

# City Centre Targeted Rate Annual Report 2022/2023



## Vision for the city centre

The City Centre Masterplan is the key guiding document for the Auckland Council whānau for the city centre, setting the strategic direction over the next 20 years. It applies the Auckland Plan to the city centre through ten outcomes, to be delivered through eight transformational moves and Access for Everyone (A4E).

The City Centre Masterplan is the vision to ensure the heart of our city remains a vibrant, bountiful place for everyone.

## Transforming the city centre

The city centre targeted rate has been instrumental in progressing Auckland's City Centre Masterplan and the delivery of the city centre programme is well underway.

The city centre targeted rate has contributed to street and public space improvements such as Freyberg Place, Albert Street, Karangahape Road, Quay Street, Te Komitanga, Federal Street, Galway Street and Queen Street.

The city centre targeted rate also contributes to the vibrancy of the city centre through activation, events and promotional activities.

## Investment priorities

The investment of the city centre targeted rate is currently focused on the following outcomes for the city centre:

- **Waihorotiu Queen Street Valley and rapid transport oriented development** such as development around the Te Waihorotiu and Karanga-a-hape City Rail Link stations – supporting growth around the stations and creating pedestrian-priority streets, improving public spaces, providing safe access and around the stations and reinforcing the Queen Street Valley as Auckland's cultural, commercial and retail heart.
- **City to the Villages** – supporting development of the city fringe and improving connections to provide safe, accessible and enjoyable journeys to and from the city centre.
- **GreenLinks** – investing in ways to connect our green open spaces and respond to climate change. We are increasing planting and canopy cover in the city centre and support sustainable development.
- **Public Life** – supporting a lively, healthy and inviting environment and encourage people into the city centre.
- **Our place in the world** – reflecting the unique identity and culture of Tāmaki Makaurau in the city centre.
- **Residential neighbourhoods** – promoting residential growth, enhancing quality of life, and boosting well-being for city centre residents.





## The city centre targeted rate

The city centre targeted rate (CCTR) is paid by commercial and residential property owners within the city centre for the purpose of ‘enhancing the environs of the city centre’. The CCTR is currently in place as part of council’s long-term plan until 2031 and plays a key role in ensuring the heart of our city remains a vibrant, prosperous place.

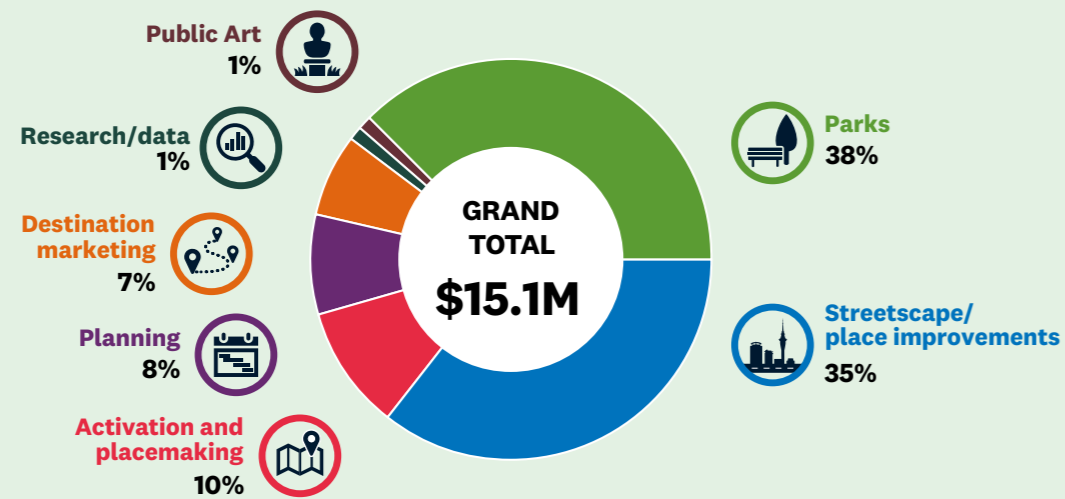
Auckland Council collects approximately \$25.7 million each year via the CCTR. Any unspent funds within a financial year are ring-fenced to the city centre programme to spend in future years. There are over \$200 million of investment planned in the council’s long-term plan between 2024 and 2031.

## The CCTR in 2022/2023

Expenditure in financial year 2022/2023 (FY23) was concentrated in the Waihorotiu Queen Street Valley area. The current programme for the city centre targeted rate is focussed on the delivery of the midtown programme, including the place improvements for Te Hā Noa Victoria Street and the activation and development response supporting this transformation.

