



# Walkable and Transit Orientated Environments – They Attract Jobs

Example: Moving Manukau from a 9-5 economy to a full-time economy  
[#visionweeknz](#)



# About Ben Ross

- The Covid-19 and (soon) Post Covid-19 era has/will presented the South Pacific with a unique opportunity to "reset" how we engage Spatial Planning to encourage more positive, friendly experience and interactions with our cities and environments (human and physical).

As a Human Experience Engineer, Urban Geographer and Spatial Planner Ben has been at the forefront of advocacy of improving such human experience in transit, urban design and spatial planning for Southern Auckland.

From large projects like Our Manukau and Airport to Botany Rapid Transit to smaller place making projects such as street calming, parklets and bus lanes. Ben through building relationships with decision/policy makers, fellow urbanists, and those who dream of wanting their urban area to be one of a human experience not a human drama - which is even more critical than era in the Post Covid era.

Ben along with Rob Mayo and Nicholas Lee recently formed Colab and Associates Limited. The Colab Mission: bringing the Human Experience Engineers in all things Transit CX/UX, Urban Design, and Spatial Planning.

With the continued rise of Human Scale and the 15 Minute City Ben and Colab will be there as Human Experience Engineers advocating for cities being a human experience not human drama!

# My #bounceforward vision

The 20 minute City as the Mayor of Paris has touted

Elimination of the Super Commute

Better integration and cooperation between the Regions (particularly the Golden Triangle)

Re-Emergence of Industry after 40 years of Post Industrialisation

Walkable and Transit Orientated Environments – They Attract Jobs

This presentation runs in parallel with: **Urban Geography - The Ultimate Expression in Inter Regional Spatial Planning, Developments and Behaviours**

# Going Centre/Site Specific after Spatial Planning

- From Urban Geography - The Ultimate Expression in Inter Regional Spatial Planning, Developments and Behaviours
- Spatial planning systems refer to the methods and approaches used by the public and private sector to influence the distribution of people and activities in spaces of various scales. Spatial planning can be defined as the coordination of practices and policies affecting spatial organization. Wikipedia
- The 20-minute City as the Mayor of Paris has touted
- Walkable and Transit Orientated Environments – They Attract Jobs
- Re-Emergence of Industry after 40 years of Post Industrialisation



# From Macro Level Spatial Planning to Site Specific Spatial Planning

- Manukau City Centre currently has a 9-5 economy rather than a 24/7 economy
- Push to increase residential base and diversify the employment base
- Manukau is an auto-centric planned Centre but under #ourmanukau there is plans to have Southern Auckland's City Centre become walkable and more accessible by transit
- Airport to Botany Rapid Transit will service as a major cross-town link, linking also to the rail network, inter-city services and Auckland Airport
- Creative Industries would be an example of diversifying the Manukau employment base especially as Manukau's locational and transport links



# Creative Industries

- The **creative industries** refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may variously also be referred to as the cultural industries (especially in Europe (Hesmondhalgh 2002, p. 14) or the creative economy (Howkins 2001), and most recently they have been denominated as the Orange Economy in Latin America and the Caribbean (Buitrago & Duque 2013).
- Howkins' creative economy comprises: advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games (Howkins 2001, pp. 88–117).
- The creative industries have been seen to become increasingly important to economic well-being, proponents suggesting that “human creativity is the ultimate economic resource,” (Florida 2002, p. xiii) and that “the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation” (Landry & Bianchini 1995, p. 4).
- Source: [https://en.wikipedia.org/wiki/Creative\\_industries](https://en.wikipedia.org/wiki/Creative_industries)



# Manukau's Advantages with Creative Industry, Walkable and Transit Orientated Developments

## Opportunities



### Majority of land in public ownership

The majority of land in and around Manukau Central, and the significant greenfield areas to the south, are held by Auckland Council (95 hectares) and the Crown (100 hectares). This creates major potential for comprehensive redevelopment and transformational change, without the constraints of fragmented ownership.

### Significant development opportunities

Under-development in Manukau Central leaves large areas relatively unencumbered and well-suited to comprehensive redevelopment. This is supported by a host of enabling planning provisions in the *Auckland Unitary Plan*. Together, these factors ensure there is no shortage of development opportunities in Manukau Central.

### Well connected to rest of the region

Manukau Central has always been well connected to the motorway network. The opening of the Manukau rail station in 2012 represented a step-change in public transport provision for the area (40 minutes to Britomart Transport Centre). The coming bus interchange (with inter-city bus terminal) will bring a similar transformational shift, building the frequency and access of public transport to and from Manukau Central. It will also drive new foot traffic and pedestrian circulation patterns within the centre itself. Proximity to the airport further strengthens connections beyond Auckland.

### Locational advantages

The location of Manukau Central, and its connections to the rest of the region, bring natural locational advantages. These include as a natural gateway to the Waikato region and the 'golden triangle' (economic zone of Tauranga, Hamilton and Auckland); through proximity and passing trade to the airport; proximity to a huge industrial and manufacturing employment base in surrounding areas; and as a sub-regional centre of choice for a vast residential catchment. This is reflected in Manukau's significant concentrations of retail, employment and educational activity.





