



Feedback Analysis on Mount Albert Town Centre Parking Consultation

Prepared for



26 May 2017

Prepared by Buzz Channel



W: <http://www.buzzchannel.co.nz>

Executive summary

Auckland Transport (AT) consulted with the Mount Albert community regarding proposed changes to the street parking around the corner of New North Road and Mount Albert Road, associated with the town centre upgrade. The consultation period has recently finished (9 May) and AT received 93 responses, mainly through the online feedback form.

The main themes from the feedback were:

- Close to a third of participants supported the proposed parking changes (31%) whereas a quarter of participants opposed the proposed parking changes (25%).
- While participants from the wider Mount Albert community were generally more positive about the proposed parking changes (36% in support, 7% opposed), locals from the immediate area around the intersection tended to oppose the proposed parking changes (13% in support and 43% opposed).
- Local business owners were more likely to oppose the proposed parking changes in comparison to residents living in the wider area.
- Close to half of participants recommended making changes and/or improvements to the current proposal (41%). Many of them felt the proposed 30-minute parking was not long enough for customers of local businesses and would negatively impact businesses in the area. Accordingly, some participants felt that 60-minute parking would be better.
- In terms of suggestions and recommendations, more than a third of participants wanted to change the 30-minute parking on New North Road to 60-minute parking (36%). This was followed by a fifth of participants who wanted to retain and/or add more parking spaces to the area (19%), and those who wanted more loading zones on New North Road (12%).

In general, while residents from the wider local community were supportive of the proposal, local businesses were more likely to oppose the proposed parking changes. In particular, businesses catering to elderly customers, or offering products and/or services that require more time (e.g., hospitality, optometry, grocery shopping) were more likely to state the proposed changes would negatively impact their business. On the other hand, a small number of local business owners were supportive of the proposal as the proposed parking changes would not impact their business (e.g., dry-cleaning business).

Table of contents

Executive summary	2
Consultation objectives and process	4
Participants	8
Channels.....	8
Geographic location.....	9
Type of interest in the project	11
Communication channels	12
Feedback on the proposed parking changes	13
Response by target area	17
Detailed feedback from local businesses.....	18
Suggestions and recommendations.....	20
Response to feedback forms.....	20
Detailed feedback from local businesses.....	22
Next steps	24

Consultation objectives and process

Auckland Transport (AT) has been consulting with the Mount Albert community regarding a proposed change to the street parking, associated with the town centre upgrade.

The proposed parking changes include:

- 30-minute parking throughout the town centre.
- 120-minute (2 hour) parking in the carpark at 984 New North Road.
- 60-minute (1 hour) parking at the northern end of the town centre.
- Moving accessible parking off the main road, and into the carpark at 984 New North Road.
- Loading zones on the eastern and western sides of New North Road.
- Bus stops on New North Road will remain, with the north-eastern bus stop moved further north.

The aim of these proposed changes is to increase the number of people coming into the town centre to shop and dine. Additional benefits also include:

- Parking that is easier for drivers to understand.
- Less clutter of signs on footpaths.
- Moving accessible carparks off the road and into the carpark at 984 New North Road will improve safety and increase space for motorists entering and exiting their vehicles.
- A new signalised pedestrian crossing being installed outside the carpark will improve access between the carpark and town centre.

As part of the wider Mount Albert town centre upgrade, the most recent engagement activity involved presenting proposed parking changes near the intersection of New North Road and Mt Albert Road to the local community and the wider public for feedback.

