



Unichem Kilbirnie Pharmacy

the 123 MART

countdown

community centre
citizens advice bureau

Wellington City Council welcomes you to the
BID & Local Centre Summit

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Health & Safety

- **Exits - Please take a note of the exit nearest you**
- **Earthquake - Drop, cover and hold**
- **Evacuation - Wellington Venues staff will guide you**

Event Managers

For Wellington City Council
Rula Awad

For First Retail Group
Lorraine Nicholson



Welcome Councillor Simon Marsh

Portfolio Leader: Economic Development,
Small Business (joint), Events.

BID & Local Centre Summit

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke

Summit Schedule



Successful Local Centres - Objectives

People-Focused

Enable local centres to better support their communities by delivering safe, accessible, sociable spaces and strengthening pride and belonging

Economic Success

Local offers and experiences that align with the needs and expectations of the community to ensure our centres are destinations of choice & relevance

Sustainability

Ensuring local centres lead by example in reducing waste, supporting greater use of renewable energy and championing environmental responsibility

Resilience

Communities that are mindful, prepared and collegial in managing economic, environmental and social challenges

Today's Goals for Participation and Engagement:

- **Looking forward - not backward**
- **We're here for our communities**
- **Please listen, learn, be open and share**
- **Please respect opinions**
- **Please ensure everyone has a voice**

As you listen to the presentations please consider:

- **Opportunities your area may not have recognised?**
- **How challenges may impact your community?**
- **How your sector could support others**
- **Areas where your community could support others?**
- **And most importantly.....**

What can we do
differently to transform
success of our local
centres?

Absolutely Positively
Wellington City Council

Me Heke Ki Pōneke

rise of the NEIGHBOURHOOD CENTRE

BUSINESS AS UNUSUAL

CONSIDERING NEW WAYS TO DRIVE
SUCCESS IN OUR LOCAL CENTRES



Absolutely Positively
Wellington City Council

Me Heke Kiriwani

An architectural rendering of a modern neighborhood center street scene. The scene is shown in black and white. On the left, there is a modern building with large windows and a covered walkway. People are walking and sitting at outdoor tables. In the center, a man in a suit is walking across a crosswalk. To the right, there are more buildings, trees, and people on bicycles. The overall atmosphere is one of a vibrant, pedestrian-friendly community.

OUR MARKETS ARE CHANGING RAPIDLY

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

rise of the **NEIGHBOURHOOD CENTRE**

SUBURBAN PROPOSITIONS MUST EQUALLY ADAPT

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

rise of the NEIGHBOURHOOD CENTRE

PERFORMANCE FUNDAMENTALS

**SOCIALLY
SUCCESSFUL**

**ECONOMICALLY
SUCCESSFUL**

**HUMAN-SCALE
PEOPLE CENTRIC**

**EQUITABLE
INCLUSIVE**

**SUSTAINABLE
RESILIENT**

**NEEDS ALIGNED
MEETS MARKET**

**DIFFERENTIATION
LOCAL PRIORITY**

**SCALABILITY
SUCCESSION**

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke

rise of the **NEIGHBOURHOOD CENTRE**

BUSINESS AS USUAL

BRAND
& COMMS

GRAFFITI
PROGRAMME

LIGHTING
& PUBLIC
REALM

CRIME
PREVENTION

SEASONAL
EVENTS

ADMIN &
MANAGEMENT

BUSINESS
ADVOCACY

ECONOMIC
PERFORMANCE

MARKETING
& PROMOTION

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

rise of the NEIGHBOURHOOD CENTRE

BUSINESS AS UNUSUAL

CUSTOMER & COMMUNITY CENTRICITY

EVENING ECONOMY

EMOTIVE BRAND CULTURE

COMMERCIAL COMMUNITY CONNECTION

MENTORSHIP & SUCCESSION

EMPOWERING COMMUNITY ACTION

CAPABILITY & CONFIDENCE BUILDING

CURATION & DECISION COLLATERAL

DIGITAL VISIBILITY & FUNCTIONALITY



BUSINESS AS UNUSUAL

**CAN BE
ACHIEVED
WITHIN THE
CURRENT
FUNDING
MODELS**

**REFOCUSES ON
THE VALUES &
CULTURE THAT
DROVE PAST
SUCCESS IN
OUR SUBURBS**

**ENGAGES A
GREATER
DIVERSITY OF
STAKEHOLDERS
KEEN TO
CONTRIBUTE**



Laurie Foon

SUSTAINABILITY IN ACTION



SUSTAINABLE
BUSINESS
NETWORK



Absolutely Positively
Wellington City Council
Me Heke Kī Pōneke

· WORKSHOP ·



Laurie Foon

SUSTAINABILITY IN ACTION



SUSTAINABLE
BUSINESS
NETWORK

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke



LAURIE FOON

SUSTAINABILITY IN ACTION



SUSTAINABLE
BUSINESS
NETWORK

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Local Pride

Priority in supporting neighbourhood
businesses and products

HARRINGTON'S
Crafting NZ's finest smallgoods



Mike Brunel



Mike Kotylar

HARRINGTON'S
HANDCRAFTED
FREAKY
BACON

Absolutely Positively
Wellington City Council
Me Heke Kī Pōneke

Local Pride

Priority in supporting neighbourhood
businesses and products



HARRINGTON'S

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Local Pride

Priority in supporting neighbourhood
businesses and products



HARRINGTON'S

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Totally Locally Crickhowell Fiver Fest

- 1 **Bookish Bookshop:** Selected Picture books
- 2 **Bookish Café:** Selected daily special and a hot or soft drink
- 3 **Oag Rodwell Glass:** 'Hot out of the kiln' hanging decoration greeting cards. Available on the website or from the studio, just 5 minutes walk from the High St!
- 4 **Crickhowell Adventure:** Nutrition, energy and recovery for your adventures - Recovery Drink Cliff Energy Bar and Bloks recovery chew
- 5 **Crickhowell Resource & Information Centre:** 2 hot drinks and 2 cakes to enjoy in the café
- 6 **Evergreen Blinds:** Replacement bottom ball chain on up to 5 vertical blinds
- 7 **FfolkyFfelt:** £5 off all Ffolky felt kits which also contain a £5 voucher. One kit contains a surprise gift! Available from Crickhowell Adventure
- 8 **Natural Weigh:** 2 reusable straws and a straw cleaner and cotton bag or 3 bamboo toothbrushes
- 9 **The Vine tree:** Frozen Summer cocktail (Margaritas, Daiquiris & flavoured Mojitos)
- 10 **As You See it Media:** A one page review and 5 suggestions on how to improve your website or social media
- 11 **Askews Bakery:** 3 cream cakes
- 12 **Baochus Off Licence:** 3 selected ales
- 13 **Beauty Above:** Eyebrow tint and wax
- 14 **Beauty by Harriet:** Eyebrow, lip and chin wax
- 15 **Brownies & Brunch by O'Donnell Bakehouse:** Any freshly-baked, filled, organic sub roll from the new Summer range & any brownie & any hot drink
- 16 **Crickhowell News:** Any 3 Walls Magnum Ice Creams
- 17 **Crickhowell Post Office:** 2 Siddoh Ice Cream Tubs
- 18 **Crickhowellers/ Old Rees Singing Groups:** Introductory session for you and a friend
- 19 **Ow Ow Boutique:** A pair of socks
- 20 **Grenfell & Sons:** A bottle of Isla Negra Chilean wine (red or white)
- 21 **Jehus:** £7.50 worth of loose sweets
- 22 **Kevin Walker:** Any 4 selected walk guides
- 23 **Latte Da:** Any Coffee and Cake
- 24 **M.T. Cashell & Sons:** 1lb diced chicken and a pot of curry sauce
- 25 **MJ Health and Fitness:** Your first fitness class session
- 26 **Mother Natures Goodies:** A decanter of aromatherapy bath salts OR an essential oil burner OR a bottle of lavender essential oil
- 27 **Nicholls:** L'Occitane en Provence hand cream
- 28 **Petals:** Two seasonal garden plants
- 29 **Purple Flamingo:** Dirty Fresh Cosmetics bundle (bath bomb & shampoo bar)
- 30 **The Bear Hotel:** Dish of the day on the afternoon menu

{BOOK•ISH}
BOOKS, CONVERSATION & MORE

Selected Picture books

CRICKHOWELL ADVENTURE

Nutrition, energy and recovery for your adventures -
Recovery Drink Cliff Energy Bar and Bloks recovery chew

The Courtyard

14 29 32

ard Street



Nat

2 reusable straws and
cotton bag or 3 b

evergreen

great designs .

