

## DESIGN - INTENSIVE INDUSTRIES AND URBAN TRANSFORMATION: THE CASE STUDY OF AUCKLAND

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### ABSTRACT

*In this creativity age, abundant with relentless branding campaigns, bombastic slogans, breathtaking landmarks, inspiring cultural icons and heart-touching identity crises, the global competition for recognition is taken to new heights. Auckland has a magnificent natural setting between two large harbours - the Waitemata Harbour and the Manukau Harbour, a setting that can be rivalled only by few cities in the world. The ultimate challenge would be to create prosperous and memorable urban places as a vital component of the city's vision and growth.*

*The aim of this paper is to examine the intersection between the concept of creative industries and urban design and planning focusing, in particular, on the relationship between the design sector of the creative industries and their impact on urban life in Auckland.*

*This paper focuses on Auckland-based creative professionals employed in small, medium and large-sized architecture and design firms, representing the largest creative sub-sector. Mapping techniques are employed to plot the exact locations of these design sub-sector firms in Auckland's CBD (Central Business District) and CBD fringe areas in order to identify possible patterns and trends. The resulting 2010 snapshot maps illustrate well defined areas of creative clusters in the fabric of the city. Further to the mapping techniques, a case study of Parnell, a trendy suburb adjacent to the Central Business District of Auckland, is presented to exemplify a trend of urban renewal.*

*The paper concludes that whilst considering the specifics of Auckland's urban planning policies, the potential impact on the urban environment is on a micro level - transforming live-work-leisure spaces and on a macro level - transforming the urban environment and ultimately changing the city's image.*

### INTRODUCTION

The nature of the creative economy, we live in, is characteristic of high levels of flexibility, job market volatility, and technological advancements enabling unprecedented levels of business collaboration. The new weightless economy of ideas gives new meaning to work-live-leisure choices integrating these everyday core activities and resulting in huge urban transformation. CBD (Central Business District) fringe areas start to flourish and become increasingly popular among creative professionals attracting talent with cheaper rents,

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exciting business opportunities, easy access for customers and abundant high-quality amenities and experiences. The clustering and concentration of talented and creative people in such areas fosters idea generation and an increase in productivity leading ultimately to a significant economic growth. Parnell, a trendy suburb adjacent to the Central Business District of Auckland with high concentrations of design creative clusters, is presented in this study to exemplify a trend of urban renewal.

This paper focuses on Auckland-based creative professionals employed in small, medium and large-sized architecture and design firms, representing the largest creative sub-sector. Mapping techniques are employed to plot the exact locations of these design sub-sector firms in Auckland's CBD (Central Business District) and CBD fringe areas in order to identify possible patterns and trends. The resulting 2010 snapshot maps illustrate well defined areas of creative clusters in the fabric of the city. Further to the mapping techniques, a case study of Parnell, which is a trendy mixed-use creative precinct adjacent to the Central Business District of Auckland, is presented to illustrate a trend of urban renewal.

## NEW ZEALAND'S CREATIVE INDUSTRIES: DEFINITION, CLASSIFICATION MODEL AND MAIN CHARACTERISTICS

Starkwhite's report for the Auckland City Council (2002) emphasizes the important role of creativity and innovation in the global knowledge economy. "Industries of the mind" (Starkwhite, 2002, p.4) whose main commodity are ideas are the ones having a central place and leading the way in a thriving economy. The report recognizes the value of the arts whose nature is anchored in the concepts of creativity and innovation and realizes the contribution they can potentially make to create a culturally vibrant environment in Auckland. The potential impact of art and culture and the associated creative industries on the economy is discussed in the context of creative Auckland: "governments are seeing the social, cultural and economic value of the creative industries" (Starkwhite, 2002, p.9).

The New Zealand Government "has identified the creative industries as a business sector that is capable of generating a transformational change in New Zealand's economic performance as part of the Growth and Innovation Framework" (Auckland City Council, 2005, p.4). The report acknowledges the economic potential of the creative industries admitting that this concept is relatively new and has not been fully explored in the context of the knowledge economy.

The *Snapshot: Auckland's creative industries* document (Auckland City Council, 2005) defines the creative industries as "those industries that have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property" (p.5). This definition is largely based on the one produced by the UK Department for Culture, Media and Sport in their Creative Industries Mapping

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Document from 2001. The New Zealand creative industries fall into six sub-sectors:

- **Design** (architecture, graphic design and advertising). It is the largest source of employment in the creative industries with 5 400 jobs in Auckland City.
- **Screen Production and Radio** (film, television, video and radio). This is the second largest sub-sector with 3 480 jobs in Auckland City.
- **Publishing** (newspaper, book and periodical publishing). It is the smallest of the three sub-sectors with 2 785 jobs in Auckland City.
- **Visual Arts, Crafts and Photography** - 893 jobs in Auckland City.
- **Performing Arts** - 806 jobs in Auckland City.
- **Music** - 252 jobs in Auckland City.

The creative sector employment is concentrated in the first three sub-sectors and the total creative sector employment is 13 616 (Auckland City Council, 2005, p.18). This classification is based on industry groupings from the Australia and New Zealand Standard Industrial Classification (ANZSIC) system. Design makes up 40 per cent of employment in the creative sector in Auckland city. The breakdown within the design sub-sector demonstrates that out of a total of 5 400 employees in Auckland City the largest number of employees is in advertising services - 2 510, followed by architectural services - 1 590 and graphic design - 1 300 (Auckland City Council, 2005, p.25).

