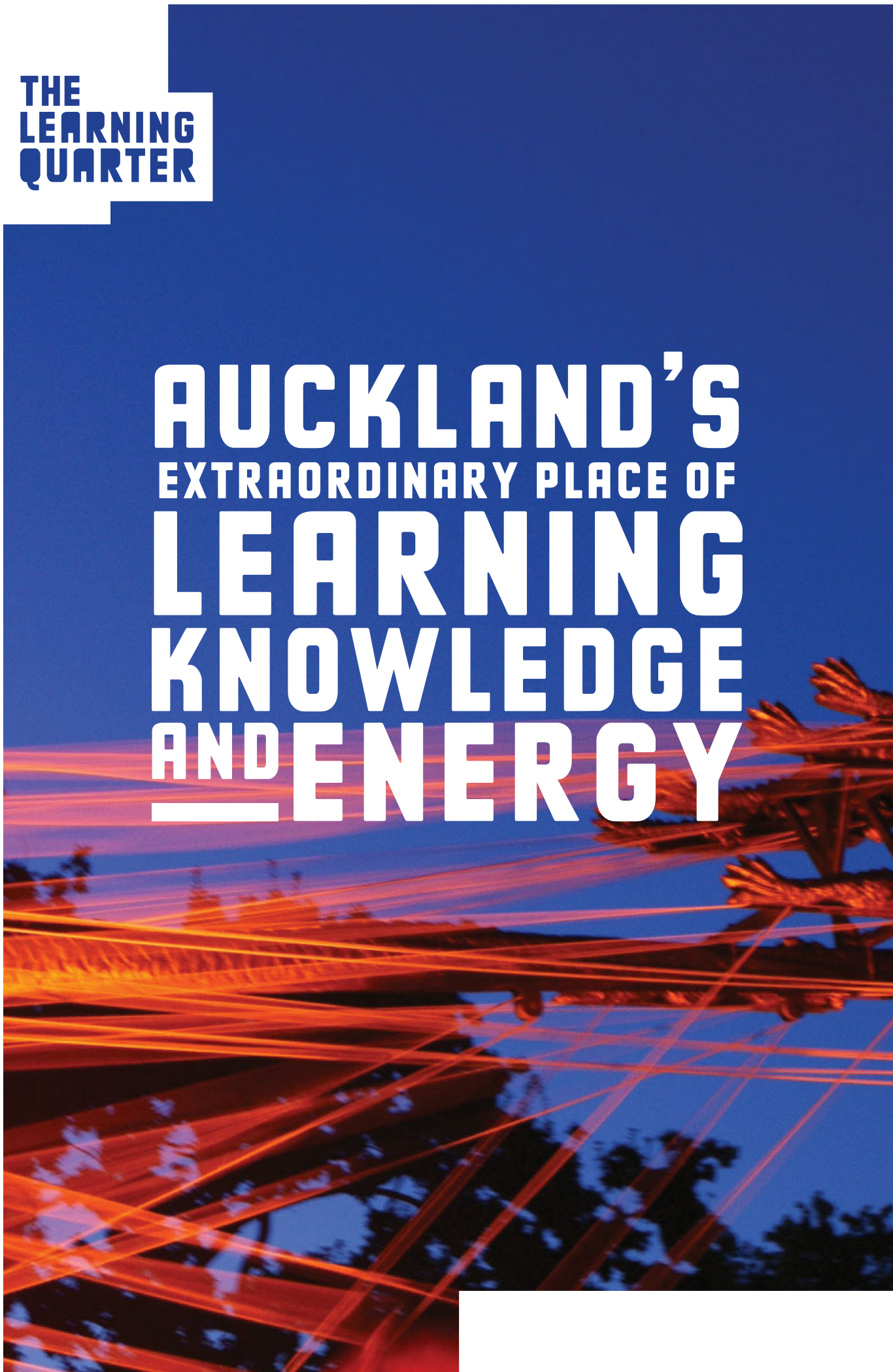


**THE  
LEARNING  
QUARTER**

**AUCKLAND'S  
EXTRAORDINARY PLACE OF  
LEARNING  
KNOWLEDGE  
AND ENERGY**

**THE LEARNING QUARTER PLAN 2009**



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## A COLLABORATION BETWEEN TOWN AND GOWN

Across the globe, leading cities are forming partnerships with universities to drive local and national development. Never before in New Zealand has there been such an opportunity for town and gown to come together on such a scale. The Learning Quarter partners – AUT University, The University of Auckland and Auckland City Council, are large institutions and employers in Auckland's CBD, committed to stimulating learning, research, cultural and business experiences in the city.

As the home of two high achieving universities, Auckland's Learning Quarter is a world-class centre for education, research and commercialisation and is key to fuelling Auckland's future success.

This Learning Quarter Plan expresses the vision of the partners for Auckland's Learning Quarter

and outlines how they will work together to guide and help drive the area's economic, social, cultural and physical development over the next 10 years.

An extraordinary place of learning, knowledge and energy, The Learning Quarter is Auckland's place of enlightenment.

## LOCATED IN AUCKLAND'S CBD

**Covering 63 hectares, The Learning Quarter has New Zealand's largest concentration of students, researchers, teachers, innovators and creators, clustered in and around the university campuses. It is a vibrant place, characterised by significant heritage buildings, open spaces (such as Albert Park in the heart of The Quarter), rich cultural assets, a diverse range of events, and a growing residential community.**

The Learning Quarter covers the CBD campuses of AUT University and The University of Auckland. It extends from St Martin's Lane

down Symonds Street to the bottom of Anzac Avenue, and is bounded to the east by Grafton Gully and to the west by Albert Park, the Auckland Art Gallery and Central City Library and the Queen Street gully.

The impact of the activity that occurs within Auckland's Learning Quarter is far-reaching, extending beyond its boundaries to the city, the region, the country and the world.

## MESSAGES FROM THE PARTNERS

### AUT University

[www.aut.ac.nz](http://www.aut.ac.nz)

Social, cultural and economic change is affecting the nature of universities, causing them to think anew about engagement with stakeholders and meeting the demands of a new age. The development of The Learning Quarter provides an exciting opportunity for the city's two universities and council to engage in a unique way, to bring town and gown together. Greater aspiration, innovation, discovery and knowledge transfer will ensue, directly benefitting Auckland city and the wider region. As 'the university for the changing world' we embrace this opportunity.



**DEREK McCORMACK**  
Vice Chancellor

### The University of Auckland

[www.auckland.ac.nz](http://www.auckland.ac.nz)

The University of Auckland is the country's largest and pre-eminent university. We are the only New Zealand university to be ranked in the top 1% of the world's universities<sup>1</sup> and to be granted membership to Universitas 21, an international network of research-intensive universities that co-operate to achieve high educational quality and international visibility.

We also have the largest number and highest concentration of top-ranked researchers<sup>2</sup>.

