

## PROPOSED PARKING CHANGES

Mitre 10 MEGA Dunedin

Neil Finn-House

Group CEO

### Submission

1. Mitre 10 MEGA Dunedin, represented by its CEO, wishes to submit and to speak at the Hearing on matter 2 a) i. - proposed parking restrictions on Andersons Bay Road and McBride Street.
2. The Managing Director of Mitre 10 MEGA Dunedin, Martin Dippie, also wishes to be heard at the hearing.
3. Mitre 10 MEGA Dunedin **supports** the proposal to create 35 restricted P60 car parks in the Andersons Bay Road and McBride Street locations shown on the consultation document. Mitre 10 MEGA Dunedin does **not** support the staff's recommendation [Option1] to reduce the restricted car parking to 16 spaces. For the sake of clarity, Mitre 10 MEGA Dunedin does not support the 'do nothing' [Option 2], which it considers to be completely untenable.
4. Mitre 10 MEGA Dunedin is a locally owned and operated business that is part of the National Mitre 10 (NZ) Ltd co-operative. Owned by the Dippie family, and trading proudly in Dunedin for over 30 years it has grown successfully to its current iteration of a large retail store, large trade operation, dedicated Garden Centre, on-line fulfilment centre, a distribution centre and large timber storage yard. The management and owners of the business are based at the store and have well informed knowledge of the area and its daily parking demands. The store is one of the busiest in New Zealand. In that time as the site and the business has grown, the parking profile has not changed.
5. The Mitre 10 MEGA Dunedin CEO has worked with The Council in the past on parking issues as part of The Mayoral Advisory Panel on the Retail Quarter and was consulted as part of the 'MR Cagney Ltd – Dunedin Parking Roadmap' study conducted in 2021. The CEO is based at the Andersons Bay Rd site and has detailed knowledge of the demands of that area with their large store, eight fast food outlets and now a Kmart operating out of a relatively compacted area. His working with the council on the Retail Quarter has provided insight into the competing demands of users for parking specifically to encourage retail activity and the hierarchy of use coupled with the demands for different demographics of age and mobility.
6. Mitre 10 MEGA Dunedin is based at 350 Andersons Bay Road, South Dunedin. Trading seven days a week, it has a staffing of over two hundred employees spread across those sites and its satellite store in Mosgiel. With great demands on car parking on the site and the surrounding streets, Mitre 10 MEGA Dunedin has proactively taken the following action:
  - a. Banned any staff parking in their customer car park
  - b. Introduced a 2000 sqm 53 car park on the corner of Timaru and Turakina Street for their staff.

- c. All fleet vehicles and trucks parked in the distribution centre.
  - d. We are considering external parking management proposals to manage the turnover of vehicles in our customer car park, to ensure adequate capacity for the many thousands of vehicle movements we have daily.
- 7. Operating from this precinct with the largest workforce and highest customer count and local knowledge of travel patterns and parking demand, Mitre 10 MEGA Dunedin's input into this consultation is key. We need and request the outcome to be equitable access to parking to enable a broader range of people to benefit from the car parks, to generate revenue and to improve general safety in the area.
- 8. Throughout the preceding few years as turnover and activity has grown, Mitre 10 MEGA Dunedin have seen the demand for parking grow as eight fast food outlets trade out of the area and now with the recent introduction of Kmart. Over this time and now more recently there has been a material change in the demand for shopper parking, we believe that the characteristics of the area now meets the test for restricted parking as per the other retail and commercial areas of our city.
- 9. The consequence of unrestricted parking on the 35 parks subject to the consultation is tying them up all day with single users, likely staff of nearby businesses, which results in:
  - a. Commercial activity not maximised - *The higher use* for these parks is conversion to short-term parking, to increase supply for more people, is to have them to drive commercial activity and there is a potential for them to achieve a higher parking turnover and sustained peak occupancy leading to highly utilised use of space, according to the DCC's own parking reports.
  - b. Anecdotally, we are seeing people every day running across the road from our car park to the Kmart side causing 'jay walking' issues where safety concerns are in existence through not being able to park in proximity to the businesses opposite our shop. This would be specifically alleviated through the inclusion of the foregone request of the 19 parks in direct proximity of the Kmart store and fast-food outlets.
  - c. We have seen cars parked on Waverley Street on a clearway who are obviously attending the neighbouring businesses.
- 10. Noting that the submitters who opposed the proposal, according to the comments, were all staff except one submitter on the commercial benefits of restricted parking. Mitre 10 MEGA Dunedin encourages a DCC high-level parking policy to encourage mode shift in worker travel, noting that there is already a bus stop outside of the Mitre 10 store. This would assist the government to align with the Government Policy Statement of Land Transport (2018 /19 – 2027/28) and assist with local businesses ambitions in scope 3 carbon reduction activities.
- 11. According to the Council's own parking consultants, in the 2021 report high parking turnover are positive indicators for vitality and good business. We agree.
- 12. Mitre 10 MEGA Dunedin provides on-site staff parking for over 50 vehicles and has consent for an over croft car parking to increase the onsite parking at its site. We encourage the Council to do its part and re-think it's proposal to the original request, together we ensure that the area is attractive to the maximum number of users.

13. Improving the number of users who benefit from those 35 parks, we say, meets a test of higher use and we are aware of nowhere else with the prevalence of nationally branded retail, fast food and home improvement stores where the staff can park on the doorstep to the detriment of customers who provide the revenue for the businesses to operate. In accordance with the 2GP, Council's intended use of the Andersons Bay Road area is for commercial and retail activity characterised by high vehicle trips. In other areas of the City (outside of the CBD) where retail and commercial activity is the intended use, Council has introduced a range of parking restrictions. In the Warehouse Precinct and the Centre Edge Commercial Zone South there are considerable restrictions ranging from P5 to P120 to reflect the nature of and provide for the activities taking place in the zones, particularly along the main thoroughfares of Crawford Street and Vogel Street. We need a similar level of critical thinking and not compromise in this area now to reflect the dynamic trading environment that Council has planned for through zoning, consenting and supporting the significant commercial activity that occurs every single day and night.

#### Summary

14. Mitre 10 MEGA Dunedin strongly supports the 35 parking spaces identified on McBride Street and Andersons Bay Road becoming P60 restricted parks. Mitre 10 MEGA Dunedin does not support a reduction to 16 spaces becoming P60 and the remainder unrestricted.
15. Mitre 10 MEGA Dunedin considers Council should support businesses and the general public by ensuring a fast turnover of parking spaces in busy commercial areas such as this. Staff parking and travel plans should be a matter for individual businesses.