Figure 1 – Mt Albert Town Centre Parking Diagram

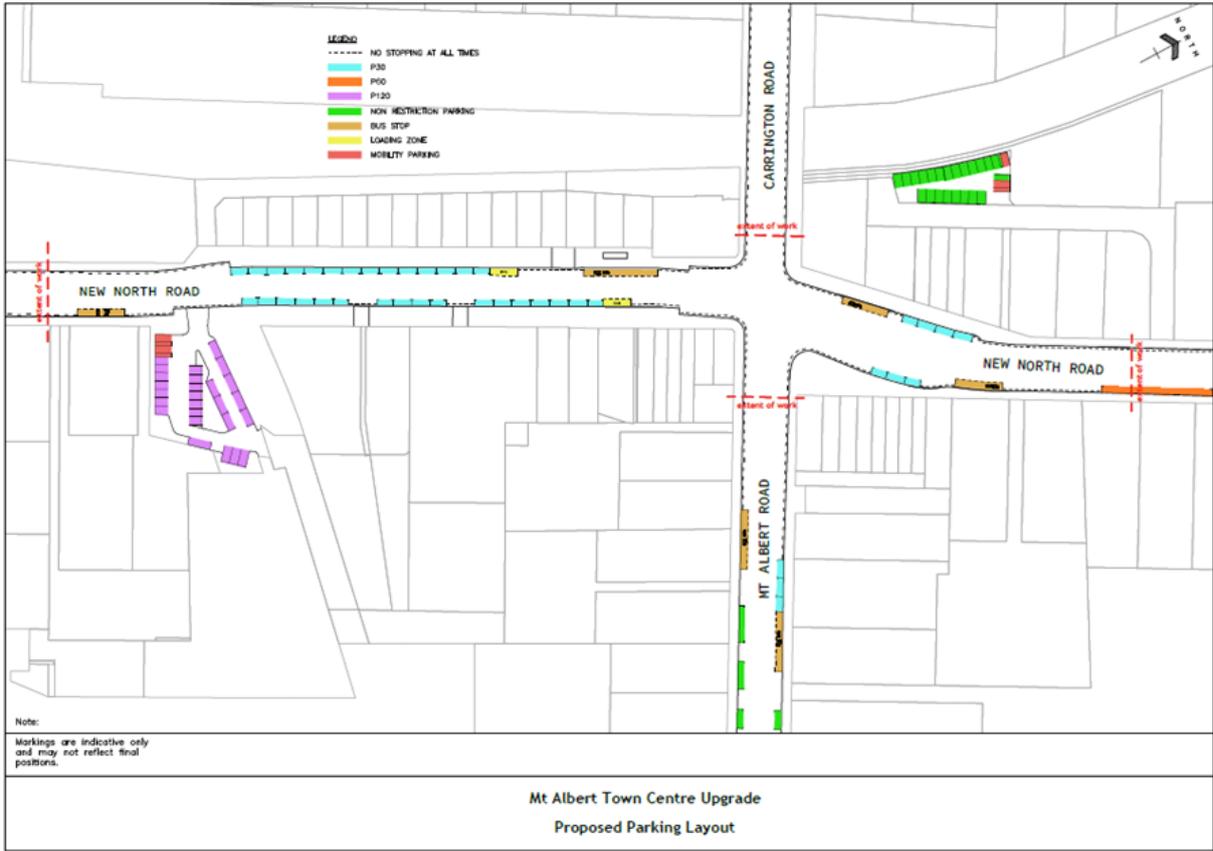


Figure 2 – 30-minute parking throughout the town centre

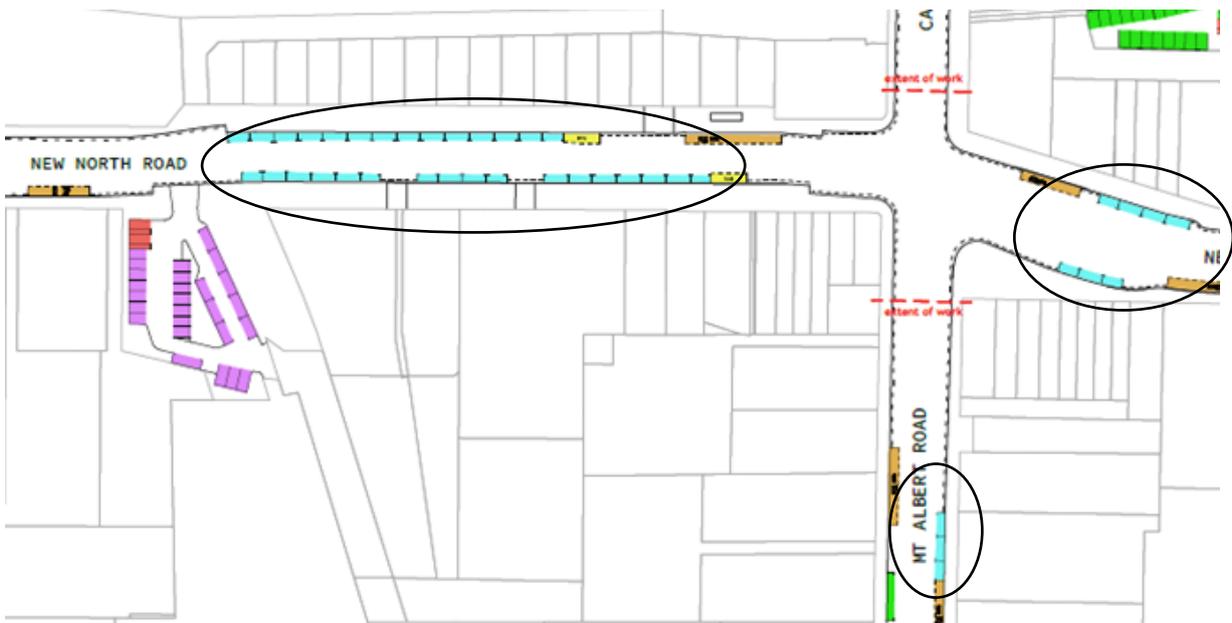


Figure 3 – 120-minute (2 hour) parking in the carpark at 984 New North Road and moving accessible parking off the main road, and into the carpark at 984 New North Road.

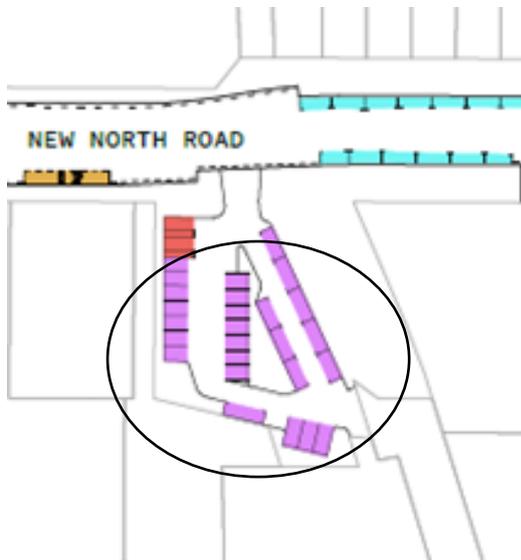
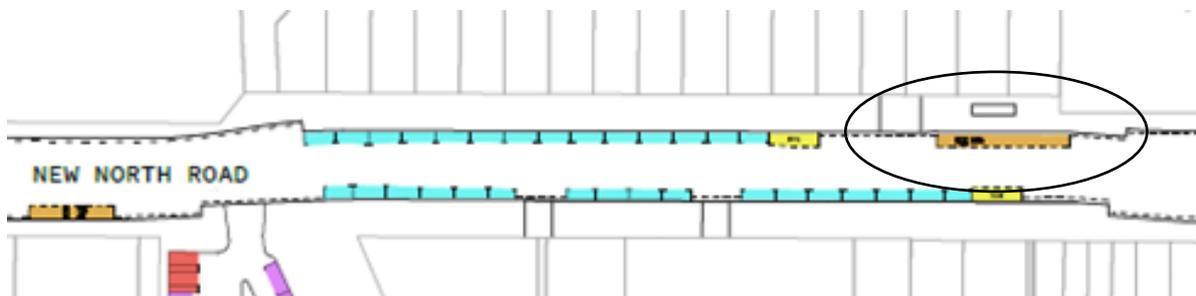


Figure 4 – Bus stops on New North Road will remain, with the north-eastern bus stop moved further north.



AT designed and managed the consultation, feedback process and feedback forms. Buzz Channel processed and analysed the feedback.

Participants were invited to complete a paper or online feedback form. They also had the opportunity to submit feedback directly to AT by post or email. AT also ran two advertisements in the Central Leader community newspaper informing the public about the consultation and inviting people to submit feedback on Friday 21 April and Wednesday 26 April 2017.

In addition to physically delivering the feedback forms, AT also had two ambassadors at the train station during peak commute hours on Thursday 27 April 2017 distributing parking consultation materials.

To ensure the consultation reached key stakeholders in the local area, the Communications and Public Affairs team from AT contacted the following organisations directly:

- The Local Board (through Lorna our Elected Member Rep)
- MARA
- MABA
- Police
- Fire
- Ambulance
- Taxi
- Cycle Action Auckland Transport NZTA
- NZ Heavy Haulage
- National Road Carriers
- The Tennis Club
- Allandale Bowling Club
- And the local schools/universities including Unitec, Mt Albert Grammar, Gladstone Primary, Hebron.

