



Shaping the future of the

# *Central Wharves*

Testing the Port Precinct  
Framework Plan

**Summary of public feedback**

June 2025 | Revision A





# Summary of Public Feedback

Key themes from peoples' feedback

400,000

people reached via social media campaign

1,663

visitors to the AK Have Your Say central wharves website

2,700

visitors to the activation days on Queens Wharf

335

pieces of feedback received



44%

## Publicly accessible spaces / seating & viewing

*'allow people to enjoy the view of the harbour..... areas for people to congregate'*



41%

## A desire for more greenery, planting, trees and parks

*'I would come down more often if there was more green space, real grass, big trees, and, like, a park like environment'*



39%

## Family and child-friendly places, facilities and activities

*'we would love to bring our kids downtown to spend the day in the city, watching the boats come & go, picnicking'*



30%

## Food & beverage, cafes, bars, restaurants

*'ensure that there are a myriad of restaurants, cafes...to enjoy this previously inaccessible waterfront asset'*



26%

## Opportunity to provide more sporting facilities

*'a sports facility here [Hobson] would have to be highly visible and cater to a sport with a dedicated community.'*



26%

## Engage with the water

*'maybe a splash pad, a swimming pool. That would be epic'*



24%

## Events & performance

*'music, conferences, other events that are currently housed in the Cloud and Shed 10'*



22%

## Art, sculpture & craft

*'rotating public art or events would keep the energy fresh all year'*



# THANK YOU FOR HELPING US SHAPE THE FUTURE OF AUCKLAND'S CENTRAL WHARVES

Auckland Council is developing a Central Wharves Masterplan. The goal is to improve public access and activity on the waterfront and strengthen the connection between the city centre and Te Waitematā Harbour.

The starting point for this work was to **test the ideas specific to the central wharves in Port Precinct Framework Plan**. This was an indicative plan that considered options for the future of the port precinct.

This document provides a **summary of feedback from this early public engagement**.

The next step will be to use feedback from the public, our partners and stakeholders, alongside technical input, to develop a **draft masterplan for testing and consultation**.





# THE FRAMEWORK PLAN SUMMARISED

THE FRAMEWORK PLAN WAS THE STARTING POINT FOR THE CENTRAL WHARVES MASTERPLAN DEVELOPMENT, AND THE BASIS FOR OUR PUBLIC ENGAGEMENT.