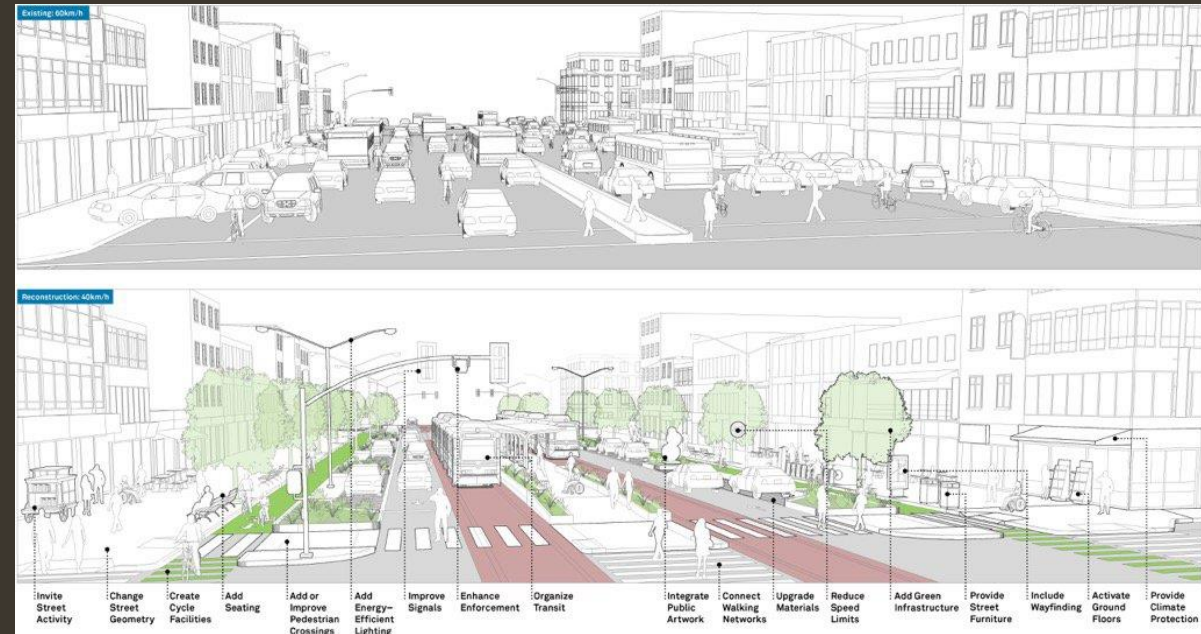


# Question: How do we attract creative industries to Manukau?

## Manukau Context

- The first and primary answer is through accessibility by transportation. That is how well would Manukau City Centre be connected to wider Auckland AND within itself for creative industries to be attracted (and stay)
- However, Manukau's road space is set for high speed limits (50 and 60km/h) with wide corridors and lack of crossing points

## How roads can be turned into streets



Source: [https://twitter.com/jen\\_keesmaat/status/799404177877245952](https://twitter.com/jen_keesmaat/status/799404177877245952)

# Contrasts in Manukau Transport System

## Manukau Bus and Rail Stations



## Manukau Station Road





# *How Pedestrian and Transit-Oriented Environments Attract Creative Jobs*

- While it is understood that pedestrian friendly and transit-oriented environments are elements of good planning, they are also starting to be understood as good business by the broader municipal decision-making community.
- Civicplan explored this issue with a particular focus on creative industries in the city of Hamilton. Why creative industries? From previous research we have conducted, we know there is a high concentration of creative industries in the downtown core. We also know about the significant growth in creative industry jobs downtown over the past few years. Finally, we know that the core is one of the more walkable environments in the local urban structure. From this basis, a number of questions can be posed:
  - What is the measured level of walkability in the downtown?
  - Where else in the city can we see these levels of walkability?
  - What is the geography of transit access in Hamilton?
  - Is there a spatial relationship between walkability, transit accessibility and creative industry jobs city-wide?

## *How Pedestrian and Transit-Oriented Environments Attract Creative Jobs* ctd.

- *Strengthening the link between walkability, transit accessibility and jobs will be important for urban centres like Hamilton to effectively build strong, diverse economies moving forward. With limited resources to spend on economic development, decision makers need to ensure they are investing in parts of their cities that will provide a sustained return on investment, and create jobs that will attract and retain mobile talent. In Hamilton, the growth of creative industries, the talent they attract, and the geographic clustering they exhibit, point to the types of locations that achieve this goal.*
- Source: <http://civicplan.ca/walkability-economic-development/>



# Not just about the Industry but also Hospitality and new Residents in #ourmanukau

- In any case attracting creative industries to Manukau has the catalyst effect of transform Manukau from a 9-5 Monday-Friday economy to a full-time economy – a goal of Transform Manukau.
- Given you have set up walkable and transit systems within Manukau to support creative industries those same systems also support visitors and support industries (hospitality and entertainment) that are very likely to attract both visitors in the evenings and weekends as well as permanent residents to the city centre area. When that happens further development of residential accommodation occurs within Manukau which eventually gives critical mass to fully support not only the creative industries cluster but other industries inside Manukau as well. Basically your full-time economy.

# Conclusion

- Spatial Planning can be used by the Private and Public Sectors to influence the distribution of people and activities at various scales
- In this instance the scale was Manukau City Centre and what was attempting to be influenced was the fostering of Creative Industries in Manukau
- The major influence (negative and positive) was Manukau's transport and transport connections. Manukau sits on a nexus of transport systems including road , transit and active mode
- Large amounts of surface parking lots influence the spatial form to support Creative Industry in Manukau
- Proper Transit and Walking Connections heavily influence spatial form – in this case Creative Industry in Manukau



# Extra information

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