



APPENDIX 1 - PARKING SURVEY RESULTS – MAY 2022

A survey was distributed to all street facing businesses along The Strand and in Parnell Road in April 2022. The focus and intent was to ask the businesses their understanding of their customers transport patterns and parking needs, as well as the loading bay needs of the business. Demographic information was also requested in order to demonstrate the specific demographic of Parnell patronage.

The full questionnaire is attached at the back of this Appendix.

The Strand

74% of the street facing businesses between no 51 and 93 The Strand, returned the survey, indicative of the strong response.

50% of those were home improvement/décor and the other 50% auto/service related.

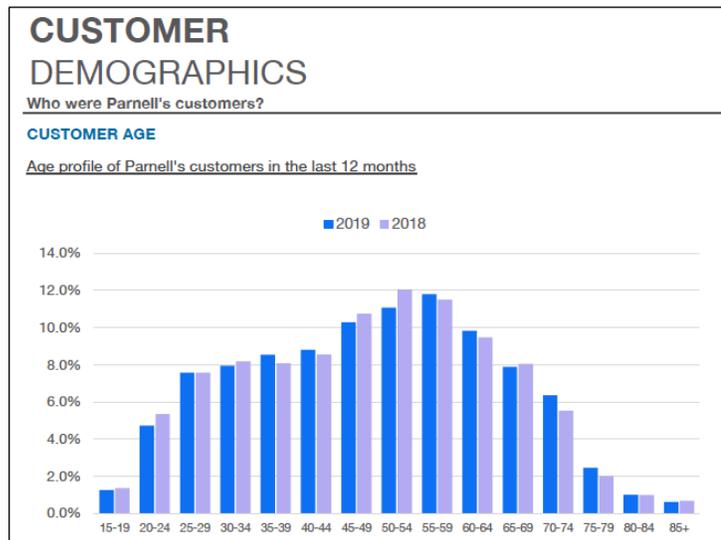
1. In order to establish initial dependence on customers arriving onsite, by whatever transport means, we asked **how much of their business was conducted online**.
 - a. 0% - 50% said none of their business was online.
 - b. 1-10% - 21% said it was between 1-10%.
 - c. 11-20% - 7% said it was between 11-20%.
 - d. 21-35% - 21% said it was between 21-35%, but for some respondents this was related to booking online rather than purchasing online.
2. They were then asked to rate their **customers preferred mode of transport** when visiting their business.
 - a. Private passenger vehicle. 100% of the respondents rated this as the preferred preference, with all of them saying their customer support was exclusively via private vehicle or between 95-98%. While this is to be expected for the décor businesses, it was even true for the service-oriented businesses.
 - b. Bus, c. Train, d. Cycle, e. Motorcycle/scooter were not even rated.
 - c. Walk - there were few mentions of this.
 - d. App such as Uber or Taxi – there were 2 mentions of this.
3. For customers who prefer a private vehicle, **where do they park?** (*open ended question*). The majority of respondents said their customers parked on The Strand. Some of the décor stores utilised the extra wide footpath outside their stores and certain businesses at no 77 had limited visitor bays. There was also mention of the lack of staff parking due to inadequate Public Transport.
4. For customers who walk to the business, **what percentage did they think walked from work versus walked from home or from PT?** Only three respondents even answered this question, as the % of support from walking was negligible.
5. We then asked if their **business support from people walking had been affected by COVID**. The % of support from walking was negligible, so this question was not answered by most.



6. Question 6 related to the **busiest time of the week and the busiest times of the day**. This was varied depending on the type of business, with no specific trends.
7. They were asked to rate **the age of the typical customer**.
 - a. 15-20
 - b. 21-30
 - c. 31-40 – 21% rated this as the typical age and 21% rated this as the second most typical age group.
 - d. 41-50 – 36% rated this as the typical age and 29% rated this as the second most typical age group. Overall this was the most dominant age group.
 - e. 51-60 – 36% rated this as the typical age and 21% rated this as the second most typical age group.
 - f. Over 60 – 7% rated this as the typical age and 14% rated this as the second most typical age group.