## Timeline

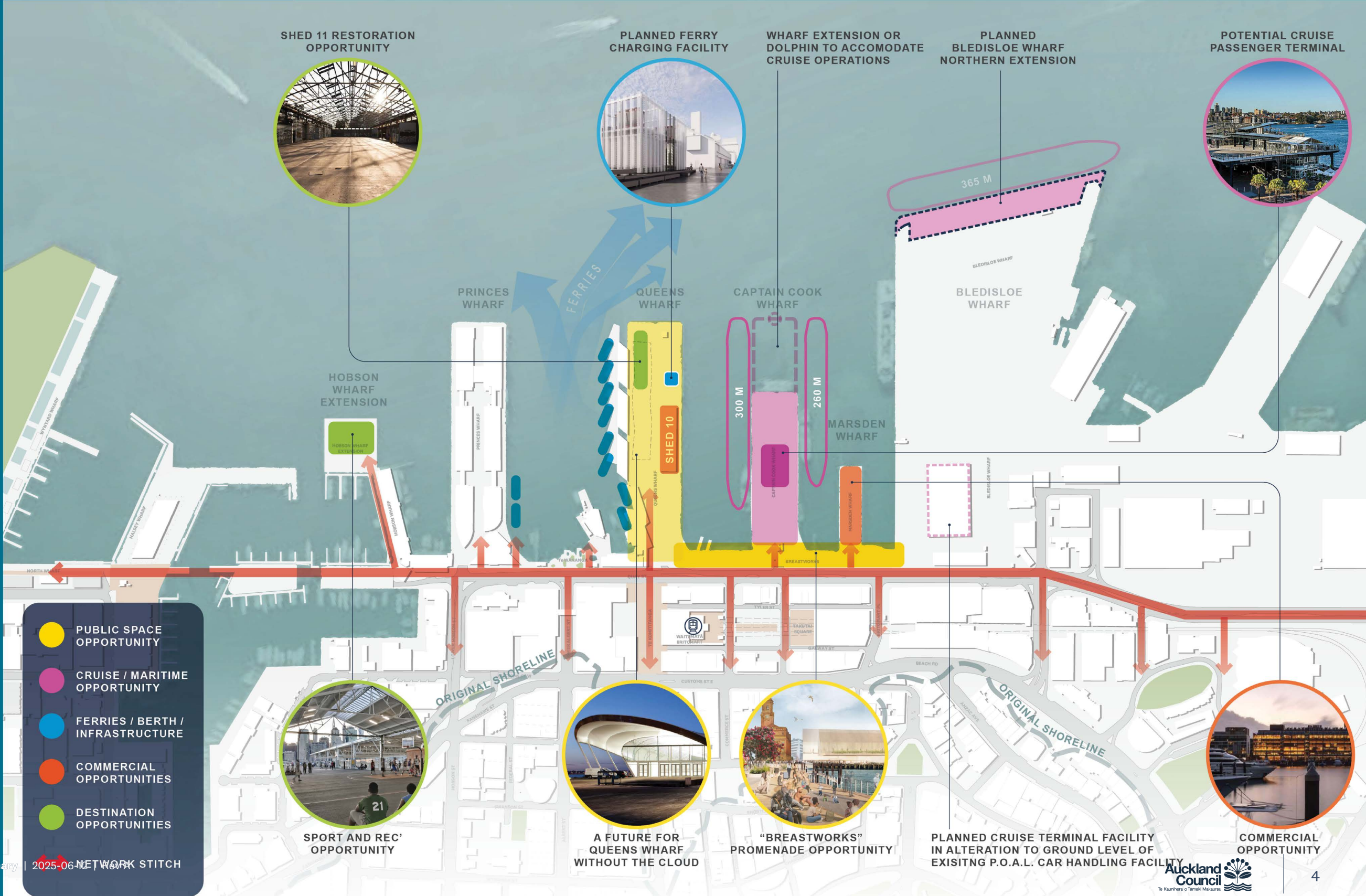
FRAMEWORK PLAN  
TESTING  
We are here

DRAFT  
MASTERPLAN  
Engagement

Mid 2026  
FINAL  
MASTERPLAN

Mid 2026  
- 2028  
PRIORITY  
PROJECTS  
IDENTIFIED

PROJECT  
DELIVERY  
SUBJECT TO  
FUNDING





# ENGAGEMENT PROCESS

People could provide feedback from Saturday 12 April to Sunday 11 May 2025

The engagement process centred around a series of activations on Queens Wharf, called Downtown Days, to draw people to the site and start imagining the future of the central wharves. Downtown Days comprised:

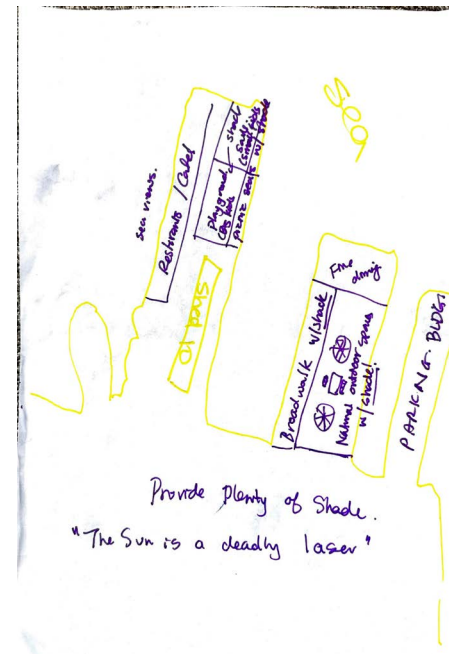
- Four family friendly activation days on Queens Wharf. A fifth day (Thursday 17 April) was planned but had to be cancelled due to poor weather
- A stellar line-up of musicians, DJs and theatre
- Walking tours around Queens Wharf with 'time travellers from the future' to help people imagine potential future scenarios
- Kids craft activities
- An interactive sound recording booth 'the EggFruit' where people could record their aspirations for the future