Our first-rate research reputation means that our programmes and courses incorporate the latest findings and perspectives. Our academic staff includes researchers, scholars and creative artists who are leaders in their fields, both nationally and internationally, and many write the leading textbooks on the subjects they teach.

The University of Auckland is pleased to collaborate with AUT University and the Auckland City Council in the development of The Learning Quarter. We have been a feature of the city landscape for 125 years, and presently contribute in excess of \$4 billion annually to economic development in the region. We believe that we can, with the right kinds of support, make an even more significant contribution to the social, economic and cultural development of the city, the region and the nation in the future.



**PROFESSOR STUART McCUTCHEON**  
Vice Chancellor



<sup>1</sup> Times Higher Education World University Rankings, 2008.

<sup>2</sup> Performance Based Research Fund Report, 2006.

## MESSAGES FROM THE PARTNERS CONT.

### Auckland City Council

[www.aucklandcity.govt.nz](http://www.aucklandcity.govt.nz)

The Learning Quarter is an inspirational place in our city. Inclusive of a number of Māori pa originally, the area has always been important to the people of Auckland – Tamaki Makaurau. Colonial Auckland was centred in The Learning Quarter represented by New Zealand's early government and the merchant houses located on Princes Street. The area was further transformed by the learning institutions that drive the city's economic prosperity and quality of life.

Today The Learning Quarter has huge potential to play a key role in achieving Auckland City Council's vision for a productive and globally connected Auckland economy. The Learning Quarter provides a bridge between the expertise and innovation of the universities and the city's wider economy and community, providing knowledge solutions for Auckland, New Zealand and the world.

There is great potential for the council in partnership with the two universities in our CBD to realise the strategic direction for The Learning Quarter through our influencing, regulatory and investing roles. This will help transform Auckland's CBD into a more vibrant and dynamic business and cultural centre and a key destination for learning and research.



**HON. JOHN BANKS QSO**  
Mayor of Auckland city

### Committee for Auckland<sup>3</sup>

[www.aucklandnz.org](http://www.aucklandnz.org)

The Learning Quarter is not only New Zealand's largest concentration of university students and learning – it's a remarkable precinct by world standards. Few cities enjoy such a concentration – every day 40,000 students are coming and going to a single place within our city. Our universities make a vital contribution to Auckland's success; they are educators and more – long-term investors, purchasers, developers, innovators and incubators.

"To make the case for university-community partnerships is easy to do. The hard thing is to figure out how to do it. The hardest thing of all, of course, is to actually get it done"<sup>4</sup>. Committee for Auckland has great confidence in The Learning Quarter partners going into 'the hardest thing of all' – actually getting things done.



**KAAREN GOODALL**  
Executive Director



<sup>3</sup> Committee for Auckland is an independent alliance of corporate directors and chief executives, tertiary sector, not-for-profit leaders and Mayors, working to provide leadership for initiatives that foster talented people, a dynamic city-region economy and deliver a successful international city.

<sup>4</sup> Ira Harkavy quoted by Richard Rosen, President Urban Land Institute in his presentation on The Key Role of Universities In Economic Growth and Urban Revitalisation, 2002.

## STRATEGIC DIRECTION

The purpose of The Learning Quarter Plan is to ensure that jointly agreed actions to achieve the strategic direction for The Learning Quarter are given priority in each of the partner organisations. The plan will result in the collaborative deployment of both civic and university resources.

There is considerable consensus across the partners, businesses, residents and the wider community as to what is important about The Learning Quarter, the role it should play in the city and potential opportunities.

*Our goal is to create a Learning Quarter that is:*

**An inspirational and accessible place. A place that through discovery and learning helps people realise their potential, for the benefit of human progress and Auckland's advancement.**

The following sections outline 38 actions that the partners are committed to over the next 10 years to deliver the vision for The Quarter. Future development of The Learning Quarter will be based on four key platforms.

- > PROGRESS:** **It plays a vital role in fuelling Auckland's future success**  
Directed towards strengthening the role of The Quarter in the city's development and building valuable relationships between the partners
- > POTENTIAL:** **It pushes people to be challenged, to reach their full potential and drives them further**  
Directed towards inspiring the generation of ideas and creativity, enhancing innovation and knowledge
- > OPENNESS:** **An open and inspiring place for everyone**  
Directed towards fostering a strong urban community, improving connections, making welcoming points of arrival and creating clear linkages to other areas
- > DISCOVERY:** **It's where people go to think, to learn, to research, to be enlightened**  
Directed towards developing a stimulating environment and celebrating The Quarter's rich heritage





The Learning Quarter plays a vital role in fuelling Auckland's future success.

# PROGRESS

We are a cornerstone of Auckland charged with making a distinct contribution to the city's wellbeing.

PROGRESS



## STRENGTHEN THE ROLE OF THE QUARTER IN THE CITY'S DEVELOPMENT

Auckland City Council aspires for the city's economy to be productive and globally connected, delivering jobs, higher incomes and an improved standard of living for Aucklanders<sup>5</sup>. Critical to achieving this type of economic success are the learning institutions of The Quarter with their emphasis on knowledge creation and people. The universities are committed to the exchange and development of this knowledge to facilitate economic growth and human advancement.

We know that The Learning Quarter brings tremendous value to Auckland and the nation. The Quarter's strength in education is evident in The University of Auckland's ranking in the top 1% of the world's universities<sup>6</sup> and AUT University's success as the fastest growing university in the country. This makes The Learning Quarter a cornerstone in Auckland's attraction to local and international businesses, and to potential students and residents.

The partners want industry to benefit from The Learning Quarter's world-class capability and assets. Businesses should be able to easily access the research expertise and knowledge they need from The Learning Quarter to enhance their staff skills and talent and develop new commercial opportunities.

To keep The Learning Quarter on the map and showcase its offer to the city, we need to promote its economic, community and cultural contribution.

<sup>5</sup> Auckland City Council's Economic Development Strategy, 2008.  
<sup>6</sup> The Times Higher Education World University Rankings, 2008.



**AUCKLAND'S LEARNING QUARTER IS A WORLD-CLASS CENTRE FOR EDUCATION, RESEARCH AND COMMERCIALISATION.**



## › PROGRESS

# OBJECTIVE: STRENGTHEN THE ROLE OF THE QUARTER IN THE CITY'S DEVELOPMENT

Proposed Actions	Flagship Actions <sup>7</sup>	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
1. Undertake joint advocacy at regional and national levels on issues affecting The Quarter and city and highlight and promote the role of The Quarter in city, regional and national initiatives e.g. the city's CBD Into the Future Strategy <sup>8</sup> and Economic Development Strategy, and the region's Metro Action Plan <sup>9</sup>		•	•	•
2. Undertake regular research to identify and leverage the value of The Quarter and invite leading practitioners from the universities to contribute on strategic issues facing the city		•	•	•
3. Identify opportunities to strengthen relationships with schools in the city and region			•	•
4. Work with national and regional agencies and businesses to identify and address future education and skill needs		•	•	•
5. Make it easier for businesses to engage with The Quarter and access research, development and resources, e.g. investigate establishing a programme of breakfast lectures, increasing business contribution to programmes and a research hub	X	•	•	•
6. Recognise The Quarter's value in the city's investment attraction activities and international relationships		•		
7. Pilot a university graduate programme and work placement opportunities at Auckland City Council		•		
8. Ensure operational efficiencies are realised by using collaborative approaches that leverage the strengths and size of the institutions, e.g. joint procurement and sustainability practices		•	•	•

*Measures: The Quarter is promoted in the region, nation and internationally, Learning Quarter research undertaken, skill needs addressed, engagement with businesses and schools extended, expertise shared and resources leveraged, procurement strategy developed, size and success of the council's graduate programme*

<sup>7</sup> Flagship actions have been identified by the partners to focus implementation during initial years. Flagship actions are the ones the partners believe are critical to the success of The Learning Quarter.