Refer to the *City Centre Targeted Rate Portfolio Report 2022/2023* for more detail about CCTR-funded programmes [here](#).

### City centre targeted rate investment 2022/2023



*Dancers outside the Auckland Art Gallery for La Fiesta, January 2023*

## Achievements in 2022/2023

### Wai Horotiu Queen Street

November 2022 marked a significant milestone in the life of Queen Street as the upgrades from Mayoral Drive to Shortland Street were completed, creating a more people-friendly, green and spacious street.

Auckland Council delivered this key initiative in the City Centre Masterplan in collaboration with Auckland Transport and mana whenua. Enabled by the CCTR, the programme converted traffic lanes into expanded space for people walking or on wheels, as well as more than 200 planters filled with native foliage and more seating.

The final phase of the project, from Shortland Street to Customs Street, started in August 2023 and is planned for completion in November 2023.



*The new Waihorotiu Path on Queen Street  
Credit: David St George*

### Galway Street

In February 2023, Auckland Council and partners celebrated the completion of the last section of Galway Street, between Te Komititanga and Commerce Street.

This last section completed the upgrade for the full length of the street, transforming it into an inclusive and safe shared space for people walking, riding bikes or scooters, or people with accessibility needs.

The delivery of the street upgrade was aligned to the restoration of the historic Barrington and Sofrana buildings.

Fully-funded by the CCTR, this upgrade to Galway Street is part of the wider regeneration of Britomart Precinct that has transformed the area over the last 15 years.



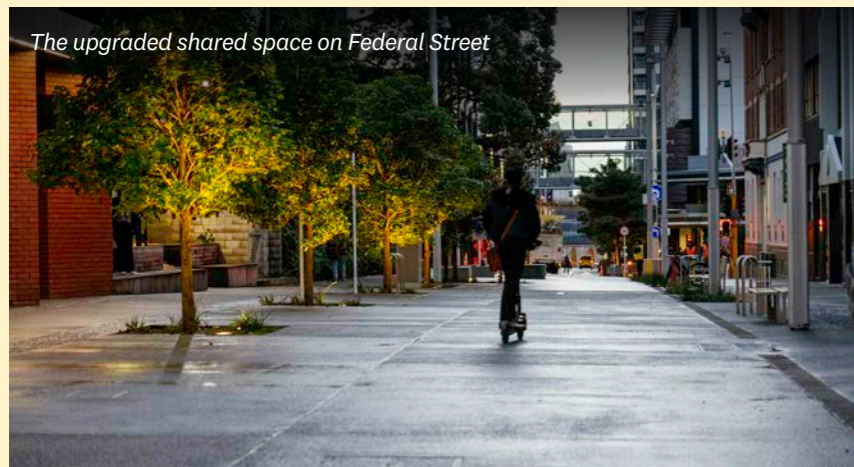
*Improved pedestrian experience on Galway Street City*

## Midtown

The key contributions of the CCTR to the regeneration of midtown are Federal Street stage 2, the Myers Park Underpass project, and Te Hā Noa on Victoria Street.

The latest section of **Federal Street**, between Mayoral Drive and Wellesley Street, was upgraded in 2021/2022 and formally opened in July 2022. Fully-funded by the CCTR, this section of Federal Street is now a tree-lined and community-focused shared space. The design responds to the vision for a green city centre and another piece of the growing laneway circuit, both outlined in the City Centre Masterplan.

The upgrade of the northern end of **Myers Park** has been progressing over the last year and is on track to open in spring 2023. Funded by the CCTR with a contribution from the Waitemātā Local Board, the Myers Park project is transforming the underpass connecting the city to the park.



*The upgraded shared space on Federal Street*

The existing carpark spaces have been transformed into a welcoming public space featuring interactive artwork designed in partnership with mana whenua, as well as new seating, lighting and native planting.

**Te Hā Noa on Victoria Street** is a pivotal step for delivery of the City Centre Masterplan, as the city centre prepares for the opening of the City Rail Link Te Waihorotiu Station. Victoria Street will become a tree-lined walking street with one lane of cars in each direction, a bi-directional cycleway, prominent Māori art and design, and more than 20 new large native trees.

The first stage of construction began in April 2023 and the final midtown section is expected to be complete in 2025.