This would confirm our stats from Marketview,

June 2019, pre COVID



8. Question 8 asked what the **average \$transaction value was, per customer, per visit?**
 - a. Under \$10
 - b. \$10-\$25
 - c. \$25-\$100 – 21% answered between \$25 and \$100.
 - d. \$100-\$500
 - e. \$500-\$1,000
 - f. Over \$1,000 – 79% of these respondents answered over \$1,000.
9. They stated their requirements for loading bays. Most of the home décor businesses needed good loading facilities in order to offload heavy furniture. Service businesses on The Strand, were less reliant on loading areas.



10. The survey concluded with an opportunity for **open ended comments**.

- No changes should happen to The Strand until it is decided what happens to the port. If the POAL stays, then nothing done to The Strand will alleviate the congestion with the trucks. The lights on the cnr. of Parnell Rd and The Strand cause the snarl up. What we need is for The Strand to be left alone, but clarify the pedestrian footpaths.
- You will drive business away from the CBD fringe if you go ahead. Auckland Council has done a good job of crushing the CBD/Parnell/Newmarket spirit. Look at the vacancies already. Very Sad.
- We are high-end designer furniture, our demographic has an annual income in excess of \$400k. Average time in store is 2 hrs for each customer. We are very customer focussed. We do not allow staff to park in front of the store, it is left for customers. If there is no parking on the street, business will move from Parnell.
- All our business comes from clients who can park on The Strand our outside our store. We need trucks to be able to stop, deliver and unpack large items. Clients normally spend between 30mins and 2 hrs in our showroom.
- We don't have any parking on site so require street parking for staff and customers.
- 95% of our clients visit our showroom in private vehicles. It is hard enough for these clients to find parking already.
- There is a lack of parking for our building and cars travel at scary speeds along the road. Clients often loan product from the showroom to trial in their own homes, so private cars are their best means of transportation. We also require access for our courier vehicles and deliveries. Without parking our business would die and we would be forced to relocate.
- We need more parking for our staff and customers.
- We need parking nearby for staff. Public transport is inadequate.
- We need car parks on the street, that is how business survives.
- The unlimited, unmonitored parking on the spur road outside 155-165 is a dumping ground for unlicensed and unregistered vehicles. This means these parking spaces are unavailable for visitors of surrounding businesses.

Parnell Road

60% of the street facing businesses on Parnell Rd returned the survey, indicative of the strong response and emotional connection to this topic.

Of these:-

- 7.1% were in home décor.
- 21.4% were galleries, gifting, jewellery or niche retail.
- 22.6% were dairies, cafes, or convenience related stores.
- 15.5% were restaurants.
- 17.9% were in health or beauty businesses.
- 8.3% was clothing.
- 7.1% was service or other.



1. In order to establish initial dependence on customers arriving onsite, by whatever transport means, **we asked how much of their business was conducted online.**
 - a. 0% - 46.4% said none of their business was online.
 - b. 1-10% - 38.1% said it was between 1-10%, but for many respondents this was related to booking online rather than purchasing online.
 - c. 11-20% - 7.1% said it was between 11-20%.
 - d. 21-35% - 4.8% said it was between 21-35%.
 - e. Over 35% - 3.6% said it was over 35%.

2. They were then asked to rate their customers **preferred mode of transport** when visiting their business.
 - a. Private passenger vehicle -95.2% of the respondents said their customers arrived in private vehicles. 3.6% mentioned this as the second choice and 4.8% as the third.
 - b. Bus - Only 1 respondent (1.2%) mentioned this as the most referred option, with 3.6% as the second and 4.8% as the third.
 - c. Train - No one rated this as the first option, with one mention (1.2%) as the second and one mention (1.2%) as the third.
 - d. Cycle - No one rated this as either the first or second option and only 7.1% rated this as the third.
 - e. Motorcycle/scooter – This was rated as second by 4.8% and third by 11%.
 - f. Walk – This was rated first by 3.6%, second by 23% and third by 9.5%.
 - g. App such as Uber or Taxi – were rated second by 18% and third by 6%. 30% of the restaurants mentioned Uber as a second option after private cars.

3. For customers who prefer a private vehicle, **where do they park?** (*open-ended question*)
Over 90% of the respondents said their customers park in Parnell Rd or the small side streets that lead off Parnell Rd, some also mentioning the small allocation of public parking at the Catholic Church. Many comments mentioned statements like right outside my door, right outside my shop, in front of my salon.

