

I hereby give notice that a meeting of the City Centre Advisory Panel will be held on:

Date: Monday 24 February 2025
Time: 2.00pm
Meeting Room: Homeground, Level 9 Conference Room
Venue: 140 Hobson Street
 Auckland Central

City Centre Advisory Panel OPEN AGENDA

MEMBERSHIP

Chairperson	Mr Scott Pritchard	Independent
Deputy Chairperson	Mr Patrick Reynolds	Transport sector
Members	Dr Natalie Allen	Urban design sector
	Ms Haehaetu Barrett	Social Sector (Lifewise)
	Ms Viv Beck	Business associations (Heart of the City)
	Mayor Wayne Brown	Auckland Council
	Ms Kiri Coughlan	Tertiary education sector (University of Auckland)
	Mr George Crawford	Property sector (Property Council of NZ)
	Mr Neville Findlay	Retail sector representative
	Ms Bernie Haldane	Arts, culture and events (Auckland Arts Festival)
	Mr Jamey Holloway	Business associations (Karanga-a-hape Road Business Association)
	Mr Grant Kemble	Mana whenua (Ngāti Whātua Ōrākei representative)
	Cr Mike Lee	Waitematā and Gulf Ward Councillor, Auckland Council
	Ms Amy Malcolm	Tertiary education sector (Auckland University of Technology)
	Mr Adam Parkinson	Residents' association (City Centre Residents Group)
	Mr Antony Phillips	Residents' association (City Centre Residents Group)
	Ms Helen Robinson	Social sector (Auckland City Mission)
	Ms Genevieve Sage	Waitematā Local Board Chair, Auckland Council
	Ms Debbie Summers	Tourism and travel sector (ID Tours)
	Mr Alec Tang	Sustainability and climate change

Tam White
Senior Governance and Relationship Advisor
17 February 2025
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ITEM TABLE OF CONTENTS

1. **Ngā Tamōtanga | Apologies**
2. **Te Whakapuaki i te Whai Pānga | Declaration of Interest**
3. **Te Whakaū i ngā Āmiki | Confirmation of Minutes**
4. **Ngā Pakihi Autaia | Extraordinary Business**
5. **Chair's report**
6. **Meeting schedule**

1 Ngā Tamōtanga | Apologies

An apology from Mayor Brown for absence on business has been received.

2 Te Whakapuaki I te Whai Pānga | Declaration of Interest

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

3 Te Whakaū i ngā Āmiki | Confirmation of Minutes

That the City Centre Advisory Panel:

- a) whakaū / confirm the ordinary minutes of its meeting, held on Monday 16 December 2024, as a true and correct record.

4 Ngā Pakihi Autaia | Extraordinary Business

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“An item that is not on the agenda for a meeting may be dealt with at that meeting if-

- (a) The local authority by resolution so decides; and
- (b) The presiding member explains at the meeting, at a time when it is open to the public,-
 - (i) The reason why the item is not on the agenda; and
 - (ii) The reason why the discussion of the item cannot be delayed until a subsequent meeting.”

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“Where an item is not on the agenda for a meeting,-

- (a) That item may be discussed at that meeting if-
 - (i) That item is a minor matter relating to the general business of the local authority; and
 - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion.”

5 Chair's report

Purpose: To note the Chair's December 2024 memo which was circulated to the Planning and Policy Committee.

Attachment:

- Attachment 1: Chair's memo of the December City Centre Advisory Panel meeting

6. Meeting Schedule

Purpose: To approve the rescheduling of the City Centre Advisory Panel meetings for April and August 2025.

- Attachment 1: Brief memo – meeting schedule

Minutes of a meeting of the City Centre Advisory Panel held on 16 December 2024 at 2.00pm, at Tuhono. Generator Meeting Suites, Level 4, HSBC Tower, 188 Quay Street, Auckland

PRESENT

Chairperson	Mr Scott Pritchard	Independent
Deputy Chairperson	Mr Patrick Reynolds	Transport sector
Members	Dr Natalie Allen	Urban design sector
	Ms Viv Beck	Business associations (Heart of the City)
	Ms Kiri Coughlan	Tertiary education sector (University of Auckland)
	Mr George Crawford	Property sector (Property Council of NZ)
	Ms Bernie Haldane	Arts, culture and events (Auckland Arts Festival)
	Mr Grant Kemble	Mana whenua (Ngāti Whātua Ōrākei representative)
	Cr Mike Lee	Waitematā and Gulf Ward Councillor, Auckland Council
	Ms Amy Malcolm	Tertiary education sector (Auckland University of Technology)
	Mr Adam Parkinson	Residents' association (City Centre Residents Group)
	Mr Antony Phillips	Residents' association (City Centre Residents Group)
	Ms Helen Robinson	Social sector (Auckland City Mission)
	Ms Genevieve Sage	Waitematā Local Board Chair, Auckland Council
	Ms Debbie Summers	Tourism and travel sector (ID Tours)
	Mr Alec Tang	Sustainability and climate change

