

Housing will be intensified and mixed in terms of tenure, ensuring that people who currently live in this area can be joined by others, including whānau.

4 Step 4: Create healthy mixed-income neighbourhoods in the wider Transform Manukau area

Timeframe – medium to long term

Beyond Manukau Central, primarily to the south, the existing Housing New Zealand residential neighbourhoods (e.g. Wiri) will be revitalised as healthy neighbourhoods, with new, better quality and healthier housing that relates strongly to the local environment, safeguarding and uplifting mauri tū.

Housing will be intensified and mixed in terms of tenure, ensuring that people who currently live in this area can be joined by others, including whānau. This will help create mixed-income communities and a total residential population of 20,000 people for the Transform Manukau area by 2040.

In addition, new large-scale residential development will occur on 13 hectares of the Counties Manukau DHB's SuperClinic site (bounded by Kerrs Road and Great South Road). Across the wider Transform Manukau area, there are public sector sites capable of generating an additional 1,600 units (or 4,350 residents). Adding these people to the existing 5,300 residents will help us achieve the total target of 20,000 residents for the Transform Manukau area by 2040.

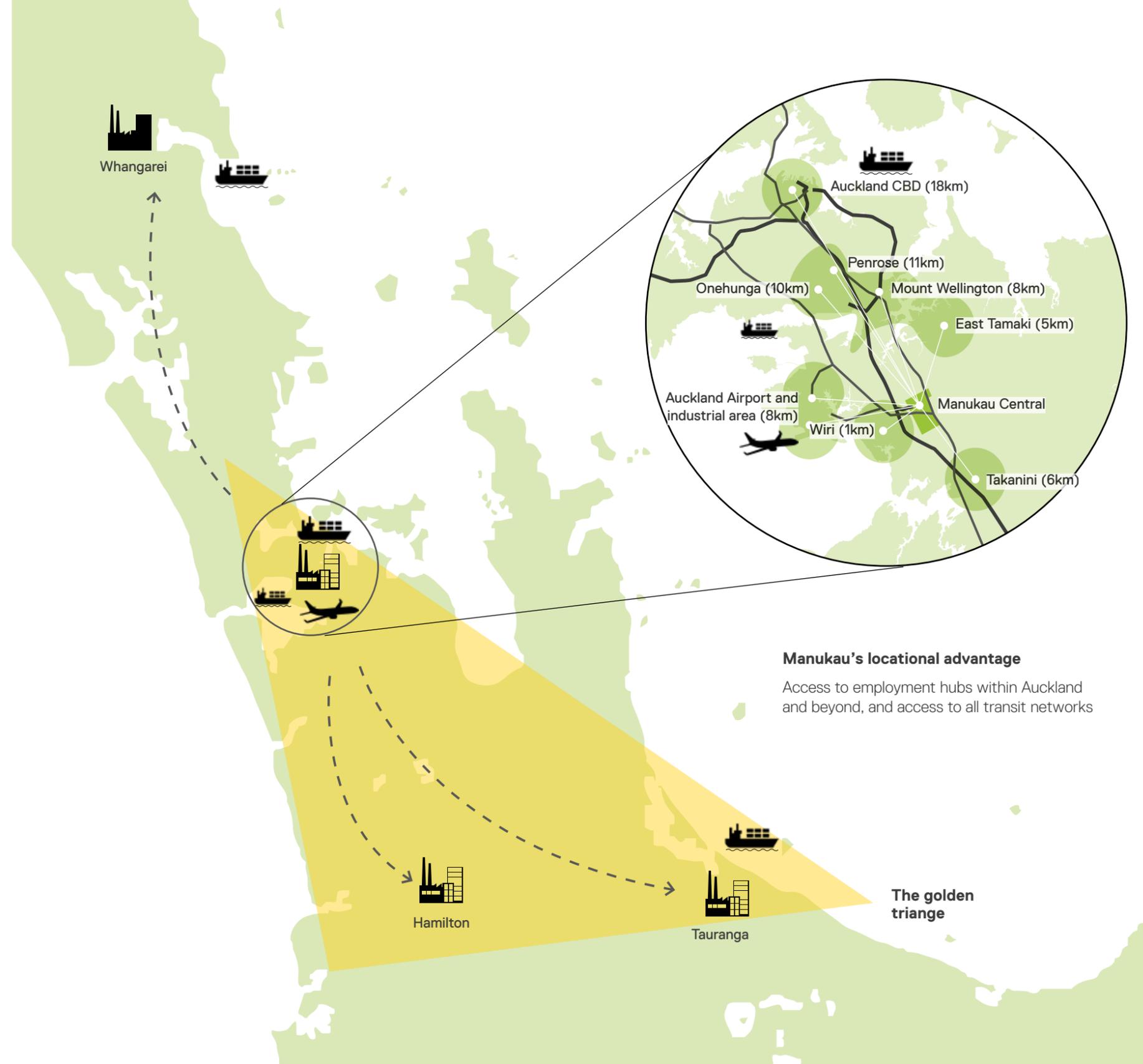
5 Step 5: Use Manukau's locational advantages to raise its regional role

Timeframe – medium to long-term

Manukau Central's strategic location is enviable because it is:

- at the centre of the rapidly expanding South Auckland region (and its employment base)
- at the confluence of the regional motorway network, and will be well-served by a rapid public transport network
- located 8 kilometres from Auckland International Airport, which has ambitious plans to develop further as an employment district
- the gateway to Auckland, as part of the economic 'golden triangle' (Auckland, Hamilton and Tauranga).

These locational strengths create longer-term opportunities to change how potential investors view Manukau Central and its regional role. However, the priority at present is to work through the previous steps (1 to 4) to ensure Manukau is ready to capitalise on these opportunities as they emerge.



Manukau's locational advantage

Access to employment hubs within Auckland and beyond, and access to all transit networks

The golden triangle



Goal two – form

Goal two – form

Manukau's form and the way the place touches the land

Our goal: To have an urban and built form that is cohesive, walkable, human-scale, high-quality, resilient and responsive to the needs of residents and businesses and its natural environment.

By 2040, we envisage the following outcomes:

- The Puhinui Stream will be a treasured natural asset and taonga enjoyed by the whole community.
- Manukau will be a showcase pedestrian and cycle-friendly place, with new and improved connections, which will be reflected in the ways that people move within and through the area.
- Development opportunities will be taken up on vacant and under-used sites across the Transform Manukau area, with new high-quality and higher-density residential developments in Manukau Central transitioning to medium-density healthy communities to the south of State Highway 20.
- Manukau's connectivity will be heightened through Great South Road's enhancement as a multi-modal route (north–south) and a future east–west mass transit route from Botany to the airport (bus or light rail).
- There will be optimal provision of high-quality public space in Manukau Central.
- Manukau is developed as a low-carbon district, leveraging off key partnerships to drive energy efficiency through both built form and transport initiatives.

Manukau was built with a focus on the automobile, in an era when major motorway construction and mass suburbanisation was occurring across Auckland, particularly, South Auckland.

Current urban form

The Transform Manukau area is a relatively recent addition to Auckland's urban form. Prior to the 1970s, this area was rural land between the established communities of Papatoetoe to the north and Manurewa to the south.

Manukau was built with a focus on the automobile, in an era when major motorway construction and mass suburbanisation was occurring across Auckland, particularly, South Auckland. As a consequence, it is the historic alignments of Great South Road and Wiri Station Road, together with the southern motorway, Puhinui Road, Kerrs Road, Druces Road and Browns Road, rather than any natural features that define the overall form of Manukau.

These big roads form a macro super-grid. Into this road layout, in Manukau Central, a new planned public administration and service centre was developed. The centre contained a number of standalone projects (Manukau Civic Administration Centre, Westfield Manukau City, Rainbow's End etc) surrounded by large swathes of car parking and public open space, including the Manukau Plaza and Hayman Park.

The past four decades have seen incremental additions to Manukau's overall urban form. State Highway 20 and the rail line spur have heightened its regional connectedness, but in the case of the motorway, have also created local severance issues. The centre has been further built out with developments of varying scale and quality, predominately for public sector office occupation. Areas to the south and north of Manukau Central have been largely developed with low-density social housing, light industrial, and large format retail uses.

Responding to a sense that Manukau Central has failed to live up to its original vision, successive planning exercises have been undertaken. The most notable was the 2008 Manukau Spatial Structure Plan prepared by the former Manukau City Council, which generally sets the right foundations for a new urban form for Manukau.

The particular aspects of Manukau's current urban form that are either lacking or under-performing can be summarised as follows.

A strong spatial structure

Manukau Central features too few buildings, incomplete blocks, large expanses of surface car parking and over-scaled streets. There is no cohesion in the urban fabric of the place; rather, there are disparate islands of activity and built form that are poorly connected, heightening the sense of it being an empty non-place. The previous spatial plan looked to address this lack of cohesion by strengthening and filling out the skeletal grid structure already in place. With the notable exception of the Manukau Station and MIT Building, much of this opportunity still remains.

A distinctive identity

With the exception of the Puhinui Stream, very little of the earlier natural and cultural landscapes remain evident within the Transform Manukau area. In addition, buildings reveal little local character or identity. This lack of sense of place has been detrimental to the public perception of Manukau over the years.

Local connectivity to support a walkable transit-oriented centre

Within Manukau Central, large regional road infrastructure dominates at the expense of the local movement network. The current lack of walkability in Manukau Central is as much about the lack of comfortable, attractive and engaging street edges, to encourage people to get about on foot, as it is about destinations being too few and far between. In fact, the whole of Manukau Central between AUT in the north and the Barrowcliffe site in the south is comfortably within a 10 minute walk of the train station.

Quality streetscapes

Throughout Manukau Central, there are often poor relationships between buildings and the public realm. In particular, ground-floor frontages are often blank or only partially active. This is particularly evident along Amersham, Putney and Osterley Ways, all of which are key walking routes in the heart of the centre, and at Manukau Plaza, the main public space, which has poor edges on all four sides.

Intensity of development

Away from Manukau Central, the scale of development falls away rapidly from the few high-rise buildings to single-storey houses and low-height commercial, retail and light industrial buildings. This lack of critical mass and proximity of uses threatens the success of Manukau's aspiration to become a transit-oriented metropolitan centre, as insufficient people live and work there to sustain services.

Future form

Organising ideas – the following key organising ideas and spatial elements underpin our goal for the future urban form of the Transform Manukau area.



The community connectors

Manukau will be better connected to surrounding communities through Great South Road (the historic spine of the south) and a future east–west mass transit route.



The green connector

Puhinui Stream will serve as a connector and social place for local neighbourhoods. This spine reaches into the heart of the Transform Manukau area via Barrowcliffe Bridge, Osterley Way, Manukau Plaza and Putney Way.