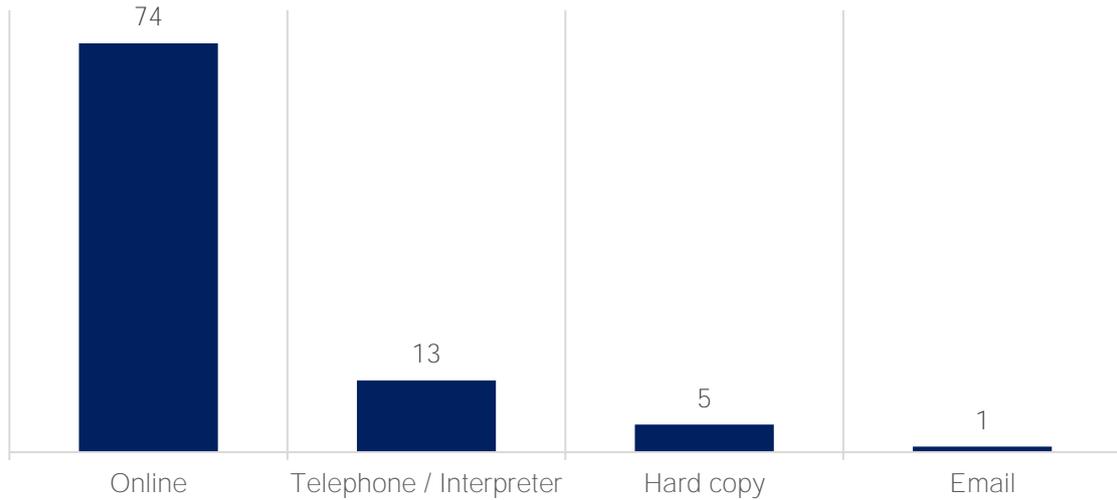
Finally, taking into account the diverse ethnic communities in the area, in particular, the Chinese business owners, AT conducted telephone interviews using specialist interviewers fluent in Mandarin. Business owners who did not speak English were able to provide their feedback in their native language to an independent interviewer who translated it into English.

Participants

Channels

In total, AT received 93 responses, through the following channels.

Chart 1 – Responses to feedback form by method



Base: 93 responses. Please note, removed duplicates.

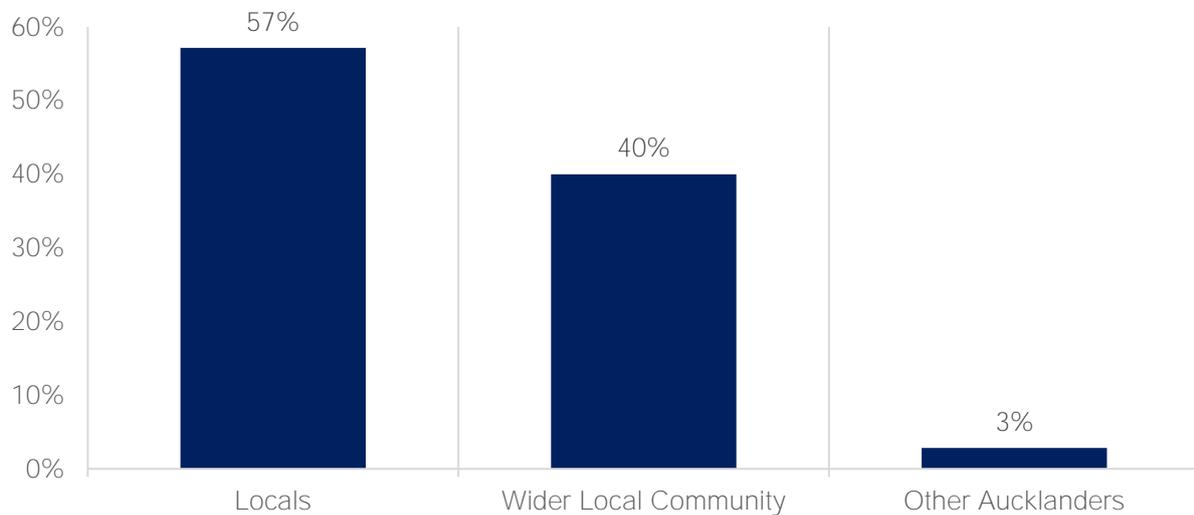
In total, 74 participants completed the online feedback form (80%) followed by 13 participants who provided feedback through an interpreter (14%). Five participants completed a hard copy feedback form (5%) and another submitted feedback via email (1%).

Geographic location

As with previous Mount Albert consultation, the participants were divided into three categories based on their geographic location:

- **Locals** – those residents and businesses based directly around the intersection between New North Road and Mt Albert Rd.
- **Wider Local Community** – those based in Mount Albert.
- **Other Aucklanders** – those based on other streets in the vicinity as well as other parts of Auckland.