4. For customers who walk to the business, **what percentage did they think walked from work versus walked from home or from PT?**
This varied depending on the categories.
 - For home décor, galleries, gifting, jewellery, niche retail, clothing, health and beauty, and restaurants, they almost exclusively chose not to answer this question as they had negligible support from people walking, or indicated 1-5%, 5-10%.
 - 17% of respondents, mostly cafes and convenience stores such as dairies had between 25 and 50% patronage from walkers, but often indicated they were not clear from where they originated.

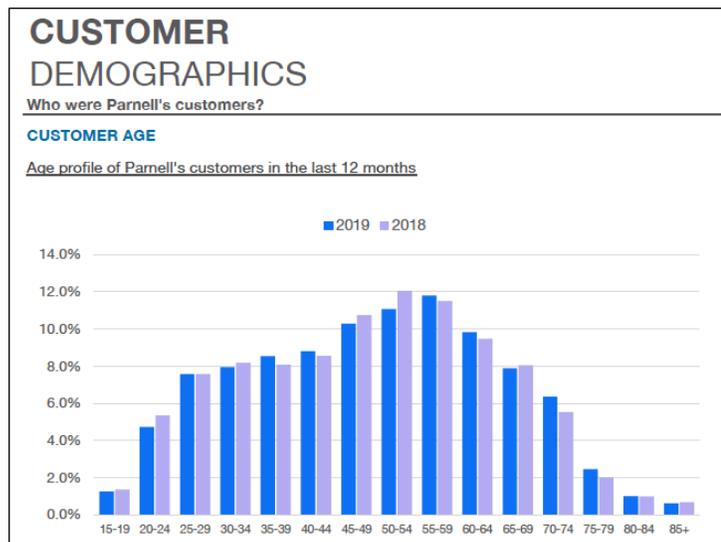
5. We then asked if their **business support from people walking had been affected by COVID?** Most respondents said their business had been greatly affected by COVID in general, but only the cafes and convenience stores, plus a few niche retail operators commented on how walking patronage had dropped due to people working from home.



6. Question 6 related to the **busiest time of the week and the busiest times of the day**. This varied so much between categories and retailers, not indicating any particular pattern in Parnell.
7. They were asked to rate **the age of the typical customer**. (Total of 218 specific category mentions, some highlighted only the top three, some only the top two. Total % is of 218 mentions).
 - a. 15-20 – 4% total of top three age groups selected.
 - b. 21-30 – 21% total of top three.
 - c. 31-40 – 53% total of top three. This was the second most popular category.
 - d. 41-50 – 72% total of top three. This was the most dominant age category.
 - e. 51-60 – 50% total of top three.
 - f. Over 60 – 21% total of top three.

This would confirm our stats from Marketview,

June 2019, pre COVID



8. Question 8 asked what the **average \$transaction value was, per customer, per visit?** (Total of 158 specific category mentions, some highlighted only the top three, some only the top two. Total % is of 158 mentions).
 - a. Under \$10 – 18% total of top three \$transaction values selected.
 - b. \$10-\$25 – 32% total of top three. This was dominant for dairies, cafes and convenience stores.
 - c. \$25-\$100 – 44% total of top three. This was dominant for cafes and health and beauty.
 - d. \$100-\$500 – 31% total of top three. This was dominant for health and beauty and some niche retail.
 - e. \$500-\$1,000 – 12% total of top three.
 - f. Over \$1,000 – 21% total of top three. Almost exclusively galleries, jewellery stores and décor.



9. They stated their **requirements for loading bays**. This again was very diverse, with certain stores needing daily loading facilities for food items, cooldrinks etc, as well as furniture and large artworks, and others not needing loading zones. Several service businesses such as drycleaners, said they needed zones for multiple quick drop offs and collections, and the current provision was working perfectly. There were a few complaints about not enough loading zones, but generally the loading zones and P10 areas seem to be satisfying the current tenant mix.