<sup>8</sup> Auckland City Council's CBD Into the Future strategy 2004, sets out a bold and ambitious vision for Auckland's central business district to be one of the world's most vibrant and dynamic business and cultural centres. Auckland's CBD is a diverse city centre having developed as a cluster of distinct areas or quarters. Place-based plans are being developed for each of these areas, of which The Learning Quarter Plan is one. Each quarter plan is a reflection of the area's unique characteristics, functions and experiences.

<sup>9</sup> Auckland Regional Council's Metro Action Plan: Implementing the Auckland Regional Economic Development Strategy 2006, identifies universities as core enablers in increasing Auckland's business innovation and export strength.

# AUCKLAND'S LEARNING QUARTER IS:

## ADVANTAGED BY ITS CBD LOCATION

The Learning Quarter's location within Auckland's CBD is an opportunity to engage with the economic heart of New Zealand. Its position between the commercial and retail heart of the Queen Street valley and the CBD commercial fringe of Parnell/Newmarket and Grafton/Mt Eden, places it ideally for knowledge exchange between the universities and business<sup>10</sup>. This proximity is a resource for researchers and business seeking to turn ideas into successful products and services.

## DEVELOPING SKILLED PEOPLE

Education providers in the city's Learning Quarter have a critical role in the economy's future through training Auckland's current and future workforce, keeping pace with industry and government demands, and ensuring pathways from schools through to university education. Increasing numbers of postgraduate students are predicted meaning more research and more opportunities for innovation.

Adding to the city's skill base, the universities aim for the majority of their graduates to be employed within six months of completing their study. The numbers obtaining qualifications is approximately 15,600 every year, with around 4,300 of these at postgraduate level.

## ATTRACTING INVESTMENT

The plans of the partners will significantly shape the future look and function of the CBD.

Auckland City Council is investing \$810 million to transform and revitalise Auckland's CBD and the Waterfront as part of the CBD Into the Future strategy, a 10 year action plan that began in 2004. Half of this is allocated to developing the waterfront including Wynyard Point and the surrounding area, and the rest to a wide range of projects to transform and revitalise the CBD. The CBD targeted rate collected from residential and non-residential ratepayers will also provide \$167 million over 12 years to transform and revitalise the CBD.

Recently Auckland City Council has invested significantly in The Quarter. Flagship capital works projects include the Central Connector, Albert Park upgrade and Auckland Art Gallery redevelopment.

The universities have significant capital development plans delivering the best of architecture, design and technology to provide

infrastructure for learning. Master plans are providing a blueprint for development of university campuses over the next decade.

The University of Auckland has approximately \$1 billion capital expenditure forecast over the next 10 years in The Learning Quarter. AUT University plans major capital expenditure on its City Campus of \$150 – \$200 million from 2009 to 2020.

Recent capital investment in The Quarter by the universities has been sizeable and is indicative of the standard of future university developments. For example, AUT University's new art and design and business school buildings and The University of Auckland's Grafton Campus upgrade and new business school (Owen G Glenn Building).

University annual plans, 2007.  
Auckland City Council CBD Into the Future strategy, 2004.

<sup>10</sup> Auckland's CBD and fringe area employs approximately 154,700 people in 24,300 businesses. Statistics New Zealand Business Demographic Dataset, as at February 2008.


## AUCKLAND'S LEARNING QUARTER IS:

### OPEN FOR BUSINESS

Institutions within The Learning Quarter have large and comprehensive ongoing relationships with industrial and commercial enterprise. Research collaborations are numerous and by way of example include:

- AUT University's Masters in Construction Management degree and Bachelor of Business Sales major, developed in response to requests and input from the corporate sector
- the Institute of Biomedical Technologies at AUT University, has conducted research for more than 20 companies, in particular more than 10 years of continuous collaborative productive research with Fisher & Paykel Healthcare and 5 years with Pulsecore Ltd
- research on light alloys and product design and simulation at AUT University is assisting Ford China, Tata Motors (India), Alloy Super Yachts and Harley Davidson
- AUT's Business Innovation Centre (located outside The Quarter) has incubated over 50 businesses since 2001, helping them raise almost \$40 million in funding
- within The University of Auckland Business School entrepreneurial skills are honed in programmes such as SPARK, the ICEHOUSE and Exceleator
- the Liggins Institute based at The University of Auckland, conducts research in collaboration with commercial pharmaceutical and medical instrument companies
- in the Faculty of Medicine and Health Sciences at The University of Auckland, Proacta Therapeutics Ltd is an early-stage biotech company
- in The University of Auckland's Faculty of Engineering, sail design research and new concepts of fuelling and engine design are regularly tested for their commercial viability
- the Institute for Innovation and Biotechnology at The University of Auckland provides biotech companies with world-class expertise and resources to fast track research and design

University annual plans, 2007.  
University Archives.



**THE LEARNING QUARTER PARTNERS WANT INDUSTRY TO BENEFIT FROM THE QUARTER'S WORLD-CLASS CAPABILITY AND ASSETS.**



It pushes people to reach their full potential and drives them further.

# POTENTIAL

The universities help people to see and realise possibilities. Through inspiring, demonstrating and challenging what is possible, we improve people's minds and their lives.

POTENTIAL



# INSPIRE THE GENERATION OF IDEAS AND CREATIVITY

The Learning Quarter is a place of ideas, creativity and knowledge of every kind.

With New Zealand’s largest critical mass of tertiary opportunities, The Learning Quarter nurtures talented people and develops their skills. The Quarter provides a unique experience to learn and to apply that learning in the business and cultural centre of one of the world’s most liveable cities<sup>11</sup>. AUT University and The University of Auckland aim to create a dynamic and inspirational environment for learning and research.

The partners want to promote life-long learning by coordinating and promoting programmes, events and facilities in The Quarter and making them accessible. This will extend opportunities to share learning and local and international experiences.