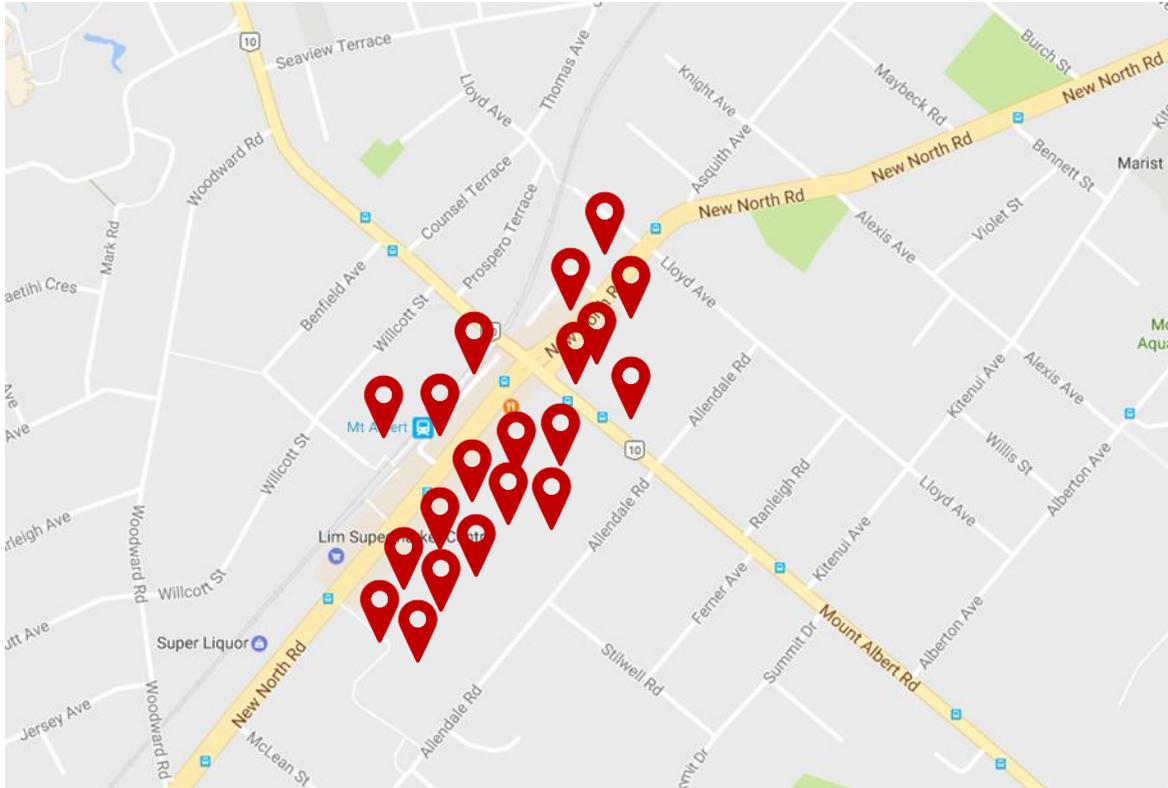
Chart 2 – Responses to feedback form by target area



Base: 70 responses. Only includes those who have provided their physical address.

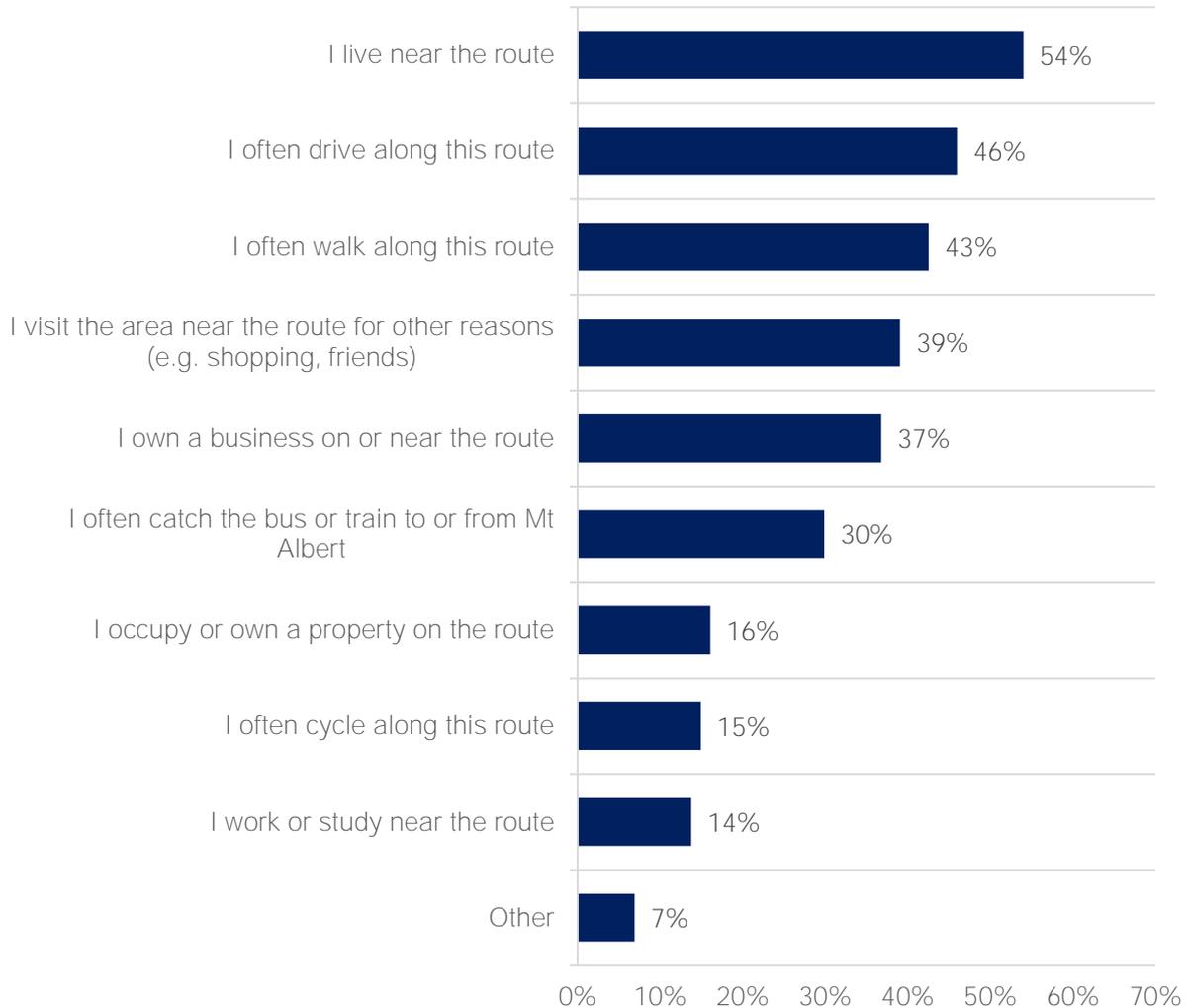
More than half of the responses received were from locals (57%), followed by the wider local community (40%). There were only 2 responses in total from other Aucklanders (3%).

There were 32 responses from local businesses located in and around the intersection between New North Road and Mt Albert Road.



Type of interest in the project

What best describes your interest in this project?