Information was provided on the AK Have Your Say and Eke Panuku websites. The AK Have Your Say page included a feedback form and ability to drop comment pins on an interactive map

This was all supported by a communications and social media campaign to raise awareness and attract interest







## FEEDBACK CHANNELS

**People could provide feedback in a number of ways:**

- **Online – via the feedback form and interactive map**
- **Onsite at Downtown Days – via comments made directly to council staff, drawings of what they would like to see on each wharf, and voice recordings made in the EggFruit**
- **Via email**

**Across these channels we received 335 pieces of feedback**





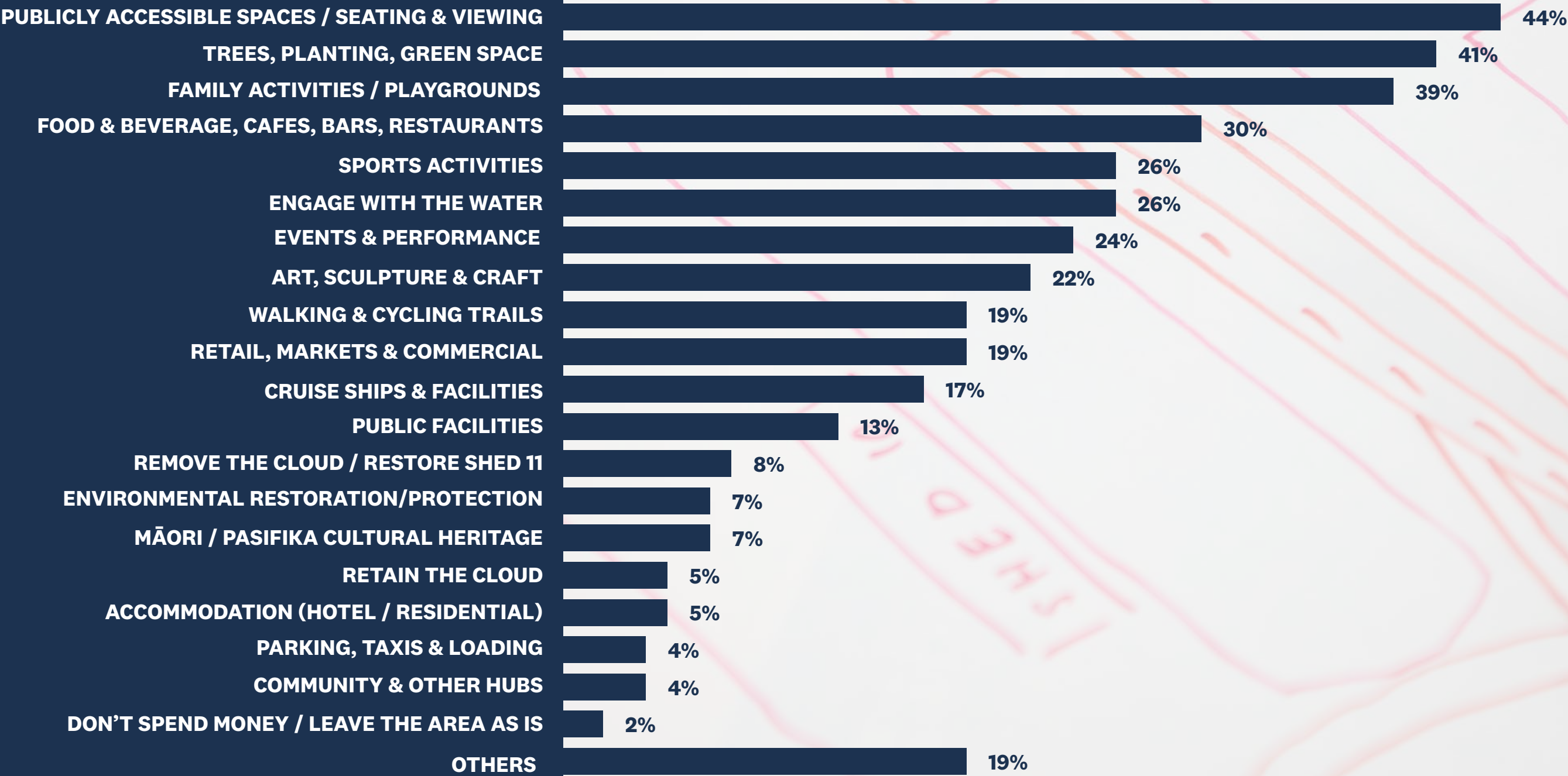
# WE ASKED

- What do you think of the potential role and function of the central wharves outlined in the Framework Plan? (This question was asked separately for each wharf)
- What would you like to see and experience in this space? (This question was asked separately for each wharf)
- What else should we consider as part of our planning?

# YOU SAID

- Feedback across all channels has been collated and summarised into themes, as shown in the chart
- Note, people often mentioned multiple themes so the percentages add to more than 100%

KEY THEMES FROM PEOPLES' COMMENTS





# KEY THEMES



## PUBLICLY ACCESSIBLE SPACES / SEATING & VIEWING – 44%

Almost half (44%) of people mentioned a desire to open up the wharves for more public access, this included wanting:

- + Public spaces in the area (especially green space)
- + Places for people to sit, watch the boats and water, and hang out / gather together
- + Vibrancy, energy, and people on the wharves
- + Open and unstructured spaces (especially with art)
- + Connection between the wharves and the wider city centre to create a pedestrian friendly downtown

*“the focus of the development should be on how the public can use the space”*

*“allow people to enjoy the view of the harbour..... areas for people to congregate”*



## TREES, PLANTING, GREEN SPACE – 41%

The second most frequently mentioned theme was a desire for more greenery, planting, trees and parks:

- + The wharves are currently seen by some as ‘barren expanses of concrete’
- + Support for green areas and parks for families and others to enjoy e.g. for picnics
- + Support for trees and other planting, especially native plants to make the wharves more attractive and provide shade

*“all of the wharves should become tree-lined, even if they have to be in big pots”*

*“I would come down more often if there was more green space, real grass, big trees, and, like, a park like environment”*



## FAMILY ACTIVITIES / PLAYGROUNDS – 39%

Over a third (39%) wanted to see family and child-friendly places, facilities and activities:

- + Playgrounds, play facilities and play areas were often mentioned
- + Support for areas that attracted families and gave kids something to do
- + This included a mix of indoor and outdoor spaces, and play activities for a range of ages

*“we would love to bring our kids downtown to spend the day in the city, watching the boats come & go, picnicking”*

*“a fun, interactive space for families”*



# KEY THEMES



## FOOD & BEVERAGE, CAFES, BARS, RESTAURANTS – 30%

Another popular theme was a desire for food outlets, cafes and bars:

- + Cafes and restaurants were frequently mentioned
- + Support for bars and an entertainment area
- + Some talked about smaller food truck type offerings and coffee carts

*“ensure that there are a myriad of restaurants, cafes... to ensure that both visitors and residents can enjoy this previously inaccessible waterfront asset”*

*“so it could be something, kind of like Nyhavn in Copenhagen with lots of cafes and restaurants and places to sit and some colorful buildings”*



## SPORTS ACTIVITIES (COURTS, SKATING) – 26%

A quarter of people mentioned a desire for a range of sporting facilities:

- + This included courts such as netball, basketball, football, tennis and pickleball
- + Skating areas and facilities were also mentioned
- + This theme was especially strong in relation to Hobson Wharf

*“netball court for a netball league in the city centre”*

*“please turn it into a skate park. Even if it is not fully enclosed, having it partially enclosed with lights would be amazing!!”*

*“a sports facility here [Hobson] would have to be highly visible and cater to a sport with a dedicated community. I think a covered football or futsal facility or skatepark would be a good fit for the location”*



## ENGAGE WITH THE WATER (FISHING / SWIMMING) – 26%

A quarter also mentioned wanting opportunities to engage with the harbour in some way:

- + Fishing off the wharves was often mentioned – and a desire for this to continue and be supported
- + Some wanted places to swim e.g. harbour pools
- + Others talked about steps and other ways to get closer to the water’s edge

*“this wharf is often used by fishermen, integrating that into the development would benefit the current use”*

*“maybe a splash pad, a swimming pool. That would be epic”*

*“some access to the sea with steps, or preferably a swimming area”*



# KEY THEMES



## EVENTS & PERFORMANCE (THEATRE, AMPHITHEATRE, MOVIES) – 24%

Some people talked about having areas and spaces to host events and performances, including:

- + Flexible spaces that could host performances, theatre and/or movies
- + An outdoor or water-based amphitheatre
- + Some felt that if the Cloud was to be removed, we would need an alternative event space on the wharves to take its place

*“music, conferences, other events that are currently housed in the Cloud and Shed 10”*

*“a public space for exhibitions, performances, trade shows would be perfect”*

*“floating music amphitheatre on the water like overseas”*



## ART, SCULPTURE & CRAFT – 22%

Some also talked about incorporating public art and sculptures into the design for the wharves, and/or places to get involved in making art and craft:

- + This included a mix of permanent and temporary or rotating exhibitions, along with art and sculpture walks

*“rotating public art or events would keep the energy fresh all year”*

*“definitely one of [the wharves] should be an arts precinct, potentially the one with Shed 11 on it”*

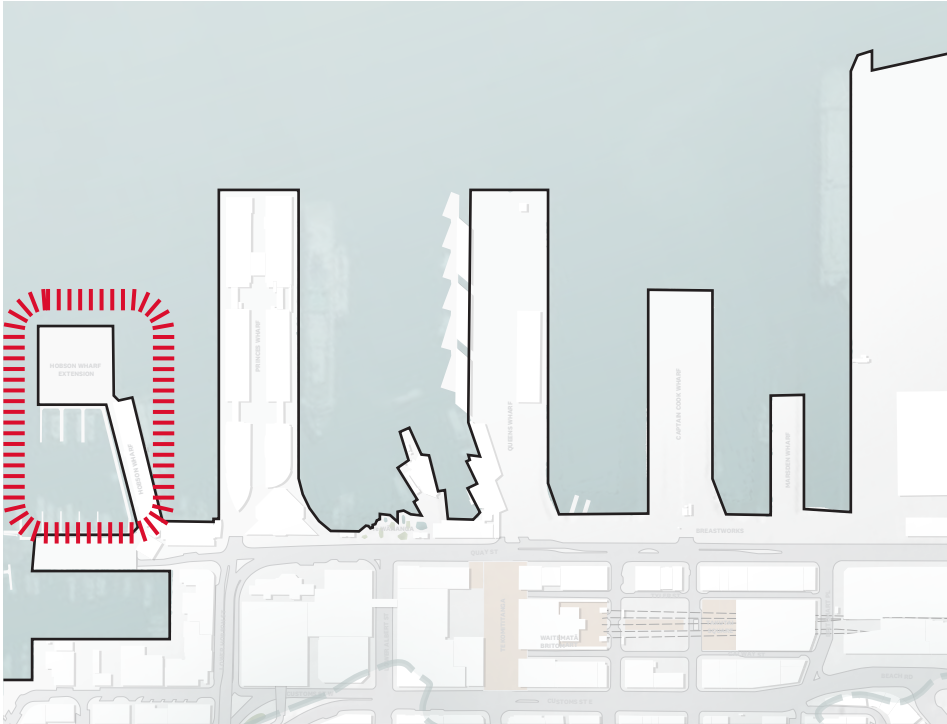
*“I’d come down to the wharf if there if there were more family friendly things to do like outside art, outside art activities to do”*





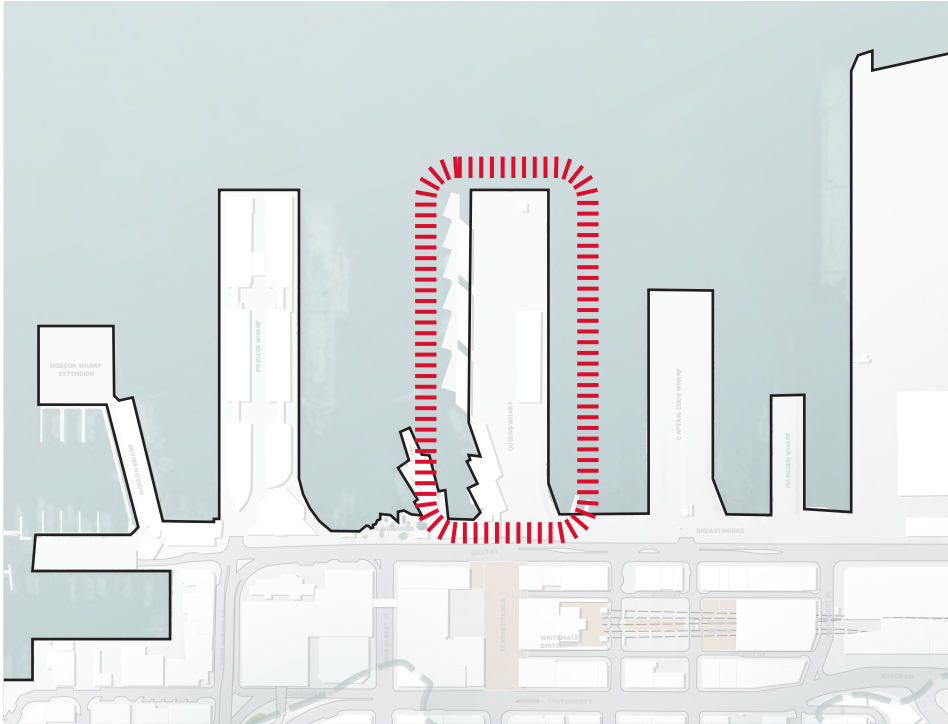
# KEY THEMES PER WHARF

## MOST FREQUENTLY MENTIONED THEMES FOR EACH WHARF



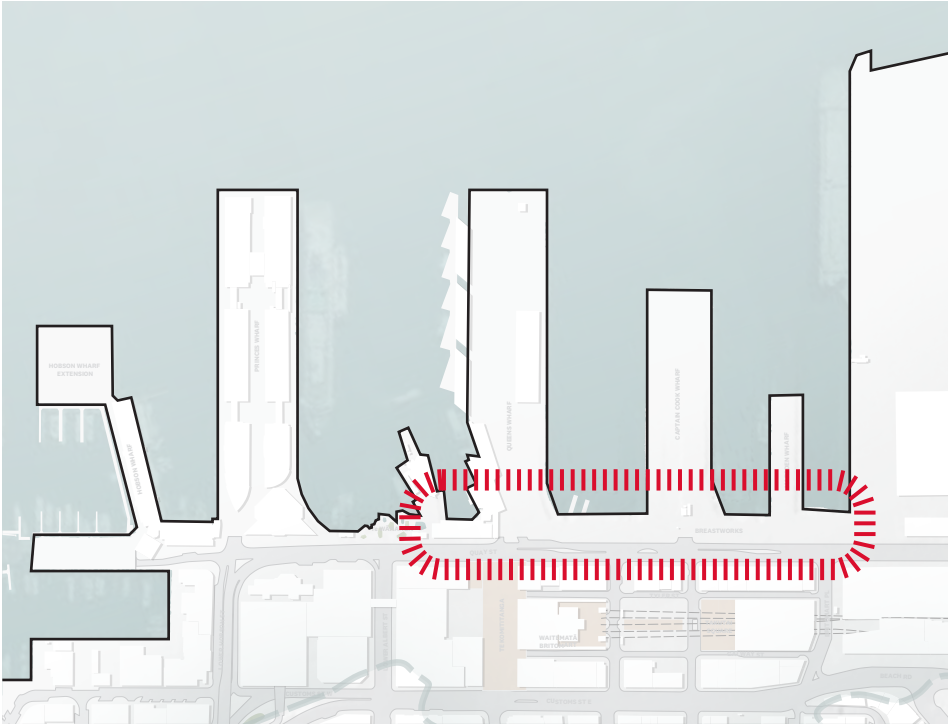
### HOBSON WHARF

- + Sports activities (courts, skating, pickleball netball basketball)
- + Publicly accessible spaces / seating & viewing
- + Public facilities (toilets, shelter)
- + Don't spend the money / leave the area as is / other priorities for council