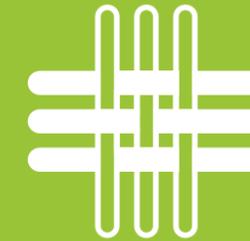
The framing avenues

Four avenues (Lambie Drive, Cavendish Drive, Great South Road and Manukau Station Road) will frame Manukau Central and act as key entry experiences. These avenues will be celebrated, high amenity, be capable of moving people, easy to cross and walk along, and be valued business addresses.



Rings of city development

Manukau Central needs to be surrounded by a more intensive mix of uses, which are better connected, to help create and support a vibrant heart for the city. Over time, there will be a spread of energy and development outwards from the centre.



The green and city weave

The heart of Manukau Central and Hayman Park will be woven together with green and urban threads using streets and laneways to build stronger physical connections.

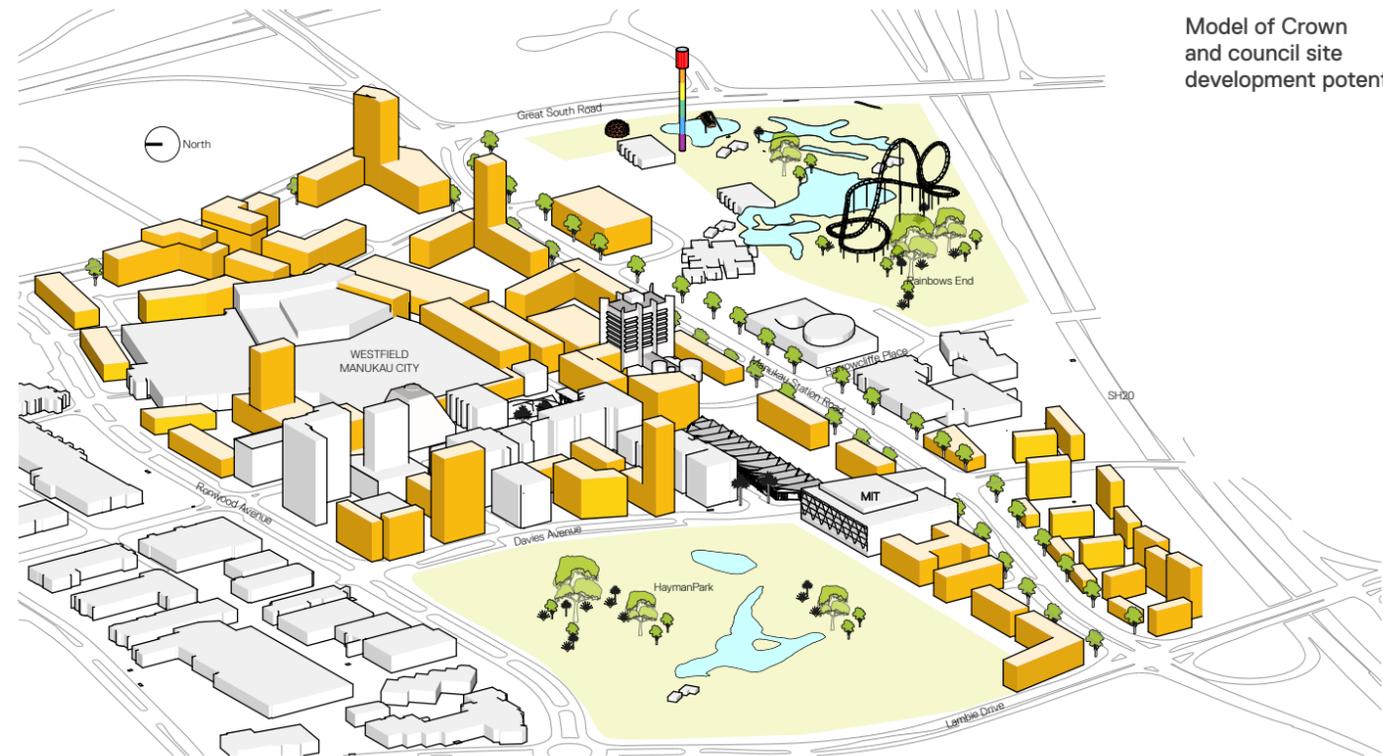


The heart

Humanised streets for Amersham, Putney and Osterley Way, and surrounding lanes, as well as Manukau Plaza and existing and new civic anchor buildings will combine to create a strong heart for Manukau. The heart will have places for retail and hospitality, foster rich social and cultural exchange, and be a meeting place for the south.

How it might look in the future

The plan and model shown here help to illustrate the potential level of change that could occur within Crown and council-owned sites. Adding private development over the next 20 years, will amplify the rate and scale of transformation for the Transform Manukau area. This is not intended to be a master plan, but helps to illustrate how the ideas and development discussed in this plan could play out.



Model of Crown and council site development potential

Plan of Crown and council site development potential

- Project area
- Potential development (council, Crown entities and public institutions)



Built form

Changes to the future form of the Transform Manukau area focus on filling the large, undeveloped blocks within Manukau Central, and supporting this with denser and more diverse neighbourhoods within easy proximity of the transit-orientated centre. This dense permeable form, coupled with changes to the movement network, will contribute to the delivery of a low-carbon district.

Key building blocks of Manukau's future built form include the following.

- **A focus on new human-scale built form in Manukau Central, which fills out large, under-developed sites and ensures that streets and blocks are better defined, with greater proximity between activities, key anchors and destinations.**

This approach is consistent with the *Manukau Spatial Structure Plan 2008*, which anticipated that the majority of building heights would be between 5 to 10 storeys, with taller towers only in limited key locations. The recent MIT Building and Manukau Station are good examples of this form of development.

- **Transitional densities and forms of residential development on fringe sites within Manukau Central.**

Undeveloped sites, such as Barrowcliffe, immediately to the south of State Highway 20, present an ideal opportunity to add residential housing, in the form of mid-rise apartment buildings and terrace houses, within easy walking distance of Manukau Central. These sites provide sufficient space to integrate quality communal open spaces within building developments, thereby providing residents with ready access to green space.

- **Progressive intensification of established residential neighbourhoods at Wiri and Rātā Vine, to deliver greater housing provision and choice.**

The high concentration of Housing New Zealand ownership in these neighbourhoods presents the opportunity to comprehensively redevelop them over time, providing a denser and more diverse mix of small apartment buildings, 2 to 3-storey terrace houses, and some freestanding family homes. This intensification will be important to realise the full potential of the open space and recreational amenity of the Puhinui Stream, as well as support and strengthen existing local neighbourhood amenities, schools and community facilities.

- **An expanded healthcare hub centred on the existing Manukau SuperClinic, creating a counterweight to the centre at the southern end of the Transform Manukau area.**

As well as providing greater healthcare services and facilities, expanding this area will create a major activity hub along Great South Road, between Manukau and Manurewa. The area will also be closely integrated with new open space networks and residential neighbourhoods planned for DHB greenfield land.



- Key**
- 800m from the rail station (Manukau Central)
 - Potential development (council, Crown entities and public institutions)

Transforming the future form of Manukau means changing the way people move.

Movement

The following are seen as key elements to facilitate a modal shift from a car-based centre to a mixed-use transit-orientated centre. Such a centre will offer multiple movement options, safe easy walking and cycling, and improved local connectivity between currently isolated destinations and neighbourhoods within the Transform Manukau area, as well as contributing to low carbon outcomes.

- ◆ **Improved regional public transport connectivity, building off recent service improvements in the form of a new bus network, and investment in the rail spur and station, and the bus interchange.**

The rollout of the new bus network across South Auckland will boost both connectivity and people flows for Manukau Central, and support denser mixed-use neighbourhoods. A future mass-transit route between Botany and the airport, via Manukau Central, will further enhance connectivity for Manukau (either bus or light-rail based transit).

- ◆ **Great South Road as a great community connector running parallel with and complementary to the southern motorway.**
- ◆ **Improved local street connectivity within and across the macro-grid structure to support intensified and regenerated neighbourhoods to the south**
- ◆ **Safe streets and greenways for cycling that enable a relatively affordable 'active' mode of transport that can contribute to healthy and connected communities**
- ◆ **Walkable streets as the building blocks of a vibrant heart and mixed-use transit-orientated Manukau Central.**
- ◆ **A parking strategy that concentrates parking within multi-level buildings on gateway corners, thereby encouraging people to walk within Manukau Central and freeing up key sites for development.**