Replacement bottom ball chain on up ...

Available Online

Me Heke re

and
enjoy

well

greeting cards.
with a book) or
on the High St at ?

3

Business Improvement Districts

Meeting the needs of local centres

BIDs at the Local Centres Summit



BIDs overview



Initiatives & performance insight

Untapped potential for local centres?



304 businesses

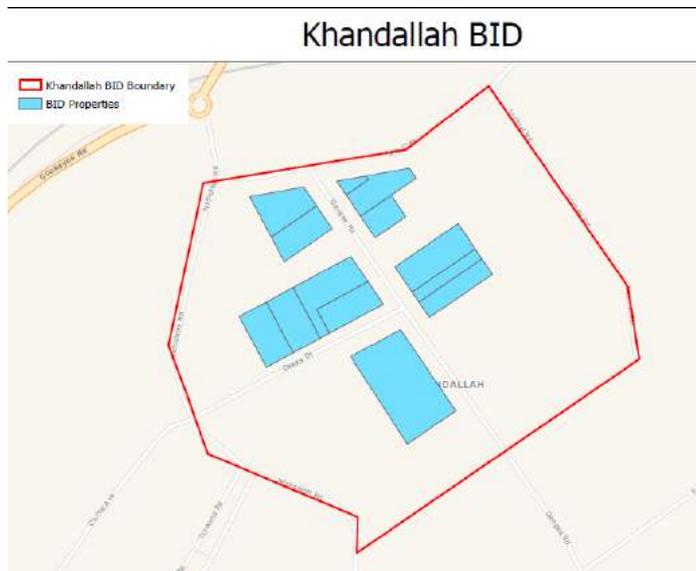


\$475m capital value

BID #1



BID #2



BID #3



BID #4



BID #5

Karori BID



BID #6



What is so great about BIDs?



Represent



Trading



Marketing



Place shaping



Networking



Government



Understand



Partnership



Double-up



Local



Entrepreneur



Community

Something for you



www.wellington.govt.nz/BID



BID brochure



Merchant Retail Sales Report

www.wellington.govt.nz/BID



BID reference material

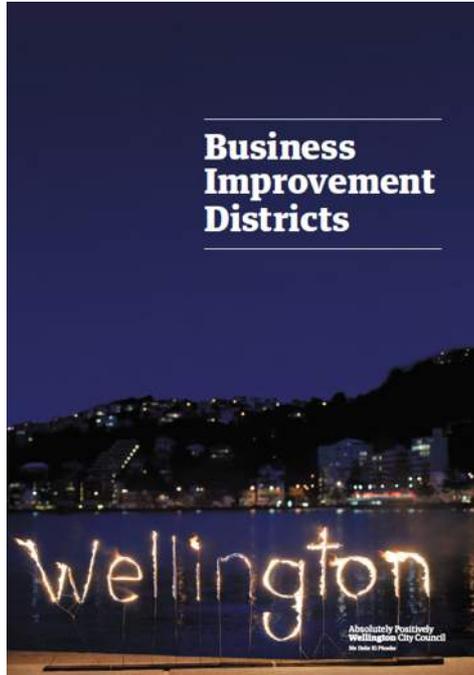


Road works and street events



City Projects

BID brochure (front cover here)



- Benefits
- How it works
- Establish
- Operate
- Funding
- FAQ
- Who benefits

Merchant Retail Sales Report



<https://marketview.co.nz/>



<https://wellington.govt.nz/about-wellington/profile-of-wellington>

Merchant Retail Sales Report



Sales



- Retail sales
- Transaction values



- Retail sales by spend category
- Transaction values

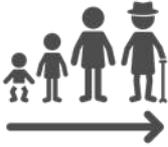


- Sales by customer origin

Merchant Retail Sales Report



Customer Demographics



- Age band
- Generation



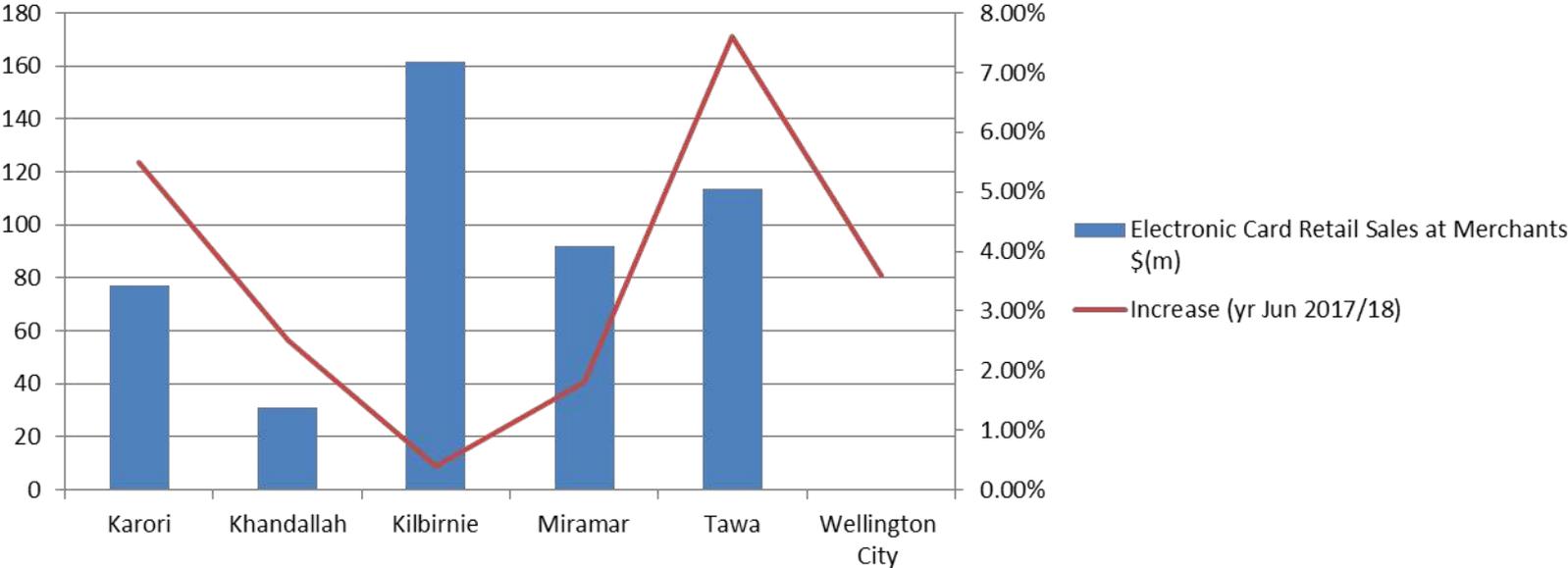
- Gender



- Resident / Non-resident (rest of city & region)