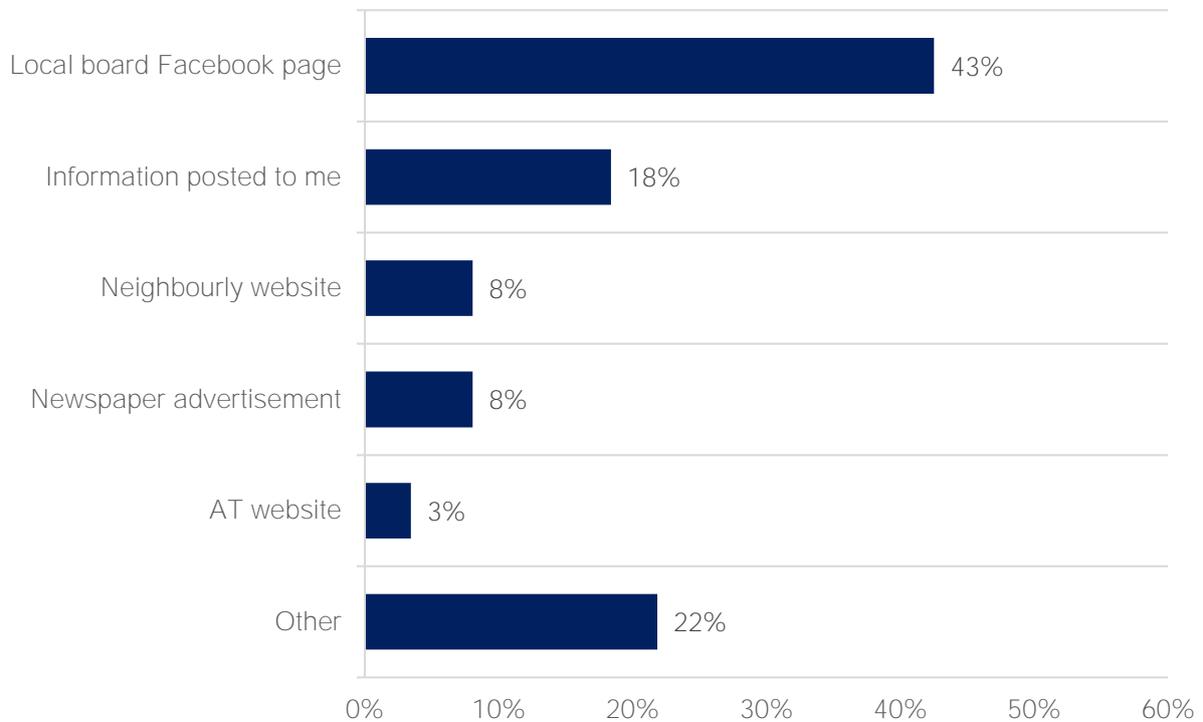
Base: 87 responses. Only those who filled out the online form.

More than half of participants lived nearby (54%) and many drive and walk along the route (46% and 43% respectively).

Those who selected 'Other' (7%) consisted of the Chair of the Mt Albert Community Patrol, those who use the mobility parks in the area, as well as those whose children go to the local school near the route.

Communication channels

How did you hear about this project?



Base: 87 responses. Only those who filled out the online form.

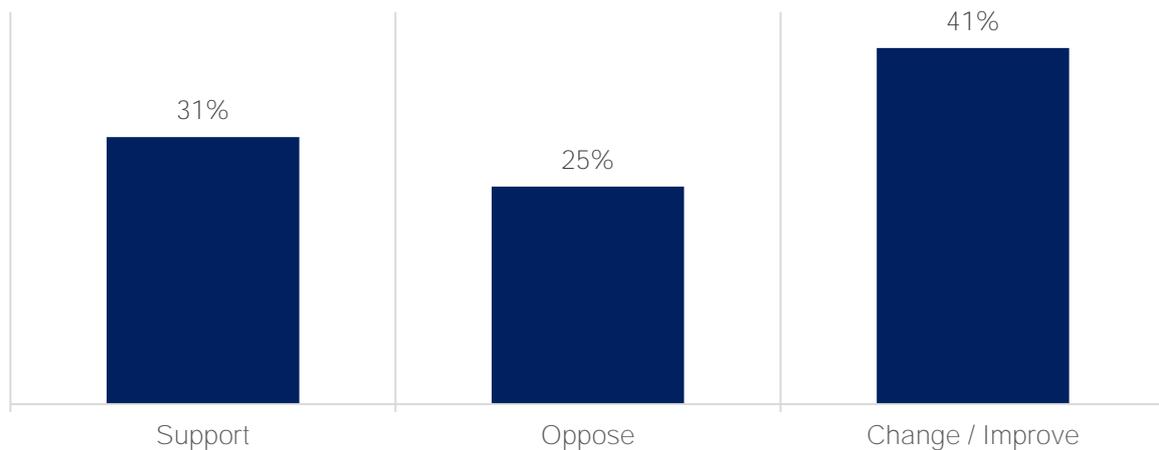
The Mount Albert Local Board Facebook page was an effective communication channel, and almost a fifth received information through direct mail.

Participants who selected 'Other' (22%) found out about the project through the Mount Albert Business Association, the Community Facebook page, and word of mouth.

Feedback on the proposed parking changes

The feedback forms asked participants what they thought about the proposed parking changes in general. These open-ended comments have been coded into themes, including whether they were generally supportive or opposed to the proposal, and/or if they made specific suggestions for changes.

What do you think about the proposed parking changes in general?



Base: 88 responses.

Close to a third of participants indicated they **generally supported** the proposed parking changes (31%), mainly because it deters all-day parking and ensures more parking spaces are available for customers visiting local businesses in the area:

“Good, it’s great to keep the people stopping to only people who want to (for instance) go into the chemist, not people who are parking all day...”

“In general I am in favour of time-limiting the parking to encourage more efficient usage and less all-day parking. I am also very much in favour of a pedestrian crossing near the carpark.”

“Sounds great. Long term parking should not be on the main street.”

“Support the 30 minute parking good for quick visits i.e., dairy, takeaways, chemist, post shop etc.”