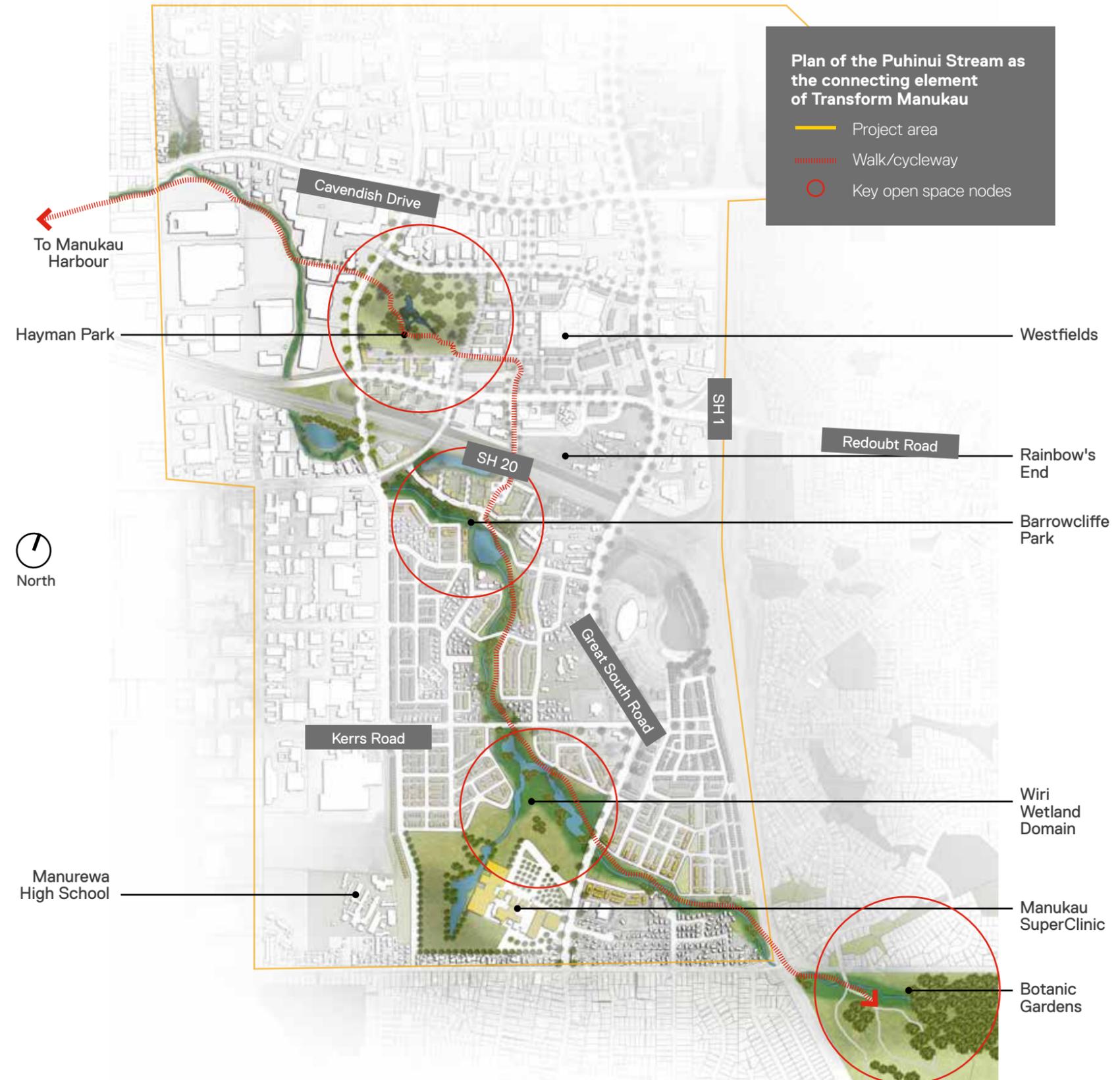
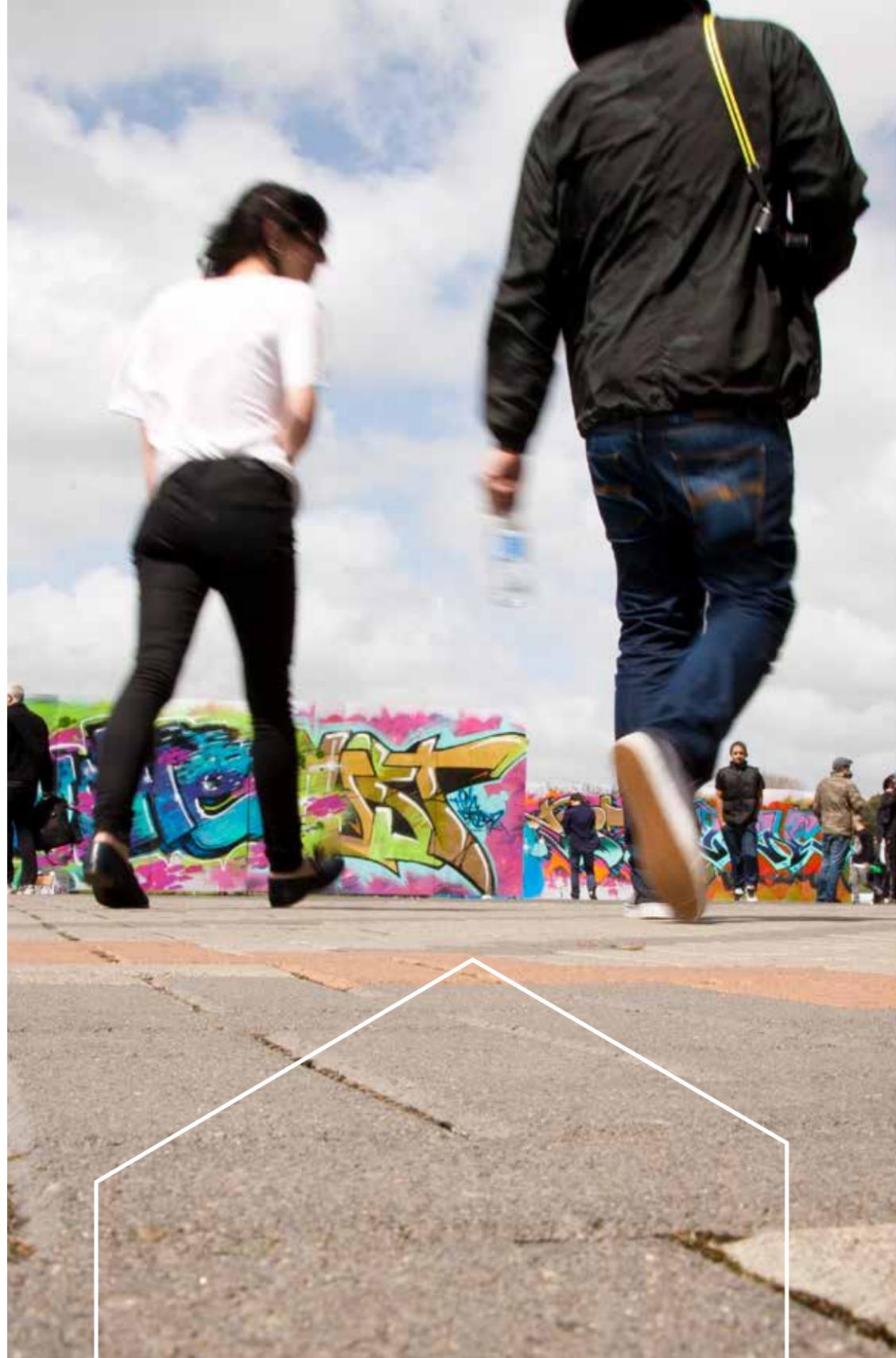


Public realm

While the Transform Manukau area does not lack for open space, existing parks and public spaces do not play an active role in shaping the urban form and connecting communities, and are not used to their full potential.

The future form of Manukau should be grounded in the wider cultural landscape, expressed through the Puhinui Stream as a significant shaping, connecting and identity-defining element between neighbourhoods. Hayman Park, and the streets and spaces of Manukau Central, must be re-imagined as people-places, supporting much greater levels of public life and activity to realise a vibrant heart.

Streets within Manukau Central will progressively be redesigned to support place as well as movement functions, creating a compact, walkable street-based heart to the centre between Westfield Manukau City and Hayman Park.





Goal three – people

Goal three – people

Manukau's people bring vibrancy and pride to the place

Our goal: To establish strong and prosperous residential communities in Manukau Central and the surrounding area that are actively engaged in and enjoy the benefits of living, working and celebrating in a successful and culturally rich place.

By 2040, we envisage the following outcomes:

- The people and businesses of Manukau will have enormous pride in what has been achieved through Transform Manukau, having been actively empowered through the urban regeneration process.
- Mixed-income communities will have evolved, with housing of differing tenure and affordability, which enable an assortment of family and multi-generational living options.
- The existing pride, values and talent of local people will have been harnessed, and new residents, workers, entrepreneurs and influencers will have been attracted to the area.
- Social infrastructure will be 'ahead of the curve' with new or expanded schools providing greater educational choice and an exceptional range of community facilities, housing, services and networks.
- Local people will enjoy levels of socio-economic wellbeing and health commensurate with the rest of Auckland.
- The Southern Initiative, alongside local and central government agencies, will have boosted residents' economic prospects, by delivering a range of skills, entrepreneurship, enterprise, procurement and access to work initiatives.
- The tertiary education sector will have a strong presence in Manukau Central generating significant student spending and business innovation opportunities.
- Manukau's cultural diversity will be recognised and celebrated, and there will be a visible Mana Whenua presence.

Today there are approximately 700 people living in Manukau Central, with a further 5,300 in the wider Transform Manukau area, making a total of around 6,000 people.

People of Manukau today

Today there are approximately 700 people living in Manukau Central, with a further 5,300 in the wider Transform Manukau area, making a total of around 6,000 people. Manukau Central is frequented in large numbers by South Aucklanders who can be loosely defined as being from the suburbs within the Māngere – Ōtāhuhu, Ōtara – Papatoetoe, Manurewa and Papakura local board areas (the same areas that comprise the Southern Initiative).

The people of South Auckland make this area unique within Auckland and New Zealand. Youth and diversity are defining characteristics of the population, with nearly a quarter of all Auckland’s children and young people residing here; and more than three-quarters of the population being of either Māori, Asian or Pasifika ethnicity. The streets of South Auckland are filled with te reo Māori, Samoan, Tongan, Cook Island Māori, Mandarin, Gujarati, Hindi and Punjabi, and English being spoken.

The predominance of Māori and Pasifika people stems historically from the growth of the manufacturing sector in South Auckland. This attracted large numbers of rural Māori who migrated to Auckland along with migrant workers from the Pacific Islands in the 1960s. South Auckland was also the location for new state housing communities in the 1960s, which sought to serve a growing post-war population and burgeoning immigrant population. As a result, the large numbers of urban Māori and Pasifika families have continued to shape the identity and personality of South Auckland and the Transform Manukau area.

MANUKAU TODAY

21%



Māori are more represented in The Southern Initiative area than anywhere else in Auckland.

40%



Pasifika people are represented by at least 13 distinct language and cultural groups, and make up about 40% of the population, as opposed to just 9% in the rest of Auckland.

Median age in South Auckland is lower

29.8 Median age South Auckland

35.9 Median age Auckland

38.0 Median age New Zealand

2 IN 5

residents in the Southern Initiative area speak two or more languages.

23%



of all Auckland’s children and young people live here.



Sports, enterprise, art and culture are notable fields of excellence for South Aucklanders of the past and present. Celebrated people who hail from South Auckland neighbourhoods include Valerie Adams (sports), Jonah Lomu (sports), Uluomatootua (Ulu) Saulaulu Aiono (entrepreneur), Parris Goebel (arts and culture), Savage (music), Sir John Walker (sports) and Sir Edmund Hillary (adventurer and philanthropist) – all of whom have proclaimed their roots in South Auckland with immense pride.

Cultural pride is on display throughout South Auckland. Organised events such as Polyfest, the largest Māori and Pasifika festival in the world is held annually at the Manukau Sports Bowl, with as many as 9000 students who take part and dedicate months of practice and preparation for the event.

Diversity of culture gives rise to a very cosmopolitan feel that can be seen in areas such as Ōtāhuhu, Ōtara, Papatoetoe, Māngere and Manurewa. While these same cultural groups associate aspects of their life with Manukau Central, be it coming to the mall to shop or spend time with their friends, their culture, food, wares and celebrations are less apparent in the area's streets.

At present, there is no Manukau Central identity, in the same way that young people will describe themselves as 'Ōtarian' or 'from Rewa'. As the number of people living in Manukau Central increases, an element of success would be creating an identity for new communities to associate with.

The people of Manukau are one of the most memorable and distinguishing features of Manukau Central. While it is expected that the future demographic of the area may vary in its make-up from today, it is important for Manukau to build upon and celebrate what gives it its unique point of difference.

Transforming Manukau will be about fostering and building upon the existing pride, values and talent of the people who live, work and visit it most. This will ensure the transformation of the area continues to appeal to locals, while also attracting future residents, workers, entrepreneurs and influencers.



By 1972, there were over 50,000 Pasifika people living in New Zealand (up from 3,600 in 1951).

x2 young people

A disproportionate share of the Southern Initiative's young people aged 15 to 24 years are not in education, employment or training (NEET); double the rate of the rest of Auckland.

