

# AUCKLAND'S FUTURE IN PROGRESS

**QUEEN STREET A4E PILOT**

DANIEL NEWCOMBE – AUCKLAND TRANSPORT

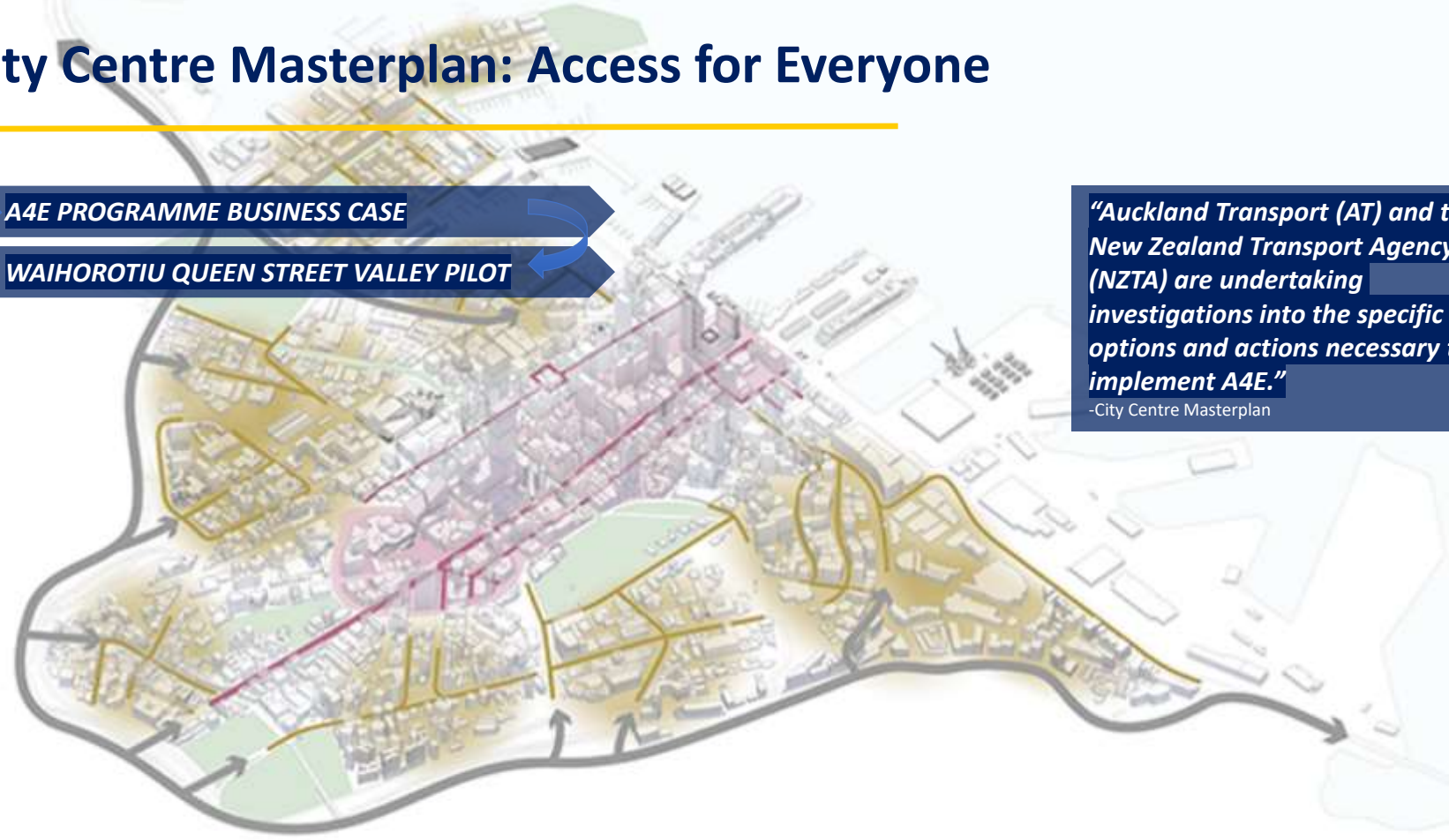
**AUCKLAND'S FUTURE IN PROGRESS**

# City Centre Masterplan: Access for Everyone



A4E PROGRAMME BUSINESS CASE  
WAIHOROTIU QUEEN STREET VALLEY PILOT

*“Auckland Transport (AT) and the New Zealand Transport Agency (NZTA) are undertaking investigations into the specific options and actions necessary to implement A4E.”*  
-City Centre Masterplan



# VISION – Waihorotiu Queen Street Valley

*“The success of the Waihorotiu / Queen Street Valley is critical to Auckland’s and New Zealand’s economy.*

*As central Auckland evolves, so does the Waihorotiu / Queen Street Valley. This move will strengthen its role as an accessible, attractive economic heart of the city.”*

-City Centre Masterplan

VISION

PILOT

INTERIM

LONG TERM

**AUCKLAND’S FUTURE IN PROGRESS**



Auckland  
Tourism, Events and  
Economic Development

Panuku  
Development  
Auckland



# PILOT – Waihorotiu Queen Street Valley

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Led by co-design, the pilot will:

- Frame and Engage
- Explore and Connect
- Imagine and Create
- Make and Test
- And

Inform the long term state of  
Waihorotiu Queen Street Valley.