10. The survey concluded with an opportunity for **open ended comments**.

- We get a lot of older customers. They don't want to or cannot walk a long way, so it important for them to park nearby the shop.
- This proposal will single-handedly destroy my business. The public transport does not cater to elderly clients or clients with growing children or more importantly our time poor clients. Parnell already has a major shortage of available parking. If this changed it would put me out of business
- 99.9% of our clients arrive with a private motor vehicle. 1 gets the bus and 1 has a scooter, Parking is very important to our business and our clients.
- Our customers need more street parking than public transport. Most clients will call me before coming to check where they can park in Parnell.
- We require access for patients who may not be able bodied or may be in wheelchairs.
- Our business is highly reliant on outdoor parking, please keep for local businesses.
- We don't have parking for our customers so rely on street parking.
- It is already difficult for customers and staff to find parking. Public transport is not a good alternative because bus stops are too far away, buses come too infrequently and travel times are triple than by car. Cost greatly outweigh the benefits.
- Parnell really needs a car park space for customers, totally do not agree with removing carparks
- There is no need for a separate cyclist or bus lane, as the road is very narrow.
- People prefer driving over public transport. People travel long distances to work, public transport is not reliable, coverage of PT is not enough, it is too slow for people who do not work on the bus route. AT cannot force people to change their travel behaviour if they don't offer better options. It will destroy business.
- This will totally kill Parnell. I would be beyond devastated.
- To remove parking from Parnell Rd would literally ruin my business and I believe I would be forced out of Parnell and move to a commercial situation with parking outside the door. My older clients (the majority of Parnell), need easy accessibility to business. Traffic brings energy to an area. This is a misguided ideological proposition, definitely not thought through with a business brain!
- Business only happens when people turn up in a vehicle.
- We do not support losing parking bays over to cycleways, we will lose business.
- Obviously more parking will bring more customers.
- Please do not take away car parks, we need more car parks. My customers find it hard to park during peak hours, when they cannot park in the bus lanes. The peak hours are also the busiest for my shop. These bus lanes are stealing my customers. Please add more car parks!



- My business would not survive without the loading right outside the door, People pop in multiple times in the day to drop or collect and we are especially busy early in the morning, so priority bus lanes with restricted hours will also kill my business.
- My store is a showroom/retail store which sells large furniture items down to small accessories. 90% of the purchases are not able to be carried out due to size. Clients can spend between 5 mins to 1 hr in the store. Designers pick up and drop off product every day. Clients drive from as far as Wellington.
- We are already suffering from Covid. Please do not take away parking, we will suffer more.
- Our business of 35 years relies on access by car, without this we are dead.
- Absolutely imperative that on street parking and loading zones remain for Parnell businesses. Don't get rid of parking in Parnell, how are our customers supposed to get their purchases. Queen street is bad enough, businesses need as much support and ease as possible
- Approximately 90% of all our visits are by car. People will often wait for a good park close by. Dealing in high value, medium to large, luxury and fragile goods requires private transport and easy access.
- Removal of on street parking would be devastating to our business from a logistical and sales perspective.
- Most of our customers are mature in years. They can spend \$thousands at a time. They cannot carry paintings and sculptures on their bicycles or scooters so we carry the artworks to their cars. They do not own bikes.
- Short term parking should be easy and available for potential customers, otherwise they will stop coming to Parnell.
- We need more parking, especially when the market opens. People think twice about coming to Parnell as compared to a mall because of problems finding a parking. Today people have a lot to do and then need to know there is a park right outside the shop.
- Reduced parking in Parnell, which is historically already commented on as being difficult to find will be highly detrimental to all businesses in Parnell and needs to be stopped if AT carry out their planning.
- Parnell has very limited customer parking opportunities. Parking perception of the general public is that parking is hard in Parnell. While parking has been more available in Covid, so has business declined proportionally. Looking forward to more 'normal' trade, we anticipate parking perceptions to discourage customer visitation again.
- My business would suffer catastrophically if my clients could not park on the road outside my store, as it is there are minimal carparks.
- I lost a few customers while parking was exceeded and they got tickets, so it will be very difficult if parking is removed.
- Cannot do without parking in front in Parnell Rd.
- We are a niche business unique in Auckland and our customers travel from all over to get here.
- We often hear reports of people struggling to find parking in Parnell.
- Parking is critical to the successful running of my shop
- Parnell has already lost its potential over the years compared to Ponsonby & Newmarket - especially Newmarket as they have 2 hrs free parking available. Our business is already



drying up and losing parking, we would run out of business. If the government cannot support hospo, they should not be contributing towards hurting them.