On the other hand, a quarter of participants **opposed** the proposed parking changes (25%), mainly because 30-minute parking may be too short for customers and the loss of street parking would have a negative impact on the local businesses in the area:

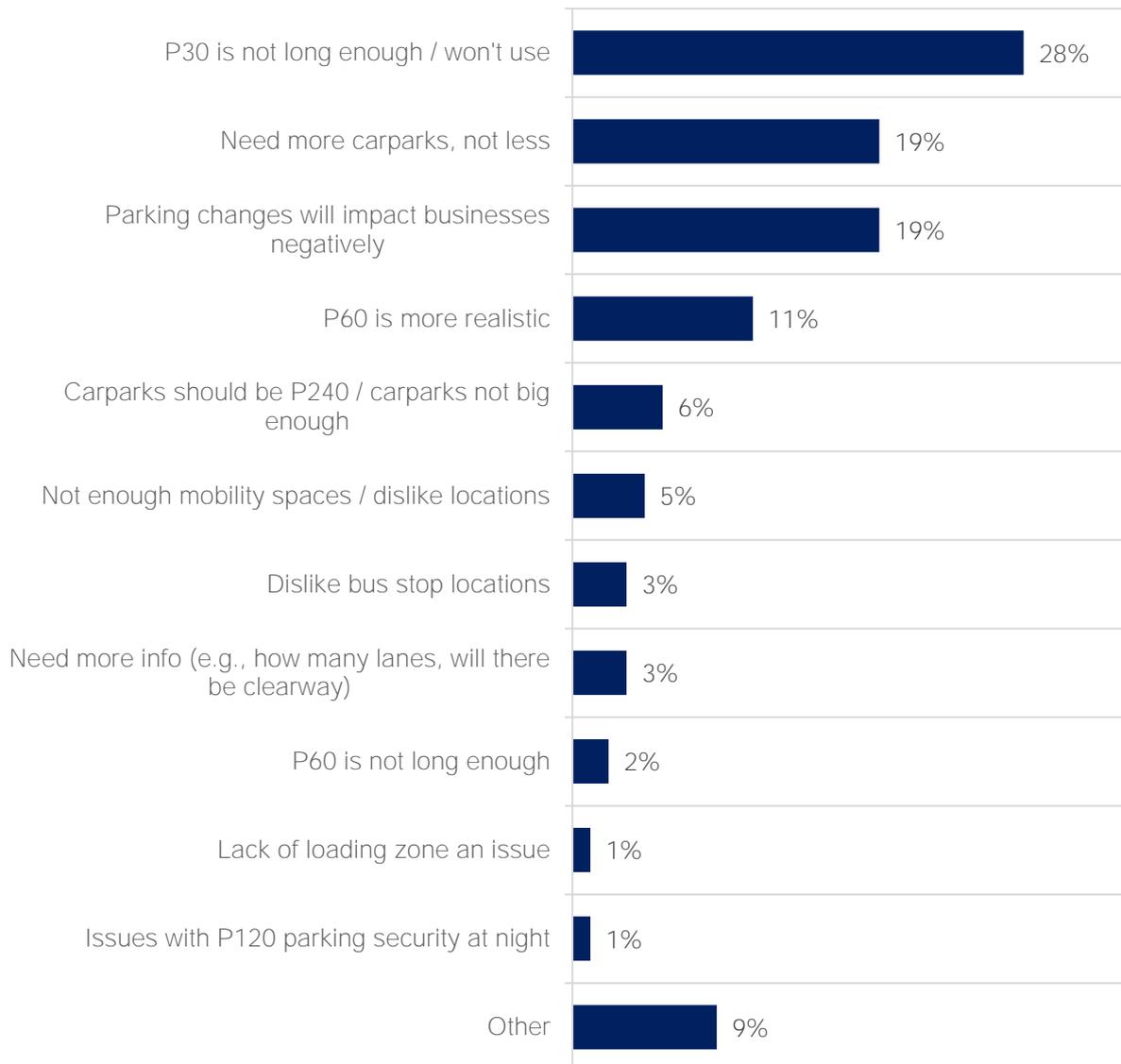
“This will badly affect local businesses. You need to think about local businesses voice.”

“I strongly disagree that town centre car parking should be 30 minutes. If Mt. Albert's Town Centre is to achieve its economic potential (post-upgrade), it needs to become more than 'drive-through' shops.”

“Not happy about the changes, this shop owner says there should be more car parks because customers have already complained about parking issues. The shop owner said customers don't want to walk so they will only get into this shop if they can find a car park right in front of the store.”

Close to half of participants recommended making **changes and/or improvements** to the current proposal (41%). The chart below shows all the key changes and improvements recommended by participants.

What do you think about the proposed parking changes in general?



Base: 88 responses. Note multiple coding was allowed, so the figures add to over 100%

Close to a third of participants felt the proposed 30-minute parking was not long enough for customers of local businesses (28%):

“I think time restrictions are a good idea but think 30 minutes is way too short. If I am to have a meal at any of the cafes and restaurants I will need longer than that.”

“There are a few internet cafes where most customers spend at least 2 hours (busy in weekends, later afternoon / evenings in weekdays), a number of

restaurants (busy around lunch / dinner hours), massage clinics, traditional Chinese medicine practice where most customers would spend at least 1 hour."

"The parking needs to allow for more than 30 minutes so that people can shop or dine without having to rush back and move their cars."

This was followed by those who felt Mount Albert town centre needed more parking spaces, not less (19%):

"In General, I would say, we need more parking on the Road, not less."

"Upgrades are necessary for the town but we need more parking spaces."

"There is currently a major parking shortage and you are removing more!!? Never managed to get a park at 984 Nth road as it is constantly full. Night times are even worse than the day time. If you want to have restaurants in Mt Albert then there needs to be much better parking."

A fifth of participants specifically mentioned that the parking changes will negatively impact businesses in the area (19%):

"Awful idea for business survival. The biggest problem with sustaining businesses in Mt Albert is lack of parking and parking limited to 30 minutes. How can someone be expected to dine in a cafe or restaurant or make an appointment to see an optometrist in 30 minutes."

"The proposed parking changes are not good for businesses on new north road in mount Albert. Cutting the parking spaces doesn't make good environment for business people."

"For Retail business parking is most important part, without parking we can't survive in this competitive market so we don't need clearway at any time of the day."

Accordingly, some participants stated that 60-minute parking would be better (11%):