APOLOGIES

Mayor Wayne Brown	Auckland Council
Ms Haehaetu Barrett	Social Sector (Lifewise)
Mr Neville Findlay	Retail sector representative
Mr Jamey Holloway	Business associations (Karanga-a-hape Road Business Association)

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1. **Ngā Tamōtanga | Apologies**
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5. **Chair's report**
6. **Advice and Feedback on Draft Mayoral Proposal for the Annual Plan 2025/2026**
7. **Integrated Transport Networks: Advice and Feedback on Room to Move City Centre**

1 Ngā Tamōtanga | Apologies

Moved by Chairperson S Pritchard seconded by Deputy Chair P Reynolds

Resolution number: CCAP/2024/19

That the City Centre Advisory Panel

- a) **accept the apologies from Mayor Wayne Brown for absence, Haehaetu Barrett, Jamey Holloway and Neville Findlay for absence.**

Carried

2 Te Whakapuaki I te Whai Pānga | Declaration of Interest

There were none.

3 Te Whakaū i ngā Āmiki | Confirmation of Minutes

Moved by Chairperson S Pritchard seconded by Member G Kemble

Resolution number: CCAP/2024/20

That the City Centre Advisory Panel:

- a) **whakaū / confirm the ordinary minutes of its meeting, held on Monday 21 October 2024, as a true and correct record.**

Carried

4 Ngā Pakihi Autaia | Extraordinary Business

There were none.

5 Chair's report

Moved by Chairperson S Pritchard seconded by Member A Parkinson

Resolution number: CCAP/2024/21

That the City Centre Advisory Panel:

- a) **note the Chair's October 2024 memo which was circulated to the Planning and Policy Committee.**

Carried

6. Advice and Feedback on Draft Mayoral Proposal for the Annual Plan 2025/2026

Moved by Chairperson S Pritchard seconded by Member V Beck

Resolution number: CCAP/2024/22

That the City Centre Advisory Panel:

- a) **endorse the feedback provided to Councillors on the Mayoral proposal for the Annual Plan 2025/2026.**

Carried

Chair's report – 16 December 2024

File No.:

Te take mō te pūrongo

Purpose of the report

1. To provide the background and context for endorsing the Chair's report from the 16 December 2024 meeting.

Whakarāpopototanga matua

Executive summary

2. As part of a strengthened communication process, a Chair's report summarising key discussion points and recommendations from the 16 December 2024 City Centre Advisory Panel meeting was shared with the Mayor's Office, members of the Policy and Planning Committee, the Waitemata Local Board, the Auckland Policy Office, and the Joint Executive City Centre Steering Committee.
3. The attached Chair's report is presented for noting.

Horopaki

Context

4. The City Centre Advisory Panel is composed of approximately 20 representatives from key sectors and industries, appointed by the Mayor at the beginning of each council term.
5. The panel's purpose, as outlined in its Terms of Reference, is to:
 - Provide expert advice: Leverage sector, industry, and lived experience to support the council group in shaping strategic direction and priorities, ensuring the city centre evolves as a thriving, vibrant hub for all.
 - Offer civic leadership: Champion the city centre, advocating for its present and future potential, and supporting the case for necessary change.
 - Advocate for best value: Represent the interests of City Centre Targeted Ratepayers, ensuring optimal value from targeted rate investments.
6. To strengthen communication between the panel and key council decision-makers, the Chair signalled at the 26 August 2024 meeting an intention to submit a Chair's memo to the relevant council committee following each panel meeting.
7. Following the 16 December 2024 Panel meeting, a Chair's memo was submitted to key stakeholders, including:
 - The Mayor's Office
 - Chair and Councillors of the Policy and Planning Committee
 - Waitemata Local Board Chair and Members
 - Head of the Auckland Policy Office
 - Chair and Members of the Joint Executive City Centre Steering Committee
8. This report, which captures key discussion points and recommendations from the 16 December 2024 Panel meeting, is now presented for noting.

Ngā koringa ā-muri Next steps

9. The panel formally notes the Chairs report from the 16 December 2024 meeting.
10. A Chair's report will be produced after each meeting.

Ngā tūtohunga Recommendation/s

That the City Centre Advisory Panel:

- a) note the Chair's report from the 16 December 2024 meeting.