The majority of the creative industries in New Zealand are concentrated in the Auckland region with 18 730 full-time employees out of the estimated 36 540 creative sector full-time employees in New Zealand (Auckland City Council, 2005). Auckland is undoubtedly the centre of television and radio, music, performing and visual arts, publishing, advertising and architecture industries. The main attraction to Auckland is due to a number of related factors, such as great business opportunities, enjoyable lifestyle, cosmopolitan environment, cultural diversity, local networks, the size of the city's market and proximity to key industries and clients. The *Snapshot: Auckland's creative industries* document (Auckland City Council, 2005) emphasizes the importance of a quality urban environment, which creates a "buzzy, magnet city" (Handy, 1999, November 24). In terms of a location, most of the creative industries in the Auckland region are concentrated in Auckland City, which is one of seven Councils in the Auckland Region, and provides 73 per cent of the region's jobs and 37 per cent of the nation's jobs in the creative industries (Auckland City Council, 2005).

In terms of location choices, the highest concentration of the creative industries is in Auckland's CBD (31 per cent) and CBD fringe areas (36 per cent), which represent approximately two-thirds of Auckland City's creative sector employment. As CBD problems seem to deepen at an alarming rate in terms of high and unaffordable rents, lack of spaces suitable for creative businesses at the expense of traditional office buildings, and traffic congestion contributing to poor access for clients and customers, the CBD fringe areas seem to grow in popularity (Auckland City Council, 2005). A mix of factors contribute to the appeal of these areas, such as the availability of relatively affordable spaces,

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suitable for creative businesses; less intense traffic offering parking possibilities and easier access for clients; and a variety of local cafes and restaurants that can be used for business meetings in a less formal environment. Often establishing such creative businesses in the CBD fringe areas involves the conversion of light commercial buildings and warehouses into artistic spaces and reviving the surrounding areas.

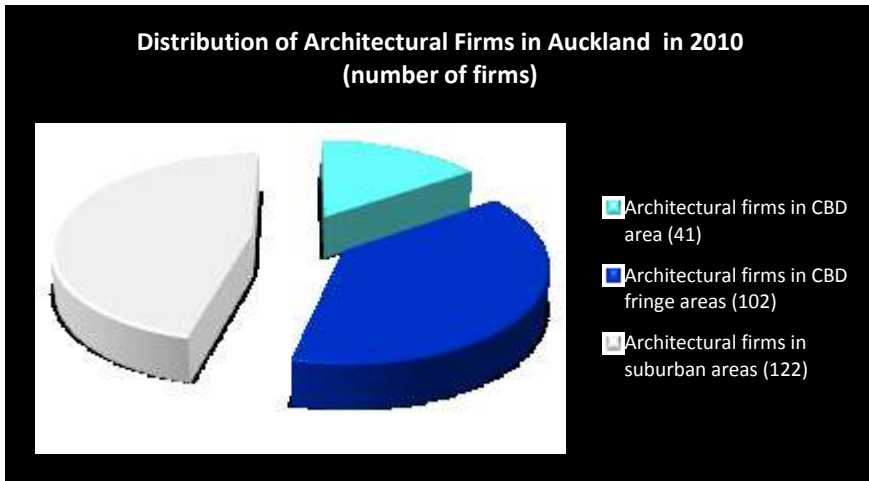
### AUCKLAND'S ARCHITECTURAL FIRMS: A SNAPSHOT OF 2010

The study of the architectural creative industries in New Zealand as a whole and in Auckland in particular, is based on data gathered through the Directories of NZIA (New Zealand Institute of Architects) Practices. These Directories are published annually in the March/April issue of *Architecture New Zealand*.

The practices are listed alphabetically according to geographic regions: ten in the North Island - Northland & Rodney, Auckland, Waikato/Bay of Plenty, Gisborne, Hawkes Bay, Taranaki, Wanganui & Rangitikei, Manawatu, Wairarapa and Wellington; and five in the South Island - Marlborough, West Coast, Canterbury, Otago and Southland. The list of practices includes architectural firms whose principals or partners are registered architects and architect members of NZIA.

The Directories do not provide any numerical data, such as a total number of firms in New Zealand, a breakdown of the North and South Islands, or the number of firms in the three main cities - Auckland, Wellington and Christchurch. The only way I could generate such data was through counting individual firms and categorizing them. The overall number of architectural firms in New Zealand in 2010 is 642. Based on the ten geographic regions in the North Island and the five regions in the South Island, I arrived at a figure of 503 architectural firms in the North Island or 78.3 percent and 139 in the South Island or 21.6 percent, which emphasizes the dominant position of the North Island.

On a city level Auckland proved to be the leader with 265 firms, or 41.3 percent of all architectural firms in New Zealand, followed by Wellington with 123 firms, or 19.2 percent and Christchurch with 64 firms or 9.9 percent of all NZ architectural firms. The next step of my study elaborated on a more detailed breakdown within Auckland city: the number of architectural firms in the CBD, in the CBD fringe areas and in the suburban areas of Auckland. The pie chart in Fig 1 demonstrates the dominance of the CBD fringe areas with 102 firms as opposed to the CBD with 41 firms.



