



Parnell Inc. Committee Meeting 4.00pm, 23rd Feb 2016

MINUTES: Parnell Inc. Committee Meeting

23 February 2016

Horizon Radiology, Level 1, Saatchi Building, 125 The Strand

Welcome: Paul Spackman

Apologies: Dana Johnston, Kelvin Ricketts, Ricky Reddy, John Bardebes.

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Christopher Dempsey, Hamish Lewis, Jason Galea, Jeanette Paine, John Bardebes, John Coutts, Martyn Hamilton, Mary Gordon, Paul van Dorsten

Parnell Inc. General Manager: Cheryl Adamson, Office Manager: Barbie Jones

The minutes from the January 2016 meeting were approved following changes made.

Moved by: Paul van Dorsten ; seconded by: Mary Gordon; all in favour.

Agenda:

1. Scope of works, inner city overview – Paul Spackman

Paul explained the planned changes in the CBD, giving an overview and implications for traffic flow, including the City Rail Link and development work that is involved with that. He said that for the next two and a half years Albert Street is going to be impossible to use with its limited access. Buses will be moved to go up Queen Street. This presents a potential opportunity, particularly for landowners and tenants, in fringe suburbs like Parnell. Cheryl suggested that we could capitalise on the CBD congestion, with over 50 projects under development in the next few years.

2. Overview Domain Master Plan – Jeanette Paine

Jeanette presented an overview of the Domain Master Plan, noting that Auckland Museum have not authored any of the content, but have submitted to this. The plan provides for more cycleways, increased pedestrian access, fewer cars and carparks, more access for buses etc. coming into The Domain. It is designed to be more child friendly and safer. The goal is to create more of a city park feel, including proposed Parnell Station paths. There will be a reduced volume of cars and more sharing roads with pedestrians and cyclists – more emphasis on people and less on cars.



Paul van Dorsten asked about car parking for activities that are on e.g. cricket. Jeanette said she thinks it will be down at Titoki end but still there will be limited access for vehicles. There is a proposed bus loop up the end of Maunsell Road, not along Cenotaph Rd in front of Museum. Mary asked about disabled people and how they would get access to the Museum. Jeanette said there will still be car access under the Auckland Museum in their underground car park. The DMP presents a more seamless pedestrian flow around the Museum with no cars out the front.

Cheryl said we need to decide if we are going to submit something. She noted concern from both Parnell and Grafton regarding the impact of reduced vehicle access and parking. She stated that the path linkages up from the Parnell Station are crucial to us for getting through to Nicholls Lane/Carlaw Park and up to the University as well as up into The Domain.

Paul Spackman said it was a priority to connect people to Parnell from trains in future and access to the various pathways had emerged a priority in our 'Reinvigorate Parnell' blueprint.

Mary noted concern for reduced car parking as this impacted on Parnell residents severely when there were large events such as Christmas in the Park as people often parked across their driveways. She reported that when the Lantern Festival took place the previous weekend the congestion was really diabolical and that current Public Transport was not sufficient. Jeanette responded that the Museum opened its underground carpark for the Lantern Festival and it was well utilised. Cheryl reported that this was ATEED's first event at The Domain and they were assessing their communication around transport. Many people assumed they could drive to the festival and would get a carpark, whereas when it was in Albert Park people knew they had to use public transport. Mary also responded that she felt restaurant patrons couldn't get parking in Parnell. Cheryl said she had reports from retailers on Sunday that the parking in Parnell Road was full.

All agreed that Parnell Station is going to be important in future.

Cheryl agreed that she would lodge a submission highlighting these points. She informed the committee that Hamish Firth has offered to provide an hour and a half of his time to help with this. She also noted that members could make a submission in their own right if they wish.

Carey asked if there were any positives in the planned changes? Cheryl said that she felt when the station is open we would really get the spin off. Paul van Dorsten agreed and said opening up Parnell to get people in is a positive.