Ngā tāpirihanga Attachments

11. Attachment 1: Chair's report from the 16 December 2024 meeting.

Ngā kaihaina Signatories

Author	Simon Oddie – Priority Location Director – City Centre
Authoriser	Simon Oddie – Lead Officer

16 December 2024

To: Chair and members - Policy and Planning Committee
CC: Mayors Office; City Centre Executive Steering Committee; Head of Auckland Policy Office
Auckland Council
135 Albert Street
AUCKLAND

Kia ora Councillor Hills and members of the Policy and Planning Committee

Thank you for the opportunity to present this chair's report as a record of the key discussions and issues from the City Centre Advisory Panel meeting on 16 December 2024.

Development of the future programme

The panel held a productive discussion on the current city centre programme, its context, and the development of a future programme to guide investment and priorities. This included consideration of extending the city centre targeted rate (CCTR) to support long-term initiatives.

The panel is aligned on immediate priorities, particularly the delivery of infrastructure and operational requirements to maximise the benefits of the City Rail Link (CRL). We emphasised the importance of looking beyond the CRL's opening to ensure future programmes are well-structured to address the city centre's evolving needs and deliver meaningful outcomes at the right time.

The panel have asked staff to develop advice on extending the CCTR beyond 2031 and identified several key opportunities to shape the future programme:

- Residential Focus: A higher residential population requires greater investment in initiatives that enhance quality of life for city centre residents.
- Urban Ngahere and Zero Emissions Zone: Progress on expanding the Urban Ngahere (urban forest) and implementing a Zero Emissions Area has stalled. The panel would like a briefing on progressing these initiatives as part of the future programme.
- A4E Outcomes: The panel highlighted the importance of achieving the Access for Everyone (A4E) outcomes, which focus on making the city centre a more attractive and liveable environment while maintaining high quality access to the city centre.
- Commercial Centre and Vibrancy: Maintaining a strong commercial hub is essential, with an emphasis on retail and people-facing businesses to create vibrancy and enhance the street experience, complementing the economic contribution of service-based industries.
- Population Growth and Demographics: Attracting more residents, workers, students, and visitors is vital. The panel called for detailed analysis of projected population growth and demographics, including factors such as age, gender, and climate change impacts on migration trends and urban living needs.

Post-CRL: A chance for people to enjoy and celebrate

The panel emphasised the importance of providing opportunities for people to enjoy and celebrate the significant investment currently being made in the city centre. We also discussed principles the Council Group might adopt to support this.

The panel acknowledged the challenges posed by intensive construction in certain areas and the need to offer these areas some respite, particularly around the new CRL stations. They recommended redirecting future efforts to areas of need or those that have not yet received significant investment. Ongoing construction and development are vital for a growing city centre, the panel stressed that public investment in the city centre must not slow down or retreat from existing commitments.

The Council was encouraged to seek greater collaboration between public and private sectors to maximise collective investment and better integrate public and private projects. The panel also endorsed a stronger, programme-based approach to the strategic planning and delivery of works.

Investment should not focus solely on infrastructure. The panel highlighted the value of activations and initiatives that enhance the city centre experience. We also emphasised the importance of exploring low-cost interventions that minimise construction disruption while delivering high-impact outcomes for the community and city centre vibrancy.

Residential Growth

The panel received a comprehensive report on residential growth levers and discussed where greater focus and emphasis should be applied. A key priority for the panel is driving the growth of the city centre's residential population towards an aspirational target of 100,000 residents living and thriving in the area. The panel emphasised that this growth should not merely increase numbers but also ensure a high quality of life for residents.

Recognising the city centre as a critical hub for accommodating future population and economic growth, the panel reinforced the importance of Council investments aligning with the vision of a quality, compact city. To support this vision, the panel expressed interest in understanding policy settings that have delivered positive outcomes in other cities, comparing them to Auckland's framework, and identifying necessary changes.

While Plan Change 78 will enable increased intensification in the city centre, the panel noted the need for faster progress to achieve its intended outcomes and to review any other matters that may hinder sustainable development.

The panel highlighted the opportunity to repurpose commercial buildings for residential use and requested an update on relevant policy settings, acknowledging that many of these policies fall under central government jurisdiction.

Additionally, they raised concerns about high-traffic corridors like Nelson Street, Hobson Street, and Beach Road, which negatively affect the appeal of these locations for residential growth. Addressing these challenges is seen as essential to fostering growth in these locations.

To attract a more diverse demographic, including families, the panel stressed the need for improved infrastructure and services in the city centre, such as the establishment of city centre schools. The panel requested that Council staff provide a briefing on addressing existing deficits to support a more diverse range of residents. The panel strongly supported community-building initiatives to create a city centre where people feel a sense of belonging. In line with this, the panel advocated for initiatives to strengthen the voice of city centre residents, including the establishment of empowered and more equitable residents' group.

