOGNISES AND CELEBRATES CULTURE AS A POINT OF DIFFERENCE (E.G. TE ARANGA PRINCIPLES)
- BUILDS IN ADAPTABILITY AND RESILIENCE TO CHANGE/OPPORTUNITY
- NOT PRESCRIPTIVE BUT RECOGNISES CONTEXT AND SENSE OF PLACE

SO WHERE TO NEXT?

CHAPTER 2: 'STRATEGY IN ACTION'

POPULATION PROJECTION

AUCKLAND 2006-2041



Source: Statistics NZ and Auckland Council

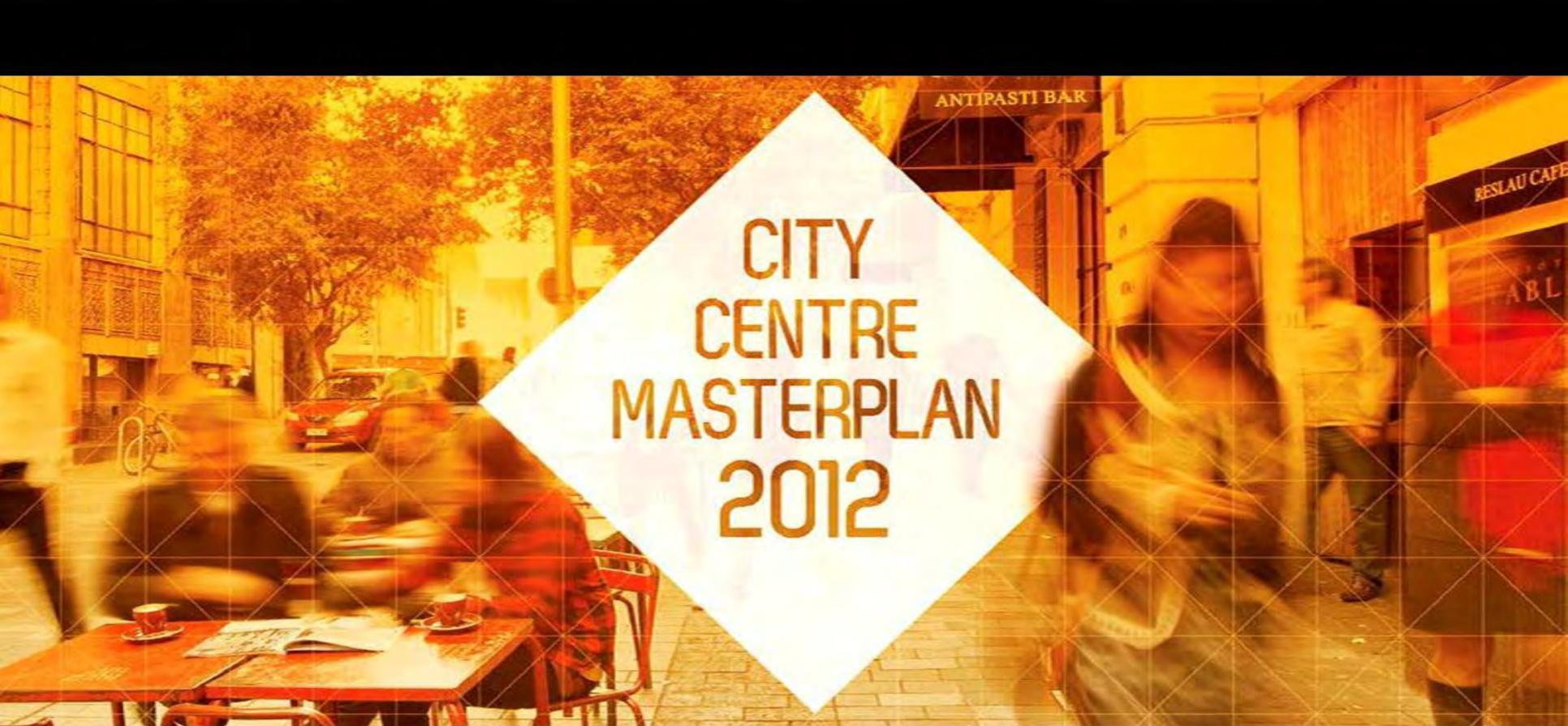
2 BIG INITIATIVES

9 PRIORITY AREAS

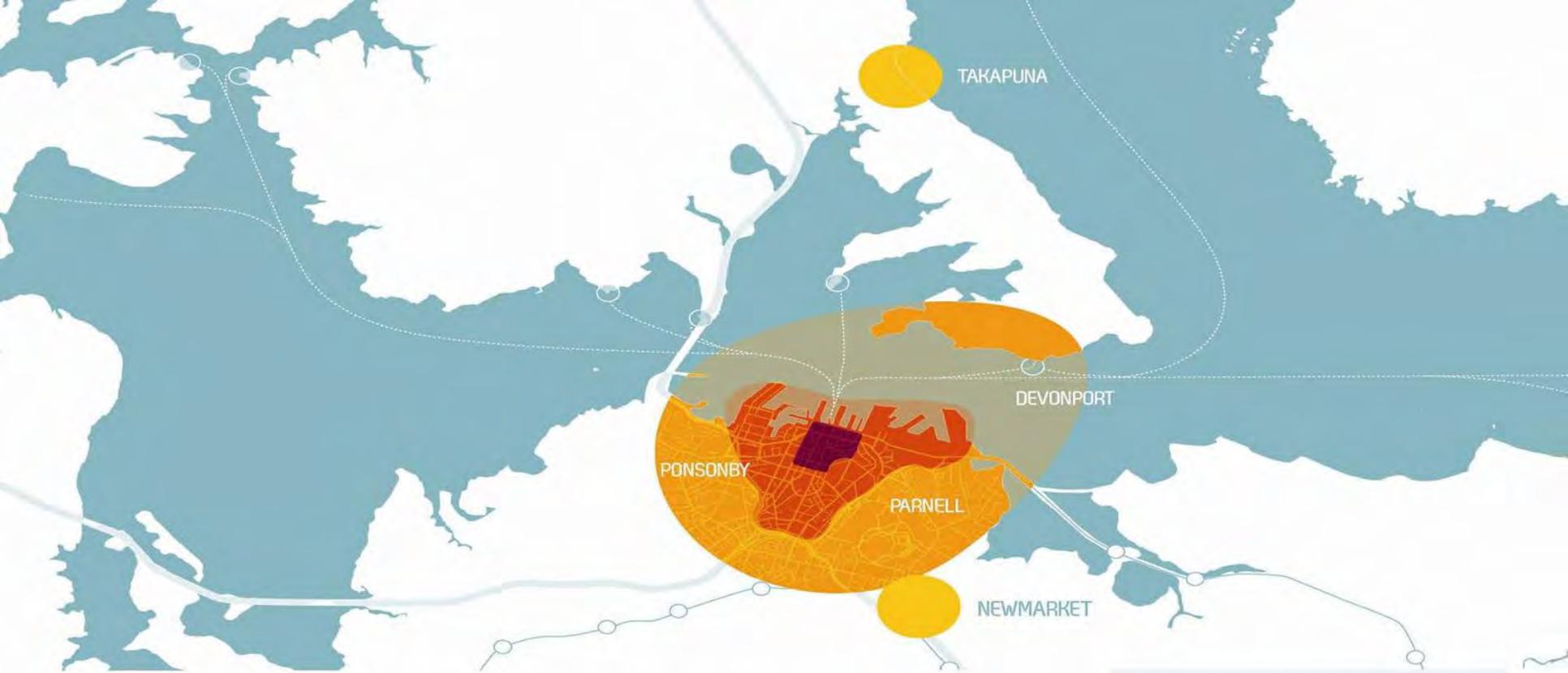
- 1 City Centre
- 2 The Southern Initiative
- 3 Hobsonville/Westgate and Massey North
- 4 Tamaki
- 5 New Lynn Metropolitan Centre
- 6 Takapuna Metropolitan Centre
- 7 Onehunga Metropolitan Centre
- 8 Warkworth Satellite Town
- 9 Pukekohe Satellite Town