*Figure 1 Architectural firms in Auckland's CBD, CBD fringe and suburban areas (Kiroff, L., 2010)*

The Directories provide not only the practice names, but also their physical addresses and contact details. This information proved valuable for producing location maps through plotting the firms on Auckland's CBD and CBD fringe maps. (Fig 2 & 3). The aim of these architectural location maps is to establish whether there are any concentrations and clusters of practices in Auckland's CBD and CBD fringe areas that are the primary focus of my study. To be able to successfully categorize 265 firms in Auckland, I introduced a coding system depending on their physical addresses. The first broad filter that I applied to the total number of Auckland firms, 265, was to exclude the firms located in the suburban areas that were 122. For the remaining 143 firms located in the CBD and CBD fringe areas, I applied the following nine location codes in alphabetical order:

CBD - Central Business District, ET - Eden Terrace, FB&SMB - Freemans Bay & St Mary's Bay, GR - Grafton, GL - Grey Lynn, N - Newmarket, NTON - Newton, PAR - Parnell, PO - Ponsonby.

After assigning a location code to each one of the 143 centrally located firms, I got the following breakdown:

CBD - Central Business District - 41 firms; ET - Eden Terrace - 14 firms; FB&SMB - Freemans Bay & St Mary's Bay - 11 firms; GR - Grafton - 2 firms; GL - Grey Lynn - 14 firms; N - Newmarket - 18 firms; NTON - Newton - 9 firms; PAR - Parnell - 25 firms; PO - Ponsonby - 9 firms

Based on the eight identified CBD fringe areas, the total number of firms located in these areas is 102 as opposed to the number of firms in the CBD 41. I then plotted these firms on the two Auckland maps using the exact street addresses (Fig 2 & 3).

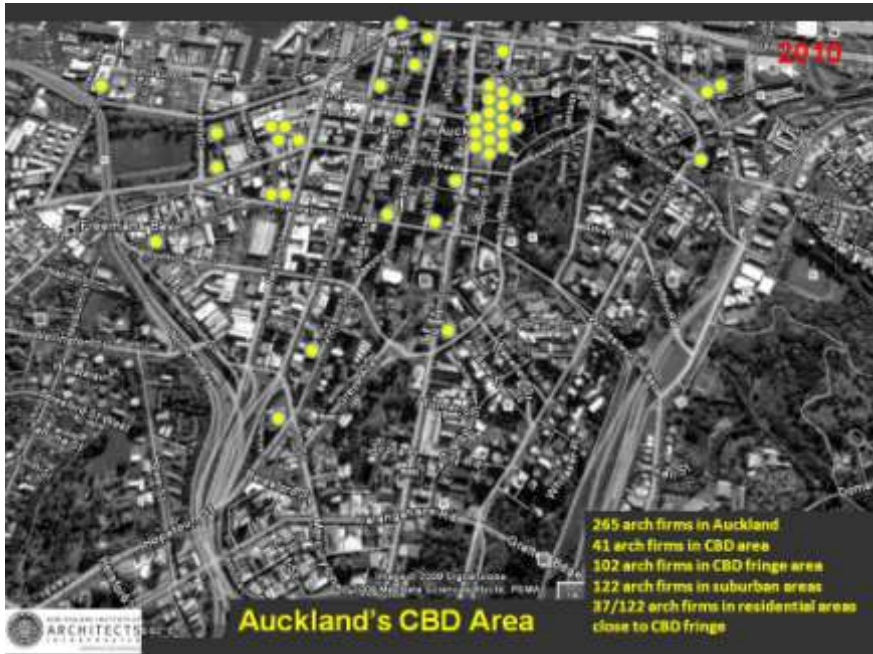


Figure 2: Distribution of architectural firms in Auckland's CBD area (Kiroff, L., 2010)

Auckland's CBD map (Fig 2) shows a well defined architectural cluster in one particular area of the CBD, which is along High Street.