The panel also recognised the potential of attracting more students to live in the city centre, aligning with efforts to enhance their experience and position Tāmaki Makaurau and the city centre as a

leading tertiary destination. The panel requested further exploration of opportunities to grow the student population and improve their overall experience within the city centre.

Finally, the panel recommended policies to address and revitalise development and activity dead zones within the city centre, ensuring these areas contribute to the city's vibrancy and functionality.

High Street

The panel received an update on public engagement feedback regarding High Street and the approach for design options development, noting that this feedback will inform the development of options to be presented to the panel for input and advice in February.

The panel reiterated their earlier position to think beyond conventional streetscape outcomes. They expressed strong support for the outcomes-led approach to developing options, including exploring improvements to the wider High Street district. The panel supported consideration of a range of options, from lower-cost solutions—such as bollards and temporal controls to enable flexible uses—to more extensive street upgrades.

The role of High Street as a key destination and connector for students accessing the city centre was highlighted. Panel members requested that the project team formally engage with university student associations to better understand their needs and priorities.

It was acknowledged that the current state of High Street is unacceptable. As such, the panel emphasised that a "do nothing" option is not viable and supported, at a minimum, addressing the boardwalks.

Cruise

The panel received a presentation on the state of the cruise industry, highlighting a 20% decline in visitation this year, with a further 20% decrease projected for next year. This significant downturn effectively sets the sector back 15 years in terms of growth and visitation trends.

The panel expressed concern that New Zealand is not moving quickly enough to address this decline and emphasised the need for a stronger local response. They highlighted Auckland's critical role in revitalising the cruise sector, both for the region and the country. The panel believes Auckland Council should advocate more strongly to Central Government to support the recovery and growth of the industry.

While cruise activity is not shrinking globally, New Zealand faces specific challenges that need to be addressed. The panel noted that Australia is performing significantly better, successfully attracting more cruise activity. They suggested Auckland could learn from their approach.

The panel agreed that Auckland's key point of difference is its ability to offer cruise passengers direct access to the city centre upon disembarking. They stressed the importance of this unique feature being a central consideration in future cruise strategies.

Annual Plan

The panel discussed the Governing Body's 12 December 2024 decision on the Mayor's Proposal for the Annual Plan, including CCO reform decisions.

The panel reiterated its position that a solution for funding destination activity including visitor attraction and major events must be identified urgently to prevent further negative impacts on the future pipeline. If a sustainable funding mechanism cannot be agreed upon, the panel strongly

advocates for Council to provide bridging funding to ensure momentum is maintained and the events pipeline remains intact.

The panel noted the Central Government's decision to proceed with legislative changes to Auckland Transport. They acknowledged that these changes, enabling the return of strategy, policy, and planning functions to Auckland Council, align with the panel's previous feedback.

The panel recognised the progress over the past 18 months in creating a more integrated approach to city centre planning and implementation through the lead agency model. They noted increased transparency and emphasised the importance of maintaining this momentum during the transition. The panel reinforced its feedback on the Annual Plan proposal, recommending that the new operating model strengthen this approach with clearer, more direct leadership from a single point of accountability. This would enable more efficient and effective engagement with stakeholders and partners.

The panel stressed the importance of prioritising the city centre throughout the transition process and in the design of the new operating model. They also highlighted the opportunity to explore mechanisms for city centre regeneration and revitalisation, suggesting that the city centre be considered within the scope of the Future Fund and City Deals.

In addition, the panel expressed their expectation to be actively engaged by Council regarding outcomes to be achieved through the CCO reform process, particularly in relation to the city centre.

Next meeting: Monday 24 February, 2-5pm

Yours sincerely

Scott Pritchard
Independent Chair
CITY CENTRE ADVISORY PANEL

Meeting schedule – April and August

Te take mō te pūrongo

Purpose of the report

1. To approve the rescheduling of the City Centre Advisory Panel meetings for April and August 2025.

Whakarāpopototanga matua

Executive summary

2. The City Centre Advisory Panel previously approved its meeting schedule at the beginning of its term in 2023.
3. Due to public holidays and scheduling conflicts in April and August 2025, the following meeting dates are proposed to be rescheduled as follows:
 - from Monday 28 April 2025 to **Monday 5 May 2025**
 - from Monday 25 August to **Monday 18 August 2025**.

Ngā tūtohunga

Recommendation/s

That the City Centre Advisory Panel:

- a) approve the rescheduling of the April and August 2025 meetings.

Ngā kaihaina

Signatories

Author	Tam White – Senior Governance Advisor
Authorisers	Simon Oddie – Lead Officer

