

# ' EMBEDDING DESIGN IN CITY GOVERNANCE' '

MAYOR'S FORUM  
THE 5TH UCLG ASPAC TAIPEI CONGRESS

SEPTEMBER 3, 2014

GRANT BALLROOM, REGENT HOTEL TAIPEI

LUDO CAMPBELL-REID  
DESIGN CHAMPION  
AUCKLAND COUNCIL



@AKLDesignChamp

# THE CITY AT A GLANCE

1.5  
MILLION

PEOPLE LIVE IN THE  
AUCKLAND REGION

180 DIFFERENT ETHNICITIES.



AUCKLAND'S CITY CENTRE IS THE ECONOMIC AND CULTURAL HUB OF THE REGION. EVERYTHING WE DO IN THE CITY CENTRE RECOGNISES ITS PLACE IN THE REGION AS A WHOLE.

70%

OF ALL INTERNATIONAL ARRIVALS TO NEW ZEALAND ARRIVE AT AUCKLAND INTERNATIONAL AIRPORT, 20KM FROM THE CITY CENTRE.

41%

OF ALL NEW ZEALAND TERTIARY STUDENTS STUDY IN AUCKLAND.

31%

OF NEW ZEALAND'S REGION AND 32% OF ITS EMPLOYEES.

\$60b

P.A. ECONOMIC OUTPUT.



GREEN  
AND  
BLUE

# Auckland Council

*Te Kaunihera o Tāmaki Makaurau*



# MAYOR'S VISION

Creating the world's most liveable city

## AUCKLAND PLAN

30-year vision and strategy for Auckland

LOCAL BOARD PLAN  
3-Year plans of 21 Local Boards

### 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 AGREEMENT

Annual budgets of 21 Local Boards

## IMPLEMENTATION

# THE AUCKLAND PLAN

A woman in a long, colorful dress and two children are walking on a beach at sunset, holding hands. The sun is low on the horizon, creating a warm, golden glow. The ocean waves are visible in the background, and a small boat is seen in the distance. The overall scene is peaceful and family-oriented.

## 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

# 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
- BUILDS IN ADAPTABILITY AND RESILIENCE TO CHANGE/OPPORTUNITY
- NOT PRESCRIPTIVE BUT RECOGNISES CONTEXT AND SENSE OF PLACE



ELLIOTT STREET

▶ BEFORE



ELLIOTT STREET

10%  
INCREASE IN  
FOOT TRAFFIC

▶ AFTER



27%

INCREASE IN  
CONSUMER  
SPENDING

SMITH  
&  
CAUGHEY'S

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

# WORLD BUILDING OF THE YEAR

AUCKLAND ART GALLERY TOI O TĀMAKI

TO ALBERT PARK









CITY  
CENTRE  
MASTERPLAN  
2012



# 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

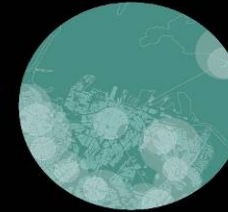
- new public transport stations and development opportunities at Karangahape Road, Newton



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



# 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



# 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

# AUCKLAND'S DESIGN LED STRATEGY

- LEADERSHIP: SET CLEAR VISION FROM TOP
- CHAMPIONS: ESTABLISH CHAMPIONS (POLITICAL + STAFF)
- EXPERTS: APPOINT A WORLD CLASS TEAM (40+)
- POLICY DECISION MAKING FRAMEWORK: RULES, PRINCIPLES (TE ARANGA)
- REVIEW: COUNCIL PROJECTS (MPDRT) PRIVATE DEVELOPMENT (AUDP)
- CONSCIOUSNESS: 'AUCKLAND CONVERSATIONS', ENGAGE MEDIA, INSPIRE
- ENABLING: WORK WITH PRIVATE AND COMMUNITY SECTOR/ADM (COPRODUCE 'HOW TO' GUIDE)
- CHALLENGE: MODEL, MONITOR AND BENCHMARK (GEHL, PLS, CCTV, BEFORE + AFTER)



AUCKLAND CONVERSATIONS

60 SPEAKERS  
80,000 ATTENDEES





TAKEAWAYS: WHAT HAVE WE LEARNED?