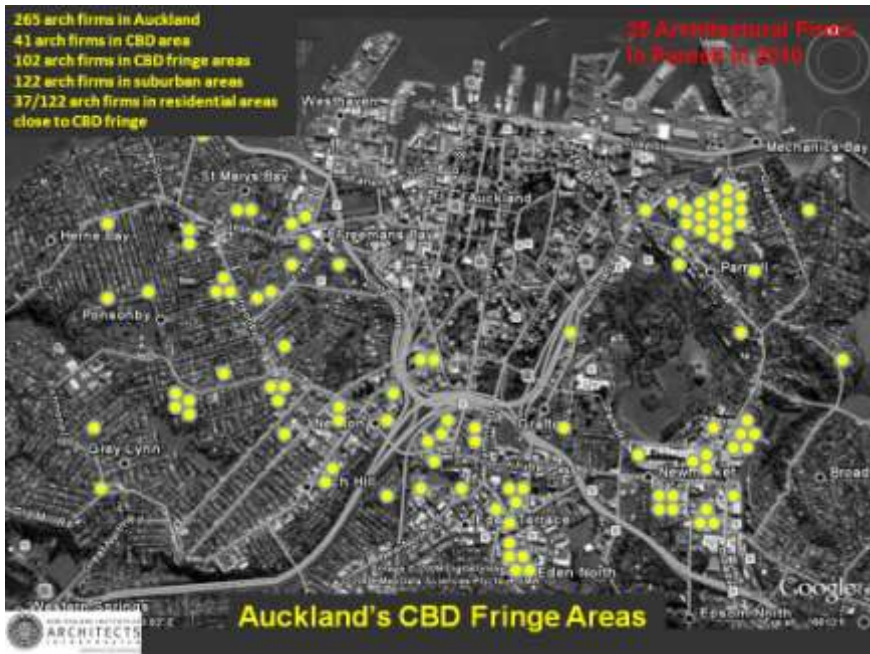


Figure 3 Distribution of architectural firms in Auckland's CBD fringe areas (Kiroff, L., 2010)

Auckland's CBD fringe areas map (Fig 3) demonstrates the existence of well defined architectural clusters in areas such as Parnell (25 firms), Newmarket (18 firms) and Eden Terrace (14 firms).

I considered the use of the official Directories of NZIA Practices as the most reliable source of data upon which I based my study of the architectural creative industries in New Zealand. This choice limits the sample to registered architectural practices only and excludes, for example, architectural designers, holding a Diploma in Architectural Technology or a Certificate in Architectural Drafting. Most of them belong to a professional organization, ADNZ, Architectural Designers New Zealand. The majority of professionals in this group either work for themselves from home as sole practitioners or employ between one and three draftsmen in their offices.

In comparison, the Auckland Yellow Pages from 2010 provide four different sections, all concerned with architectural design in its broad definition: Architects, Architectural Designers, Building Plans & Specifications and Draughting Services. These four broad sections include professionals at a Degree, Diploma and Certificate level. There are significant discrepancies between the data provided through the official Directories of NZIA Practices and the data contained in the Yellow Pages. While the 2010 Directory of NZIA Practices lists 265 firms in Auckland, the 2010 Yellow Pages list 309 in the "Architects" category only. A large number of these 309 firms do not have NZIA endorsement and do not fall under the registered practices category. This is

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due to the fact that the Yellow Pages are less concerned with the stringent registration requirements that govern the architectural profession. In summary, the data provided by the 2010 Yellow Pages per category are: Architects - 309; Architectural Designers - 210; Draughting Services - 63; Building Plans & Specifications - 2; Grand Total - 584.

This grand total of 584 is more than twice the number of architectural firms listed in the 2010 Directory of NZIA Practices, which are 265. Another problem with the listings in the Yellow Pages, which jeopardizes the reliability of data obtained from them, is the numerous duplications of entries. For example, Predefine Ltd appears in three out of the four categories: Architects, Draughting Services and Building Plans & Specifications. Similarly, Visual Designs and Concepts Ltd appear also in three out of the four categories: Architectural Designers, Draughting Services and Building Plans & Specifications. The multiple entries of some firms in more than one category make the figure of 584 highly unrealistic and unsuitable for a research to be based upon. As a consequence the potential sample derived from such a figure has the potential to be skewed and unrepresentative of the current market situation.

### **AUCKLAND'S DESIGN FIRMS: A SNAPSHOT OF 2010**

The study of the design creative industries in Auckland is based on data gathered through the DINZ (Design Institute of New Zealand) Directory. My approach was similar to the study of the architectural practices that I based on the official data supplied by NZIA through their Directories of registered architectural practices. Unlike the data provided in the NZIA Directories supplying the physical addresses of the architectural firms, the DINZ Directory exists only on their web site and gets updated regularly.

Due to the complex organization of the online data, I applied two filters to these data to be able to extract the necessary information: firstly, the general location distribution filter (Fig 4) and secondly, the design firms' distribution filter (Fig 5 & 6). DINZ represents seven primary design sectors: Craft/Object; Design Management; Education; Graphic Sector; Interactive; Product; Spatial.

The online membership list consists of 970 individuals in New Zealand that belong to one or two of the above primary sectors. This online directory is made of individuals registered in a specific sector/sectors rather than registered firms as is the case with the architectural firms in New Zealand. The designers on the DINZ membership list in Auckland are 478 as opposed to 492 for the rest of the country and represent almost a half of all designers in New Zealand that are 970. This ratio demonstrates Auckland's dominance on the design market, which is a similar trend to the architectural one, placing Auckland at the forefront of the architectural and design market in the country.

The next step of the primary data collection involved the preparation of a design firms' list to establish the broad distribution of firms in the CBD, CBD fringe and the suburban areas (Fig 4). As each one of the 478 individual design



members on the DINZ list has the firm they work for against their name, I was able to group members and generate a design firms' list with a total number of 202.

