

13<sup>th</sup> November 2024

Dunedin City Council  
Transport and Infrastructure Department

50 The Octagon  
Dunedin 9016

Dear Sir/Madam,

**Proposal for Parking Restrictions Adjacent to Coupland's Bakeries at 560 Kaikorai Valley Road**

I am writing to propose an amendment to the current parking arrangement along Kaikorai Valley Road, specifically the parking spaces directly adjacent to Coupland's Bakeries, located at 560 Kaikorai Valley Road, Dunedin.

Currently, these parking spaces are unrestricted, which can result in prolonged parking by vehicles, often occupying the spaces for extended periods throughout the day. This limits the availability of parking for short-term customers who wish to visit Coupland's and can lead to congestion and a less convenient experience for shoppers, especially during peak hours.

To address this issue and improve turnover of parking, I propose that the parking spaces directly adjacent to the bakery be restricted to **a 60-minute maximum parking limit**. This restriction would ensure that the spaces are available to customers needing quick access to the bakery and would help alleviate the congestion caused by long-term parking. The below image shows the proposed new 60-minute parking area.

This change would be consistent with other parking restrictions in the area and given the challenges faced by retail businesses this change would have an extremely positive effect on the business.



### **Rationale for the Proposal:**

1. **Enhanced Customer Access:** Limiting the parking time to 60 minutes would increase the availability of parking for short-term customers of surrounding businesses, improving convenience for those visiting the bakery for quick purchases.
2. **Improved Traffic Flow:** By reducing the likelihood of long-term parking, the proposal would help maintain a smoother flow of traffic on Kaikorai Valley Road, which can become congested during busy times.
3. **Encouragement for Local Business:** This adjustment could help support the local business community by ensuring that potential customers can easily access businesses in the area including Coupland's.
4. **Fair Parking Access:** Restricting parking to short periods would discourage employees or long-term parkers from occupying spaces that should be available for customers.

### **Proposed Implementation:**

- Install clear signage indicating the 60-minute parking limit.
- Allow for a reasonable period for public consultation and feedback, ensuring all stakeholders have an opportunity to voice their opinions on the proposal.
- Introduce appropriate enforcement measures to ensure compliance.

I believe this simple adjustment will make a meaningful improvement for both businesses and customers in the area. I look forward to your consideration of this proposal and would be happy to discuss it further if necessary.

Thank you for your time and attention.

Kind regards



Steve Erbacher  
General Manager Sales  
Coupland's Bakeries