

# MINUTES

Parnell Inc. May 15th, 2012



**Venue** Nathan Investment Group, 11c Augustus Terrace

## 1. Welcome: The meeting began at 4.05pm. Present at the meeting

Carrick Graham (Chair), Miles Nathan, Athol McQuilkan, Christopher Dempsey (Local Waitemata Board representative) Kelly O'Shannessey, Kristen George,

## 2. Apologies:

Wayne Bevins, Chris Swasbrook (Deputy Chair / Treasurer)

## 3. Confirmation of Minutes from previous meeting

**Motion:** That the minutes of the last meeting be taken as a true account of the meeting.

**Moved/Seconded:** Miles / Athol, Carried: All

## 4. Jenni Gould – Parnell Community Committee

Jenni Gould from the Parnell Community Committee presented "Tomorrow Parnell, A Structure Plan". This plan has arisen out of a concern that the suburb was declining in its design sense and heritage. The Tomorrow Parnell Plan is being put forward to Council to be absorbed in the Auckland Unitary Plan. This plan is very innovative and reflects Parnell well.

The Strategy is -

- to encourage outstanding design
- to respect heritage, character and identity
- evaluate function of streets, opportunity for change, closure and sharing
- provide creative sustainable solutions to intensification
- to improve connectivity through and beyond Parnell
- foster a sense of community through nodal development around the business core and recognition of contributing nodes.

The 5 concepts are around –

- Design overlay – new to respect and enhance. Want to see a Parnell tick.
- Outdoor linkages – green links, daylight stream, cycle routes. Street art.
- Heritage overlay – promote heritage properties without unfairly burdening the owners
- Road resource innovations – where streets can be people space rather than car dominant
- Nodal planning around the heart of the community, create exciting destinations for Parnell and all of Auckland - Parnell Rd as the business core with strategic sites being– Cathedral Precinct, 69-79 St Georges Bay Road, St John Baptist Site and The Domain Rail Portal.

Christopher Dempsey advised that the Local Board are excited about this plan as it is a community initiative and hopefully will inspire other communities. The Local Board hope to see this included in The Unitary Plan.

Parnell Inc endorses the plan and offer full support wherever necessary to help with the process.

## 5. Financial Update

The budget was presented. Christopher noted the surplus of NZ\$48k is high and needs to be addressed.

**Motion:** Budget

**Moved/Seconded:** Miles / Athol; Carried: All

## 6. Lighting Committee Update

The Kauri Tree budget has been agreed and resource consent completed. The install will be early June. Parnell Inc office to start investigating the official party in conjunction with Council and local stakeholders.

Decorative Lighting are working on a quote to illuminate the pin oaks in Heard Park with next step to illuminate up Parnell Road. This could be a plan for Year 3 of the 5 year "Lighting up Parnell" strategy.

## 7. Office Update – monthly report

The latest Marketview report is available and Parnell is down -12.70%. This is in line with clustering benefits working in reverse as approximately 10% of Parnell Roads stores have closed over the last 3-4 months and when this occurs generally you see sales drop overall by 15%. The decrease is not from international visitors but customers from NZ. Parnell is losing out to other suburbs.

This is a call to action and an opportunity to learn from the lessons of Queen Street and have a vision and attract the right tenants (NZHerald article, Saturday April 28<sup>th</sup>, 2012 – Searching for Quality Street).

Proposed Steps:

Step 1 – Define our current position (Marketview, Council and Retail Mix, Surveys, 360 approach)

Step 2 – Define the vision of Parnell, what makes Parnell unique

Step 3 – Strategy Implemented (Landlords, commercial, retail, Members etc)

Takapuna have completed a similar process with a third party. Parnell Inc need to consider this asap. Kelly to organize a meeting with some of the Committee and the Manager of Takapuna Beach Association to understand the qualitative gains by undertaking this process.

### **Parnell Inc Activity March 13<sup>th</sup> to April 11<sup>th</sup> 2012**

Kelly outlined the activities of the Parnell Inc office for the last month including a breakdown of retail, service operators, hospitality providers and landowners that they have engaged with and sought feedback from. New businesses to Parnell are Vaniye, A La Robe, Queen Nails, Andres Restaurant and Crust which is pleasing.

Parnell Inc has issued 11 newsletters ranging from information from the Restaurant Association, Market Day Reminders, Advertising in the Sunday Star Times and Road Closures.

### **Visitors Centre**

On average 6 visitors through each day and average time spent 3-5 mins. Decrease going into winter. ATEED are unable to help with staff.

### **Updates**

- Metro Restaurant Awards. In the top 50 were NSP, Tribeca, Antione's and Cibo. Cibo took away Best Smart Dining. The Metro editor commented that there has been a shift away from the traditionally popular dining precincts of Ponsonby and Parnell towards the CBD, namely Federal Street and Britomart.
- Market Day was good with positive feedback from the Committee. Kelly has requested feedback from retail and hospitality members. Aim to continue twice a year and work in with another event.

### **WIP Events**

June 14th	Business Session in conjunction with Seeby Woodhouse at 272 Parnell Road in their empty office – Celebrating Parnell Entrepreneurs.
TBA	Property owners event TBA with research and vision being set. Miles to lead Landowners events.
May 16th	Meeting with Art Galleries to discuss moving forward with Late Night Art, Art Week and White Night.
Mid June	Lighting Event for the Kauri Tree
TBA	Event with One Agency
TBA	Hospitality Standards Institute event with Parnell Hospitality
TBA	Joint event with City Construction
TBA	Summer Music in the Parks

### **WIP other**

- Parking – perception that there is no parking in Parnell. Kelly to investigate signage for parking with spaces available and including side streets. Christopher Dempsey to contact Auckland Transport for more information.
- Website refresh underway.
- Parnell signage gateways to be cleaned. Christopher Dempsey to contact Auckland Transport to organize.
- Partnership between Parnell Inc and AUT for empty retail space. Photos have been sent to Landlords to see who has buyin.
- Grant lodged for lighting of Kauri Tree
- There has been a third application by REINZ. They have moved the building back by 1.8m and the building will be at 3 levels. The Parnell Community have notified Mike Lee so that the application is publicly notified so everyone can contribute.
- Resource consent issue for landlords and the time to process can take up to four months. Christopher Dempsey to follow up with Auckland Council.

### **PR and Advertising**

- Verve April
- Marketday – Eventfinder, Holytrinity Fence, East and Bays Courier
- WIP – Sunday Star Times, one page in Indulge Magazine for this Sunday. 8 Retailers have committed.

### **Issues from Members**

- Retail members are very concerned about empty retail premises however positive feedback towards creating a vision for Parnell and working in with the landlords to attract the right tenants.

## **8. Train Station and Tunnels of Parnell**

The train station is in design phase. Parnell Inc will need to focus on attracting and directing people up to Parnell from the train station. This will include the state of the footpaths, signage and lighting. Parnell Inc office to contact Sharon to meet and discuss.

**9. Banners Across the Street**

Council have been unable to find the Network Visuals contract.

Miles and Athol to meet with building owners to gain their consent for the possible banner placements.

**10. General Business**

The Committee are interested to understand the process to corner off part of a street. Kristen has applied for this in the past and will explain the process that she goes through with Auckland Transport.

**Parnell round-about**

There has been media articles showing Parnell opposes the round-about on Parnell Rise. Parnell Inc have requested information under the LGOIMA from Auckland Transport and await for a response.

The meeting finished at 6.00pm  
Taken as true account of the meeting

Signed.....Date:.....

**Future Parnell Inc Committee Meetings**

- June 12<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- July 10<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- August 7<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- September 11<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- October 9<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- November 6<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road