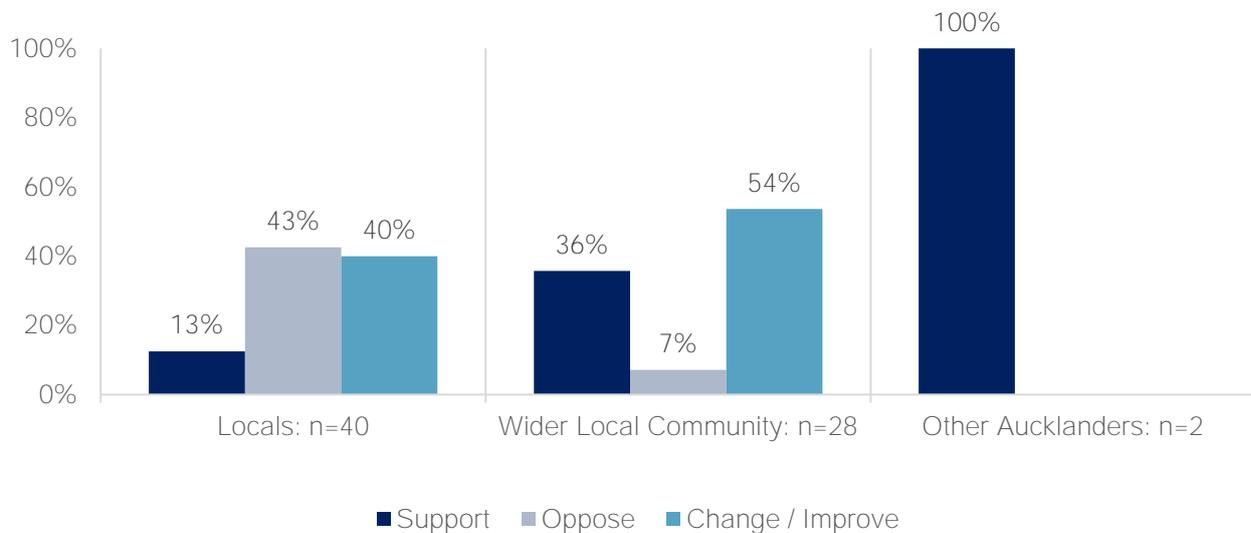
"I think the P30 parking in the main street should be 60mins. We frequently go to the shops to eat and we are there usually between 30-60 mins."

"A 60-minute parking within our Town Centre is critical to support this change."

“30 mins is not long enough if you have 2 or 3 errands to run in Mt Albert. The car park is always full, I can never get in it so think street parking needs to be an hour at least.”

Response by target area

What do you think about the proposed parking changes in general?



Base: 70 responses.

While participants from the wider Mount Albert community were generally more positive about the proposed parking changes (36% in support, 7% opposed), locals from the immediate area around the intersection tended to oppose the proposed parking changes (13% in support and 43% opposed).

This is largely reflected in the demographic profile of participants, with close to three-quarters of participants from the wider local community indicating they live near the route (71%), and more than half of participants from the local area indicating they own a business on or near the route (68%). Since local business owners were more likely to oppose the proposed parking changes (discussed in the subsequent section), local participants are, in turn, less likely to support the proposed parking changes in comparison to the wider local community.

Detailed feedback from local businesses

A majority of the local businesses raised concerns around the proposed parking changes, especially the 30-minute parking restriction being too short for their customers:

“I strongly disagree that town centre car parking should be 30 minutes. If Mt. Albert's Town Centre is to achieve its economic potential (post-upgrade), it needs to become more than 'drive-through' shops. A 60-minute parking within our Town Centre is critical to support this change. Time then to have a haircut at Barber shop, attend your optometrist appointment, sign a tenancy agreement, eat at a local café after attending your pharmacist, post office, or bank. 30-minutes will only continue to feed into the current mentality of 'stop and run'.”

“I disagree with the proposed changes because they do not give the people enough parking spaces or enough time to shop and dine...I strongly suspect I will lose some clients who may opt to go to the malls or elsewhere for the increased convenience of parking availability and parking times...I disagree with 30 mins parking it is not long enough for my clients to have their 1 hour (yes 1 hour, since 1968) comprehensive eye exam appointments. My clients realistically need 90 mins time to park, have their appointment and pay.”

“Although I agree that a faster turnaround on road side parking I believe 30 min is too short for some businesses.”

“They don't seem [to] fit. Lot of diners want to come for longer in the area and spend more than 30 mins - the new parking will only make it difficult.”

“Cutting off the car parks in front of this shop is not ideal for the shop owner. Customers usually just stop over and pick up the food from their bakery store whereas customers would not enter if they could not park right in front of the shop.”

“Not happy about the changes, 30 minutes is not enough for customers to have meals in the restaurant.”

“The change will influence this business, especially on the weekends. Thirty minutes street parking is enough, but reducing car parks is not good. Expanding the walking path is not that useful because if people cannot park somewhere nearby, then they won't be walking on the walking path regardless.”

There were a few local business owners who supported the proposed parking changes, predominantly due to the type of business they operate:

“The change is good and it will not influence this business. However, the shop owner suggested that this change may put more pressure on the parking officers because people need to park for more than 30 minutes on New North Road and they usually park beyond the limit.”

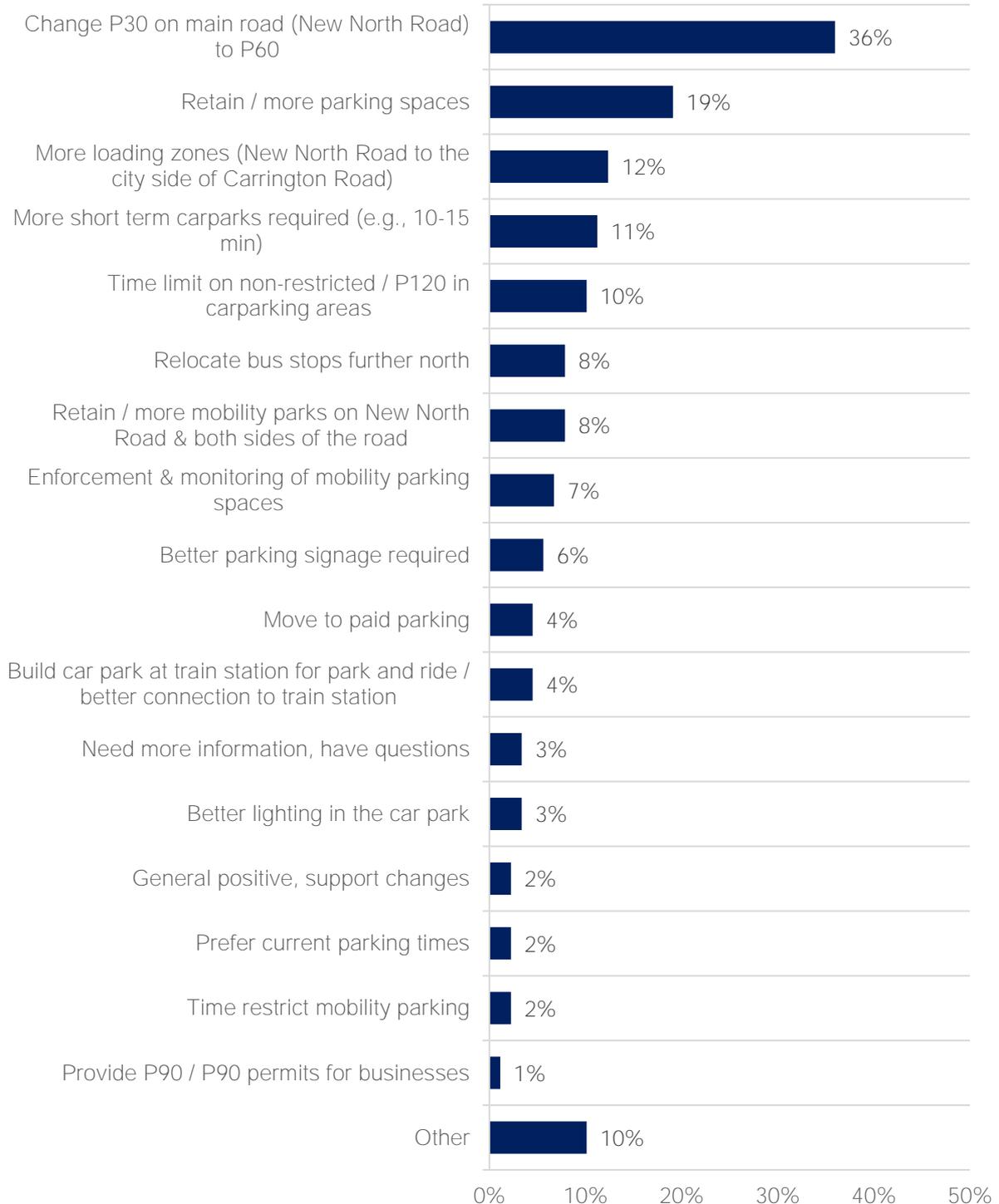
“Won't influence the dry cleaning business. 30 minutes free parking is good.”