B+

More South Aucklanders are getting qualified overall, but the area is still falling behind the rest of Auckland

71% with qualifications

14% no qualifications



The ambition is to grow the Transform Manukau area from an existing 6,000 residents to 20,000 by 2040. While the future population may be from a variety of backgrounds, we will need to create conditions whereby those who are currently committed to and associated with Manukau will consider residing or continuing to reside in the area. The urban pioneers or early adopters will set the tone in terms of improving liveability within Manukau Central, and form a crucial part in bringing in a new wave of lifestyle, business, art and innovation that will attract further like-minded individuals and families.

New and expanded facilities will need to be created to accommodate education, health, recreation and community needs for a growing population. Some exciting opportunities exist around education (metro- and bi-lingual schools), innovation, arts, music and healthy neighbourhoods. Manukau and South Auckland have long been bestowed with a youthful demographic. Prior to amalgamation, Manukau City Council used the slogan 'Face of the Future' to reflect the fact that Manukau had one of the highest proportions of people under 18 in the Auckland region.

A youthful population creates many exciting opportunities for Manukau as we move into a digital age. This, teamed with the diversity of culture, pride and creativity in the south, hints at the potential for the area to produce future leaders, influencers, artists and players in various fields. Transform Manukau will need to create the conditions where these possibilities can grow and be amplified.

Manukau Central currently has a small resident population. Apartment living in medium- to high-rise buildings is the only option for those who would like to be centrally located. The closest existing neighbourhoods to Manukau Central are up to 1 kilometre away. These similarly only offer one form of residential living – detached housing. In the future, a wider range of housing forms will be provided, within and adjacent to Manukau Central, along with a mix of tenures to enable an assortment of family and multi-generational living.

Home affordability is likely to continue to be an issue, as it is throughout Auckland. However, all forms of new housing in the Transform Manukau area should focus on providing healthy and energy-efficient homes. This is particularly important for the communities of South Auckland, given the high proportion of children and young people. The Transform Manukau project provides the opportunity to also relook at how neighbourhoods are designed. Consideration is to be given to how new neighbourhoods and developments can promote activity, walking and cycling safety, produce food locally and foster community connection.

A future Manukau will be one that: inspires the young, reflects its people, is based on whanaungatanga (a sense of family connection) and manaakitanga (showing care for others), and makes Manukau a place to stay and explore. These are all concepts that can enhance Manukau's attractiveness for locals, and if done well, would encourage them to consider moving into a future residential Manukau Central.

Sharp rise in obesity in South Auckland

33%²⁰⁰⁶



41%²⁰¹³

OVER 3,000 households have seven or more residents



8.5%
unemployed
South
Auckland

vs

4.8%
unemployed
rest of
Auckland

Unlocking opportunity – the role of The Southern Initiative

There remains a significant income gap and a higher rate of unemployment between areas of South Auckland and rest of Auckland. Much of this has been due to the volatility of manufacturing jobs historically associated with South Auckland. This volatility has itself been attributable to central government reforms (such as in the 1980s and early 1990s) and global financial conditions (late 2000s). As a result, employees in these lower-skilled jobs were less resilient to cope and adapt with changes and job losses.

The Southern Initiative is one of two place-based initiatives in the 30-year *Auckland Plan* that include the four local board areas of Māngere – Ōtāhuhu, Ōtara–Papatoetoe, Manurewa and Papakura. The Southern Initiative has a focus on three key areas: employment and skills, entrepreneurship and enterprise, and whānau (families).

The Southern Initiative's role is to unlock opportunity in South Auckland by supporting locals to lead the change themselves. Having access to meaningful and high-value employment opportunities and being equipped with the right skills for the future is essential for South Auckland transforming itself.

The Southern Initiative manages and delivers a Māori and Pasifika trades training programme, which offers free pre-apprenticeship trades training for Māori and Pasifika people aged 16 to 40 years. The Southern Initiative is also supporting social enterprise, mana-whenua-led enterprise and Pasifika-led enterprise, so that whānau can take advantage of opportunities presented in South Auckland.

At the same time, the Southern Initiative will work with Panuku to use strategic procurement to deliver the quality employment and enterprise opportunities offered by the transformation of Manukau, whether through the design and build of new infrastructure and housing, or creating space for local entrepreneurs.

As the world enters the fourth industrial revolution, creativity will be one of the three most important skills required of the work force. Workers will need to become more creative in order to benefit from the changes brought about by new technologies, products and ways of working. Panuku will also work with the Southern Initiative to support and strengthen the 'maker culture', so South Aucklanders can adapt to the rapidly changing job environment and have access to higher skilled jobs.



Personas

People who live, work, play and study in Manukau Central hold a broad range of experiences and views on what the area has to offer and how it should develop.

We have created the following personas to encapsulate some of these outlooks – the personas are based on insights gained from listening to real people.



Aroha

Whanaungatanga –
“Tell our story”

I am a mum of a four year old, a two year old and a baby. I come into Manukau to meet my whānau sometimes and to have a kai. It is quite hard to get all of us on the bus, but it's worth it as I can get all my shopping done in one go. It's not so great for kids though; the parent's room is not very clean and it's all concrete. My son gets restless. I have seen a park over by the train, but it's across a big road. It just isn't very welcoming.

I am proud to live out South. It's home. What's most important is where whānau is.

I am learning and trying to teach my kids te reo and I want them to be proud of their culture and to feel connected to this place. I wish Manukau Central showed our whakapapa, our stories. If it wasn't for the people, it would be just any other place with a mall.

I would like to see more:

- clearly visible Māori history, signs and artwork
- quick reliable public transport.



Teuila

“Treat us as partners
not projects”

I am a university student studying science and commerce and live with my family in Manurewa. Manukau Central is in the middle of where my friends stay, so we meet up and hangout at the mall. I like that people walking around are from so many cultures and that I bump into my aunties and uncles. I sometimes take my younger brother and cousin to the bungee trampoline because there is no playground. I like to walk around town, but I feel squeezed in by the cars in Manukau Central.

I am a bit sick of the negativity about South Auckland in the media. I think young people should be treated like partners and not like projects.

I would like to see more:

- grass, and deckchairs and beanbags left out in the summer like they do in Aotea Square.



Brent

“Make this a place
to stay and explore”

I am an IT consultant based in Manukau Central, but I drive to work from Westmere. I started working in Manukau a couple of years ago and before that I didn't come here often. I really like the vibrancy the MIT students bring to the centre. I find the frequent exhibitions by local artists and pōwhiri ceremonies in the MIT building really inspiring.

I am pretty busy so I do end up buying lunch here, but I really wish there was more variety of good food and coffee places. I would also like to see more people sitting outside, both from my office window and when I walk around.

I would like to see more:

- reasons to come here in the weekend with my kids.



Paul

“Don't assume. We are hungry
to connect across cultures.”

I work in Manukau Central. I use public transport, so I was pleased when the train station in MIT was built and I actually like the building. I enjoy walking to work in the summer. It takes me about 40 minutes and it is time for me to think.

I really liked Pasifika when it was held in Hayman Park. It is the only time I've seen it used like that. There was a real spirit of oneness and an opportunity to celebrate Pacific culture. Hayman Park has potential – especially in the summer to host more events, like Christmas and opera in the park.

I would like to see more:

- variety of events in Manukau Central celebrating cultural diversity.



Mei Lin

Manaakitanga – “Feeling
welcomed and cared for”

I am a mum of two children under the age of five. I moved here from China with my husband two years ago. We live in Everglades. I feel quite lonely sometimes. I was really pleased when I found Wriggle and Rhyme at the Manukau Library, but it only takes up half an hour.

I am glad that I could make friends with other Mandarin speakers who understand what I am going through, but I am not getting a chance to practise my English and I really want to make friends from here too.

I would like to see more:

- places for families to connect and play without having to spend money.



Daniel

“Inspire the young”

I am 17 and at high school in Māngere. I come to Manukau quite a lot. I hang out with my mates, mainly in the mall. There is not much else to do here, except the skate park. My uncle keeps saying that there should be more to do for us out here. He thinks Māngere is more youth friendly.

I really love dancing and basketball. I feel really inspired when I can teach other young people, but there are not many free cool spaces where that can happen.

I would like to see more:

- spaces for youth to realise their potential.



Ina

“Make this the place we celebrate with variety and family friendly food and venues”

I came here from Rarotonga with my husband 30 years ago. We’ve always stayed in Manurewa. The kids are all grown and gone with their own families now, so we sold the house and bought an apartment in Putney Way. It’s really convenient. I work in the District Court, so I can walk to work and to the shops and the movies, and when I retire next year it will be easy to stay independent.

Sometimes we go to New Lynn to go to nice restaurants especially for family occasions; there’s not a lot around here.

The one thing I miss is not having enough space to welcome family and friends at home, so it would be great to have more places to meet up that suit grandkids and big groups, but have good food.

I would like to see more:

- variety of styles and venues for dining.



Wāhanga toru:
Rautaki āhua hōu

Section three: Transform strategy

This section – our transform strategy – sets out how we will collaborate with our partners to achieve our ambition for Manukau, as described in Section two. It also identifies where we will focus our energy.



Toru 03



Transformation with a little ‘t’

Beginning and building momentum with place making

In the first three years of the Transform Manukau project, a key focus for Panuku will be on place making.

Place making involves engaging local communities in planning and making their physical surroundings and spaces. Place making is a key activity for Panuku and will continue throughout the life of the project. In Manukau, it is seen as a key tool to generate momentum in the early phases of the project and invite the community not only to be involved, but take a lead in Transform Manukau.

We know what big looks like in Manukau. It may be that the biggest change we can make in people’s perceptions of the place will be achieved by focusing on ‘the small stuff’. While there is a strong need for well-considered, large-scale catalytic

development, there is an urgent need to create vitality and build momentum by implementing small interventions that are designed for, and by, the people of Manukau. Such interventions will reflect the importance of human-scale design and help build citizen attachment.

Manukau is rich in vibrant cultures and enjoys a huge sense of community pride. It is vital that the community is included throughout the Transform Manukau process, enabling people’s creativity, aspirations and dreams to take a leading part.

We know what big looks like in Manukau. It may be that the biggest change we can make in people’s perceptions of the place will be achieved by focusing on ‘the small stuff’.

We consider that the community is not separate or an adjunct to our planning; rather, they and their knowledge are central.

What place making involves

Place making is a process that supports community-led transformation.

For Panuku, community-led transformation means ensuring that the needs and aspirations of an area's communities are kept in mind at all stages of a project. We consider that the community is not separate or an adjunct to our planning; rather, they and their knowledge are central.

There are two fundamental steps in any place-led process.

1. Letting the place speak for itself – a process of discovery must be the first step. Research, observation, attention to work that has gone before and the physical environment (historic, environmental, built) all need to be taken into account at the start of any planning process.

2. Letting people speak for the place – local communities and all the various stakeholders in a place are experts in local knowledge and what makes a locality liveable. Place-making processes help to connect this knowledge to plans, programmes and activities on the ground: at the beginning of the planning process, regularly throughout the development phases and on beyond completion.