- We already have less parking than we need for customers. If more parking is taken away we would lose a lot of customers and that will affect small restaurants like us.
- We have been here for 40 years and have not seen any problems due to the parking. If you are going to remove accessible parking, you at least need an alternative such as a parking building
- Car parks are necessary otherwise businesses in Parnell will fail just like so many in central Auckland, or gangland as it is now referred to.
- We already have a big problem with a shortage of parking on the street, we lost a lot of business over the years. The customers always complain they cannot find a parking and have stopped coming to Parnell. So if there is no more parking in the future what will happen to our business?
- Need the on-street parking to support the business.
- If the council bans parking on Parnell Rd I'm closing. It's just too hard and too expensive to pay retail rent when the shop is not accessible. Malls and centres with onsite parking will be favourable.
- Our laundromat really needs parking in front of shop as people carry heavy baskets. Please leave parking, if we have no parking our business will be dead.
- Without street parking we cannot survive in this business. Most customer we have are old people who cannot walk long distances. They drive as easy to park outside shop. There will be heaps of unhappy old people if street parking is removed.

and only one mention as follows

- Most of our customers walk into our shop, we don't always see how they travel. We need to incentivise people to travel with PT and other modes and get more buses coming through Parnell to bring people from all over Auckland.



AUCKLAND TRANSPORT PARKING STRATEGY REFRESH

Dear member, please receive this information from a representative from The Parnell Business Association.

You will have noticed several articles about this in the media recently, accompanied by not unexpected reactions. Unfortunately this was released prior to the consultation material being available and we have been advised that consultation should open on the 13th April and be open until the middle of May. Here is the link <https://at.govt.nz/about-us/transport-plans-strategies/aucklands-draft-parking-strategy/>

It is important to understand that this is a 10 year strategy and incorporates various elements. The two streets affected in Parnell are The Strand and Parnell Rd, with the Strand currently in the first Phase (Tier 3) and Parnell Rd in the second phase (Tier 4).

The overall strategy from Auckland Transport is to manage the movement of people around the city more efficiently, and is outlined in their consultation material. We will be preparing a summary for our members highlighting how this impacts Parnell, not only with reference to parking, but also our shortfalls related to integrated Public Transport and our desire for improved amenity. This will be circulated shortly.

The PBA have commissioned a study for Parnell Rd on the parking ratio per sqm as compared to other competitive shopping areas to demonstrate our constrained resource.

We would also like to demonstrate to Auckland Transport your specific customer profile, and their transport and parking desires when shopping in Parnell. **To this end, it will help us all immensely if you would please take the time to complete this short survey and get back to us ASAP.**

Kind Regards, and please feel free to email or call me with any queries.

Cheryl Adamson
General Manager
cheryl@parnell.net.nz, 021 624 489

CUSTOMER AND ARRIVAL SURVEY

1. Approximately what percentage of your business is conducted online?

- 0%
- 1-10%
- 11-20%
- 21-35%
- Over 35%

2. Now think about the typical customer that visits you in person. What is their preferred mode of transport when purchasing from your business?

Rate the below options from 1 -7 in order of preference, with 1 being the most preferred mode and 7 being the least.

- Private Passenger vehicle. (eg.car/van/work vehicle)
- Bus
- Train
- Cycle
- Motorcycle/Scooter
- Walk
- App based service such as Uber, or Taxi

3. For your customers who prefer a private passenger vehicle, where do they normally park?

4. For your customers who walk to your business, what percentage do you think walk from their place of work compared to walking to your business from home or public transport?

Percentage who walk from work

Percentage who walk from home or Public Transport



5. Has your business support from people walking from work, been different since COVID?

6. When are your busiest times?

Day/s of the week that are your busiest

Time/s of the day that are your busiest



7. What is the age of your typical customer?

Rate the below from 1-6 in order, where 1 would represent most of your customers and 6 would be the least.

- 15-20
- 21-30
- 31-40
- 41-50
- 51-60
- Over 60

8. What is the average transaction \$ value, per customer, for single visit, in your store/business?

Rate the below from 1-6 in order, where 1 would represent the most typical value of a single purchase and 6 would be the least. (If your business only fits into one or two categories, just rate the first two or three options that are relevant).

- Under \$10
- \$10-\$25
- \$25-\$100
- \$100-\$500
- \$500-\$1,000
- Over \$1,000

9. What are your requirements for loading bays?

10. Any other comments?

Name

First

Last

Email

Name of Business

All answers will be kept confidential by the Parnell Business Association. We will release overall survey results, but not individual information. Please can you complete the survey by Tues 19th April. If you are unable to complete while our representative is with you, we will send our security to collect in a few days.

- I agree and understand the commitment by PBA.