*Te Hā Noa will transform Victoria Street*



*New boardwalk and wetland planting for Myers Park*

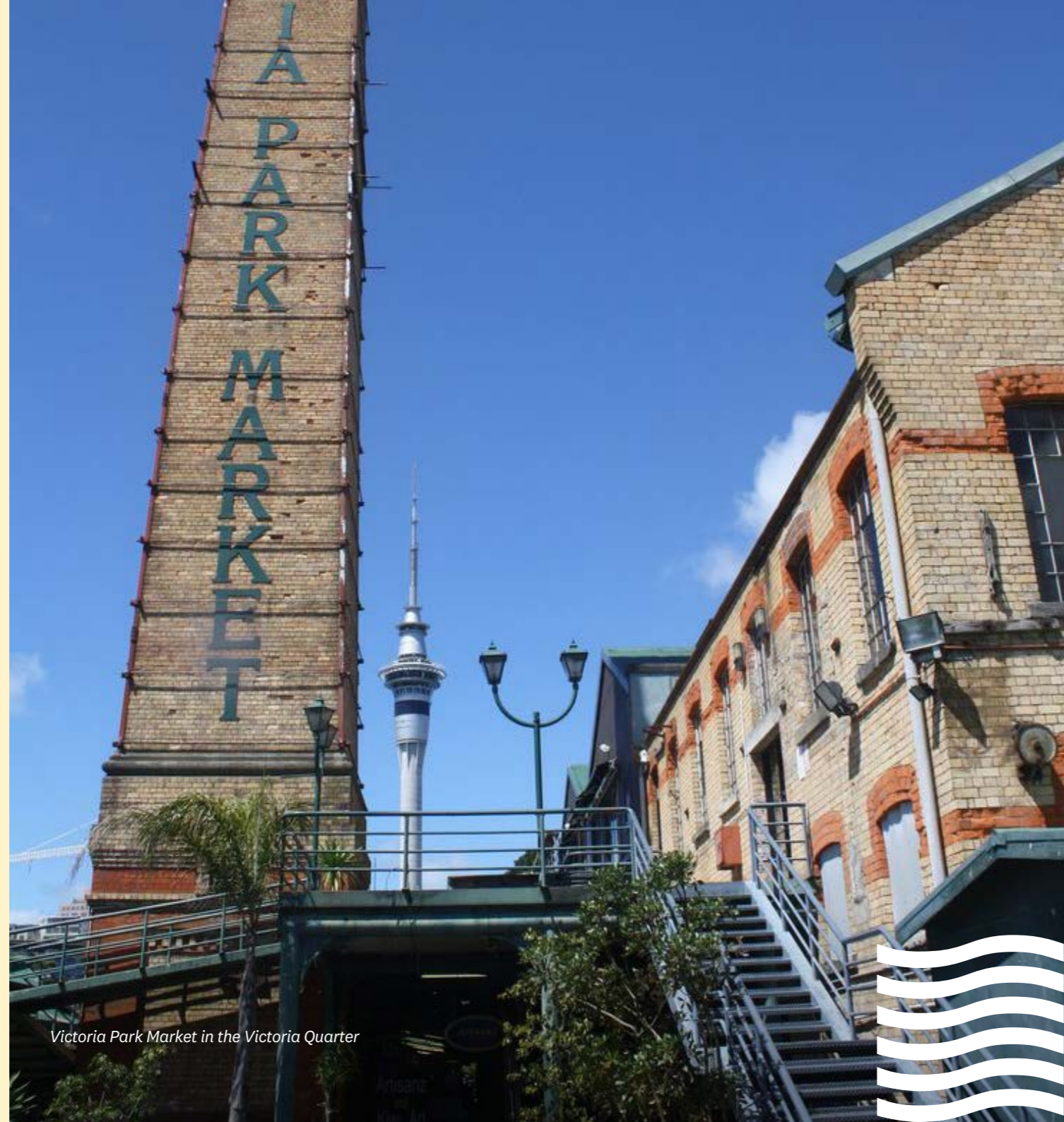


## Victoria Quarter

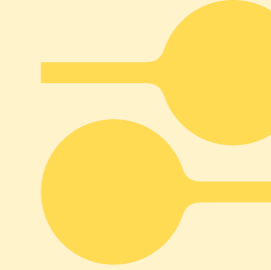
Te kōtui i te uru – West Stitch is one of the eight areas outlined in the City Centre Masterplan. The Victoria Quarter is home to more than 10,000 residents, making it the densest residential neighbourhood in New Zealand.

The City Centre Masterplan vision for this area is for a vibrant and desirable residential neighbourhood, that is safe and well connected to the city centre. We are developing a cohesive place-based investment programme which will outline proposed investments to help move us towards realising the vision.

We are considering the feedback we have received from the community over time and are building existing identified projects into our planning so that we can take a 'dig once' approach for this area.