Through its place making work, Panuku will help generate public activities and programmes, designed to build local and social entrepreneurship, manaakitanga, and community involvement and ownership of Manukau's transformation.

The process we will follow

Within the Manukau area, multiple organisations and council work streams are responsible for place making and community empowerment. It is imperative that Panuku's work supports these organisations to achieve the outcomes that they, and we, have in common.

In this context, the Southern Initiative team acts as a change agency both within the council and for South Auckland as a whole. Its remit is to "mobilise community and social innovation to deliver strategic and transformational social, physical and economic change".

The Southern Initiative works with, and builds on, the talents, passions and assets that already exist in South Auckland. The organisation understands that real transformation must be led 'by and for' South Aucklanders (as opposed to it being 'done to' them). Adopting this approach moves people and communities from dependency to self-sufficiency and empowerment.

Panuku and the Southern Initiative will work together to ensure that people in the wider area participate in, and benefit from, the transformation of Manukau. This will be achieved by weaving in human-centred design, wherever possible, as well as supporting and harnessing local creative talent as part of the development process, and creating opportunities for local entrepreneurs.

Where possible, the key moves described later in this section will be trialled on the ground in the first instance, with locals at the helm. This will enable us to test thinking, gather feedback, and ensure that future plans are properly and thoughtfully considered.

Place making should support an iterative transformation process that is responsive, inclusive, open and honest. We will establish guidelines for place making in Manukau, in accordance with the five key moves and founded on Mana Whenua values and principles, which will steer and inform any activities.

In essence, the place making process for Manukau will involve:

- observing the places and how they work
- asking local people what they want for the place
- asking local people what they want to do
- looking for opportunities to collaborate, support, test, stage and trial
- learning from and adapting our thinking based on findings on the ground.

Taking this approach will ensure that Manukau's transformation is beneficial – for the place, for its people, and for Auckland as a whole.

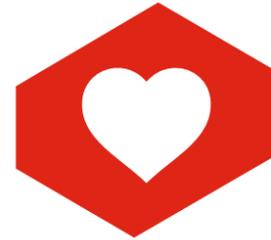
The five key moves

We have identified five key moves, which will form the focus for collaborative efforts to transform Manukau. Each move incorporates integrated projects and initiatives, involving multiple stakeholders and partners. We describe each key move in full in the balance of this section. The five key moves are:



Key move one: Realising the potential of the Puhinui Stream

Enhancing the Puhinui Stream corridor and creating a source of community pride, activity, movement and interaction.



Key move two: Creating a vibrant heart

Redeveloping multiple sites throughout Manukau Central, overhauling the public realm, and creating places to live, work, play and celebrate.



Key move three: Developing the Wiri healthy neighbourhood

Working in partnership to create healthy homes and neighbourhoods in the Wiri neighbourhood centred on the Puhinui Stream.



Key move four: Harnessing learning and innovation opportunities

Supporting Manukau as a hub for learning, creating a business innovation network, championing energy efficiency, and enabling the community to drive social and economic prosperity.



Key move five: Enhancing community connectivity

Further developing the public transport network, and spreading a safe cycling and walking network, to improve community connections near and far.



Key move one

Realising the potential of the Puhinui Stream

Enhancing the Puhinui Stream corridor and creating a source of community pride, activity, movement and interaction

Summary – Puhinui Stream will become a high-amenity neighbourhood link, recreational open space and a focus for social interaction, as well as an exemplar project for ecological, social, cultural and economic transformation.

Key components of the move include:

1 Linking key destinations:

- completing the 'missing link' through the DHB block
- creating better connections to the Manukau Harbour
- creating better connections to Auckland Botanic Gardens.

2 Creating a Manukau Central diversion (conceptual):

- beautifying Barrowcliffe Bridge.

3 Expanding open spaces and facilities:

- developing key open spaces, and improving their recreational and other uses (e.g. Hayman Park, Barrowcliffe, a new Wiri Wetland Domain, and the Auckland Botanic Gardens).



Puhinui Stream is the last remaining natural asset found in the project area and an important link to the cultural and ecological heritage of Manukau.

Context

Puhinui Stream is the last remaining natural asset found in the project area and an important link to the cultural and ecological heritage of Manukau. The stream originates to the south-east at Tōtara Park and the Auckland Botanic Gardens, and terminates approximately 12 kilometres to the west, where it turns into Puhinui Creek, a tributary of the Manukau Harbour.

The stream and corridor also form part of Te Araroa – a 3,000 kilometre national walking route stretching from Cape Reinga in the north to Bluff in the south.

Culturally, Puhinui Stream has a unique mauri or life-force. The stream fulfilled an important role as a life-sustaining resource to early Mana Whenua, providing navigable access to fishing in the Manukau Harbour. However, poor-quality urban development over the past 20-plus years has seen areas of the stream piped, modified and diverted, and subsequently undervalued.

A recent change in the appreciation of the stream, particularly its ecological worth, has seen growing support for enhancing and making better use of the stream corridor. In 2016, Manukau Beautification Trust led a major clean up, involving more than 1,900 volunteers. Thirteen tonnes of rubbish, including 500 kilograms of recycling,

200 shopping trolleys and 300 car tyres were pulled out of the stream. The process set the record for the largest number of volunteers involved in a single environmental clean-up event. The determination of the community was further rewarded when Puhinui Stream was named as the country's most improved river later in 2016.

While ecological value is high on the agenda for the future of both the stream and the corridor, of equal value for the Transform Manukau project is the possibility of maximising the corridor's potential as recreational open space, and its amenity as part of redeveloped healthy neighbourhoods and a connection between them and Manukau Central and destinations such as the Auckland Botanical Gardens.

How we develop the Transform Manukau area in the future will have a fundamental impact on the stream. How we treat the water that feeds the stream, how we develop along its edges, and how the community values and uses the stream are all questions we need to address. Any developments along the stream's edge will need to enhance its safety and ecology, promote activity and fulfil the amenity needs of the community.

Our vision for Puhinui Stream sees it becoming a focal point for community pride.

Key move description

Our vision for Puhinui Stream sees it becoming a focal point for community pride. The stream and its environs will be enhanced, providing a social space for daily community activities and interactions, encouraging sociability and safety, and supporting an active lifestyle and an improved ecosystem.

Four underlying principles will help turn Puhinui Stream into a valued neighbourhood treasure. These principles are outlined on the following pages.

Taking a system approach and practising kaitiakitanga

The project to enhance Puhinui Stream is a significant opportunity to demonstrate holistic transformation – ecological, social, cultural and economic. The way in which the project is approached is also an opportunity for Panuku to demonstrate a highly collaborative way of working with a range of partners, stakeholders and communities.

We propose to use a system approach to developing the Puhinui Stream Project. This will entail looking at Puhinui Stream in its full context, from its head waters in Tōtara Park to where it enters the Manukau Harbour, in order to understand how actions taken within the Transform Manukau area contribute to the stream's use and ecological health.

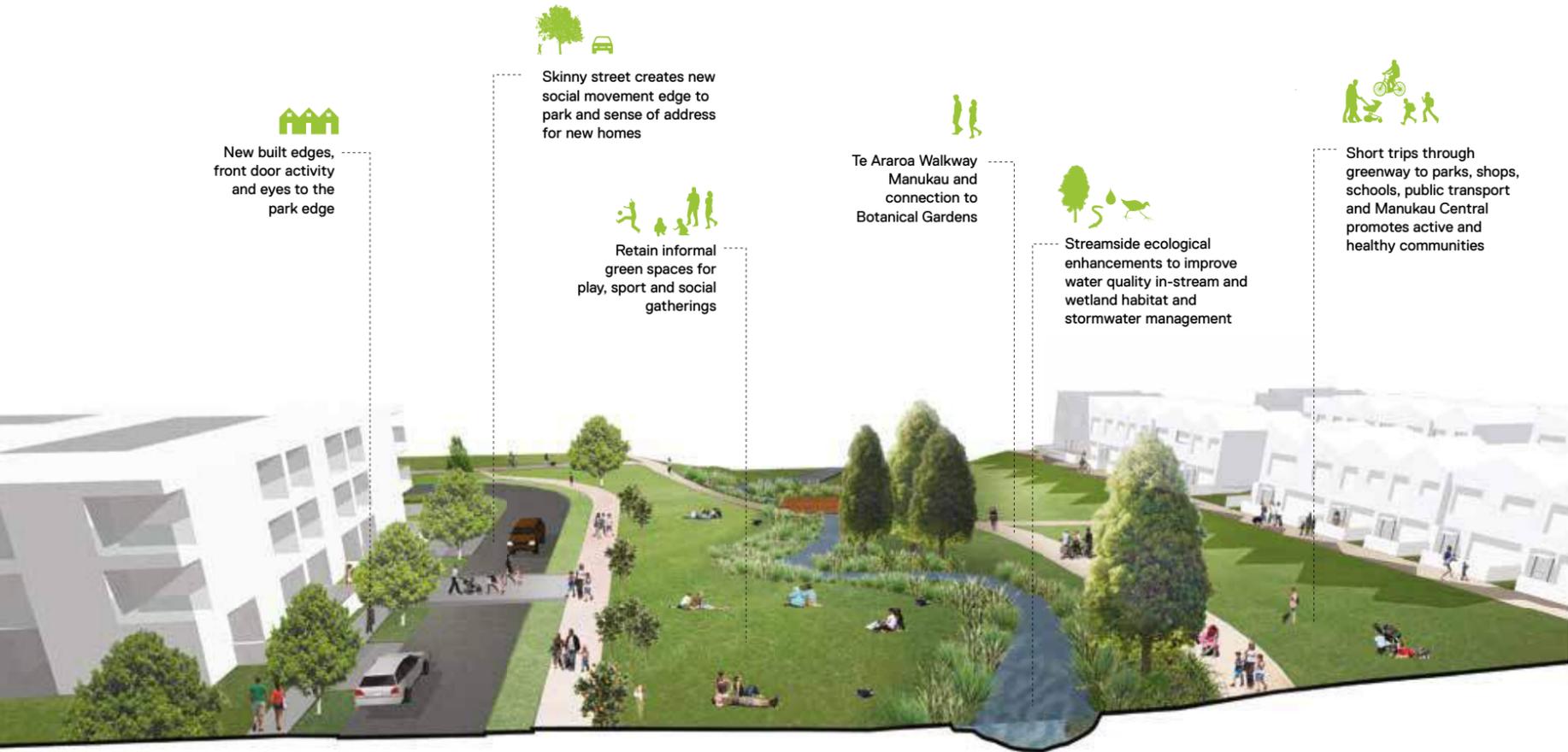
Central to the idea of systems thinking is that by starting with potential, working with all necessary partners and stakeholders, and collectively seeing the process through, then we will have a greater chance of creating a project that is implemented, loved and owned by many, over the short, medium and long term.