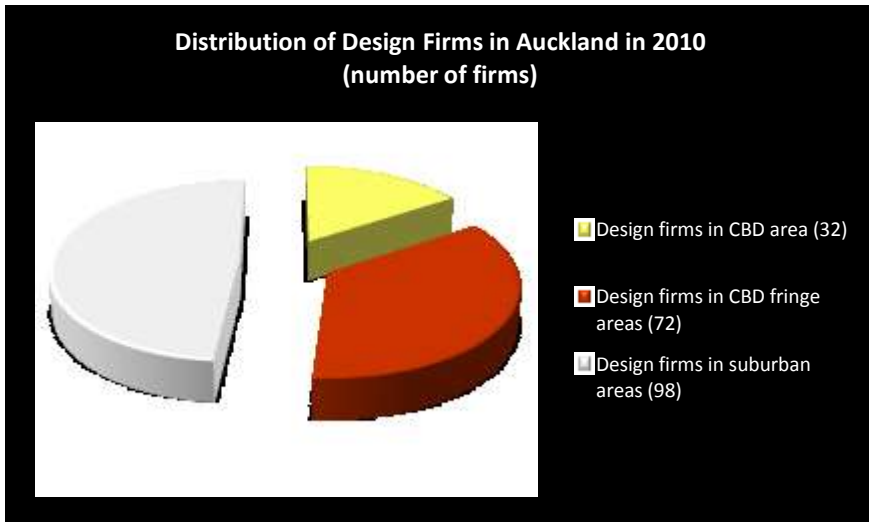


Figure 4: Design firms in Auckland's CBD, CBD fringe and suburban areas (Kiroff, L., 2010)

After applying the general location distribution filter to the total number of design firms, 202, I then applied the design firms' distribution filter to be able to locate accurately the design firms on Auckland's CBD and CBD fringe maps. The difficulty that I encountered was due to the fact that the DINZ online membership list does not contain any physical addresses for these firms. I applied three strategies to be able to find them: using the phone numbers provided, researching their company web sites and using the Yellow Pages. I was then able to locate them accurately on Auckland's CBD and CBD fringe maps and to compare with the location of the architectural firms to identify potential clusters.

To be able to successfully categorize 202 firms in Auckland, I introduced the same coding system depending on their physical addresses. The first broad filter that I applied to all 202 Auckland design firms was to extract the firms that were in the suburban areas that were 98. For the remaining 104 firms, located in the CBD and CBD fringe areas, I applied the following nine location codes in alphabetical order:

CBD - Central Business District, ET - Eden Terrace, FB&SMB - Freemans Bay & St Mary's Bay, GR - Grafton, GL - Grey Lynn, N - Newmarket, NTON - Newton, PAR - Parnell, PO - Ponsonby.

After assigning a location code to each one of the 104 centrally located firms, I got the following breakdown:

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CBD - Central Business District - 32 firms; ET - Eden Terrace - 14 firms; FB&SMB - Freemans Bay & St Mary's Bay - 4 firms; GR - Grafton - 0 firms; GL - Grey Lynn - 10 firms; N - Newmarket - 15 firms; NTON - Newton - 2 firms; PAR - Parnell - 21 firms; PO - Ponsonby - 6 firms

Based on the eight identified CBD fringe areas, the total number of firms located in these areas is 72 as opposed to the number of firms in the CBD 32. I then plotted these firms on the two Auckland maps using the exact street addresses (Fig 5 & 6).

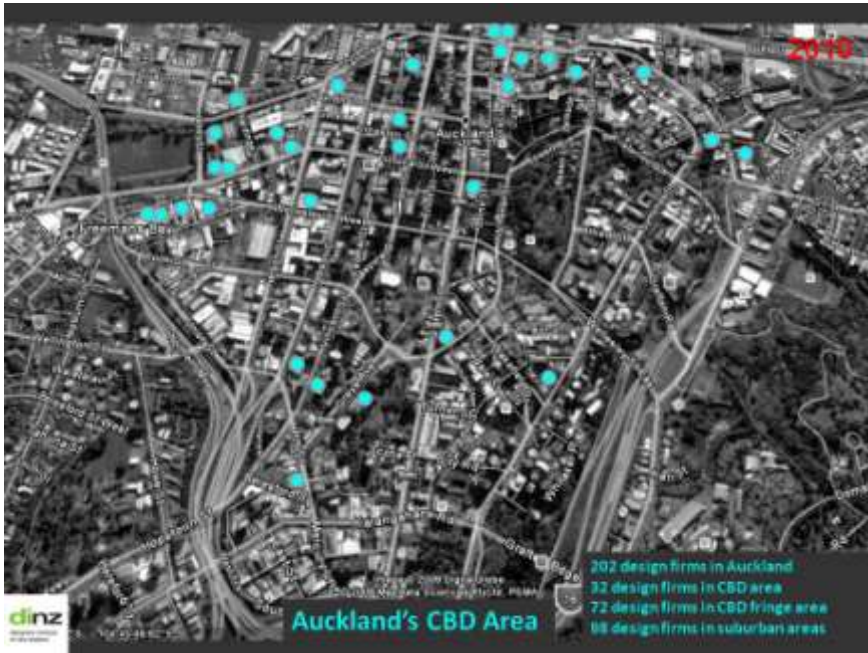


Figure 5: Distribution of design firms in Auckland's CBD area (Kiroff, L., 2010)

As the figures show, there are two distinct design clusters, one in Parnell with 21 firms and the other one in Newmarket with 15 firms. Compared with the results for the architectural firms, the same areas, Parnell and Newmarket had the highest numbers of architectural firms standing at 25 and 18 respectively. In the two mapping exercises Parnell establishes itself as the CBD fringe area with the highest number of both architectural and design firms. I considered the use of the official online DINZ membership list as the most reliable source of data upon which I based my study of the design creative industries in New Zealand. This choice limits the sample to design firms that are on the DINZ register and under which design professionals are listed.