To Do List:

**SET A PLAN IN MOTION**

(AND DON'T GET DISTRACTED)



DEVELOP PARTNERSHIPS

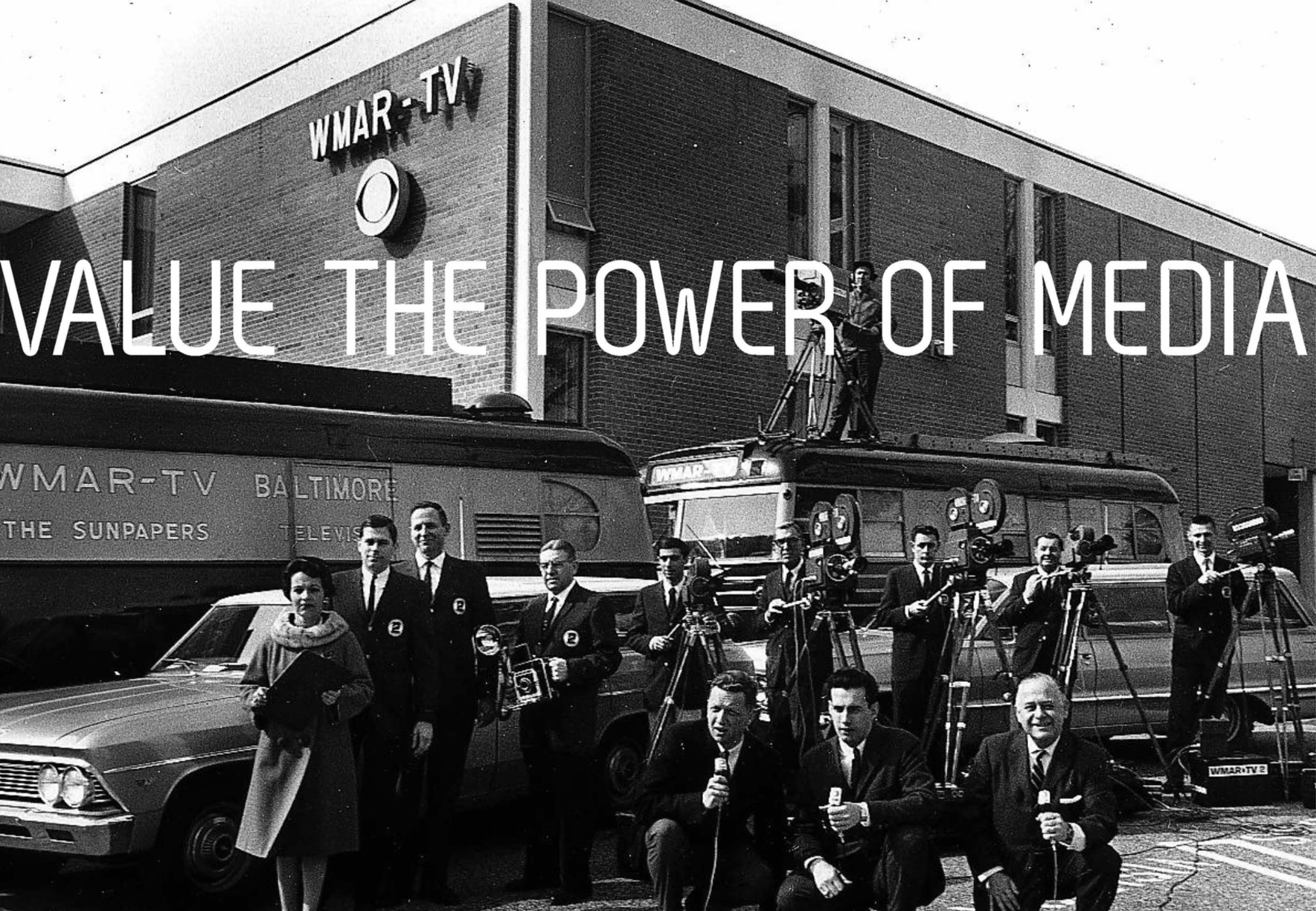


WMAR-TV



VALUE THE POWER OF MEDIA

WMAR-TV BALTIMORE  
THE SUNPAPERS TELEVISION





WORLD  
EVENTS

The image features two white, textured paper cups lying on their sides on a plain white surface. A long, thin, light-brown string is tangled across the scene, connecting the two cups. The word "COMMUNICATE" is printed in a bold, black, sans-serif font across the center of the image, overlapping the string and the cups. The overall composition is simple and minimalist, emphasizing the concept of communication through a physical medium.

**COMMUNICATE**

A vintage camera, likely a Pentax Super TL1000, is shown from a top-down perspective. The camera is silver and black, with a large lens in the center. The lens has "automatic lens" and "DOMIPLAN" written on it. A flash attachment is mounted on top of the camera. The camera is resting on a dark wooden surface. The text "MEASURE THE CHANGE" is overlaid in white, bold, sans-serif font across the middle of the image.

MEASURE THE CHANGE

# 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."

A group of children are playing in a shallow pool of water next to concrete steps. Some children are sitting on the steps, while others are standing in the water. The scene is bright and sunny, with shadows cast on the concrete. The text "WHAT IS A CITY? BUT IT'S PEOPLE" is overlaid in the center, with "William Shakespeare" below it.

WHAT IS A CITY? BUT IT'S PEOPLE

William Shakespeare

“Successful urbanity is achieved by a multitude of small projects and one great ambition”

Renzo Piano



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