Puhinui Stream (potential)

Partnering with the local boards, community, Auckland Council Parks Department, Housing New Zealand and the DHB to realise the full potential of the Puhinui Stream.

Illustration of Puhinui Stream showing the relationship of the built form along its edge



New built edges, front door activity and eyes to the park edge

Skinny street creates new social movement edge to park and sense of address for new homes

Retain informal green spaces for play, sport and social gatherings

Te Araroa Walkway Manukau and connection to Botanical Gardens

Streamside ecological enhancements to improve water quality in-stream and wetland habitat and stormwater management

Short trips through greenway to parks, shops, schools, public transport and Manukau Central promotes active and healthy communities

Establishing a functioning ecosystem

While it is heavily modified and there are many demands on the stream, there are significant opportunities to improve its ecological health and biodiversity, and create a functioning ecosystem. This is particularly important in relation to the stream's role as a key conduit of water from the urban area to Manukau Harbour. Establishing a functioning ecosystem for the stream will include paying attention to stormwater inputs into the stream, and planting new areas of native trees and other plants to strengthen the ecological corridor and protect the mauri of the water.

Ensuring new quality development along its edge

One of the most important factors for successfully transforming Puhinui Stream will be the nature of the built form along its edges.

As we develop land adjacent to the stream reserve corridor for predominantly-new healthy housing, we need to ensure that the buildings that front onto it provide increased levels of activity and surveillance, which will in turn improve community safety. In addition, by strengthening the relationship between homes and the stream corridor, we will encourage a sense of stewardship: a place that is a source of pride for the community and one that its citizens feel compelled to protect.

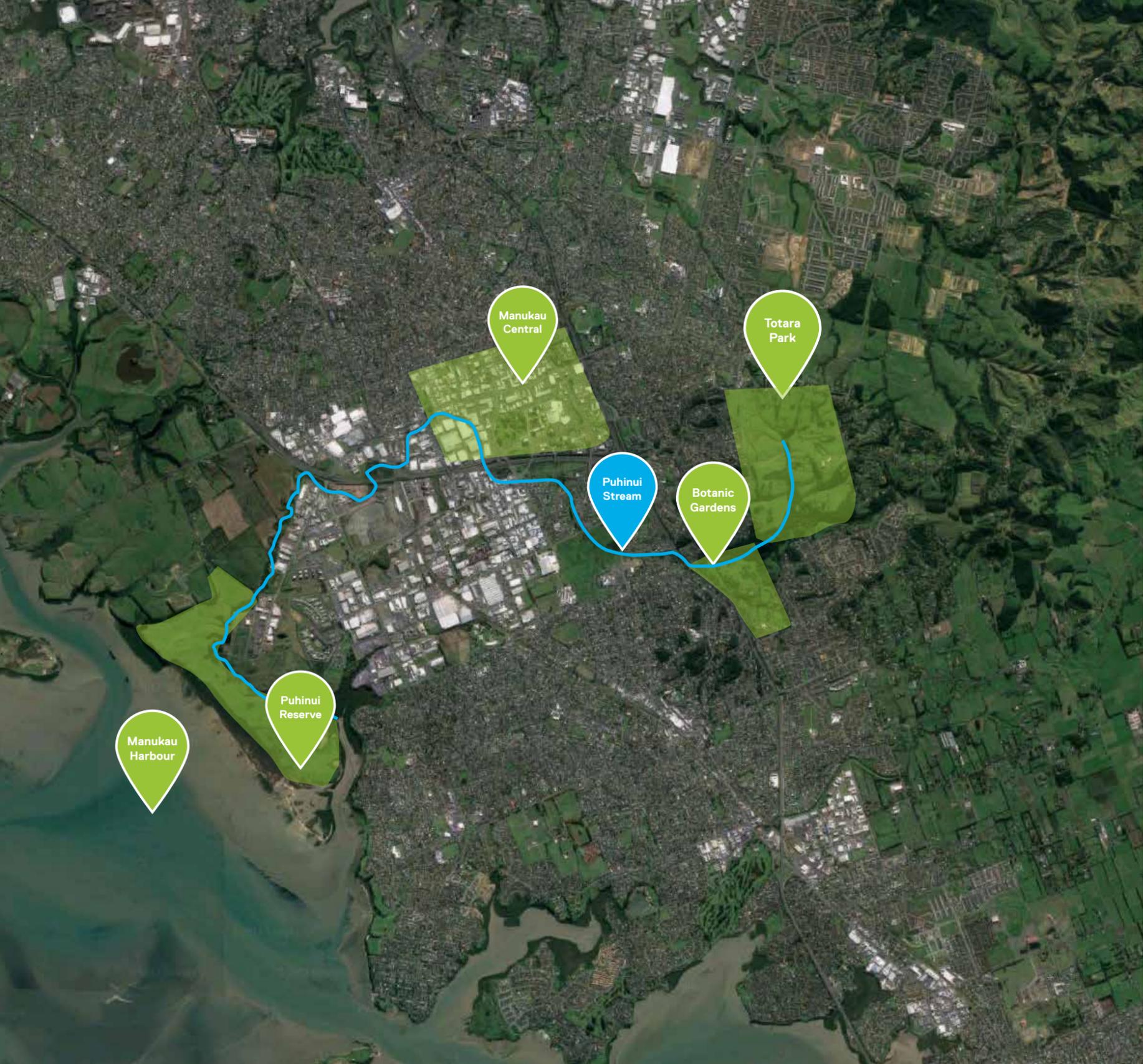
Providing quality open space for recreation

The Puhinui Stream corridor will become a key part of the open space network, and the main open space for the Wiri neighbourhood.

It will be home to improved recreational facilities and create strong links to significant parks, such as the Auckland Botanic Gardens, Tōtara Park (farm park), Hayman Park, and Puhinui Reserve (coastal reserve).

We will work with the local boards and council's parks department to develop a diverse range of community facilities and activities that invite young, old and whānau to enjoy the stream and its interconnecting spaces. This may include improved walking routes, and quality safe cycle-ways, barbecue areas, playgrounds and other opportunities for play.

New plantings will be carefully considered to maintain and improve sightlines and pedestrian pathways, and enhance the open and light atmosphere of the reserve. Plantings could include fruit trees and community gardens, to further support toiora (healthy lifestyles) and manaakitanga.



Key elements

We will use the systems approach described earlier to define and refine the project. Within this context, we have identified the following key elements to initially focus on.

Linking key destinations

The Puhinui Stream corridor plays an important role in linking key destinations. It also provides extensive recreation opportunities through connecting walk and cycle-ways. We will seek to:

- better connect to the Manukau Harbour – while most of this route falls outside the project area, Panuku will help build connectivity from Hayman Park and Manukau Central to the stream, and work with other partners and the community to improve connections to the sea

- complete the ‘missing link’ through DHB land – Panuku will work with the DHB to complete the missing link where the stream passes through DHB land, to allow people to have direct access to and between Manukau Central, the Wiri neighbourhood, the SuperClinic, and the Auckland Botanic Gardens
- improve connections to the Auckland Botanic Gardens – Panuku will help create an improved link from Rata Vine to the botanic gardens through an upgraded State Highway 1 underpass. We will also explore the potential for botanic gardens-related activities and public art to stretch northward along the stream’s course.

The Puhinui Stream corridor plays an important role in linking key destinations.

Courtesy of Google Maps

Creating a Manukau Central diversion

We will create a conceptual 'diversion' of the Puhinui Stream through Manukau Central. This important symbolic gesture of connectivity will create a comprehensive route that leads from the Auckland Botanic Gardens into the heart of Manukau Central – helping to avoid the challenge of motorways and culverts along the section that runs beneath State Highway 20.

This will involve creating a green walkway running through Hayman Park and along the upgraded public realm along Putney Way and Osterley Way, before crossing State Highway 20 across Barrowcliffe Bridge.

The Barrowcliffe Bridge will be enhanced as a key pedestrian and cycling connection for north–south movement.

Expanding open spaces and facilities

We will provide additional recreational opportunities throughout the corridor, focussing on key spaces, or nodes, along the stream.

Hayman Park

There will be substantial and continued investment to make Hayman Park into a great urban park, as outlined in Key move two.

Barrowcliffe stream edge and ponds

The length of Puhinui Street that runs along the southern edge of the Barrowcliffe site will be upgraded as a priority. Upgrades will provide a level of amenity that supports the exemplar affordable urban housing development planned for the site, and will maximise the amenity and community use of the existing ponds.

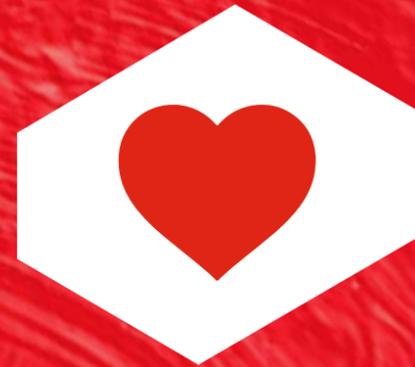
Wiri Wetland Domain

The portion of the Puhinui Stream running through the DHB land has the potential to be transformed into a new wetland domain (we envisage a large suburban scale wetland meadow and recreational space). This will require the support of the council and DHB, and will help achieve their respective commitments to deliver additional recreation open space, an integrated floodplain, and DHB's Living Well concept for rehabilitation and community wellness.

Auckland Botanic Gardens and Tōtara Park

Auckland Botanic Gardens and Tōtara Park are significant high-quality community assets. Panuku will work with the council's parks department and the Auckland Botanic Gardens to integrate development of these areas with the Puhinui Stream. This will maximise the community's use and benefit of having these parks at our doorstep.





Key move two

Creating a vibrant heart

Redeveloping multiple sites throughout Manukau Central, overhauling the public realm, and creating places to live, work, play and celebrate.

Summary – As a priority, Panuku's focus and energy will be on developing the core of Manukau Central, creating a healthy and vibrant heart for Manukau that can radiate out to surrounding areas.

The key elements of this move can be summarised as:

- supporting substantial intensive residential development
- enriching leisure and cultural destination opportunities, including Te Papa Manukau and new hotel developments, and improving physical, marketing and operational links between existing attractions and anchor destinations
- consolidating and improving civic facilities, with an extension to the Civic Building and associated new uses for Kōtuku House
- consolidating at-grade car parking in shared parking buildings
- expanding and diversifying the retail offer to include large-scale mixed-use development on the Westfield Manukau City car parks
- developing new commercial office space for key tenants
- overhauling the public realm, including Manukau Plaza, Putney Way as a main street, Osterley Way as a north-south link, Amersham Way as a hospitality focused retail street, Hayman Park as a destination park and Manukau Station Road as a boulevard
- adopting a repositioning strategy.

The broad design and development outcomes for Panuku-controlled sites are presented in Section four: Delivery.



Manukau Central is synonymous with the identity and origins of Manukau. Its development as a centre and seat of government administration from the 1970s onwards...