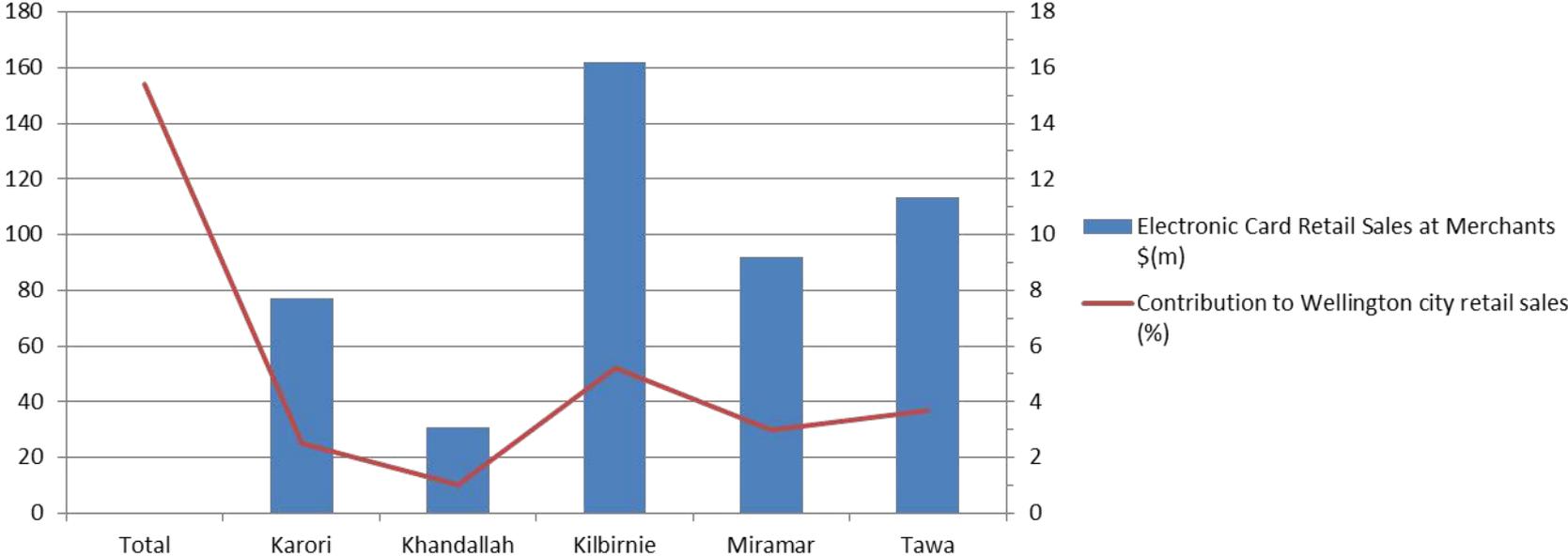
Merchant Retail Sales Report

Sales vs Increase



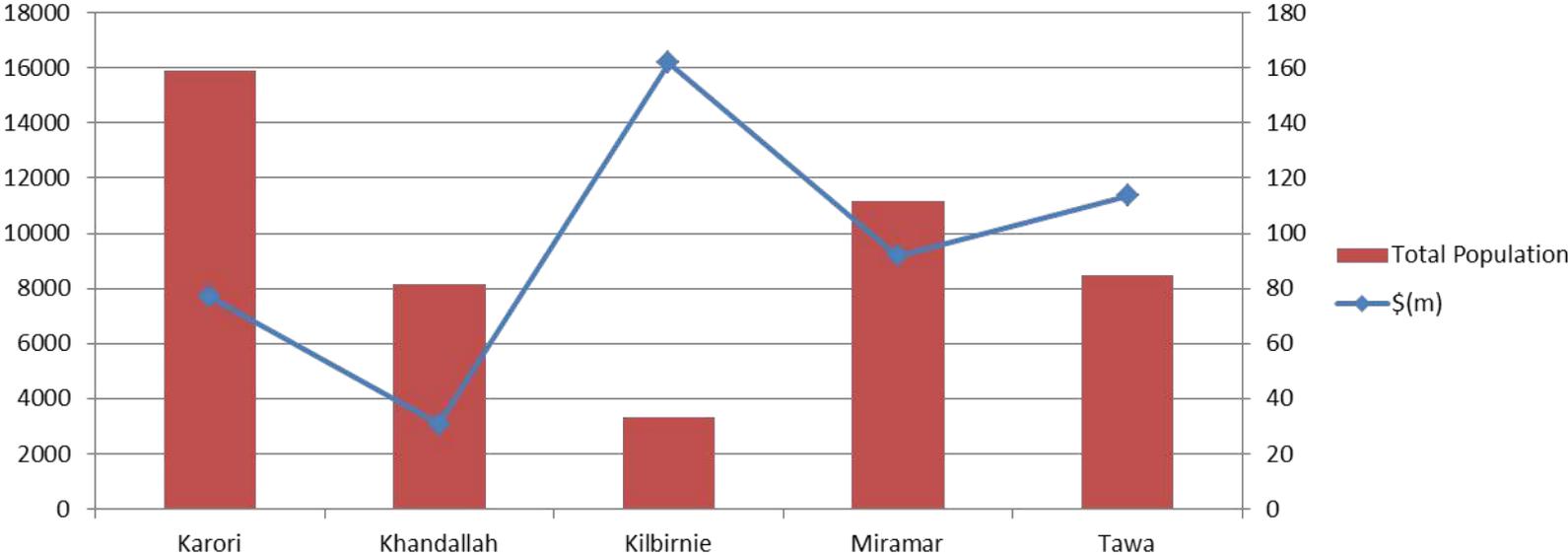
Merchant Retail Sales Report

A BIDs contribution to Wellington's overall retail sales



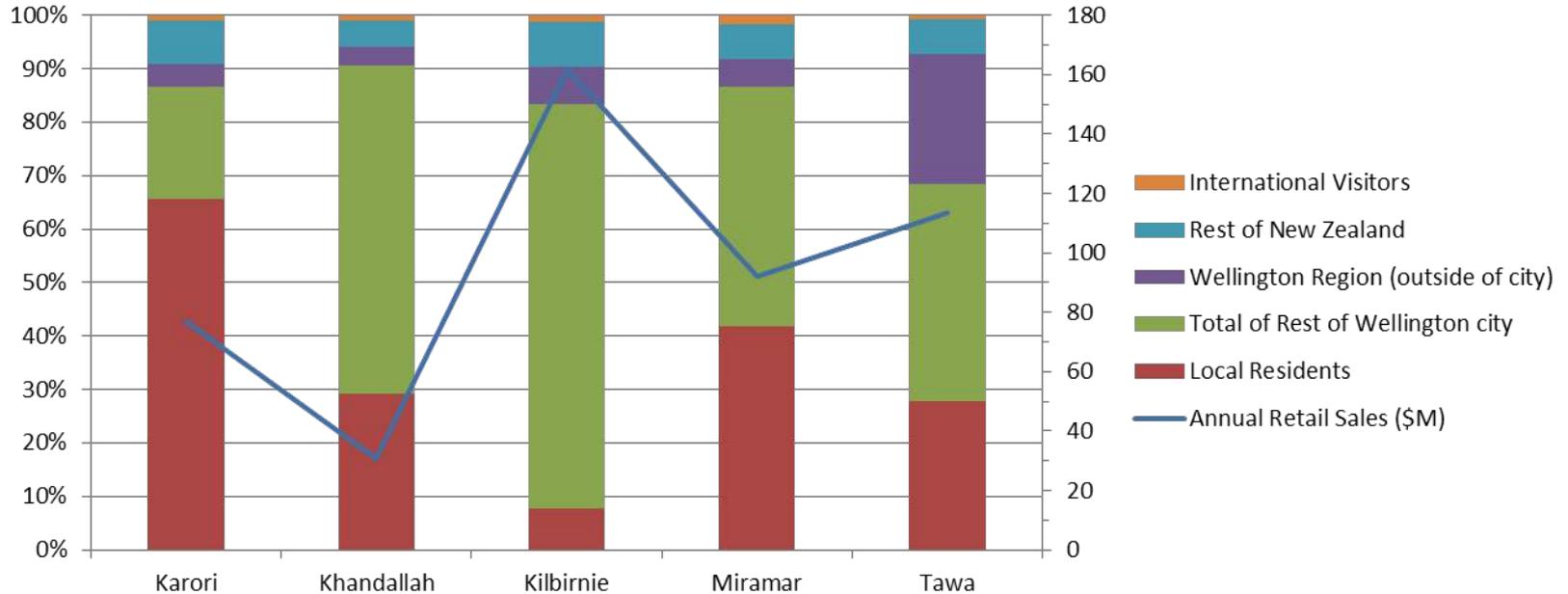
Merchant Retail Sales Report

Population vs Retail Spend



Merchant Retail Sales Report

Annual retail sales by customer origin



Merchant Retail Sales Report

Daily Retail Sales

Daily Retail Sales	Kilbirnie \$162m	Tawa \$114m	Miramar \$92m	Karori \$77m	Khandallah \$31m
Best Days	Saturday & Sunday	Friday & Saturday	Friday & Saturday	Saturday & Sunday	Friday & Sunday
Weekdays Contribution	64%	65%	66%	66%	64%
Weekend Contribution	36%	35%	34%	34%	36%
Highest Sale Day	Saturday 21%	Saturday 22%	Saturday 22%	Saturday 21%	Saturday 20%
Lowest Sale Day	Monday 12%	Thursday 11%	Monday 11%	Monday 10%	Tuesday 11%