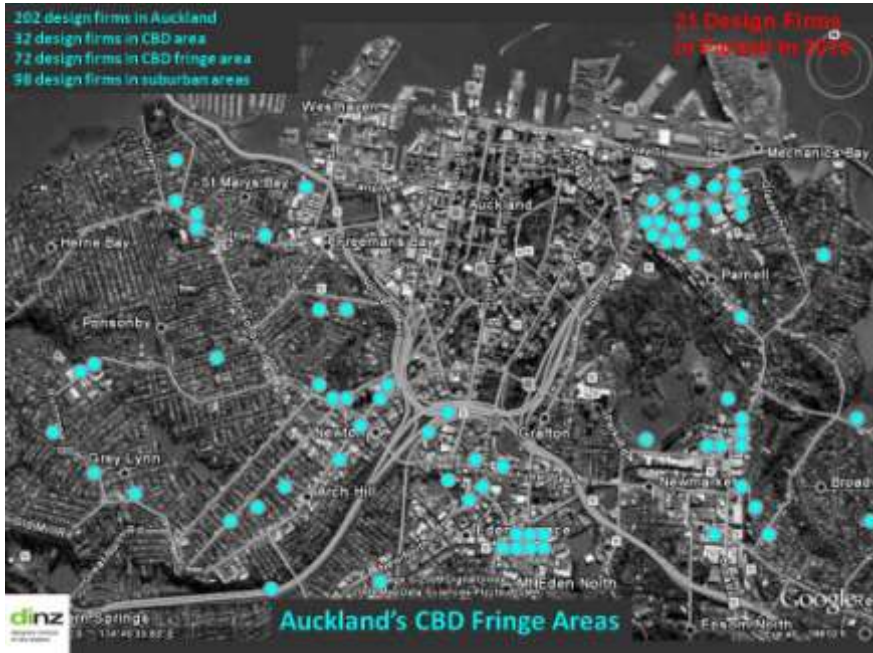


Figure 6: Distribution of design firms in Auckland's CBD fringe areas (Kiroff, L., 2010)

Similarly to the architectural firms' quantitative data collection, I compared the information gathered through DINZ with the information contained in the 2010 Yellow Pages. The discrepancies were obvious starting with the four areas of designers that the Yellow Pages list:

Design Management - 25; Graphic Designers - 369; Interior Designers - 208 entries; Product Designers - 23.

The total number of designers in the Yellow Pages in Auckland is 625 as opposed to 478 on the DINZ membership list. There were many instances of duplications between the "Architects" category and the "Design Management" category, such as RCG (Retail Consulting Group), as well as between the "Architects" category and the "Interior Designers" category, such as Peddle Thorp Aitken, Ignite, Tse Architects, Woodham Meikle Zhan and others. Such duplications in the Yellow Pages produce unrealistic numbers that cannot be used as a starting point for an analysis.

## EVALUATION OF THE PRELIMINARY FINDINGS

## URBAN TRANSFORMATION: Controversies, Contrasts and Challenges

The study of the architectural and design firms in Auckland that I undertook and the resulting 2010 snapshot maps reveal a propensity for clustering. My research covered nine areas in Auckland: the CBD and eight CBD fringe areas. The selection of these areas was determined by the fact that the primary subject of my study were the design creative industries in Auckland in the context of urban regeneration. Auckland City Council's own data show that the highest concentration of the creative industries (including all six sub-sectors) is in Auckland's CBD (31 per cent) and CBD fringe areas (36 per cent), which represent approximately two-thirds of Auckland City's creative sector employment (Auckland City Council, 2005). The architectural and design location maps show clearly well defined clusters in areas such as Parnell, Newmarket and Eden Terrace, as well as High Street in the CBD.

The next step of my research focuses on the role that local government policies play in the formation of these business clusters within the fabric of the city and their role in the process of urban transformation. The vital role of good urban design is well realized and supported by Auckland City Council through its Urban Design Framework and City Centre Urban Design Framework reflected in two key documents: "*Designing great places for our people: A framework for achieving high quality urban design in Auckland*" (2007) and "*Designing a great city centre for our people: A framework for achieving high quality urban design in Auckland's city centre*" (2008). To transform its vision into reality "Auckland City Council has embarked on a bold journey to transform the shape, form, function and feel of our city through a commitment to high-quality urban design" (Auckland City Council, 2007, p.i). The Urban Design Framework designed by Auckland City Council to achieve its vision of Auckland as first city of the Pacific consists of six urban design goals described through the aid of adjectives: distinctive, compact, connected, sustainable, beautiful, and human. The ultimate goal of the City Centre Urban Design Framework is to turn Auckland's city centre into an attractive urban environment where people will choose to live, work and play. Although comprehensive these local government documents focus primarily on general good urban design principles failing to make the connection with the flourishing business clusters in the city.