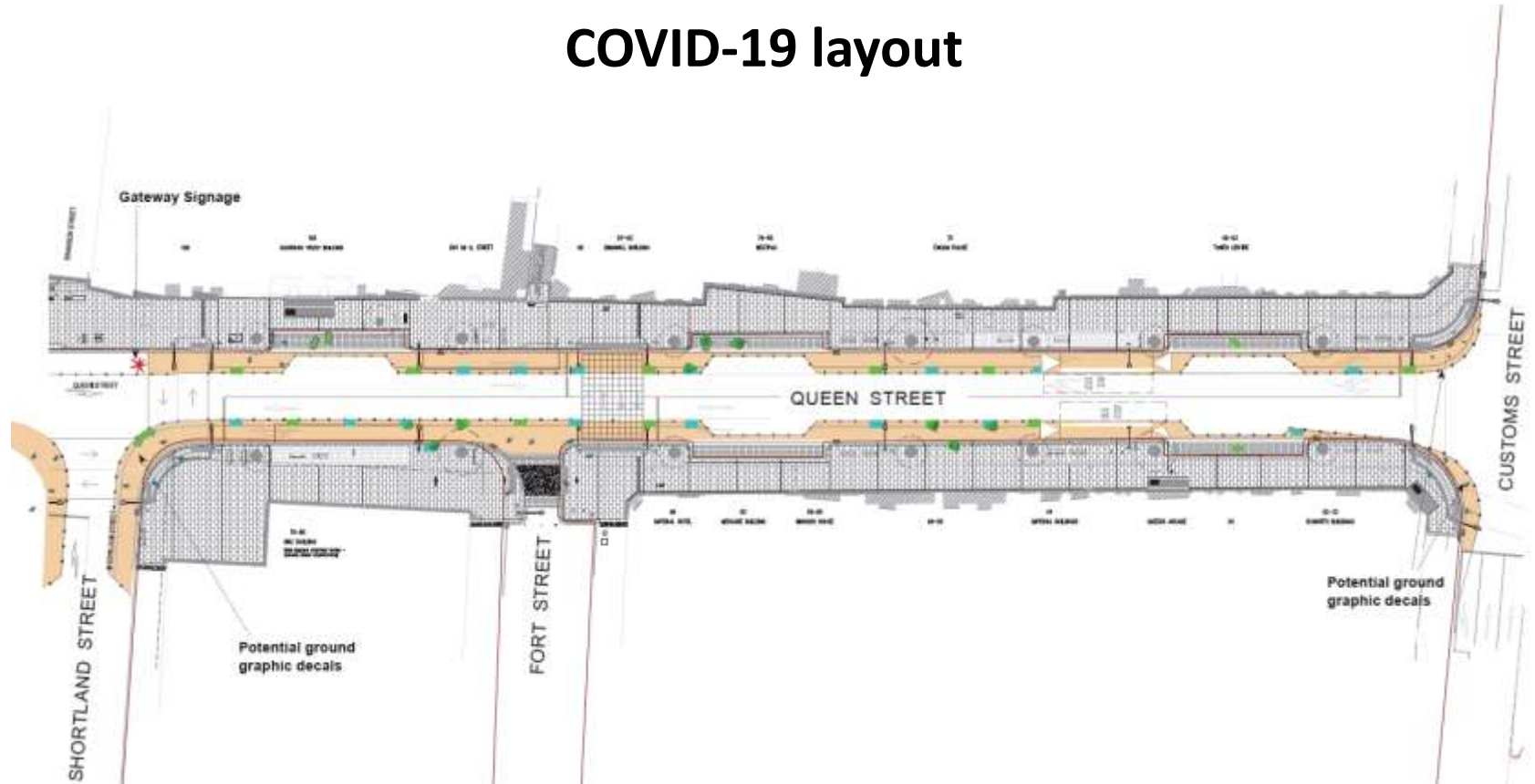
Co-design is the act of creating *with* stakeholders specifically within the design development process to ensure the results meet their needs and are usable.