## > POTENTIAL

### OBJECTIVE: INSPIRE THE GENERATION OF IDEAS AND CREATIVITY

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
9. Coordinate and promote the life-long learning programmes of the Central City Library and universities		•	•	•
10. Coordinate and promote a calendar of inspirational and community building events, e.g. Architecture Week and cultural festivals		•	•	•
11. Coordinate and promote the programmes of libraries, galleries, theatres and other assets and make programmes and facilities in The Quarter accessible to the wider community		•	•	•
12. Create better connectivity between the multi-million dollar Auckland Art Gallery redevelopment, Albert Park and the universities	X	•		

*Measures: accessibility of inspiring learning opportunities, facility and programme utilisation, Auckland Art Gallery redevelopment*

<sup>11</sup> Mercer 2009 Quality of Living Survey.

# ENHANCE INNOVATION AND KNOWLEDGE INFRASTRUCTURE

The Learning Quarter is rich in expertise and research resources. Currently, however, limited numbers of start-up businesses choose to locate in The Quarter to take advantage of this. Close proximity to the universities encourages better collaboration between researchers and businesses to move ground-breaking ideas from conception to successful commercialisation. The creative people in The Quarter will continue to help businesses compete in international markets.

The partners will work to develop support for the innovative and research-orientated businesses locating in The Quarter or accessing its expertise.

## > POTENTIAL

### OBJECTIVE: ENHANCE INNOVATION AND KNOWLEDGE INFRASTRUCTURE

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
13. Increase opportunities for commercialisation activities in The Quarter, e.g. seed capital and other support for start-up and spin-off companies			•	•
14. Support networks and events across the research strengths in The Quarter and showcase innovation and creativity	X	•	•	•
15. Improve the linkages to wider knowledge infrastructure including satellite campuses, other universities, libraries, research institutions, incubators and the Tamaki Innovation Precinct		•	•	•
16. Investigate strengthening communications infrastructure in The Quarter, e.g. enhance WiFi in open spaces and explore improving other digital communication tools		•	•	•

*Measures: increase in innovation and creativity, success showcased, world-class knowledge infrastructure*

## AUCKLAND'S LEARNING QUARTER IS:

### ACTIVELY COMMERCIALISING RESEARCH

The University of Auckland's UniServices is the largest organisation commercialising university research in Australasia. It has sustained double-digit growth in annual revenue since its establishment in 1988 and has successfully incubated 22 new companies which now have an estimated market capitalisation of more than \$650 million. Through UniServices, ideas and processes originated by members of staff and the student body are tested, registered or copyrighted and marketed.

AUT University largely focuses on the joint commercialisation of its research collaboration with commercial partners. AUT is also part of a four-university consortium working with the Foundation for Research Science & Technology to enhance research commercialisation.

The potential for cross-pollination between industry and education is huge with university researchers currently attracting nearly \$175 million each year from external nationally and internationally competitive funding sources.

### PART OF THE WIDER INNOVATION ECOSYSTEM

Networked with other hubs like the Innovation Precinct at Tamaki, and AUT University's Business Innovation Centre in Manukau, The Learning Quarter is vital to Auckland and New Zealand's wider innovation system.

The Kiwi Advanced Research and Education Network (KAREN) is a next generation telecommunications link providing high-capacity, high-speed internet across New Zealand's research, education and innovation sectors. Through their commitment to KAREN the universities are producing faster, better and different types of research and education.

### RICH IN LEARNING RESOURCES

The libraries and art galleries in The Learning Quarter have a wealth of resources that support research in the wider community.

Both The University of Auckland Library, which is the largest tertiary library system in New Zealand, and the AUT University Library have extensive electronic collections with The University of Auckland Library also having significant archival research collections. The Central City Library has high standing among New Zealand's public libraries while Auckland Art Gallery is the largest art institution in New Zealand.

The information and cultural resources, in print, digital and other formats, are vast. There are millions of books, thousands of art works and extensive electronic collections with strong supporting IT infrastructure. Special collections are highlights of The Learning Quarter.

### EXPANDING ITS NETWORK GLOBALLY

The virtual community of The Learning Quarter is growing around the alumni of AUT University and The University of Auckland. Collectively the universities' 160,000 strong alumni network reflects the strength of learning experiences for graduates, and provides an ongoing forum for interaction between the universities and business and communities around the world.

Students and staff are regularly travelling around New Zealand and overseas for research, teaching and study, sharing their expertise with other places and bringing a wealth of learning experiences back to Auckland.

University annual plans, 2007.  
[www.aucklandartgallery.govt.nz](http://www.aucklandartgallery.govt.nz)

# OPENNESS



An open and inspiring place  
for everyone.

Our open-minded attitude  
encourages new ways of thinking  
and new ideas. Our physical  
openness creates a welcoming  
environment for all.

OPENNESS



## FOSTER A STRONG URBAN COMMUNITY

The Learning Quarter is one of the city's youngest and diverse communities.

As well as the students, researchers, academic and general staff of the university campuses, it includes residents and businesses in The Quarter and those attending activities such as seminars, theatre performances and events.

Expanding services for the growing population in the area will create opportunities for people to eat out, shop, relax and enjoy recreational activities. The community's vibrancy will help make the area a safe place to visit and live.

AUT University and The University of Auckland place a high importance on fostering cultural and social activities and experiences. They own many facilities and services that support The Quarter's community<sup>12</sup>, and boost the city's vibrancy.

For The Quarter to be a world-class destination for study and innovation, it needs to provide a range of services and facilities, which encourage students and staff who enjoy their time in Auckland to stay on or return.

<sup>12</sup> Social and cultural assets in The Learning Quarter include the Maidment Theatre, the Auckland Art Gallery, The University of Auckland's George Fraser and Gus Fisher Galleries, AUT University's St Paul Street Gallery and Gallery Three, churches, language schools, fale, marae and extensive collections at the universities' public libraries.



**THE LEARNING QUARTER IS  
NEW ZEALAND'S LARGEST  
CONCENTRATION OF  
STUDENTS, RESEARCHERS,  
TEACHERS, INNOVATORS  
AND CREATORS.**

## > OPENNESS

### OBJECTIVE: FOSTER A STRONG URBAN COMMUNITY

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
17. Improve streets and open space in The Quarter for people to enjoy and use safely		•		
18. Take good care of public and university spaces		•	•	•
19. Improve the relationship of The Quarter to events taking place in the CBD, e.g. Diwali Festival of Lights and Auckland Heritage Festival		•		
20. Strengthen connections between the Auckland Lantern Festival held in Albert Park and the universities	<b>X</b>	•		
21. Promote road safety and general safety initiatives and events, and ensure safer environments by incorporating CPTED <sup>13</sup> principles in briefs for developments	<b>X</b>	•	•	•
22. Improve pedestrian access to and safety in Albert Park	<b>X</b>	•		

*Measures: a people focussed place, range of activities increased, events strengthened, safety improved*

<sup>13</sup> Crime Prevention Through Environmental Design.

## IMPROVE CONNECTIONS AND MAKE WELCOMING POINTS OF ARRIVAL

The Learning Quarter is a busy place that draws people for learning, research and other activities.