On a city level, The Mayoral Taskforce on Urban Design was set up in early 2005 to improve the quality of urban design and to identify "all possible impediments to good urban design in Auckland" (The Mayoral Taskforce on Urban Design, 2005, p.i). The report concludes that many of the recommendations require a "mindset change" and a "cultural change" (p.i) first and foremost, setting the ambitious goal of turning Auckland not just into "a world-class city but also a world-leading city in bold and imaginative urban design" (The Mayoral Taskforce on Urban Design, 2005, p.i). The report acknowledges the mismatch between aspirations and reality, substantiating its arguments with inadequate planning and Building Act controls. "Auckland's role as the nation's economic engine cannot be compromised by urban development that does not function well, nor inspire creativity and well-being in its people and businesses" (The Mayoral Taskforce on Urban Design, 2005, p.4). The report produced by the Taskforce reiterates the importance of good urban design in a similar fashion to the local government documents and lacks the business focus in the context of potential urban regeneration.

On a national level, The Ministry for the Environment (2002) introduces a set of good urban design principles in their *Design guide for urban New Zealand* that are applicable at any level of development, from regions and towns to the design of specific places. The prescription guide consists of five very general principles: consolidation and dispersal; integration and connectivity; diversity and adaptability; legibility and identity; and environmental responsiveness (Ministry for the Environment, 2002). The document is not specific about business clusters and precincts of any kind, a trend that has already been demonstrated in local government documents.

Successful urban development is linked to economic growth and social prosperity. The clustering of businesses leads to a subsequent potential for knowledge, resources, customer base and marketing sharing. The higher concentrations of workers in dense locations increase skills diversity, idea exchange and innovation generation leading to economic wealth, which in turn stimulates businesses further. Therefore the need for urban intensification starts to play a critical role. The complexities of urban intensification necessitated the establishment of the Urban Intensification Taskforce whose objective is “to oversee the development of a strategy and action plan for achieving better urban intensification outcomes for New Zealand and, in particular, the Auckland region” (Building and Construction Sector Taskforce, 2008, p.3). Specific areas that become a target for urban intensification are Auckland’s CBD and selected town centres with higher density. The type of comprehensive re-development outlined in the document is a major component of the Auckland Regional Growth Strategy 2050 and a significant progress in that respect has been made in Auckland’s CBD and CBD fringe areas in the past decade and a half. The report focuses primarily on the issue of higher density housing proposing a major shift from stand-alone residential dwellings in generous sections to increased density options including low and high-rise apartments, town houses and semi-detached housing units. Fostering the formation of business clusters and facilitating the establishment of networked creative precincts does not seem to be a main goal of the document. The Urban Taskforce is of the opinion that “larger and more complex projects such as regeneration invariably require an intricate coordination of central government infrastructure, local government infrastructure and amenities, and the commercial and development skills provided by the private sector” (Building and Construction Sector, 2009, p.14).

On a global scale, internationally, urban regeneration is often linked to the renewal and conversion of abandoned warehouses and factories in the fabric of the city. The New Zealand context is quite different as these conditions are non-existent within the urban borders of Auckland which necessitates an alternative approach. “The problem in the New Zealand context is how to amalgamate small parcels of valuable urban land, into larger blocks that permit meaningful redevelopment” (R NEIL GRAY STRATEGIC PROJECTS, 2006, p.5). The lack of large areas of Crown owned land or leasehold land further exacerbates the land problem available for regeneration. The scarcity of land for conventional density development within Auckland is so severe that it is predicted that there will be none available in certain areas of the city, such as Auckland City, by 2016 (Building and Construction Sector Taskforce, 2008). This suggested “meaningful redevelopment” presents a challenge as the evidence for proper and adequate initial urban design is arguable. Auckland is a sprawling, car-

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dominated city with large low-density suburban areas appealing to families and a rather unmemorable CBD that lacks pedestrian-friendly areas.

Existing local and central government documents and policies do not seem to address the important issues of forming business clusters and precincts and fail to see the potential role that they can play in the process of urban regeneration. The challenge that lies ahead is for specific recommendations to be made that will reflect the reality of existing business clusters in the central parts of Auckland. On a more specific level, although there are local government documents dedicated to the creative industries and recognising their potential to boost the economy, their impact on urban regeneration remains neglected and undervalued.

### **CASE STUDY PARNELL**

The quantitative analysis and the 2010 architectural and design location maps of Auckland's CBD fringe areas suggest that Parnell establishes itself as an area with well defined clusters of design creative industries. This area has the highest number of both architectural and design firms, 25 and 21 respectively.

#### **Historical background**

Parnell is considered as one of Auckland's creative quarters located on the CBD fringe between the harbour and Auckland Domain. It is one of Auckland's oldest suburbs rich with history that dates back to 1841 when blocks of 3-5 acres were sold and quickly subdivided into thirty-six allotments thus establishing the suburb of Parnell (Wild, 2010). The profile of the early settlers living in Parnell at the time, mechanics and tradesmen, is quite different from the profile of the professionals inhabiting today's modern Parnell. These early settlers established themselves primarily in Mechanics Bay, where the first European suburban and industrial development took place. From the 1870s large industrial, railway and port developments took place in Mechanics Bay and St Georges Bay (Wild, 2010).