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# COVID-19 situation

- Whilst the pilot was under development, NZ went into L4 lockdown due to COVID-19
- AT created a number of pop-up cycle lanes or wider footpaths across Auckland to allow for physical distancing
- Whilst many of these were subsequently removed, as the pilot was being planned, it was decided to survey people's experience of the space and use it to test early features of the pilot
- The Mayor confirmed the retention of the COVID-19 layout as an input for the pilot
- The layout has been upgraded several times
- This layout was therefore in place when we commenced co-design

# COVID-19 layout





QUEST

Shortland St

BUSES  
NO ENTRY  
ONLY

CCTV

Superd

OAKLEY

SOUVENIR

litta

byz

byz



FORT ST

Liquorland

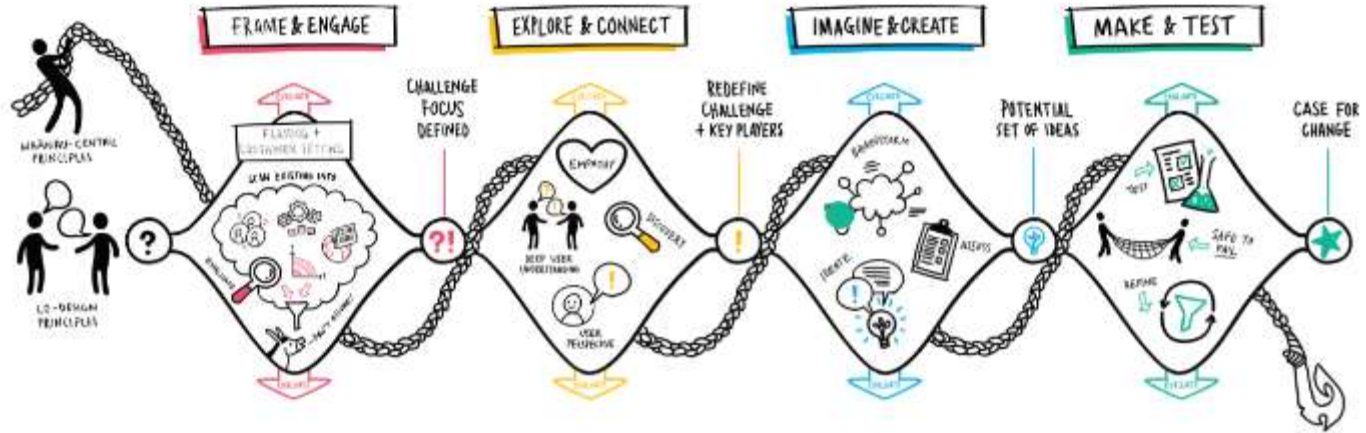
COACH

TAB



# What is Co-Design?

Process, not just a tool.



- Data collection
- Sentiment mapping
- Observational studies
- Key stakeholder 1:1s
- Ux – User experience & perspectives
- Empathy mapping
- Jointly develop problem statement and Unique Value Proposition
- Ideate solutions with users
- Jointly deliver outcomes – installations and activations
- Safe to fail, fail fast, adapt.

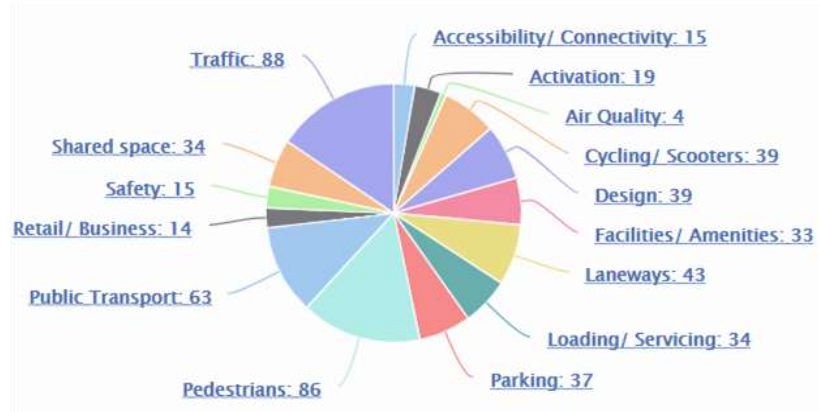
# Social Pinpoint



Social Pinpoint, accessible [here](#), is collecting broader community input.

Feedback to date aligns with the key findings from Workshop 1 and from messages sent to the Pilot email address.

Please use Social Pinpoint to provide detailed feedback on Queen Street, vote on your most/least favourite ideas and participate in discussions. Feel free to contact us via e-mail: [queenstpilot@aucklandcouncil.govt.nz](mailto:queenstpilot@aucklandcouncil.govt.nz)



The chart displays the number of times that key words have appeared on Social Pinpoint (as of 02/10/20)





FLORSHEIM

FLORSHEIM

Now Open

8am - until late

Entrance from  
Queen St heritage or Swanson St



QUEEN'S RISE  
EST 1987

METRO





Scooter parking



Scooter parking













Possible future concepts



Possible future concepts



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# Lessons Learned So Far

The need for clear, consistent and continuous engagement with key stakeholders (lack of consultation for COVID-19 works undermined stakeholder support for the pilot)

A complex, evolving location such as a city centre cannot cleanly separate project impacts from other overlapping projects (e.g. construction works for City Rail Link) so it has been difficult to isolate the impacts of the pilot

Unclear how many of the pilot metrics are affected by COVID-19 (e.g. retail spending is down in Queen St but it is unclear how much, if any, of this is due to the pilot)

Look and feel influences people's behaviours. Pedestrians did not immediately use the newly created space, but continued to walk on the existing footway because the new space simply looked like carriageway space

# Thank you.

Any questions?

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