“It's fine for this business. Massages take more than one hour, so customers usually choose to park behind at the non-restrictive parking.”

Suggestions and recommendations

Response to feedback forms

What would you improve about the proposed parking changes?



Base: 89 responses. Note multiple coding was allowed, so the figures add to over 100%

More than a third of participants wanted to change the 30-minute parking on New North Road to 60-minute parking (36%):

“P30 is really too short for a shopping trip - I would make the P30 parks P60 instead. This would still prevent all-day parking and encourage short-term use, but would be more helpful for people shopping or eating in the town centre.”

“30 min parking removed. Have those spaces currently designated 30 mins increased to 1 hour. 30 mins is not long enough for appointments eg. Optometry, Hair etc. Nor is 30 mins long enough to enjoy dining at a cafe or restaurant.”

“All those car parks noted blue on New North Road would become 60-minute parking.”

A fifth of participants also wanted to retain and/or add more parking spaces to the area (19%):

“Possibly maintain accessible parking on road (one each side by loading bays) so old and disabled folk have closer access to shops. Is there parking under shops down the service lane (at 947 New North)? If so, show on map.”

“I frequently park just below the ANZ and all these parks are disappearing. There is no public parking on the south side of Mt Albert Road going east so I certainly will use the ANZ bank a good deal less. Retaining some parking in this area would be good.”

“Having more car parks around this area, even if they have the 30 minutes restrictions.”

“Ideally, there could be some car parks right in front of the shop.”

A tenth of participants wanted more loading zones on New North Road (12%):

“Loading Zones on New North Road to the City Side of Carrington Road are lacking, and required. Though, we are concerned NOT to lose any additional customer car parking. How please can this be accommodated?”

“How would businesses on North-Eastern side would get their deliveries? Delivery trucks will not be able to use reduced P30 parking as they are expected to be full at all times. So, there MUST be at least one loading zone on the intersection of

Carrington Road and New North Road and another one on intersection of Mt. Albert Road and New North Road.”

“Please add loading zones on north-east side of New North road for that side of businesses else how on earth would those businesses get their deliveries??”

Other suggestions included more short term carparks (e.g., 10-15 minutes), establishing time limits on non-restricted car parking areas, relocating the bus stops further north, and retaining or adding more mobility parks on New North Road and on both sides of the road.

Detailed feedback from local businesses

A majority of these businesses proposed changes to the 30-minute parking, retaining and/or creating more parking spaces in front of shops, enforcing time restrictions in certain area, and creating more loading zones:

“Parking time, would be better at 1 hour, need one disable on both sides of street with 1 hour time as well. Only one disable in tennis court to allow for the other across the road. Also need 1 by 15 minute carpark at each end and side of Mt Albert for business people to have delivered and the dairies for the pop in buyer.”

“One hour parking on New North Road is more ideal. Alternatively, building up a vertical car park somewhere nearby.”

“All street parking should be 1 hour...Parking near the Tennis Court should be 90 minutes...There should be prominent signage such as L.E.D. ones to indicate where extended parking areas are such as the tennis courts and behind ASB bank.”

“Keep it simple 60 mins on the road, 120 in the car parking areas.”

“Fewer 30 minute car parks, more 60 minute for those who are getting haircuts, dining and going to more than one shop.”

“Remove the 30 minutes restriction on Sunday because people usually want to stay longer in town centre on weekends.”

“I would like the car parking to be one hour throughout the shopping center and no clear way as this is the time when many people want to stop after work to get

prescriptions in my case and food or milk etc. from other shops. We rely on parking for our business's to survive. The question ask you is what would you want if you were a business owner? The answer would be what we want."

"Need loading zone on both north-eastern sides on new north road. Move bus stop further north on northern side (outside ASB bank)."

"How would businesses on North-Eastern side would get their deliveries? Delivery trucks will not be able to use reduced P30 parking as they are expected to be full at all times."

"There should be some parking officers working on the weekend to make sure people comply with the parking requirements."

"Some people parked for a whole day on the restricted car parks whereas some of them were not fined, especially on the weekends. So this shop owner recommended having more supervision on the compliance."

Next steps

Following the public engagement and the analysis of the feedback by Buzz Channel, the next steps are as follows:

- Auckland Transport will consider all the feedback received. There have been many constructive comments made and each will be carefully evaluated.
- Once all the feedback has been assessed, Auckland Transport will contact participants with an update on the decision.
- This update should be ready in June 2017 and the parking changes consultation report and decision will be publicly available at <https://at.govt.nz/projects-roadworks/mt-albert-town-centre-upgrade/>