Contact us

New E-mail Address

wellingtonbid@wcc.govt.nz

Web Page Address

www.wellington.govt.nz/BID

Thank you



Parking Policy Review

Presented to the BIDS and Local Centres

July 2019

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Today's presentation

1. **City-wide focus on parking**
2. **Local focus**
3. **What it means for the BIDs and local centres**
4. **Next steps**

City-wide focus

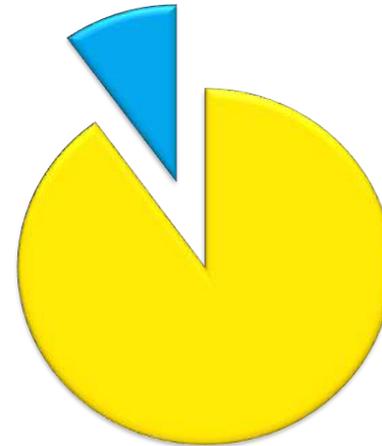
How parking is managed city-wide and significant changes that will impact parking.

Council's role in parking management

Wellington City Council owns local roads, controls supply and price of on-street spaces, some off-street car parks - **14%** of total central city supply of nearly **30,000** spaces.

Road controlling authority :

- enforces parking controls using infringement fees
- approves traffic management plans.



■ Total Wellington parking supply ■ WCC managed parking supply

Wellington Central Area Parking Supply

Council's tools for parking management



• District Plan



clearways



time limits

- meter charges



class restrictions



zone designations



land-owner

- Travel Demand Management

Context for the review of the parking policy

The **Parking Policy** and the **Mobility Parking Policy** review is linked to:

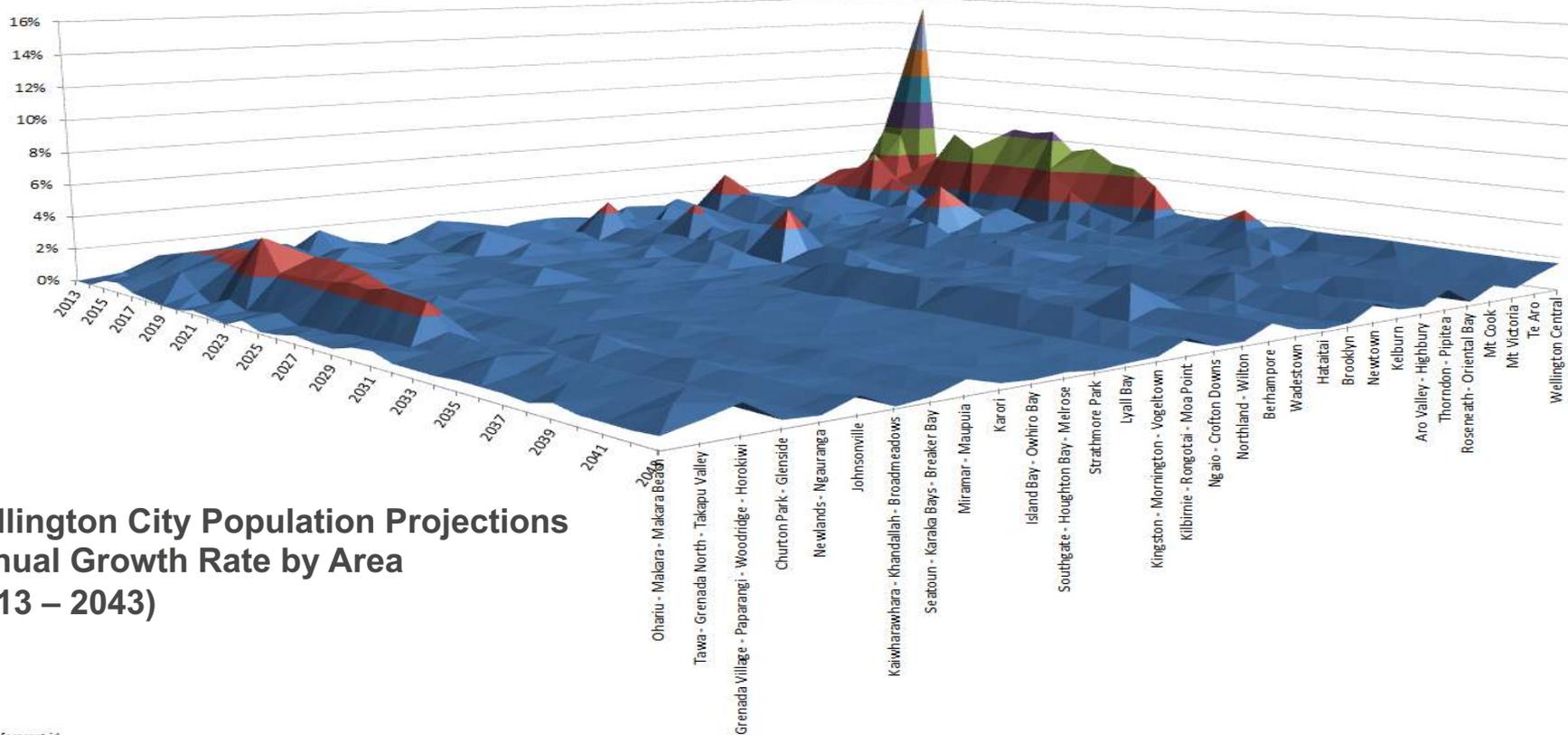
- Let's Get Wellington Moving
- Planning for Growth
- Zero Carbon Plan

It has been **10 years** since the policies were reviewed

- many changes to the way we live and want to live
- parking pressures have increased