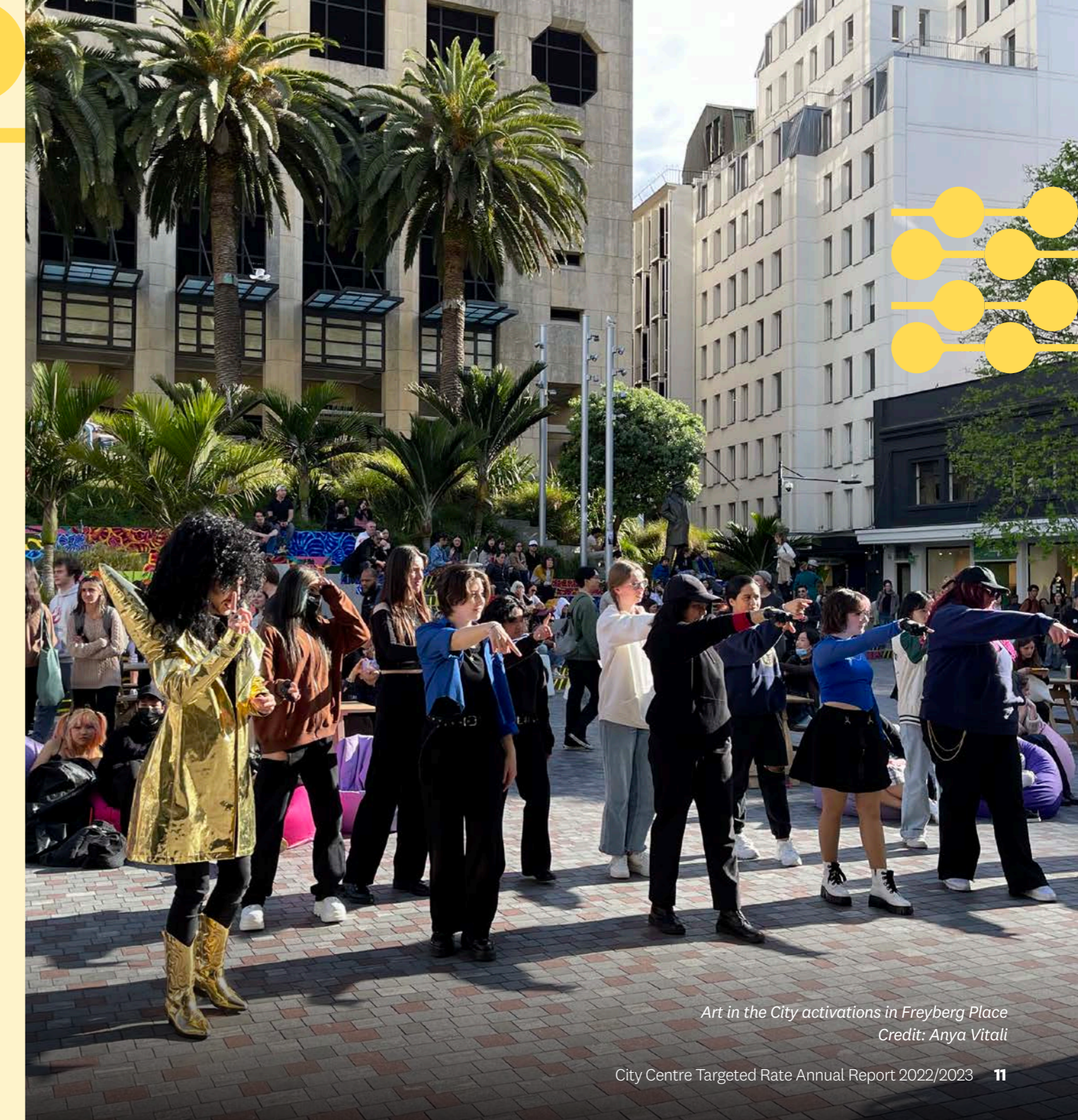
Victoria Park Market in the Victoria Quarter



## High Street District

We are developing the High Street District framework, a place-based investment programme that will prioritise people, enhance the unique heritage and history of High Street, and contribute to a growing sense of community.

High Street District is a key part of the City Centre Masterplan Transformational Move 3: Waihorotiu / Queen Street Valley, and the Expanded Laneway Network that prioritises pedestrians, creates a safe and pleasant environment for strolling, gathering and public life. It will also ensure local delivery access to support businesses and residents.