Context

Manukau Central is synonymous with the identity and origins of Manukau. Its development as a centre and seat of government administration from the 1970s onwards, resulted in the area previously known as Woodside or Wiri becoming known as Manukau City.

Manukau Central is a major retail destination. Westfield Manukau City generates over 8 million visitors a year, and is supported by the Supa Centa and large-format retail zones just to its north. Other attractions, such as Rainbow's End (over 400,000 visitors annually), the Vodafone Events Centre and the newly built Wero Whitewater Park offer further destinations nearby.

However, despite the success of these key retail and visitor attractions, Manukau Central's physical environment does not reflect the vibrancy of the people who live nearby, and provides little invitation for visitors to these destinations to stay and linger. This is a significant lost opportunity for the local economy.

The lack of vibrancy in Manukau Central is a product of the lack of residential population and a critical mass of activity with a large number of undeveloped sites and expanses of surface car parks.

The quality of the public realm within the centre also requires enhancement and in some areas a total overhaul. There is much work to do and this will take time. Prioritising pedestrian movement and places for people are critical to rebalance years of the private vehicle dominating the centre. A quality walkable public realm will attract people to sit and linger in public spaces, fostering greater social interaction and a sense of belonging.

For Manukau Central to become a transit-oriented metropolitan centre that acts as both a gateway and hub, as envisaged in the vision, it needs to provide a point of difference, be a great place to live, represent the culturally diverse communities of the south, and create a local heart and common ground (both physical and social) for the people of South Auckland to gather and celebrate.

Panuku controls eight main sites within Manukau Central. Collectively, these sites have the potential to deliver 345,000 square metres (as a conservative estimate) of additional gross floor area, or some \$3.6 billion of investment value into the place. This level of control enables Panuku to strongly direct the outcomes of this particular key move.



Key move description

The broad interlocking components that make up this key move are outlined on the following pages.

Supporting substantial intensive residential development

Six Panuku-controlled sites have been identified for residential development. Collectively, they are capable of generating at least 205,000 square metres of additional gross floor area (equating to approximately 2,523 units). This translates into a potential additional 5,000 residents (to the existing 700).

Manukau Central from an existing population of

700
To a total population of
10,000

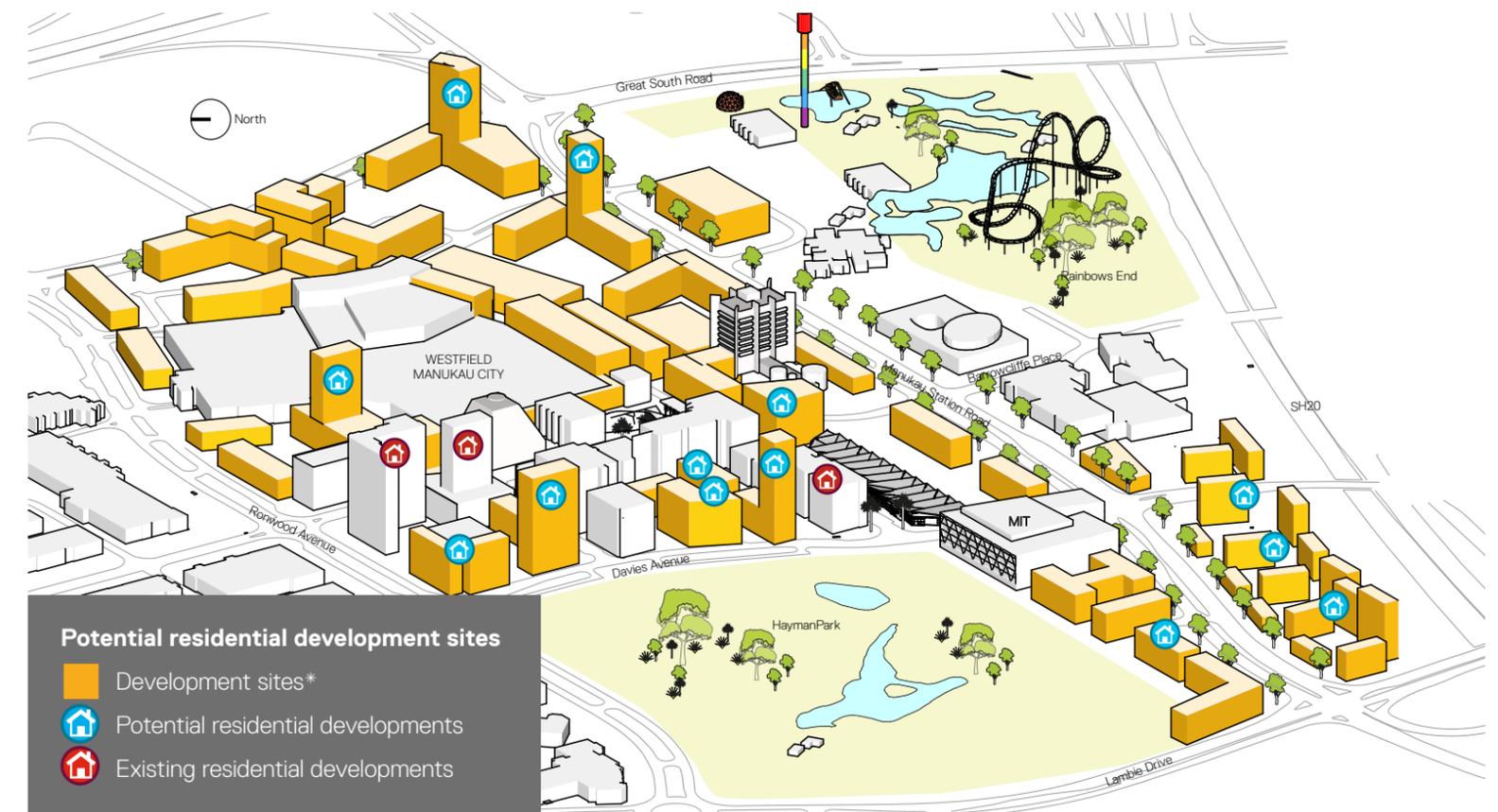
The 2040 target population for Manukau Central is 10,000 people, with the balance being accommodated on privately held sites. Residential intensification will be enabled on these sites through the *Auckland Unitary Plan*, for example by re-zoning areas along Ronwood Avenue and Great South Road.

Enriching leisure and cultural destination opportunities

Manukau Central boasts several regional visitor attractions (Rainbow's End, the Vodafone Events Centre, Wero Whitewater Park), but isn't itself regarded as a visitor destination. To support and strengthen this visitor economy, and its wider economic and social benefits, we will focus on the following areas.

- Working collaboratively with our development partners to increase attractions for visitors in Manukau, including with Te Papa to secure Te Papa Manukau. Te Papa is seen as a key and culturally significant future anchor attraction and education facility for Manukau.

- Testing the potential for land behind MIT to be used for development that could include a metro school, some extent of Te Papa Manukau, further MIT facilities and residential apartment living (see Key move four for more detail).
- Actively seeking hotel investment in Manukau Central to make the most of its proximity to visitor destinations, Auckland International Airport and southern employment zones. Additional hotels are considered crucial to fill the current accommodation gap for conferences seeking to be located in the south (at the Vodafone Events Centre for large events, and MIT and AUT facilities for small-to mid-sized events). New hotels will complement the residential-led strategy, by boosting the round-the-clock economy and on-street activity levels.
- Supporting physical, marketing and operational links between existing attractions and anchor destinations.



*All Manukau Central sites (including leased land e.g. Westfield and MIT)

Consolidating and improving civic facilities

Auckland Council's presence in Manukau Central is currently spread over a number of buildings, most notably Kōtuku House and the Civic Building (both of which it owns), and 3 Osterley Way where the library leases space. Bringing all of these functions together in a single location has obvious benefits for customers and staff. It will also present an exciting opportunity to re-energise Manukau Plaza.

It is proposed that the Civic Building be extended to the north, with a new four-storey building that will present an active edge to Putney Way and Manukau Plaza beyond. This edge is likely to include a café and, potentially, the library relocated from its existing site. Staff from Kōtuku House will be relocated into the enlarged Civic Building, allowing Kōtuku House to be sold for a use that is compatible with energising the plaza, such as residential apartments or a hotel with new retail and food and beverage outlets at ground floor.

If the library is relocated, Panuku will potentially retain the leased space, as a means of ensuring that its future use also supports the aims for the plaza.

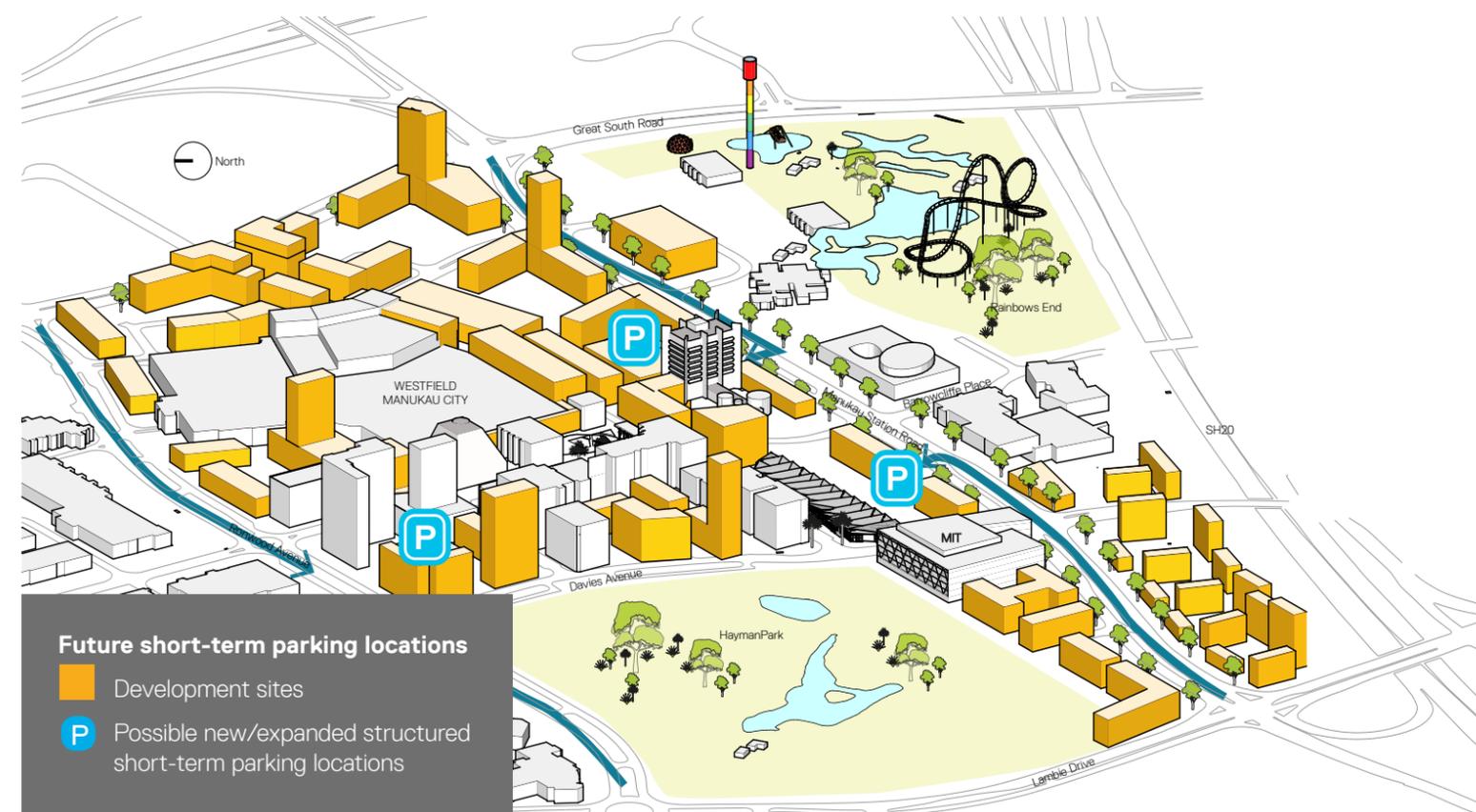
Consolidating at-grade car parking

Car parking throughout Manukau Central is generally at street-level and situated on prime land. Over time, Panuku and Auckland Transport will shift parking into structured parking buildings, situated at key gateway locations within Manukau Central. These locations will enjoy direct access to the main avenues that frame Manukau Central, reducing the number of private vehicles in the core area.