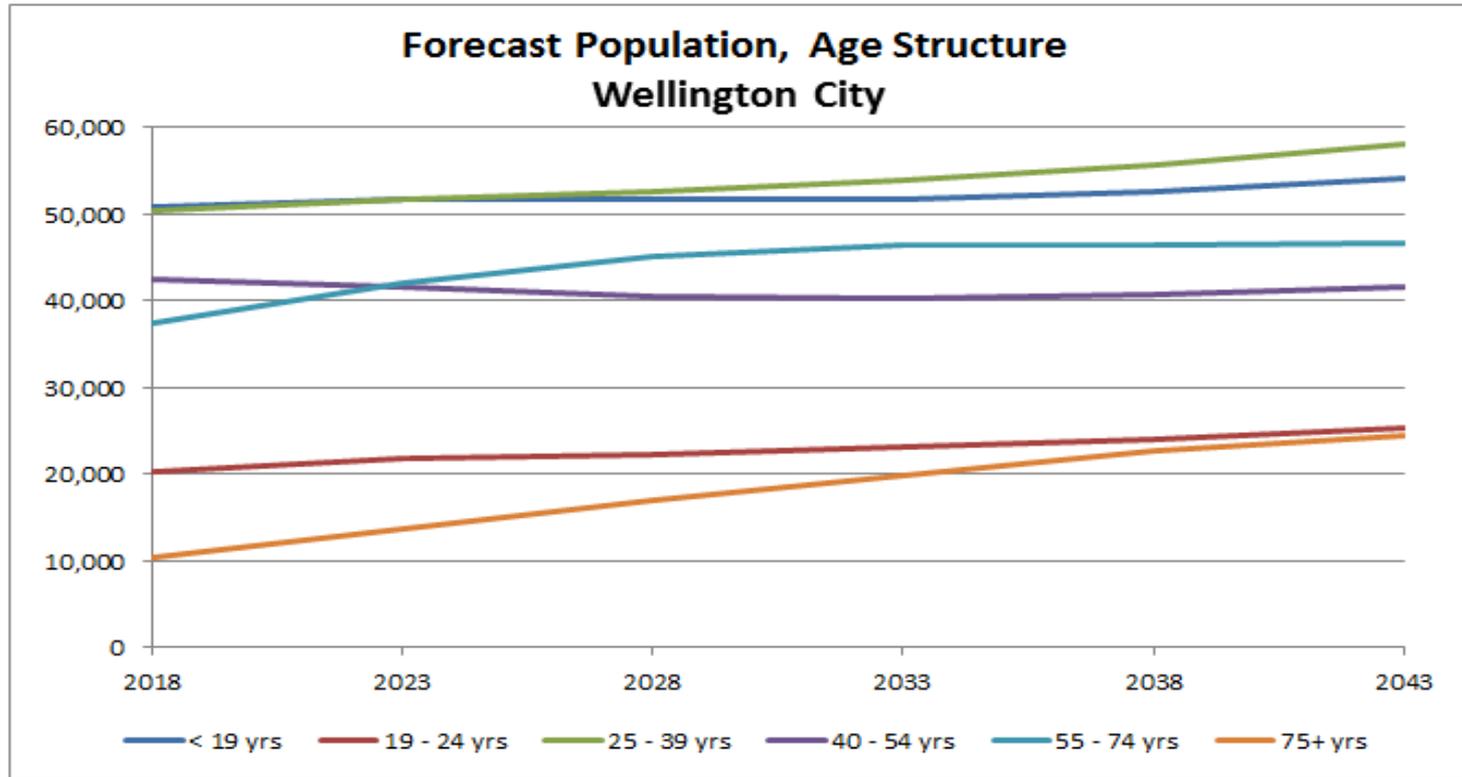
**Reviewing the
tension between
city aspirations,
driver behaviour.**

Where will people be living in the future?



**Wellington City Population Projections
Annual Growth Rate by Area
(2013 – 2043)**

What does the future population look like?



Source: forecast.id

Significant tension in current system

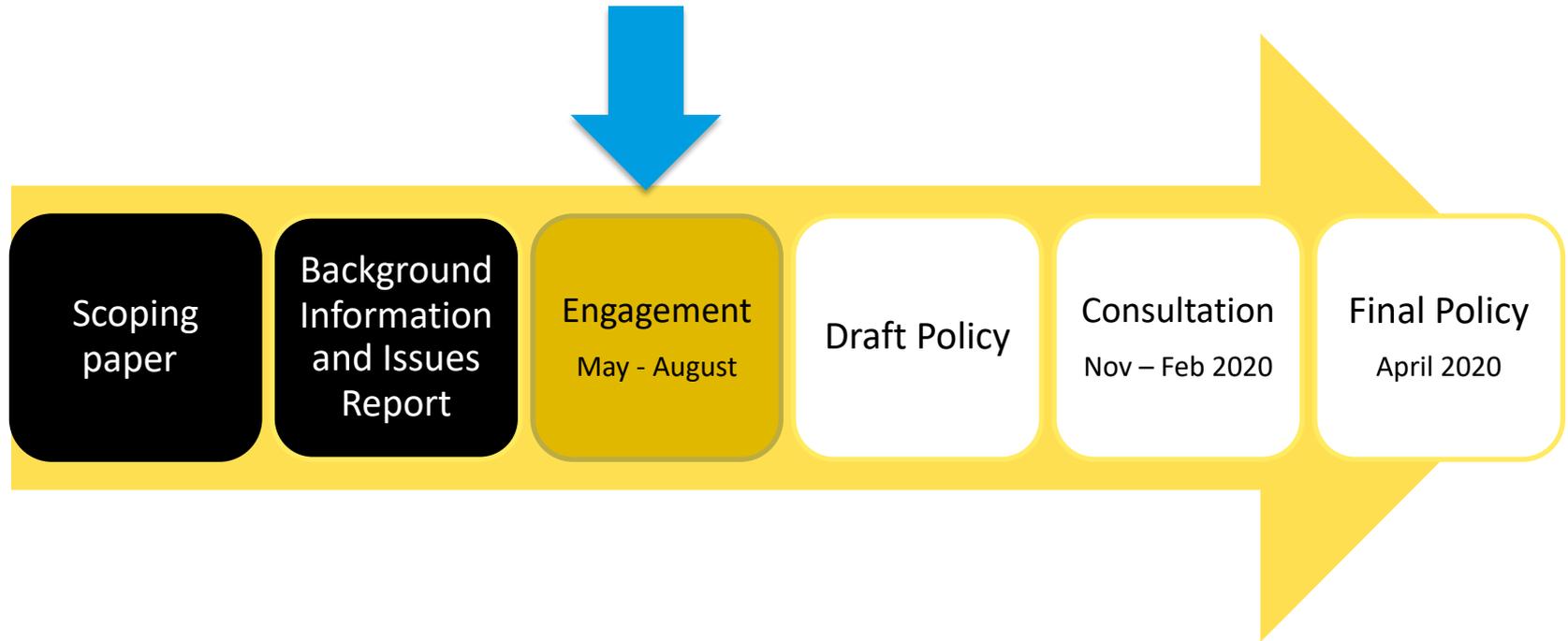
Council supply is **decreasing**:

- inner city population growth/urbanisation
- earthquake loss
- reprioritisation of off-street parking (MFC, Waterfront)
- reallocation on-street (cycleways, bus priority)
- prioritisation (EV, car share, mobility, other)

Demand **increasing** due to:

- population growth
- aging population
- car ownership rates per household increasing
- business growth in CBD

Where we are at...



Local Focus

Parking supply and management in the local centres

Summary of BIDs sales contribution

What is your BIDS' contribution to Wellington's overall retail sales?

Business Improvement District Area	Annual Retail Sales (\$m)	Percentage of Wellington City Retail Sales
	Year to June 2018	
Kilbirnie	161.8	5.2%
Tawa	113.5	3.7%
Miramar	91.9	3.0%
Karori	76.9	2.5%
Khandallah	30.5	1.0%
Total Retail Sales	474.6	15.4%

Questions

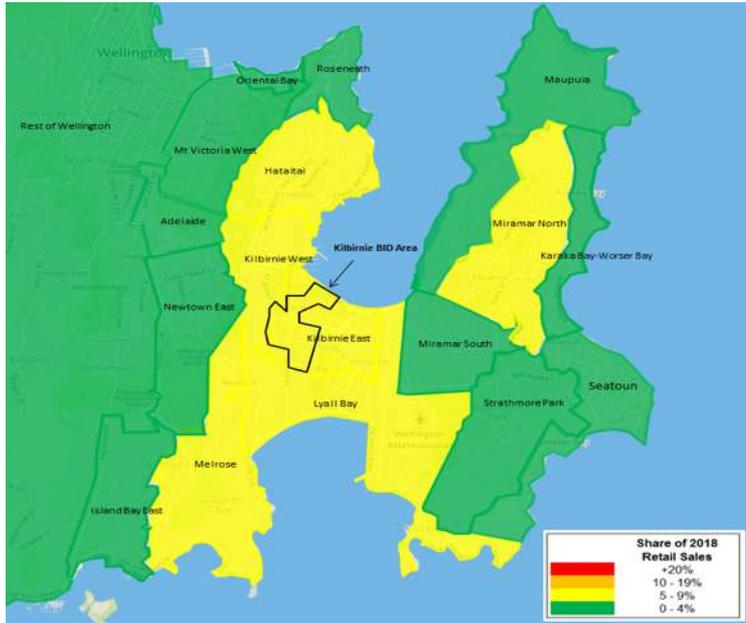
In the future....