### QUEENS WHARF

- + Trees, planting, green space
- + Publicly accessible spaces / seating & viewing
- + Events & performance (theatre, amphitheatre, movies)
- + Remove the Cloud / restore Shed 11
- + Art, sculpture & craft
- + Family activities / playgrounds
- + Retain the Cloud
- + Public facilities (toilets, shelter)
- + Sports activities (courts, skating, pickleball netball basketball)



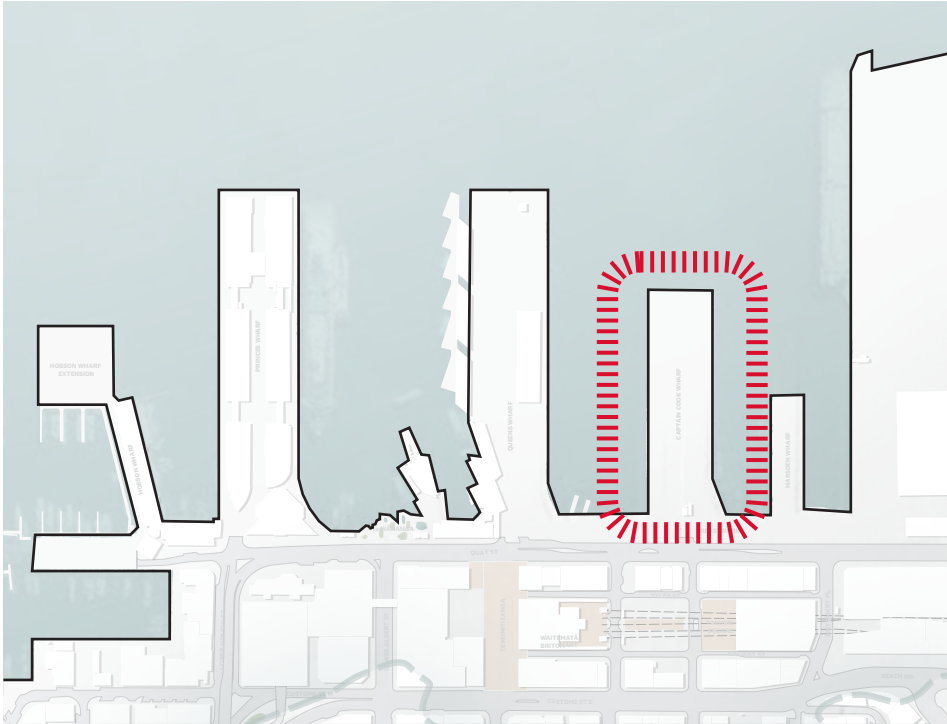
### BREASTWORKS

- + Publicly accessible spaces / seating & viewing
- + Trees, planting, green space
- + Walking & cycling trails
- + Family activities / playgrounds
- + Engage with the water (fishing / swimming)



# KEY THEMES PER WHARF

## MOST FREQUENTLY MENTIONED THEMES FOR EACH WHARF



### CAPTAIN COOK WHARF

- + Cruise ships & facilities
- + Trees, planting, green space
- + Publicly accessible spaces / seating & viewing
- + Food & beverage, cafes, bars, restaurants
- + Retail, markets & commercial
- + Sports activities (courts, skating, pickleball netball basketball)



### MARSDEN WHARF

- + Food & beverage, cafes, bars, restaurants
- + Publicly accessible spaces / seating & viewing
- + Retail, markets & commercial
- + Sports activities (courts, skating, pickleball netball basketball)





# *Next Steps*

We will use public feedback, alongside technical information and input from our partners and stakeholders, to develop a draft Masterplan. We will consult Aucklanders on the draft Masterplan in 2026.





# *ngā mihi*