3. Marketview – overview last quarter 2015 from Cheryl

Cheryl showed the Marketview slide and explained Parnell results for September-November 2015 period, showing that the upward turn is continuing. Increase was 13.8% year on year, which was more than the city at 5.1%. Parnell still has some catching up to do she stated, but this report is an encouraging sign. Carey asked if



this was measured 'like for like' and Cheryl said it was, so it didn't include our new increased precinct area. She explained it was measured on card purchases (EFTPOS or credit cards). She said every BID gets a report like this every quarter and we see Newmarket, Ponsonby and Remuera results also. Parnell is still about 15% below where we were 5 years ago, but in 2014, this was 23%.

4. Monkey business – overview from Cheryl

Cheryl gave a brief overview and said that a comprehensive report would follow in March. She noted we need a detailed report, particularly as we want to target some sponsorship next year.

She reported extremely positive feedback from the exhibition with lots of new visitors to Parnell, but said she thinks we have made a mistake in having the auction so far away as we seem to have lost momentum. This is something we would do differently next year. The Lantern Monkey competition was an add-on but didn't add much to the promotion. She announced that the retailers window display competition was won by Hattitude. She was pleased that more retailers participated than we expected for the first year.

Hamish commented that there definitely were more people looking in his window.

Paul Spackman commented that as we didn't get a sponsor this year for buying the molds, we planned to split sale monies 1/3, 1/3, 1/3 (to artist, Parnell Inc. and the charity). He said he has suggested to Cheryl that we take up to \$10,000 only from the auction and donate the rest to the Starship Foundation.

5. Leasing GAP Analysis

Cheryl reported that meetings have started on this, involving Michelle Padgett from Vantage Group (Justin Wyborn), Mary Gordon and herself. The plan is to interview a selection of leasing agents. Meetings had already been conducted with Match and Colliers. Mary said some of the feedback confirmed her perceptions and are valuable in compiling an overview and gathering statistics.

Cheryl explained that Property Economics had been recommended for a report, saying that we need some quantifiable data for landlords and potential tenants. She said we also needs to see Chris Urry and Bayley's, adding that we are initially focusing on Parnell Road as this is where most of the problems manifest.

Paul van D asked for the objective of this exercise. Cheryl explained that it is to devise an ideal tenant mix which could be presented key landlords in an effort to reduce some of the tenant failures and create a more optimal mix that could meet the needs of Parnell residents and employees in the area.

6. Property owners group

Paul Spackman said had met Callum Baker the previous week and had an initial discussion around what a property group might comprise. John B was unable to make it. He reminded the committee about our plans regarding CCTV and said this would be an example of something we would use the group for as well as several other objectives. Another would be the GAP Analysis in terms of driving improved retail and hospitality in Parnell. The challenge was how to get landowners motivated to attend and we would need a good drawcard. Paul then mentioned that the Windsor Pub property is up for sale and tabled an interested hospitality proposal Callum had initiated on behalf of the owners.

Paul S said he would be meeting John Bardebbs before he goes away and would revert with his feedback. Paul van Dorsten mentioned he is taking John B to see Workspace and their plans and this could also be a potential topic of interest.

7. 'Reinvigorate' Parnell

- The next 3 action steps were explained by Cheryl.
 - 1. She has almost completed developing a brand brief and will show this to Jeanette first then circulate for comment. Then it would be distributed.
 - 2. The Reinvigorate document is going to be broken down into priorities and timelines and Paul van Dorsten and Carey had agreed to assist with this by the end of March.
 - 3. The third action was to 'chisel' down the main doc for public feedback.

Cheryl mentioned that she was aiming for all this to be complete by Easter, but it certainly has to be by the end of the financial year. Paul said he was happy with these timelines.

In terms of the branding brief Cheryl recommended a process as follows. We would first put the brief to Parnell design/ advertising companies, and let them know we have a limited budget and request that they revert with a response and possible cost. If the response is negligible, it would be sent to a wider group.