An appropriate level of car parking is necessary to support the economic viability of Manukau Central. However, parking supply and management will evolve over time, with Auckland Transport shifting its focus to short-term parking, with a 'sinking lid' on overall parking provision as infrastructure and take-up of public transport services and active transport modes increases. This will mean that Auckland Transport will, over time, be moving away from providing public parking to service long-stay parking demands. New developments that generate long-stay demands (e.g. residential, office) will be expected to provide this parking themselves.

To cater for short-term parking, it is expected that we will need an additional car park of similar size to the existing Ronwood Avenue car park over time.

Potential sites for future car park buildings could include new buildings serving the Civic Building and Westfield Manukau City, a site at the western end of Manukau Station Road for people coming from the west, and an expansion of the existing Ronwood Avenue parking building.



Expanding and diversifying the retail offer

The current retail offer in Manukau Central is almost entirely dominated by either Westfield Manukau City or Supa Centa with a consistent mix of national retail brands. This offer makes a critical contribution to Manukau Central's regional appeal. However, there is significant opportunity to expand and diversify the offer, as well as make it more unique and local.

The at-grade car parking that currently surrounds Westfield Manukau City (which is owned by the council and leased on a long-term lease to Westfield Manukau City) covers around 5 hectares of land. This area presents a significant opportunity for large-scale retail-led mixed-use development.

Enabled by the proposed parking strategy, which would consolidate all of this parking in multi-deck buildings, development could occur in progressive stages, focused in the first instance on the Putney Way as a main street. A high-level design for this land indicates it may be capable of accommodating 20,000 square metres of additional retail floor space, with 50,000 square metres of residential and 30,000 square metres of commercial floor space on the upper storeys.

Such a development could dramatically improve the character of the adjoining roads (Great South Road, Ronwood Avenue and Manukau Station Road) assisting the shift towards a frame of avenues within Manukau Central (see Goal two – form – organising ideas).

The development may also encourage the 'mini-major' retail outlets that currently line Ronwood Avenue to relocate, freeing up these sites with their enviable aspect onto Hayman Park for residential development.

Greater diversity in the retail offer, with more focus on complementary local outlets and enterprises, will also be encouraged (in collaboration with the Southern Initiative and Auckland Tourism, Events and Economic Development). Temporary sites may be made available for this type of retail activity as part of place-making activities.

Encouraging a new anchor commercial tenant

Goal one – function for the Transform Manukau area centres around massive growth in residential development. However, in the longer-term there is a need to preserve land in Manukau Central for new commercial development. This would ideally allow for a new major employer in the information services or professional services sectors to locate here.

Potentially this could be a government entity in the first instance, helping to diversify the local employment base. The Government Property Group is currently exploring the potential for a government back office and service centre hub in Manukau.

There are several sites in Panuku's control that would lend themselves to this type of land use (as opposed to residential uses). We will make these opportunities available to the market at the appropriate time.

Repositioning the place

The strategic position of Manukau, and its strong transport connections to the rest of the region, offer well-recognised locational advantages. It's position as a gateway to the Waikato region and the 'golden triangle' of Tauranga, Hamilton and Auckland put it within a zone of potential growth, the potential of which has yet to be fully realised. In addition, Manukau Central's strong links with the airport, and proximity to a huge industrial and manufacturing employment base give it a good foundation to develop the strong residential base that will drive development changes.

Negative perceptions of South Auckland hinder its ability to attract investment and residents. This is not limited to the commercial market's perceptions and decisions around growth and investment, but also extends to people's perceptions about the vitality and desirability of the place and whether they would wish to live and work there.

Internal perceptions of Manukau, on the other hand, are often positive. Existing residents recognise the challenges, but also the attributes that make Manukau home for them. We will engage with Manukau residents, so they can guide how Manukau Central should be represented through art, culture, design and activities, in ways that reflect the true and positive nature of the community.

Repositioning work in Manukau will focus on identifying the area's less familiar qualities. By revealing these truths through marketing and communications, we can reframe external perceptions of Manukau, making it a more attractive proposition, both commercially and for individuals.



With its partners, Panuku will create an inviting, high-quality public realm in Manukau Central that helps to energise public life, strengthen the area's reputation as the meeting place for the south and foster investor confidence.

Overhauling the public realm

With its partners, Panuku will create an inviting, high-quality public realm in Manukau Central that helps to energise public life, strengthen the area's reputation as the meeting place for the south and foster investor confidence. There will be particular focus on better connecting Hayman Park, the Puhinui Stream, AUT, Westfield Manukau City and the Wiri healthy neighbourhoods with the core of Manukau Central.

In designing and activating spaces, we will pay particular attention to youth (reflecting Manukau's growing student and youth population), the Transform Manukau area's unique cultural identity, and embracing Te Aranga Māori Design Principles. This will help grow community pride and provide a strong visible reflection of local people and communities in the fabric of the built environment.

We will also work with Auckland Council's arts team to establish an approach for artistic expression and a programme of integrated works that will have the greatest cultural impact within Manukau.

Key projects to overhaul the public realm are summarised in the following pages.

Manukau Plaza

Manukau Plaza will be upgraded in time. A critical part of this will be addressing the plaza's edges, in terms of the way surrounding buildings respond to and enliven the square. Until the edges are addressed, the square is unlikely to fulfil its long-desired role as a lively central civic space, as evidenced through previous upgrades.

The planned extension of the Civic Building, and associated re-use of Kōtuku House (including transforming its ground floor), will provide new energy on the western and southern sides of the square (e.g. cafes and restaurants). Westfield Manukau City will also be given the opportunity and be encouraged to open up its activity on the eastern edge.

The potential of the square will be explored and tested before a full upgrade is begun. This will be done through an interim programme of place making and events to help understand how people like (and would like) to use the space.



Putney Way has the potential to serve as a local main street for Manukau Central, something it currently lacks.

Putney Way – a new main street

Putney Way has the potential to serve as a local main street for Manukau Central, something it currently lacks.

From Hayman Park, the train station and MIT at the eastern end of Putney Way, to Great South Road in the west, it is proposed that the existing mixed bag of shops, banks, office and residential buildings will be joined by a number of transformative developments.

There is significant potential for the land at the rear of MIT to be used for a flagship integrated development.

A new bus interchange that incorporates shops is already being constructed. A new extension to the Civic Building, which could potentially include a library is proposed and, over time, Westfield Manukau City could be reconfigured along this street edge to house retail-led mixed-use development, including the existing supermarket.

To support this transformation to a main street, the existing high-quality pedestrian edge adjoining MIT would be complemented by the creation of a new flush-surface street between Davies Avenue and Osterley Way as part of the bus interchange. After that, attention will turn to the final stretch of the street between Osterley Way and Great South Road.



Putney Way
(existing)



Putney Way
(potential)

Osterley Way – north-south link

Osterley Way works hand-in-hand with Putney Way as key pedestrian-focused streets within Manukau Central. Osterley Way contains business, residential and retail addresses, and plays a crucial role as a north-south walking street, with direct links via the Barrowcliffe Bridge to the Puhinui Stream (which in turn serves as the walking and cycling social space and structural element for the Wiri healthy neighbourhoods – see Key move one).

To the north, Osterley Way also provides a key link for AUT staff and students to access Manukau Central and transport facilities. Current obstacles to the walkability of this route, including pedestrian unfriendly intersections, will be upgraded and improved over time.

Amersham Way – hospitality focused retail street

Westfield Manukau City's food and beverage frontage on Amersham Way points to the street's potential as a hospitality focused retail street. Hayman Park and the proposed playground sit at the southern end of the street, generating potential foot traffic for the street.

Given the number of Panuku controlled sites along Amersham Way's length there is significant potential to create additional active retail frontage along it, which will be supported by an overall upgrade to the streetscape.

Ultimately, Amersham Way will play an important role as an east-west pedestrian-focused street, as a link between Hayman Park and the mall, and for picking up foot traffic generated by the rail and bus stations and Ronwood Avenue parking building.



Amersham Way
(potential)

Hayman Park

Hayman Park is a great asset for Manukau Central, offering a wide open green urban park at our doorstep. While it is a great size and filled with mature trees, it has lacked investment and facilities to invite people to enjoy the park to its fullest potential.

Panuku, the Ōtara–Papatoetoe Local Board, and the Auckland Council parks team will partner to make Hayman Park a celebrated urban park, able to host a range of events. Hayman Park will be significantly upgraded to offer a range of activities for workers, residents and families to enjoy.

Priority investments will be a new destination playground and renewal of the skate park, removal of the old maintenance shed, and new walkways and seating throughout the park. The stream and ponds need significant enhancement to improve the quality of the water and the ecology of the stream, and to provide a focal point and high amenity for the park.



Manukau Station Road transformation

Manukau Station Road is lined by a significant number of Panuku-controlled development sites, provides a key arrival point into Manukau Central and is a vital component of the framing avenues (see Goal two – form – organising ideas). However, at the moment it feels car-dominated and acts as a barrier to the areas south of the road.

Since State Highway 20 opened, traffic volumes on Manukau Station Road have reduced significantly. While it will continue to have an important movement role (e.g. for public transport), there is significant scope to rethink Manukau Station Road as part of the fabric of Manukau Central, as well as removing it as a barrier for pedestrians.

Over time, through a major street upgrade, Manukau Station Road will become a tree-lined avenue and business address, becoming a celebrated civic street for people on buses and bikes. Development of sites along Manukau Station Road will play their part in creating a better city street.