Art in the City activations in Freyberg Place  
Credit: Anya Vitali

## Supporting the city centre through change

The Auckland Council whānau is mindful that the transformation of our city centre doesn't come without disruption to those businesses and residents near our construction sites. CCTR-funded projects incorporate a comprehensive approach to development response which aims to take meaningful actions to minimise disruption. In financial year 2022/2023, initiatives supported by the CCTR have included:

- new customer experience standards and consistent disruption mitigation expectations for construction contractors
- a focus on joined-up communications and engagement, on-street relationship management and customer advocacy
- support for businesses including the Midtown Small Business Support Programme and microgrants
- a targeted focus on street health, cleaning and maintenance, safety, security and antisocial behaviour
- place enhancements, activations and promotion to attract people to the area during construction.



Safety audits in midtown

## A vibrant and attractive city centre

In addition to major capital projects, the CCTR also supports diverse, vibrant and prosperous public spaces through activation, placemaking, tactical urbanism and destination marketing.

Highlights of the CCTR-funded activation and placemaking programme in financial year 2022/2023 included:

- Matariki ki te Manawa 2022 with more than 25 free public events, installations and activities over three weeks. These included Matariki Pakiata, an educational projection-mapped lightshow on the Chief Post Office building to grow people's understanding of Matariki, and Tūrama, a spectacular light installation along Queen Street.
- Christmas in the City Centre 2022, featuring the Christmas pavilion in Te Komititanga with more than 40 performances across 22 days, Christmas on Queen Street, and Lego in the Square at Aotea Square.

75 per cent of survey respondents agree or strongly agree that events like the Christmas Pavilion 'attract me to the city centre'.

The city centre targeted rate also supported expanded public programming in other festivals such as the Auckland Pride Festival, Art in the City, Africa Month, and the Korean Culture Festival.



Christmas Pavilion in Te Komititanga  
Credit: LukeFM Photography

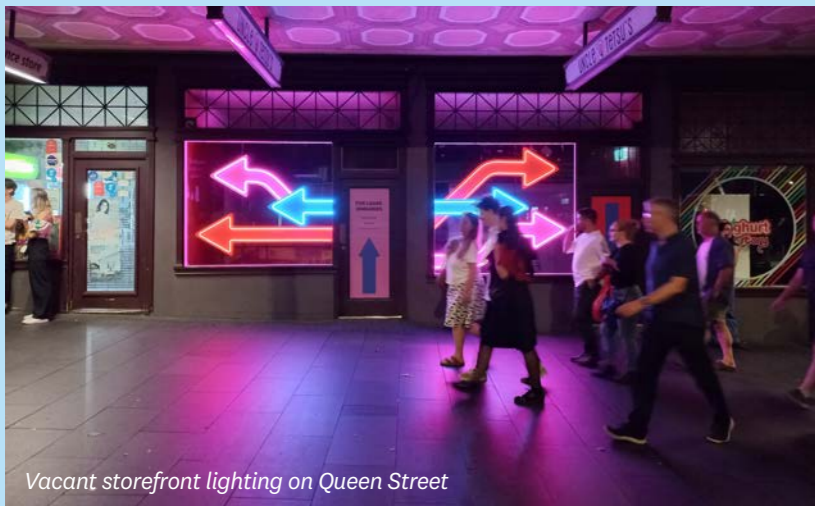


Horotiu for Matariki 2022



### Placemaking and priority areas

- Wai Horotiu Queen Street: Christmas activations in the Queen Street valley were designed to attract foot traffic to experience the newly-completed Wai Horotiu path. This focus on Queen Street was also a feature of Matariki and other festival programming.
- Myers Park: the development response approach for the Myers Park underpass project included an activation programme targeted to city centre residents and young families, to keep the park vibrant and attractive during construction.
- Midtown’s comprehensive development response approach also includes an activation, street health and placemaking programme. The Vacant Spaces programme brings lighting and art to enliven vacant storefronts.



Vacant storefront lighting on Queen Street

### Destination marketing

Destination marketing to encourage increased foot traffic was identified by the Auckland City Centre Advisory Board (ACCAB) as a priority for funding in financial year 2022/2023. This year, Heart of the City and the Karangahape Road Business Association received an one-time increase to their destination marketing funding, in addition to their annual allocation. This increase is designed to further expand their ongoing efforts in promoting the city centre to attract visitors.

Endorsed by ACCAB, Tātaki Auckland Unlimited also used CCTR destination marketing funding to enable an improved welcome experience for cruise ship passengers, and to leverage a Tourism New Zealand campaign to re-excite New Zealanders in their city centres.



Anti-Valentines Day on Karangahape Road



Christmas pavilion in Te Komititanga for Christmas in the City Centre 2022  
Credit: LukeFM Photography





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*Image on front cover: Te Wehenga, part of the Tūrama  
installations lighting up Queen Street for Matariki 2022.*

**AUCKLAND'S FUTURE IN PROGRESS**