It has several major roads adjoining or running through it – Wellesley Street, Mayoral Drive, Waterloo Quadrant, Anzac Avenue and Symonds Street. While these roads provide good connections with the rest of the city, they create barriers between The Quarter's distinct areas.

People using The Learning Quarter cross a main road at least once during their day. It must be

made easier and safer for people to walk around The Quarter, through both the universities' campuses and surrounding streets.

The partners can create easier, more convenient routes for people to get to The Quarter. We will improve the main points of arrival, ensuring these are clear, welcoming and inspiring to people entering The Quarter.



**THE LEARNING QUARTER PARTNERS PLAN SIGNIFICANT CAPITAL DEVELOPMENTS THAT WILL TRANSFORM AND REVITALISE THE LEARNING QUARTER.**



## > OPENNESS

# OBJECTIVE: IMPROVE CONNECTIONS AND MAKE WELCOMING POINTS OF ARRIVAL

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
23. Investigate creating welcoming public spaces as points of arrival and connection in The Quarter, e.g. at the Wellesley Street/Mayoral Drive intersection where AUT University, the Art Gallery and Central City Library come together, and Wellesley Street/Symonds Street intersection where AUT University and The University of Auckland meet	X	•		
24. Initiate measures to slow traffic in areas around the universities			•	
25. Investigate ways to strengthen pedestrian access, universal design and improve personal safety in key connections in The Quarter, including: <ul style="list-style-type: none"> <li>• from AUT University across Wellesley Street to Princes Street and Albert Park</li> <li>• reconfigure Wellesley Street overbridge</li> <li>• from AUT University across Mayoral Drive to Governor Fitzroy Place</li> <li>• The University of Auckland to Albert Park across Princes Street</li> <li>• provide safe drop off and pick up points around universities' campuses</li> <li>• develop pedestrian focussed streets including Princes Street, St Paul Street, Mount Street, Governor Fitzroy Place and Alfred Street</li> <li>• the old Wynyard Street to Whitaker Place</li> <li>• and to Auckland Domain and Grafton Road via Wellesley Street</li> </ul>	X	•		

*Measures: clearer points of arrival, easier to walk and cycle around, new safe drop off and pick up points, slower traffic, new and improved connections*



## CREATE LINKAGES TO OTHER AREAS

University students and staff are generally already high users of sustainable transport (walking, cycling and using passenger transport), setting an example to the rest of the CBD's commuters.

The Universities' Travel Plan sets an initial target of encouraging 10 per cent of current car drivers to travel more sustainably<sup>14</sup>. This will be achieved through improvements in infrastructure, services, facilities and information – making these options safer and more convenient.

The Central Connector<sup>15</sup> bus priority project will reduce journey times and improve the reliability of services connecting Britomart with Newmarket via key locations such as The Learning Quarter.

The Quarter's location on a ridge between the Queen Street and Grafton gullies, can make it daunting for people to 'climb the hill'. It can be hard for people to find The Quarter from other parts of the CBD and access other areas like Auckland Domain and Parnell. The linkages are particularly important to The University of Auckland's Faculty of Medical and Health Science located in Grafton and considered part of The Quarter.

The partners will improve pedestrian, cycle and bus linkages between The Quarter and other parts of the CBD and region.

<sup>14</sup> The Universities' Travel Plan 2007-2016 is a partnership between the Auckland Regional Transport Authority, the universities, Auckland City Council and Transit NZ to ensure access to The Learning Quarter remains a priority.

<sup>15</sup> The Central Connector is council's biggest public transport initiative since building Britomart. It prioritises a 4km route for buses connecting Britomart with Newmarket via key locations such as Vector Arena, The Learning Quarter, Auckland City Hospital, The University of Auckland's Faculty of Medical and Health Science and Auckland Domain. In The Quarter, the project will provide new and wider pedestrian crossings, new road and footpath surfaces, streetscape upgrades and mountable kerbs for cyclists.



**40,000 STAFF AND STUDENTS TRAVEL TO THE LEARNING QUARTER EACH DAY, MAKING IT THE LARGEST TRAVELLING POPULATION TO A SINGLE DESTINATION IN NEW ZEALAND.**

## > OPENNESS

### OBJECTIVE: CREATE LINKAGES TO OTHER AREAS

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
26. Deliver the Central Connector, improving bus and cycling movements along Symonds Street, consistent with pedestrian amenity and safety	X	•		
27. Implement actions identified in the Universities' Travel Plan to improve pedestrian connections and safety	X	•		
28. Review cycle access, priorities, facilities and connections with local and regional cycle networks		•	•	•
29. Investigate ways to improve signage to and within The Quarter, e.g. CBD way finders and motorway signage		•		
30. Identify The Quarter, its activities and heritage on city maps, information guides, in virtual communications and other material		•	•	•
31. Improve pedestrian, public transport and heritage linkages from The Quarter to the waterfront, Aotea Quarter, Auckland Domain and Parnell		•		

*Measures: Central Connector delivered, cycling enhanced, signage improved, pedestrian access improved*

## AUCKLAND'S LEARNING QUARTER HAS:

### A LARGE AND GROWING COMMUNITY

There are approximately 71,400 students and workers based in The Learning Quarter. However, daytime and evening populations differ considerably. During the day around 40,000 staff and students are on the campuses. In addition to education workers, there are around 3,300 other workers in the area.

During the evening, the population consists mainly of residents, employees of a few businesses, and a smaller proportion of students and staff at lectures and using facilities such as the libraries, a recreation centre, bars and some cafes.

The number of people in The Quarter will grow as the universities become more successful and as people are attracted to the area for other cultural and recreation purposes.

### THE COUNTRY'S LARGEST ACADEMIC COMMUNITY

Together, the two universities cater for approximately 61,900 students. The University of Auckland is New Zealand's largest university and has a student roll of around 38,500, while AUT University's regional roll is around 23,400 with approximately 17,300 students on the city campus. Most of the students are from New Zealand but there is also a significant number of international students (12% of all students in The Quarter).

There are 6,200 academic and other university staff in The Quarter, who hold to international standards of scholarship.

Both universities cater for students studying degrees up to and including the postgraduate level.

### A MIXTURE OF STUDENT AND LONG-TERM RESIDENTS

The resident population in The Learning Quarter in 2006 was 2,740. Most of the resident population was aged between 15 and 24 (62%), which is not surprising given the large number of school leavers who go on to study at the universities. Just under half (44%) of residents were in full-time and a further 3% in part-time study.

Many of the residents in The Quarter are students, although some are also long-term residents. Of those living in The Quarter, 53% have lived there for less than a year, and 14% between one and four years (compared with 26% and 31% respectively for Auckland city). As at 2006, most of The Quarter's residents (63%) had lived elsewhere in New Zealand five years previously, and nearly a third (31%) lived overseas in 2001.

Statistics New Zealand Census, 2006.  
Statistics New Zealand Business Demographic Dataset, 2006.  
Universities' Travel Plan.  
University annual plans, 2007.



