



AT Place Map: Place Insights for Urban Transport

Transport infrastructure design can be greatly enhanced with evidence-based Place insights and interventions to enable local aspirations and place values to be unlocked. With that in mind, Auckland Transport is developing place-based thinking through internal initiatives to integrate Place outcomes within transport infrastructure design.

Currently under development, the AT Place Map (“The Map”) is a key initiative aimed at defining a practical methodology to identify Place opportunities across the Auckland Region. It focuses on Places with a strong connection to planned Auckland Transport projects, offering insights to guide more place-responsive transport infrastructure design.

With support from Place Intelligence Australia, so far, The Map has used quantitative data to identify 20 regionally valued locations with strong Place potential, closely related to AT projects. From this list, three case studies were selected to test and refine a tailored methodology to assess qualitative Place attributes that should be protected, enhanced, or leveraged to strengthen alignment between community values and transport outcomes.

Once refined, the qualitative assessment and the quantitative identification of valued Places will be applied throughout the region, to identify and analyse additional highly valued places at suburban and neighbourhood scales.

Analysis of gathered quantitative and qualitative data will define a base AT Place Map, offering in-depth Place insights relevant to the design of AT planned transport infrastructure. Once refined the quantitative and qualitative analysis methodology will provide a practical and efficient analysis tool to identify and evaluate Place outcome opportunities.

The final map will evolve into an interactive, publicly accessible tool, including projects across Auckland Council’s wider group. It will also inform an “AT Place Vision” to frame and guide how place outcomes can be integrated into AT projects.

The objective of this submission is to share the methodology and initial findings of the AT Place Map work.