- 1. how do you want the street space used in your area? What are the priority uses?**
- 2. how will your customers travel to your area?**
- 3. what does this mean for on-street parking type and management in your area?**

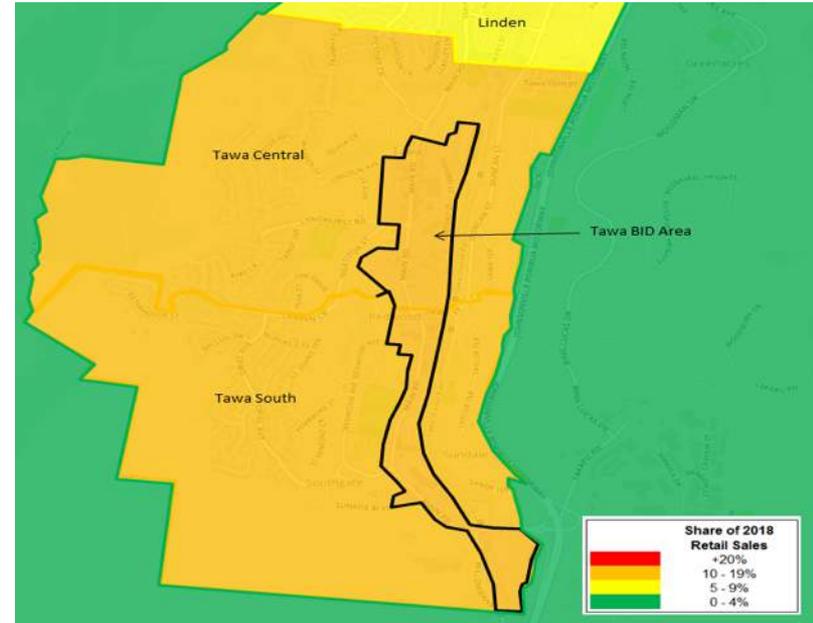
Contribution retail sales map

Where do your customers travel from?

Kilbirnie BID



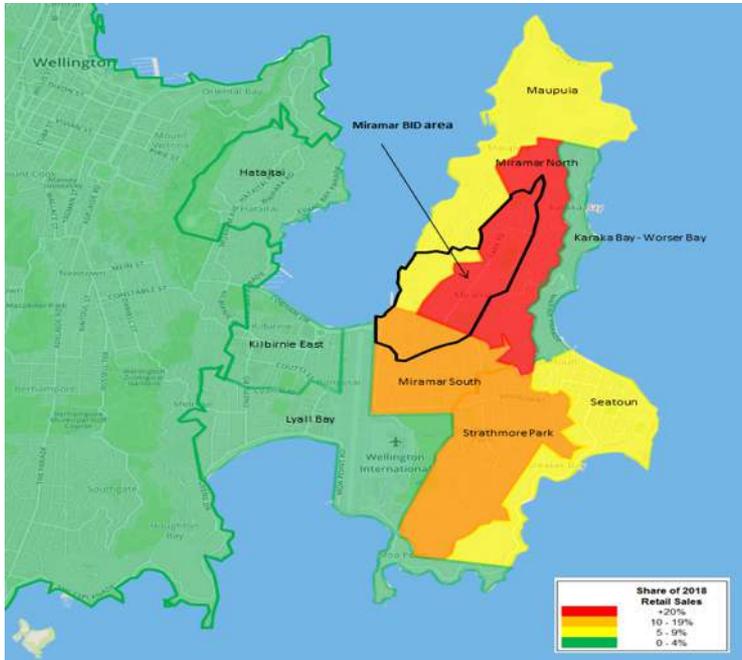
Tawa BID



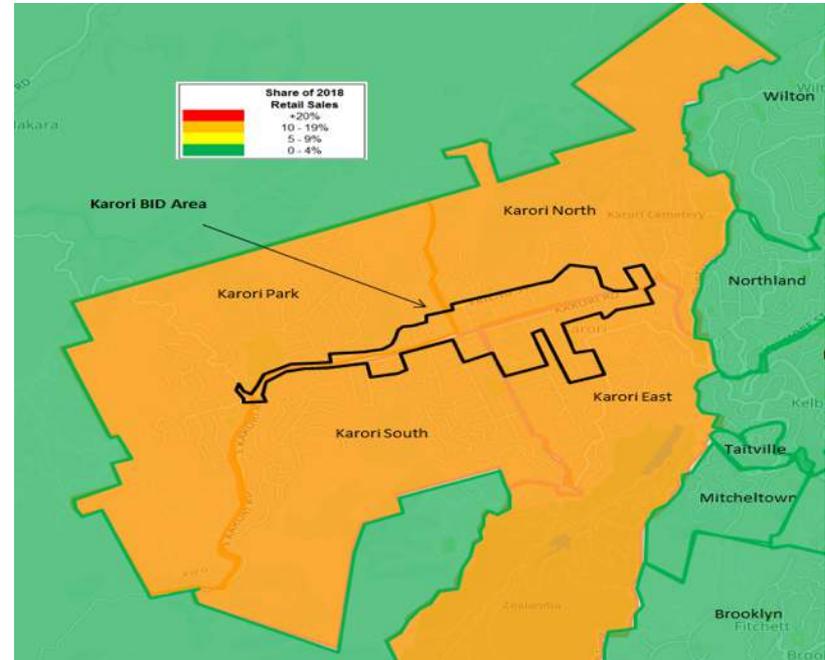
Contribution retail sales map

Where do your customers travel from?

Miramar BID



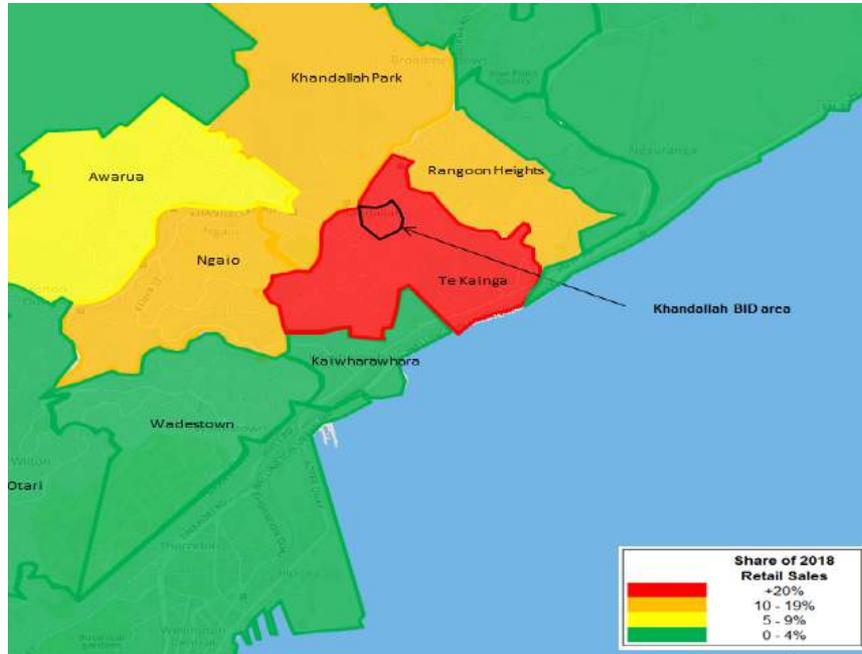
Karori BID



Contribution retail sales map

Where do your customers travel from?