● Town Centres





CITY
CENTRE
MASTERPLAN
2012



THE GEOGRAPHY OF THE MASTERPLAN

AREAS DISCUSSED IN THE MASTERPLAN

-  The Engine Room
-  City Centre
-  Supporting Centres
-  City Fringe

THE STRATEGY: EIGHT TRANSFORMATIONAL MOVES



01

HARBOUR EDGE STITCH

- uniting the waterfront with the city centre



02

THE EAST- WEST STITCH

- connecting the western edge of the city to the centre



03

THE ENGINE ROOM

- Queen Street valley, the CBD and retail district



04

INNOVATION CRADLE

- nurturing the innovation and learning cradle



05

CITY RAIL LINK

- new public transport stations and development opportunities at Karangahape Road, Newton



06

THE GREEN LINK

- connecting Victoria Park, Albert Park and Auckland Domain with the waterfront as part of a blue-green network



07

CITY TO THE VILLAGES

- connecting the city and the fringe



08

WATER CITY

- revitalising the waterfront





01

HARBOUR EDGE STITCH

Uniting the Waterfront
with the City Centre



QUAY STREET - EXISTING



QUAY STREET - POTENTIAL

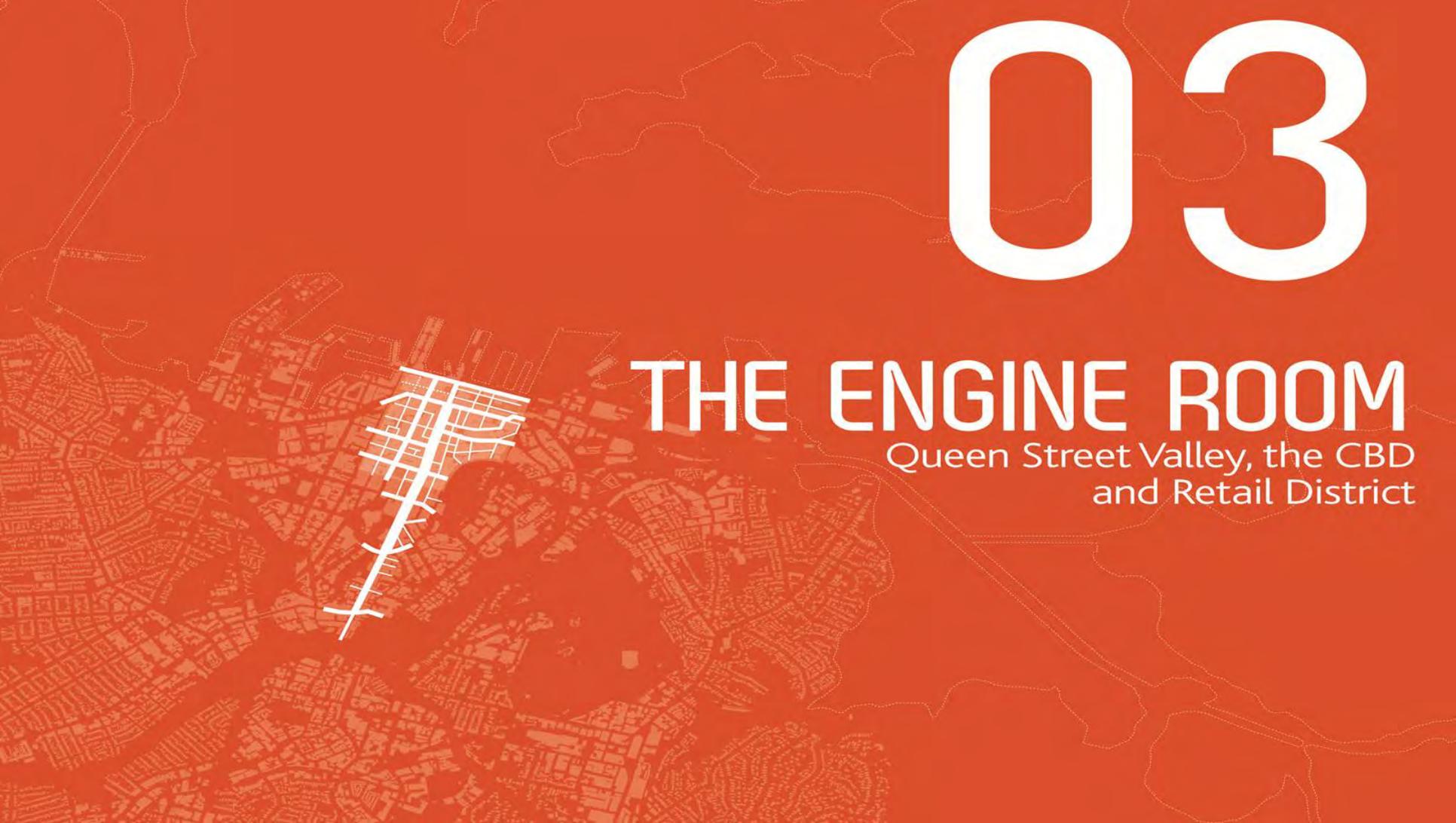


WHERE IS THIS?

SOUTH OF
FRANCE?

CENTRAL PARIS





03

THE ENGINE ROOM

Queen Street Valley, the CBD
and Retail District





05

CITY RAIL LINK

New Public Transport Stations
and Development Opportunities at
Karangahape Road, Newton
and Aotea Quarter





06

THE GREEN LINK

Connecting Victoria Park, Albert Park
and the Auckland Domain as Part of a
Blue-Green Park Network





VICTORIA STREET LINEAR PARK - BEFORE



VICTORIA STREET LINEAR PARK - POTENTIAL

The background is a dark teal color with a faint, light-colored map of a city grid. Several circular callouts of varying sizes are overlaid on the map, each containing a smaller, more detailed view of a specific urban area. A network of thin white lines connects these callouts, with a central node and several lines radiating outwards to other nodes. In the top right corner, there is a large, bold white number '07'.

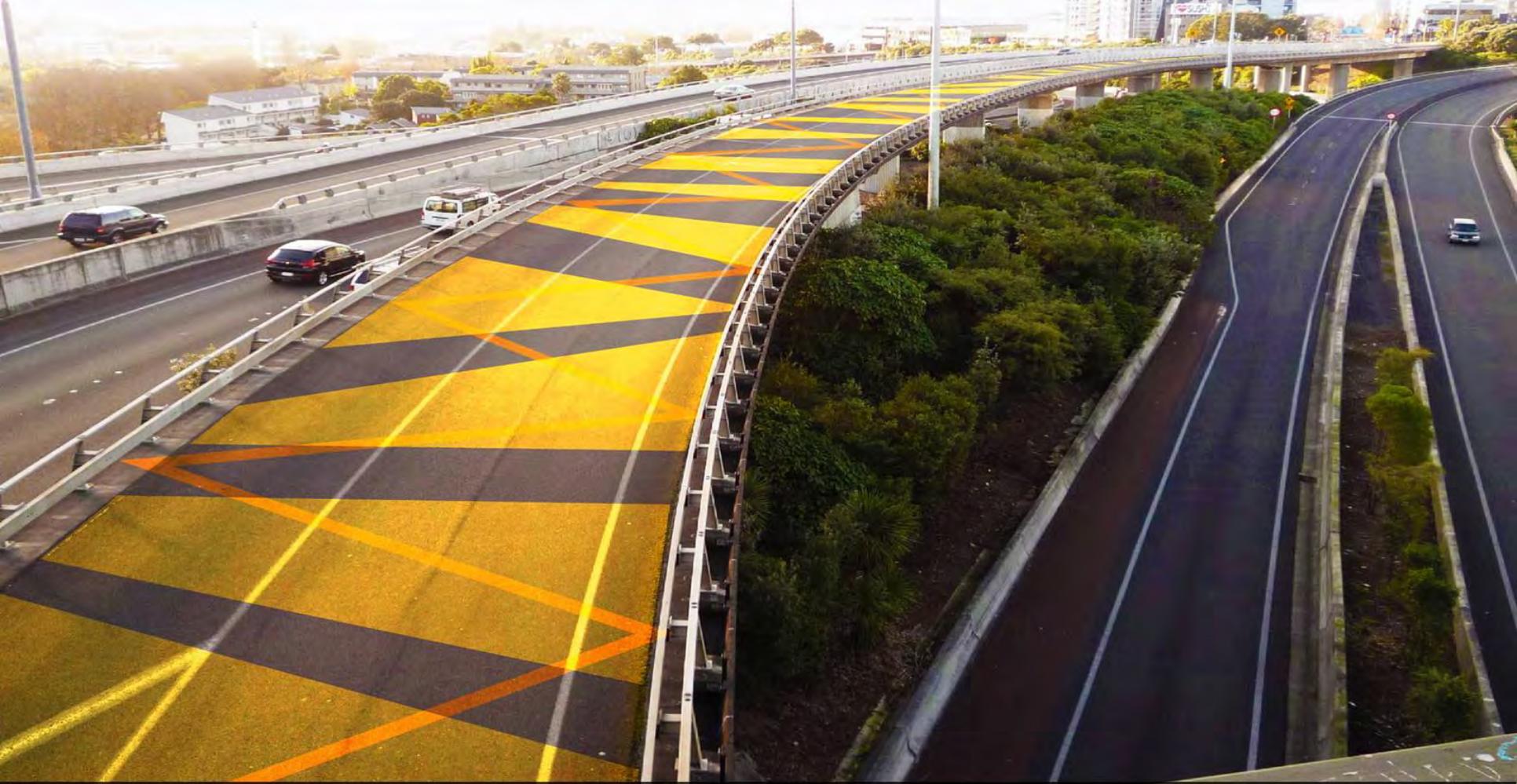
07

CITY TO THE VILLAGES

Connecting the City
and the Fringe



OLD NELSON STREET OFF RAMP - EXISTING



OLD NELSON STREET OFF RAMP - POTENTIAL



OLD NELSON STREET OFF RAMP - POTENTIAL

The background is a dark blue map of a city. A specific area along the waterfront is highlighted with a semi-transparent, lighter blue overlay. This highlighted area is bounded by two thin white lines that follow its irregular shape. The map shows a grid of streets and various building footprints.

08

WATER CITY

Revitalising the
Waterfront

THE
WATERFRONT
PLAN 2012

WATERFRONT GOALS

To achieve this vision and promote a balance of sustainability, resilience and productivity, **Waterfront Auckland** has set five goals for Auckland's waterfront to be advanced by bold leadership.



A BLUE-GREEN WATERFRONT

A resilient place where integrated systems and innovative approaches are taken to enhance the marine and natural ecosystems, conserve natural resources, minimise environmental impacts, reduce waste, build sustainably and respond to climate change.



Westhaven Marina



A PUBLIC WATERFRONT

A place for all Aucklanders and visitors to Auckland, a destination that is recognised for its outstanding design and architecture, natural environmental quality, public spaces, recreational opportunities, facilities and events; a place where we protect and express our cultural heritage and history, and celebrate our great achievements as a city and nation.



Wynyard Quarter



A SMART WORKING WATERFRONT

Attracts high-value, innovative, creative and green businesses and investment to achieve a significant lift in productivity, a place for authentic and gritty waterfront activities: the marine and fishing industries, water transport and port activities.



Fishing industry, Wynyard Quarter



A CONNECTED WATERFRONT

A place that is highly accessible, easy to get to and to move around in, where people feel connected to the wider city and beyond by improved pedestrian and cycling linkages, fast, frequent and low-impact passenger transport, state-of-the-art telecommunications and through supportive community and business networks.



Wynyard Crossing, Wynyard Quarter



A LIVEABLE WATERFRONT

The location of leading sustainable urban transformation and renewal in Auckland; the most liveable New Zealand central city urban community; a vibrant mix of residents, workers, visitors and activities. A welcoming and resilient neighbourhood that is safe, diverse and attractive, with plentiful open space and access to local services and facilities.



Latitude 37 apartments, Viaduct Harbour

SUSTAINABLE
DEVELOPMENT
FRAMEWORK
2013_



SDF - STRATEGIES

Five key strategies to deliver the SDF objectives

High
performance
green buildings

Renewable
energy

Sustainable
transport

Exemplar
projects

Adaption to
change



JELlicoe STREET – BEFORE & AFTER



JELlicoe STREET PRECINCT – As it was



JELlicoe STREET PRECINCT – Today



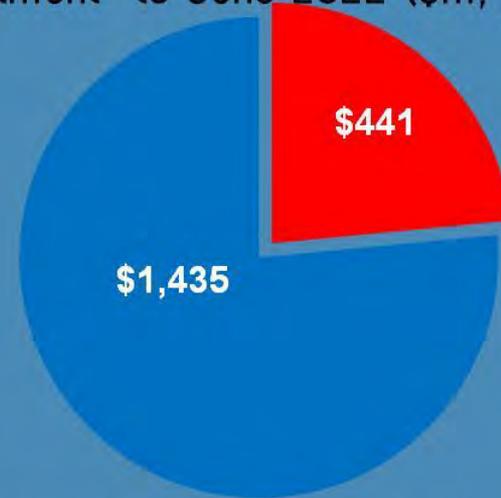
LEVERAGING THE PUBLIC INVESTMENT TO DATE

Wynyard Quarter Investment
to June 2012 (\$m, actual)



■ Council Investment ■ Private Investment

Wynyard Quarter
Investment to June 2022 (\$m, planned)



■ Council Investment ■ Private Investment

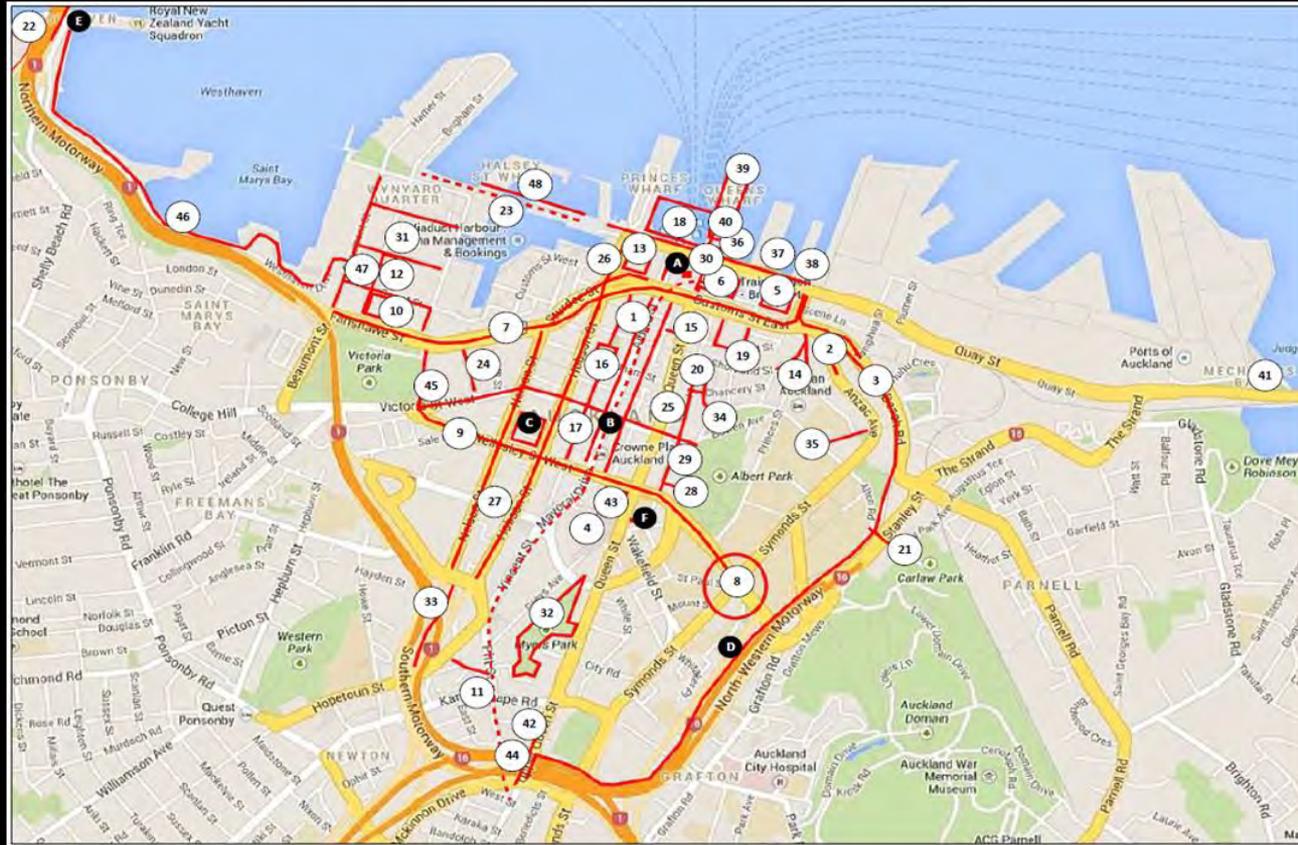


WHAT'S COMING NEXT ON THE WATERFRONT? PUBLIC /PRIVATE PARTNERSHIPS



CITY CENTRE PROJECTS PLAN

JULY 2014



Auckland
Tourism, Events and
Economic Development

Waterfront
Auckland

Auckland
Council Property

Auckland
Transport

Auckland
Council



CITY CENTRE INTEGRATION

- PROVIDE LEADERSHIP FOR THE CITY CENTRE
- CO-ORDINATE AND PRIORITISE COUNCIL AND CCO INITIATIVES AND PROJECTS
- PRODUCE A COMPREHENSIVE IMPLEMENTATION PLAN THAT WILL DELIVER THE VISION AND GOALS OF THE KEY STRATEGIC PLANS
- PROACTIVELY ENGAGE WITH KEY STAKEHOLDERS
- DEVELOP A STRONG INVESTMENT PROPOSITION
- ACCELERATE THE IMPLEMENTATION



PRIORITY PRECINCTS



A. WYNYARD

B. DOWNTOWN

C. LEARNING QUARTER

D. AOTEA

E. VICTORIA





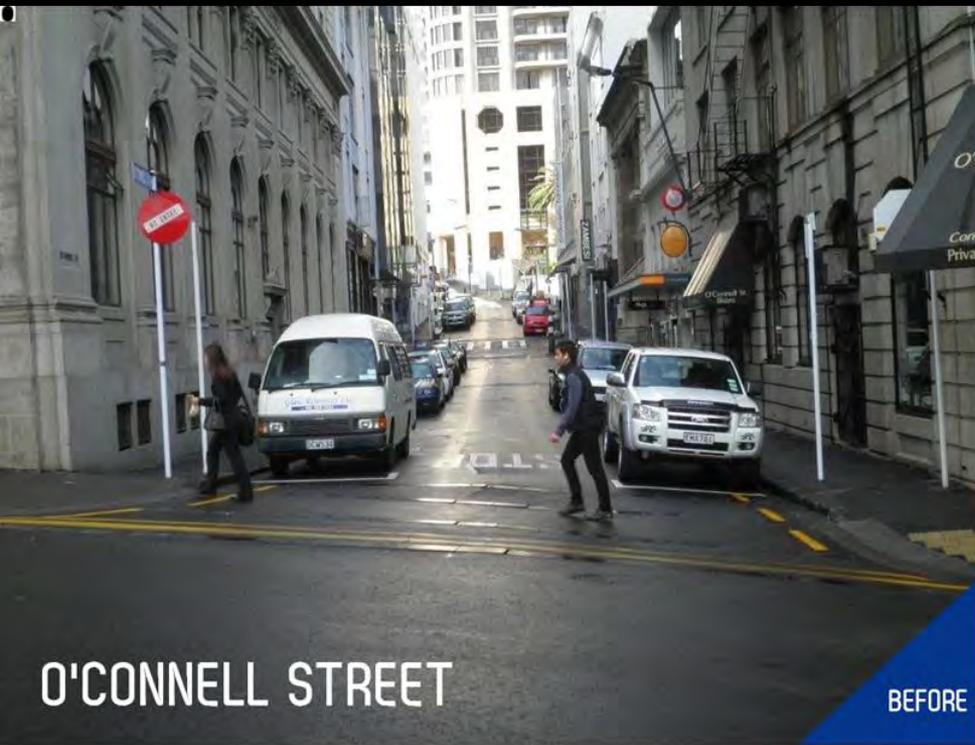
TAKEAWAYS: WHAT HAVE WE LEARNED?



WORLD
EVENTS



DEVELOP PARTNERSHIPS



O'CONNELL STREET

BEFORE



AFTER

VUJICAN SCOTT IMAGES

WMAR-TV



VALUE THE POWER OF MEDIA



4:00 AM Friday Jun 19, 2009



The New Zealand Herald

Editorial: Shared streets fine if balance can be struck

Inner-city street designers spend a good deal of time and effort trying to reconcile pedestrians and cars. Streets may be reduced to service lanes, footpaths widened, crossings broadened, parking bays provided, cafe tables permitted and public furniture artfully placed. But it seldom works to even the designers' satisfaction for very long. Every few years they tear up the paving and try a new layout.

Now the Auckland City Council's urban design group have proposed something entirely different: rather than try to separate people and cars, they suggest, let them mingle. To that end, the council's transport committee has agreed to remove footpaths and car-parking spaces from a number of narrow streets in the inner city and allow pedestrians to stroll in the traffic. . . .

The image features two light-colored, textured paper cups lying on their sides on a plain, light-colored surface. A piece of natural-colored twine is draped across the scene, with one end attached to the rim of the cup on the right and the other end trailing off to the right. The word "COMMUNICATE" is printed in a large, white, sans-serif font across the center of the image, overlapping the cups and the string.

COMMUNICATE

AUCKLAND CONVERSATIONS

A series of international speaker events on the issues facing Auckland to become the world's most liveable city proudly brought to you by Auckland Council.

Auckland Council

Te Kaitiaki o Te Tamaki Mōhiohio



AUCKLAND CONVERSATIONS

60 SPEAKERS

80,000 ATTENDEES





2012 Laureate New York City



CITIES IN TRANSFORMATION

LEE KUAN YEW WORLD CITY PRIZE



2010 Laureate Bilbao





MEASURE THE CHANGE



THE GROWTH OF RAIL

TOTAL PEAK RAIL PATRONAGE (7AM-9AM) INTO THE CITY CENTRE SINCE 1986



IN THE TOP 10'S

WORLD'S MOST LIVEABLE CITIES

MERCER/MONOCLE/ECONOMIST

“

SUCCESSFUL URBANITY IS ACHIEVED
BY A MULTITUDE OF SMALL PROJECTS
AND ONE GREAT AMBITION

”

RENZO PIANO

18 Sept 2012



POINT RESOLUTION BRIDGE

▶ BEFORE

13 June 2013



POINT RESOLUTION BRIDGE

▶ AFTER



K'ROAD OVERBRIDGE

▶ BEFORE



K'ROAD OVERBRIDGE

▶ AFTER





“

”

THE WORLD'S LOOKING AT AUCKLAND
SAYING 'I LIKE YOUR PANTS'

JAQUIE BROWN, MEDIA PERSONALITY



@AKLDesignChamp

AK2: THE COMING OF AGE OF A NEW AUCKLAND
JAMES HURMAN, PRINCIPAL, PREVIOUSLY UNAVAILABLE