Tamaki Drive, which has direct contact with the open harbour, was formed in 1919 as a result of cutting off land from Parnell. The once thriving suburb lost some of its attractiveness and charm due to the lost connection to the harbour. New office and industrial developments as well as temporary housing stock took place until a local property developer Les Harvey started revitalizing many of the old buildings along Parnell Road (Wild, 2010). The new iconic Parnell Village that was created was considered as the catalyst for regeneration of Parnell, a process that turned it into a desirable business location and also a prime residential area. Nowadays around 1000 businesses in retailing, jewellery, law, accountancy, finance, health, engineering, architecture and design, ranging in size from small to large, have chosen Parnell as a preferred location for their business activities (Parnell Inc, 2010). Parnell has unique

ambience due to the successful blend of old traditions from the early settlement years with the commercial realities of modern life.

### Parnell people’s profile

The profile of the people living in Parnell is based on data produced by Statistics New Zealand through their 2006 Census. Statistics NZ divides Parnell into Parnell East and Parnell West. Parnell East is the area east of Parnell Road/St Stephens Avenue, from Cowie Street in the south to Point Resolution and running down to the sea and Bloodworth Park. Parnell West is the rest of Parnell, from George Street in the south and bounded by Stanley Street and The Strand in the west.

Table 1 below that I adapted from Statistics NZ is based on the 2006 Census data. It reveals the general profile of the people living in Parnell. While the number of dwellings in Parnell West is almost double than the one in Parnell East, the average household is almost similar - 2.2% and 2.4% respectively. The home ownership statistics in both parts of Parnell are significantly lower than the Auckland average of 50.7%. At the same time Parnell “renters” are more educated than the Auckland average of 42.5% and command a much higher income a year, which is almost double than the Auckland average of 21.6%.

*Table 1: 2006 Census for Parnell East and Parnell West (adapted from Statistics NZ)*

2006 CENSUS	PARNELL EAST	PARNELL WEST	NOTES
Total people	2166	4354	Total 6520
Dwellings	897	1941	
Post school qualification	63.4%	62.7%	Auckland average 42.5%
Income +\$50,000 a year	45.9%	44.1%	Auckland average 21.6%
Average household	2.4 people	2.2 people	
House ownership	33.2%	29.3%	Auckland average 50.7%

The population in Parnell East is 2166 people, which represents 0.2 % of Auckland Region’s population. The majority are in the 15 to 64 age bracket.

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The population in Parnell West is almost double at 4353 people or 0.3% of Auckland Region's population. Similarly to Parnell East the majority of this population is in the 15 to 64 age bracket. Both Parnell East and West have a similar age group and sex profile as the Auckland Region.

The occupational profile of employed people in the same age bracket, 15-64, in Parnell East illustrates a definite dominance of the "Professionals" category, far outnumbering the professionals in Auckland Region. As a whole the "Professionals" group is the most common occupational group in both Parnell East and Auckland Region.

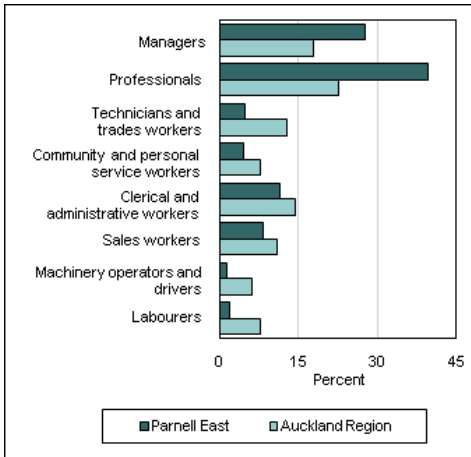
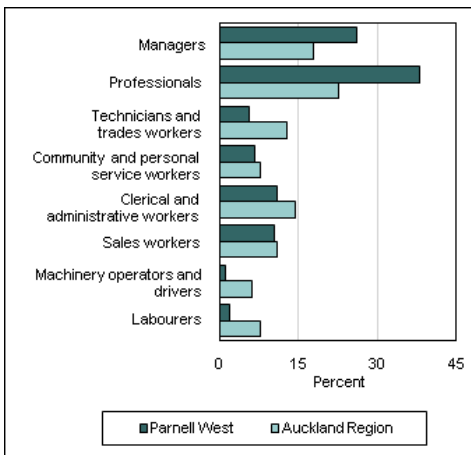


Figure 7 Occupation for employed people aged 15 years and over, Parnell East and Auckland region, 2006 Census (Statistics NZ)

The same analysis applies to Parnell West and Auckland Region where the most common occupational group is "Professionals".





*Figure 8 Occupation for employed people aged 15 years and over, Parnell West and Auckland Region, 2006 Census (Statistics NZ)*

## CONCLUSION

The 2010 architectural and design snapshot maps of Auckland's CBD and CBD fringe areas show clearly that certain areas in the CBD fringe have well defined creative industries clusters. Parnell has the highest number of architectural firms, 25 and also the highest number of design firms, 21 in comparison with the other seven CBD fringe areas. Parnell's urban renewal that was started in the 70s is continuing at present turning Auckland's oldest suburb into a desirable business location and a prime residential area. The potential impact of such regeneration could be on a micro level - transforming live-work-leisure spaces and on a macro level - transforming the urban environment and ultimately changing the city's image.

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