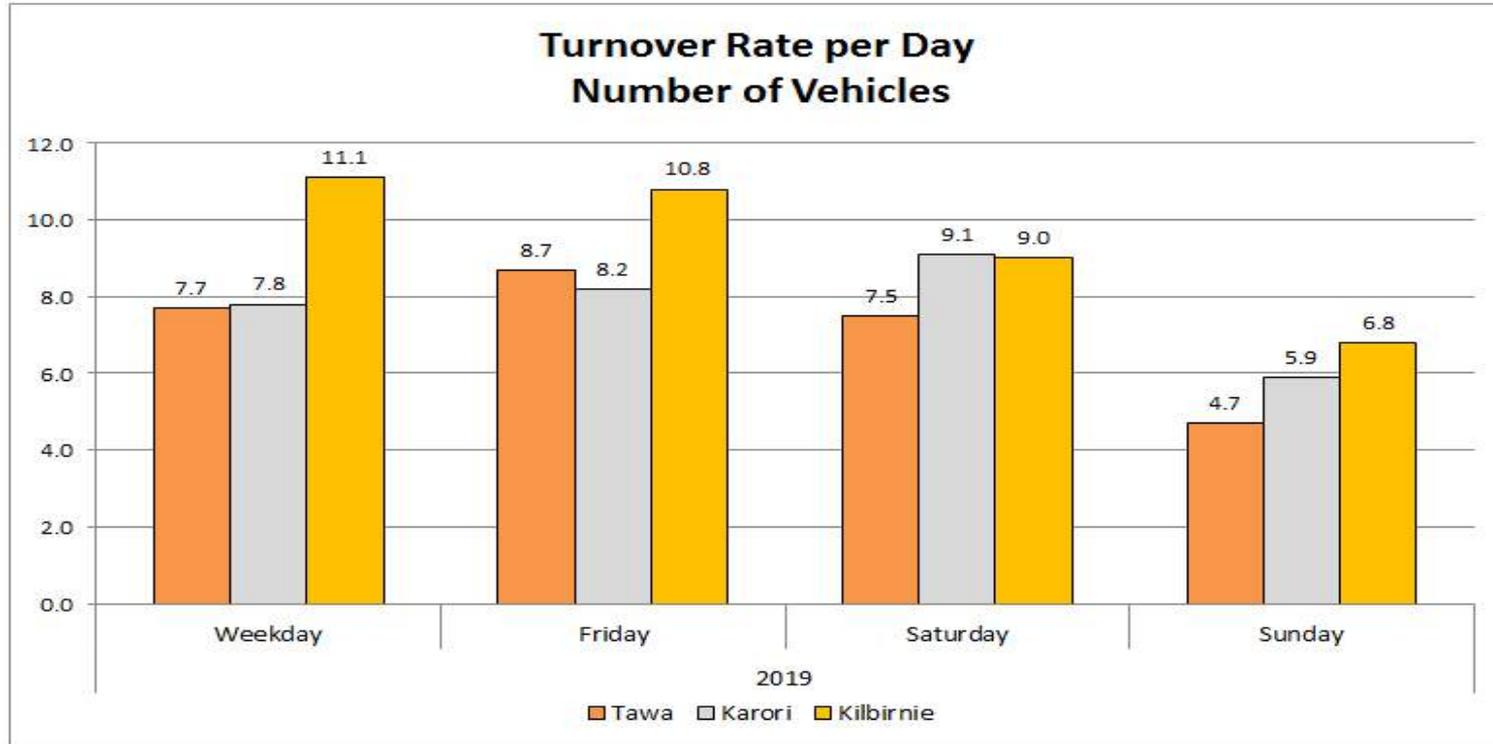
Khandallah BID



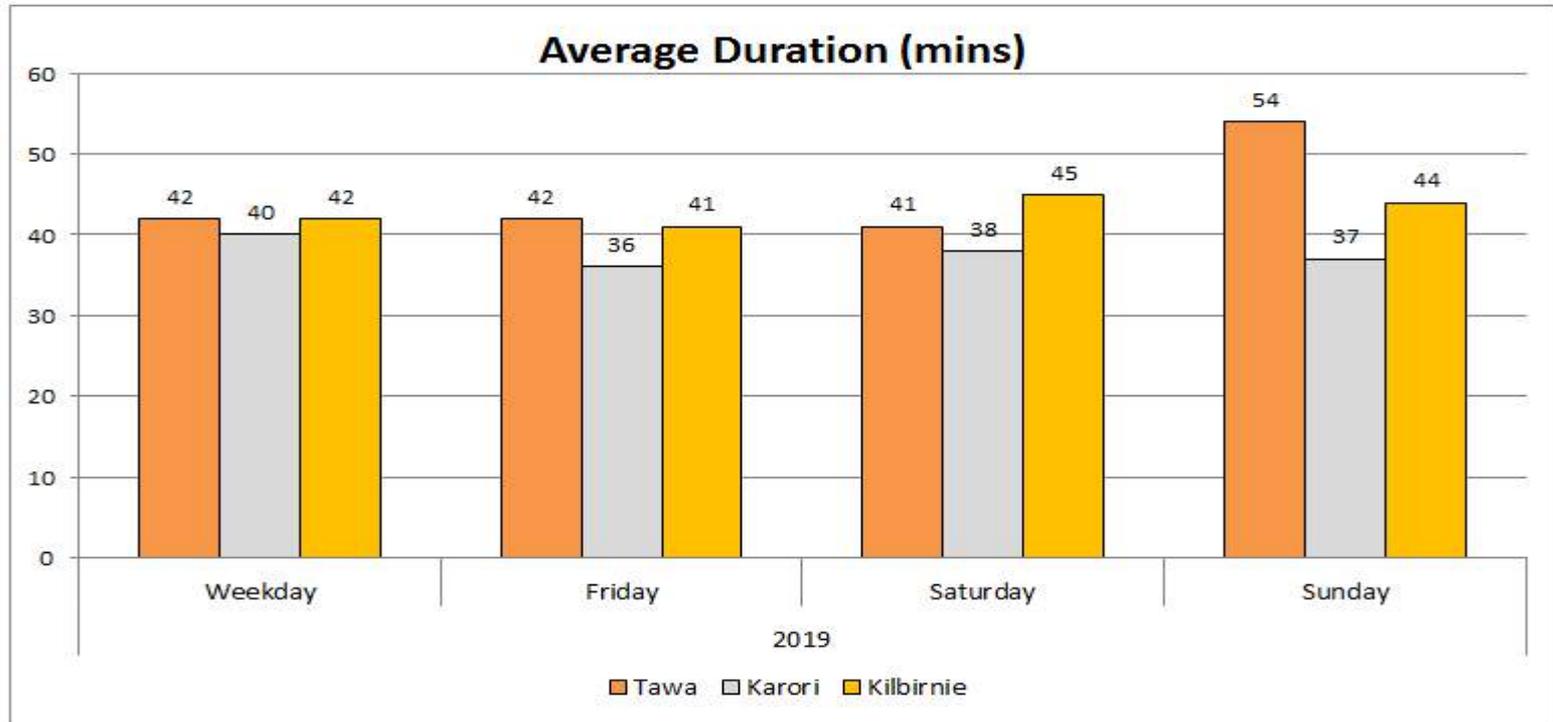
Current Council-managed parking spaces

Area	Type of Parking Available	Spaces Provided (2019)	Other Mobility Parking Spaces
Tawa	Time Restricted	64 + 2 mobility parking spaces (Main Rd)	16 (incl swimming pool, Taylor Park, community centre and mall car parks)
Karori	Time Restricted	83 + 2 mobility parking spaces (Raine St)	6 (swimming pool and recreation centre)
Kilbirnie	Time Restricted	68 + 2 mobility parking spaces (Bay Rd)	17 (incl aquatic Centre & Kilbirnie Park)