# DISCOVERY

It's where people go to  
think, to learn, to research,  
to be enlightened.

The diversity of the learning  
experiences allows people  
to discover, interact and  
engage, in a challenging and  
stimulating environment.



## DEVELOP A STIMULATING ENVIRONMENT

To match the intellectual endeavours in The Quarter, the physical environment needs to be inspirational, drawing people from across the world. A more interesting and dynamic street scene will showcase what The Learning Quarter has to offer, making the talent that exists in the universities more visible and providing a window into the energy of The Quarter.

There is capacity in The Quarter and surrounding areas for additional accommodation to enable university staff and students to live or locate in The Quarter and for commercial and specialised

space for businesses. The Quarter's residential population will continue to grow and diversify, and the types of accommodation available will need to expand to cater for this.

The partners will work closely together to enable the development of an inspirational, dynamic and quality built environment and the regulatory frameworks and infrastructure that will support this<sup>16</sup>. We will make sure public spaces in The Learning Quarter are attractive to The Quarter's university, resident and business communities, encouraging people to meet and share their ideas.

<sup>16</sup> For example, Auckland City Council's Urban Design Framework 2007, aims to develop Auckland into a more exciting, equitable, prosperous and sustainable place in which to live, do business and relax.



**THE LEARNING QUARTER IS AN INSPIRATIONAL AND ACCESSIBLE PLACE THAT THROUGH DISCOVERY AND LEARNING HELPS PEOPLE REALISE THEIR POTENTIAL.**

## > DISCOVERY

# OBJECTIVE: DEVELOP A STIMULATING ENVIRONMENT

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
32. Encourage quality urban design through better relationships between buildings, streets and the landscape, and to enable the provision of a range of residential, academic and business accommodation needs		•	•	•
33. Increase interactive street frontages within new developments in the university campuses to enhance public/university interface and encourage academic and commercial/retail activity that supports lively streets elsewhere in The Quarter	X	•	•	•
34. Review the regulatory framework in relation to university master planning in The Quarter, taking into account mixed uses in the area and balancing business and residents needs		•		
35. Identify new public art opportunities to bring The Quarter's identity to life, e.g. art bridge across Wellesley Street, performance art areas and art at points of arrival		•		
36. Complete strategic master plans for the university campuses that enable development of additional and appropriately sized facilities and environments that support quality teaching, learning and research and attract top staff and students			•	•

*Measures: quality of the built environment, stimulating surroundings, improved interaction between university buildings and public spaces, public art opportunities identified, quality accommodation built of appropriate type, size and density, university master plans developed*

# CELEBRATE THE QUARTER'S RICH HERITAGE

The Learning Quarter is the most significant heritage site of the CBD.

The area contains numerous historic buildings, parks and trees, as well as sites of Māori and colonial significance, relating to both defence and early governance. The Quarter's rich social and cultural heritage is also expressed through places of historic and contemporary worship as well as the range of buildings associated with learning. The Learning Quarter has great stories to tell. It is where ideas have been born and where leaders and innovators have studied, taught and researched.

The council has a role through its District Plan to conserve and enhance landscape and heritage features. The partners want to communicate the stories of The Learning Quarter to our local community and visitors alike. We will be promoting The Quarter as the place to go for inspirational ideas and practical solutions.

## > DISCOVERY

### OBJECTIVE: CELEBRATE THE QUARTER'S RICH HERITAGE

Proposed Actions	Flagship Actions	LEAD PARTNER		
		Auckland City Council	AUT University	The University of Auckland
37. Develop a heritage trail for The Quarter to raise awareness of its history and heritage features. To include: <ul style="list-style-type: none"> <li>strengthening the ways that Māori cultural heritage and natural heritage (geology, ecology, original shoreline) are recognised in The Quarter</li> <li>celebrating and interpreting The Quarter's heritage through a heritage trail with signage, brochures, plaques and footpath treatments</li> </ul>	X	•		
38. Tell the story of The Quarter's people through communications, publications and events, e.g. first woman to attain a degree in New Zealand, Māori history of the area, profile diversity of learning experiences		•	•	•

*Measures: heritage trail developed, awareness of The Quarter's heritage increased, stories of its people communicated*

## AUCKLAND'S LEARNING QUARTER IS:

### FULL OF HERITAGE FEATURES

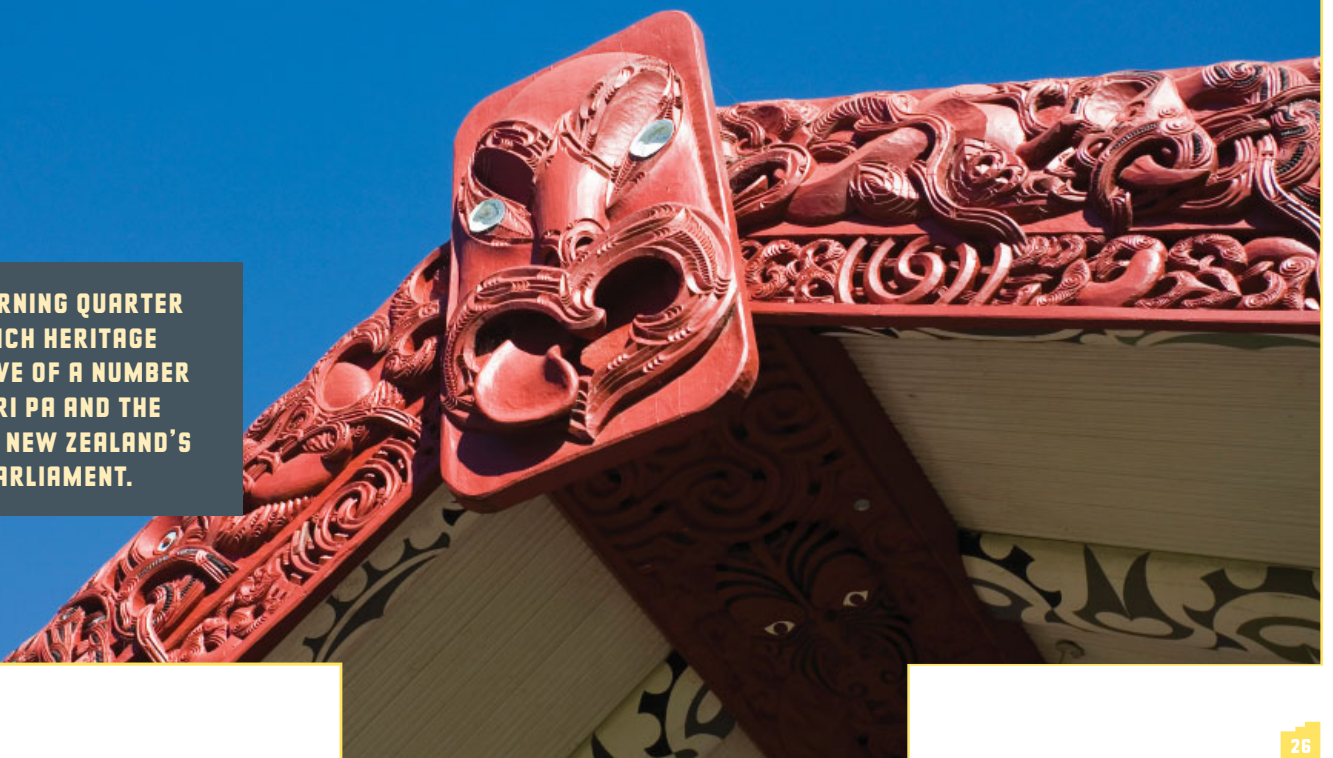
The Learning Quarter is in the heart of the city today as it was in the original plan for Auckland drawn up in the 1840s by Felton Matthew, New Zealand's first acting Surveyor General. The Quarter's layers of heritage include:

- 57 protected buildings and objects dating from the 19th century to the 1970s
- 26 protected notable tree sites including groups and single trees of historical significance in Albert Park and on the Old Government House lawn
- protected oaks, elms and plane trees in Symonds and Alfred Streets
- Māori settlement – three pa (Te Reuroa pa in the vicinity of the High Court, Te Horotiu in the north-western end of Albert Park and Tangihanga Pukeaa pa on the north-south orientated ridge that runs down to the former Point Britomart headland). There is no longer any archaeological evidence of these pa
- natural spring – Te Wai Ariki (chiefly waters) located in The University of Auckland Faculty of Law

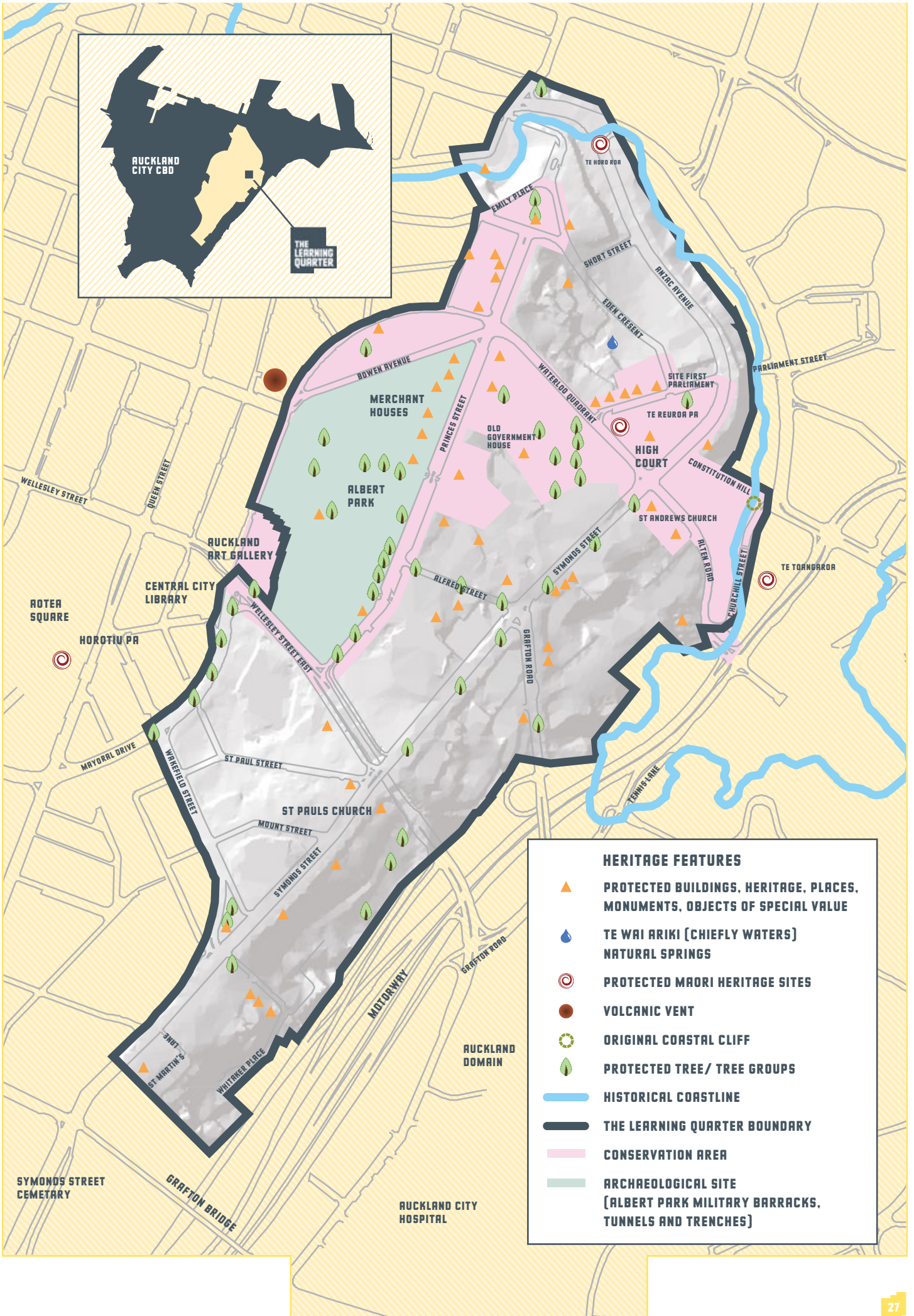
- one of the few visible remnants of the original harbour shoreline at the base of Constitution Hill
- seat of early Colonial governance – the first parliament established in 1854 in Parliament Square, Old Government House originally residence of the Governor General and 19th century merchant houses on Princes Street
- Victorian landscape design – Albert Park with its military barracks and tunnels underneath
- the heritage collections of the Central City Library, begun with a bequest by Governor Sir George Grey in the 19th century, are highly valued and have a well-deserved reputation. The University of Auckland Library holds the Western Pacific Archive among other important archives and manuscripts, and both hold historical material about New Zealand. These heritage collections contribute to our national culture, identity and knowledge
- High Court – a nationally significant example of a public building in gothic revival style.

Auckland City Council Heritage Archives

**THE LEARNING QUARTER HAS A RICH HERITAGE INCLUSIVE OF A NUMBER OF MAORI PA AND THE SEAT OF NEW ZEALAND'S FIRST PARLIAMENT.**







ROTERA SQUARE

HOROTIU PA

CENTRAL CITY LIBRARY

AUCKLAND ART GALLERY

MERCHANT HOUSES

ALBERT PARK

OLD GOVERNMENT HOUSE

HIGH COURT

ST ANDREWS CHURCH

WELLESLEY STREET BAY

MAYORAL DRIVE

WAKEFIELD STREET

ST PAUL STREET

ST PAULS CHURCH

MOUNT STREET

SYMONDS STREET

ST MARTIN'S

WITTENBERG PLACE

SYMONDS STREET CEMETARY

GRAFTON BRIDGE

AUCKLAND CITY HOSPITAL

AUCKLAND DOMAIN

MOTORWAY

GRAFTON ROAD

TENNIS LANE

TE TORANGAROA

CONSTITUTION HILL

CHURCHILL STREET

PARLIAMENT STREET

EDEN CRESSENT

SHORT STREET

ANZAC AVENUE

EMILY PLACE

TE HORO ROR

## AUCKLAND'S LEARNING QUARTER HAS:

### ALBERT PARK IN THE HEART OF THE QUARTER

Covering 7.5 hectares, Albert Park was designed in 1881 and remains one of the most intact examples of a Victorian park with elegant heritage features such as its band rotunda. The park is adjacent to the remains of a volcanic landform which has been quarried away. Albert Park and The University of Auckland are situated on a pre-volcanic ridge mantled with thick tuff and scoria from an eruption approximately 100,000 years ago at the park's Victoria Street edge.

The park site was originally used by Māori for cultivation and settlement (Rangipuke – sky hill). From 1847-1870 it was the site of the Albert Barracks, the largest early military establishment in New Zealand. A small proportion of the wall remains in The University of Auckland grounds. During the Second World War public shelters for civil defence were constructed and a vast network of tunnels formed below its surface to provide air raid shelters for the residents and workers of the inner city (they are around 3.4kms long).

Today, Albert Park provides a cool green oasis in the inner city with its mantle of large historic trees. It is a place where people can meet, relax, have fun and be active. It also provides an important pedestrian route to The Learning Quarter. The park is a popular venue for events, most notably the Auckland Lantern Festival.

So that the park continues to delight users, in 2008 improvements were made to lighting, CCTV and seating, and to the adjacent merchant houses.

### A STRONG HISTORY OF ACHIEVEMENTS

The Learning Quarter offers a wealth of stories on prominent and interesting alumni, members of staff and students past and present who have contributed to society and the economy. In all intellectual, artistic, scientific and industrial endeavours, in sporting awards won by students and in honorary degrees conferred, the universities have a vast range of stories that give Auckland's Learning Quarter a distinct people focus.

**Major literary figures** - Allen Curnow, M.K. Joseph, C.K. Stead, Albert Wendt and Witi Ihimaera.

**Artists** - Gretchen Albrecht, Colin McCahon, Robert Ellis and Greer Twiss.

**Performers and teachers of music** - John Rimmer, Eve de Castro-Robinson and Uwe Grodd.

**Public intellectuals** - Jane Kelsey, Ranginui Walker and Anne Salmond.

**Retail innovator** - Stephen Tindall.

**Fashion leader** - Karen Walker.

**Sport** - Team NZ leaders Grant Dalton and Sir Peter Blake, Michael Jones and Valerie Vili.

Auckland City Council Heritage Archives.

ALBERT PARK IS A POPULAR VENUE FOR EVENTS, MOST NOTABLY THE AUCKLAND LANTERN FESTIVAL.



## AUCKLAND'S LEARNING QUARTER HAS:

### A DISTINCTIVE GEOGRAPHY AND CHARACTER

There are areas of distinct character within The Learning Quarter. The two universities are in the core of The Quarter, both adjoining Albert Park, with predominantly commercial uses along Symonds Street, a mix of residential and business activities in the Eden Crescent/Anzac Avenue area, and a largely residential focus in Whitaker Place and Mount Street.


The campuses are quite different in size and nature. AUT University has a dense, urban campus dominated by buildings and with limited open space, although there are plazas in which people can meet. The campus covers 3.3 hectares.

The University of Auckland's campus is significantly larger (18.5 hectares) and can be separated into areas of different character.

Its areas have varying densities of use within them (often for heritage reasons, the open spaces around Old Government House being an example). On the motorway side of Symonds Street there is potential to accommodate greater intensity of use.

The Quarter's topography is an important factor in its character, rising from the Queen Street valley to its ridge on Symonds Street and dropping again to the Grafton Gully. This geography limits movement between The Quarter and the CBD to a number of channels with Wellesley Street providing the easiest gradient. Outside the campuses, there is scope to improve the look and vibrancy of the main thoroughfares to The Quarter, north along Anzac Avenue and south on Symonds Street to Wakefield Street.

University annual plans, 2007.



THE LEARNING QUARTER OFFERS A WEALTH OF STORIES ON PROMINENT AND INTERESTING ALUMNI, MEMBERS OF STAFF AND STUDENTS PAST AND PRESENT.







## CONSULTATION AND RESEARCH

The Learning Quarter Plan has been developed through an extensive consultation process involving a wide range of stakeholders and the anchor partners – AUT University, The University of Auckland and Auckland City Council. This included:

- street survey and interviews of key informants
- workshops conducted by the partners with businesses, residents, government service providers and students

- an audit and assessment of social needs
- research on economic connections
- international literature review
- developing an urban environment plan
- single organising idea workshops

## IMPLEMENTATION

The Learning Quarter Plan is a collaborative framework of actions that gives focus to the individual initiatives of each of the key partners. The plan will guide improvements to the area physically, and its social and economic actions are designed to help to strengthen The Learning Quarter's sense of identity and promote the role of The Learning Quarter in Auckland's future.

Actions outlined in The Learning Quarter Plan will be staged over the next ten years starting from 2008/9 and running until 2017/18. Some of the actions will have an impact immediately on the area while other actions will be achieved over the longer term.

## REVIEW

This plan represents the first time that AUT University, The University of Auckland and Auckland City Council have come together to plan for the future of Auckland's Learning Quarter. We will report annually on the progress we make and ensure this is a living document by identifying any new opportunities to improve The Quarter.

Joint Learning Quarter steering and project teams have been established to ensure the successful contribution of identified projects to The Quarter's strategic direction.

## FAST FORWARD

The Learning Quarter's future is bright. In 10 years time upon completion of the action plan:

- The Learning Quarter is highly valued for its economic, social and cultural contribution to the city's development
- research-led businesses cluster around the universities
- companies choosing to locate in Auckland are influenced by the strength of the research and expertise in The Learning Quarter
- The Learning Quarter is world renowned for turning breakthrough ideas into profits and jobs
- the world standing of the universities' staff and resources is high
- high calibre university graduates choose to work in the city
- people entering The Learning Quarter experience a distinctive atmosphere and style
- it is a safe and vibrant place for people to walk around and gather
- The Learning Quarter is connected in every direction to the harbour, the CBD, Parnell, Grafton, Newmarket and further afield
- The Quarter's rich heritage is distinct and well preserved
- public transport serves the entire Quarter well
- public amenities and services cater to The Quarter's diverse users
- streets are alive with purposeful activity
- the concentration of students, visitors, residents, businesses, activities and events gives The Quarter year-round vibrancy and appeal.

## PHOTOGRAPHY CREDITS

Page 23: Students in front of clock tower,  
The University of Auckland

Page 29: AUT Graduation, Tim Hamilton