8. Advocacy/ Transport

- Parking Management Plan
Cheryl said they anticipate commencing this in Parnell shortly. The first part of the project is to survey the entire Parnell area (residential and commercial) to ascertain streets with more than 85% occupancy. From this they will outline the scope and do a detailed study on the inventory of parking spaces in Parnell. She said two questionnaires will go out – one to residents and one to businesses. The overall objective is to reduce all day commuter parking to free up more parking for businesses. She added that she has alerted them to consider the future access to the train station e.g. Cheshire St.

- NZTA footpath extension
Cheryl said this was a nice small win for Parnell Inc. She thanked Carey for his help and told the committee that Carey had participated in getting together businesses around 165 The Strand to compile a submission saying they were unhappy about the proposed footpath. A meeting with NZTA had been convened with the businesses involved and NZTA subsequently reverted saying they recognized it was not feasible given the large trucks that made regular deliveries to the businesses in those premises. She mentioned they are still going ahead with a signalised road crossing outside Matisse and hopefully this may slow down some of the trucks coming around the corner. The crossing will link with Augustus Street steps and the apartments across the road.
- Port future study consensus group
Cheryl reported that the consultation is now at a stage where they are considering whether or not there is some possibility of moving the part of the port to another location. She said it is important however, that we are involved. Paul Spackman agreed, given that our main concern is increased traffic along The Strand.

9. Security feedback

At this point Jeanette left the meeting at 5pm.

- CCTV Process
Cheryl noted that this initiative has begun. In the first stage of the project our consultant will look for ideal locations for cameras.

Cheryl reported that we are also trying to assess what CCTV is currently in Parnell on private property. Once the committee approved the consultants plan, it would go out for tender, so all companies tender on the same basis. Whether we invest capital or lease to own will be a consideration. She mentioned that in Newmarket they have a 6 year leaseback term which meant they escalated their progress. The consultant had noted that Parnell it is particularly challenging because of the gradient, number of trees and limited building of any height.

In response to the survey sent out, we have only had 3 responses so far to questionnaire. We will need to contact them personally via phone.

Paul informed members that Toby Lerew has documented negative comments re the budget spent on the on foot and mobile patrols currently operating. He said we had offered Toby an opportunity to gather the group he refers to for a meeting. Cheryl said that the consultant is also compiling some statistics based on our monthly Police Reports, as it will be interesting to see if any trend is manifesting in Parnell.

- Graffiti
Cheryl reported that there was a little blitz last week that has now all been reported. Global is handing out to permission forms to the tenants to give us authority to report on their behalf.

10. B2B's

- 24th Feb – Dawson's and Co.
- 16th March – Traffic /Refresh Renovations and Zones
- 20th April Fuze Interiors
- May TBC –
- June - possibly Next Gen/Tennis
 - July – Marketing Association TBC

11. Council Matters?

- WLB Annual Plan Thurs 5pm, Jubilee Building

Christopher talked about the Annual Plan as effectively year 2 of the LTP. At a regional level there are four matters that can be submitted on, one of them being the proposal to shift to a sliding rate for transport levies. The meeting on Thursday at 5pm would clarify some points.

He mentioned that the WLB budget is fixed and will only be reviewed in 2018-2019. He commented that in the Waitemata Board, Parnell is the third highest BID in terms of income.

John Coutts agreed to go to the meeting with Cheryl on Thursday.

12. Other business

Jason asked for clarification about the BID policy document and the responsibility of the committee members. Cheryl explained it was currently in review (draft stage 3 now) and the BID team hope to have this concluded by July. Cheryl and Ponsonby were meeting the WLB to express concerns, with the biggest one being allocation of staff responsibilities within the team. Liability and sign off will have some impact in terms of governance in the new policy as well as clarity around the legal entity versus the partnership programme. She asked for Jason's input when we get the final document.

As a result of Easter and several members being away, it was agreed that the next meeting would take place a week earlier- 22nd

Next meeting 22 March

Meeting closed at 5.15pm.