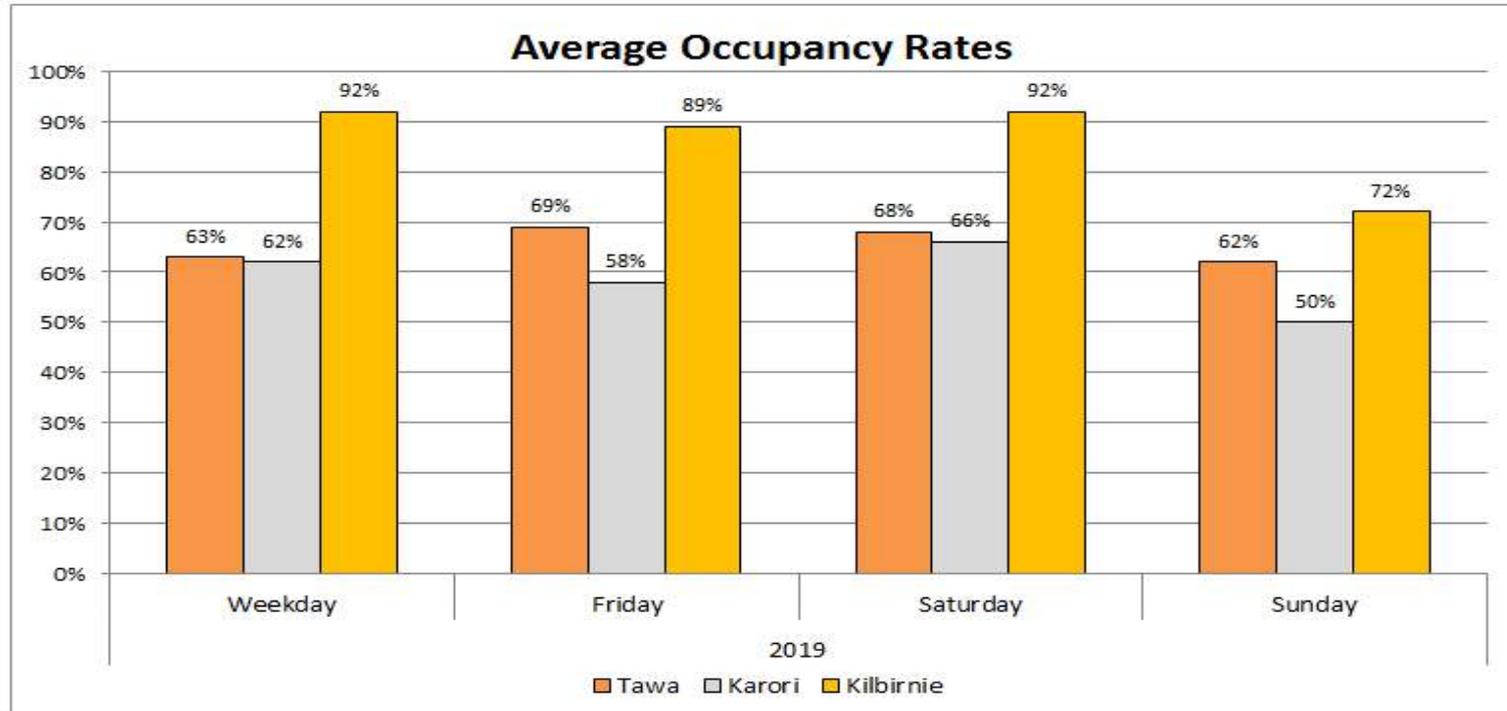
Parking turnover



Average parking duration



Average occupancy rates



Next steps



Have your say letstalk.wellington.govt.nz

[Home](#) » [Smarter ways to manage city parking](#)

Smarter ways to manage city parking



Click through the tabs below to explore the different feedback options to help you provide us with your thoughts. We'll use what you tell us at this stage to help develop a new draft policy.

Our city is growing

Over the next 30 years, Wellington will be home to another 50,000-80,000 residents and many more workers will commute in from the wider region. To accommodate this growth, we need a more efficient transport system that makes better use of our limited road space. This means moving more people using fewer vehicles; more public transport use, walking and cycling and fewer people driving and parking in busy areas. We need to review how we allocate road space for parking to support this change.

Let's Get Wellington Moving

This programme will deliver a step change in public transport for the city, including a mass transit route between the railway station and the airport. To pave the way for our future transport system, we need to start creating space along some key transport corridors, this will mean removing on-street parking spaces in some places.

Climate change and parking management

Wellington has been a leader in the climate change area in the past. Now we are ready to move to the next step by being First to Zero. Te Atakura – First to Zero sets out an ambitious series of challenges for us to address to further reduce the city's carbon emissions. Road transport emissions comprise approximately 37% of those emissions. How we manage parking can support many of the proposed emissions reduction initiatives such as prioritising road space for active and public transport modes, allocating more on-street parking spaces for car share vehicles, electric vehicle charging and pick up/drop off services. The price of parking can also be used to influence what vehicles people drive plus how often and where they drive.

People expect more of our central business district (CBD)

More and more people live in and around the CBD. Thousands of workers and visitors come to the CBD each day. They increasingly expect to be able to walk, shop, dine and spend time in an attractive and safe environment. They expect cafes on pavements, street trees, public spaces and a pleasant environment. We need to continue to deliver better streets to meet these expectations. To make room for these features we may need to change some of the on-street parking spaces.



[REGISTER NOW](#) > to get involved!

Who's listening

Helen Bolton

Senior Policy Advisor
Wellington City Council

Email policy.submission@wcc.govt.nz



Fiona Bailey

Senior Communications & Engagement
Advisor



Questions and answers

Why is the Council proposing a parking space hierarchy?

How do you make sure there is enough parking in the right places?

Doesn't free parking support retail in the central area?

How much money does the Council make from parking fees and/or infringements? What does the Council spend parking revenue on?

[more...](#)

Parking Policy Review Timeline



Develop a new draft parking policy

Research and public feedback

Surveys close end August 2019

Business Success Panel

How can we develop suburban offers that revitalise our local centres - creating destinations of pride and preference?



Cllr Simon Marsh
Facilitator



Meg McMillan
TeaPea



Teva Stewart
Commonsense Organics



Jamie Williams
Kāpura

Community Resilience Panel

How can we create safe, socially and environmentally sustainable local centres that prioritise for the people and communities?



Cllr. Diane Calvert
Facilitator



Catherine Cordwell
Ryman



Sgt. Hamish Knight
NZ Police



Laurie Foon
Sustainability Trust



Natalia Cleland
DCM

Table Activity 1

Opportunities & Challenges

Where is the potential and what are the barriers we need to overcome to achieve greater success in our Local Centres?

Tips:

- Consider new or adventurous concepts
- Could be commercially or socially focused
- Can bring the community together

Opportunities	Challenges

Kilbirnie .1

Table Activity 1

Opportunities & Challenges

Where is the potential and what are the barriers we need to overcome to achieve greater success in our Local Centres?

Tips:

- Consider new or adventurous concepts
- Could be commercially or socially focused
- Can bring the community together

Opportunities	Challenges

Table Activity 2

Three Big Ideas

What are three **BIG** and **FRESH** ideas that are transformational and achievable in your area?

Tips:

- Consider new or adventurous concepts
- Could be commercially or socially focused
- Can bring the community together

Three Big Ideas Miramar .2
that aren't "business as usual"
these can be commercially or socially focused

.1

.2

.3

Table Activity 2

3 Big Ideas

What are three **BIG** and **FRESH** ideas that are transformational and achievable in your area?

Tips:

- Consider new or adventurous concepts
- Could be commercially or socially focused
- Can bring the community together

Three Big Ideas Miramar.2
that aren't "business as usual"
these can be commercially or socially focused

.1

.2

.3



Table Summaries



BID & Local Centre Summit

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke



Unichem Kilbirnie Pharmacy

Thank You

Councillor Diane Calvert

Portfolio Leader; Community Planning and Engagement.



BID & Local Centre Summit

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke