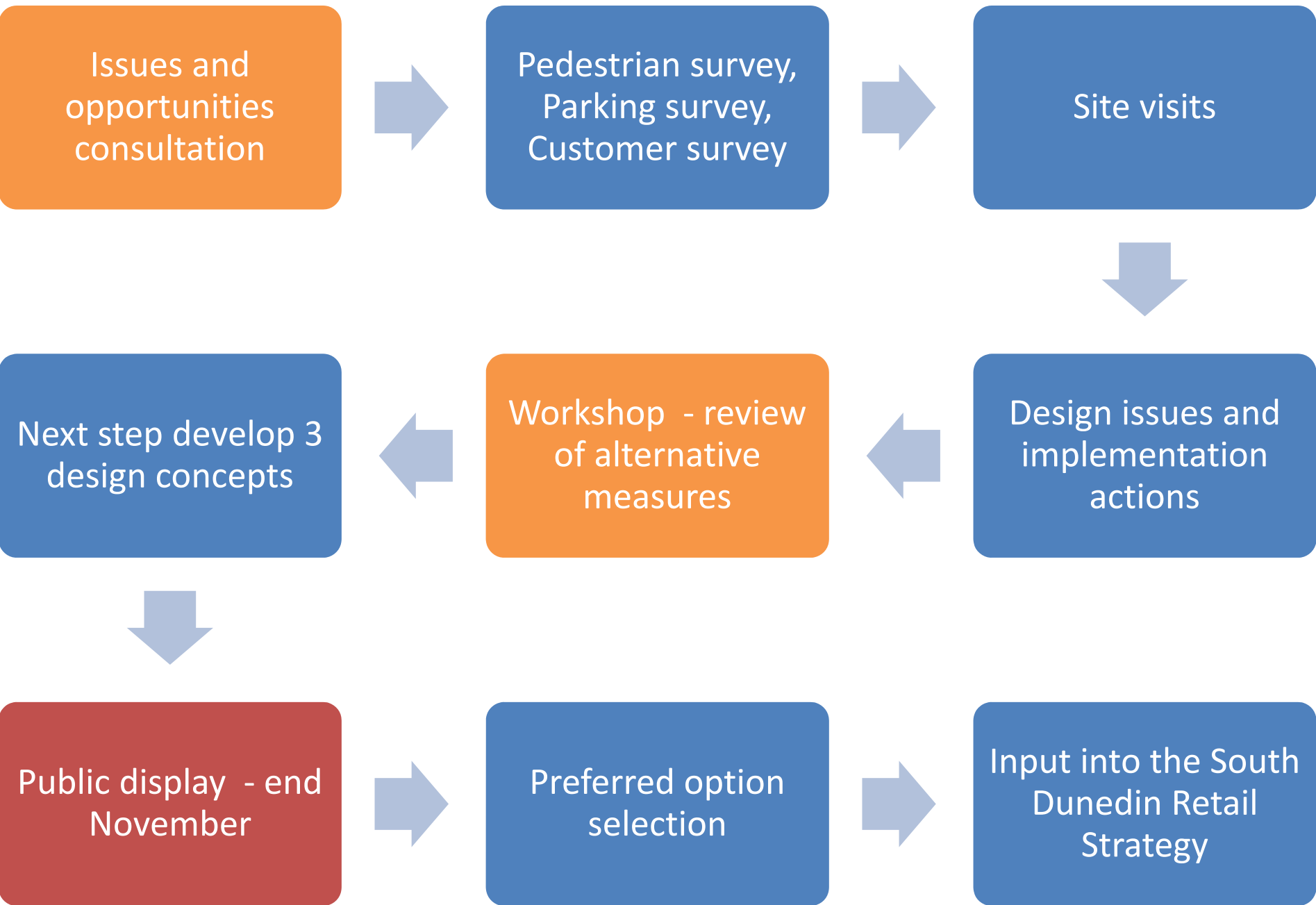


SUMMARY OF RESEARCH AND ANALYSIS

PROJECT PROCESS



UNDERSTANDING THE USE OF THE AREA

A series of surveys were completed to understand how the area is used by pedestrians, cyclists, car drivers and bus patrons. Who visited the area, what attracted them to visit and when they visited was also data that was captured in the August/ September surveys. The data captured in these surveys to the development of the design elements illustrated on the three concept options. The benefit of this background survey data and analysis is the ability to be able to quantify the effect of a proposed change. For example - the number of pedestrians that have a desire to cross in a particular location can be compared to the number of people parking in this location.

PEDESTRIAN CROSSING SURVEY

The pedestrian crossing survey provided information on where and how (which direction) people crossed the street both formally and informally. The yellow area on the plan below depicts the Thursday peak hour pedestrian crossing desire lines.

- Diagonal crossing direction - indicating people are walking to and from the laneways into the streets behind
- During the day the majority of those crossing is to the shops/ banks with gaps at food outlets. (ATM machines are a significant destination)
- Into the late afternoon/ evening crossing paths move to the food outlets as destinations
- Highest demand to cross is between Lorne St and McBride St

PEDESTRIAN ORIGIN-DESTINATION SURVEY

TOTAL - 349 PROCESSED SURVEYS

The pedestrian following survey provided information on the way people entered and exited the King Edward Shopping Centre area plus how they moved around the area including whether they entered more than one shop on their visit.

King Edward Street Pedestrian Surveys – Shopper Origin/Destination Survey

Time:

Age of Respondent: Under 18 ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 60 ☐ Over 60

Gender of Respondent: male ☐ Female ☐

Surveyor:

Date:

Survey no:

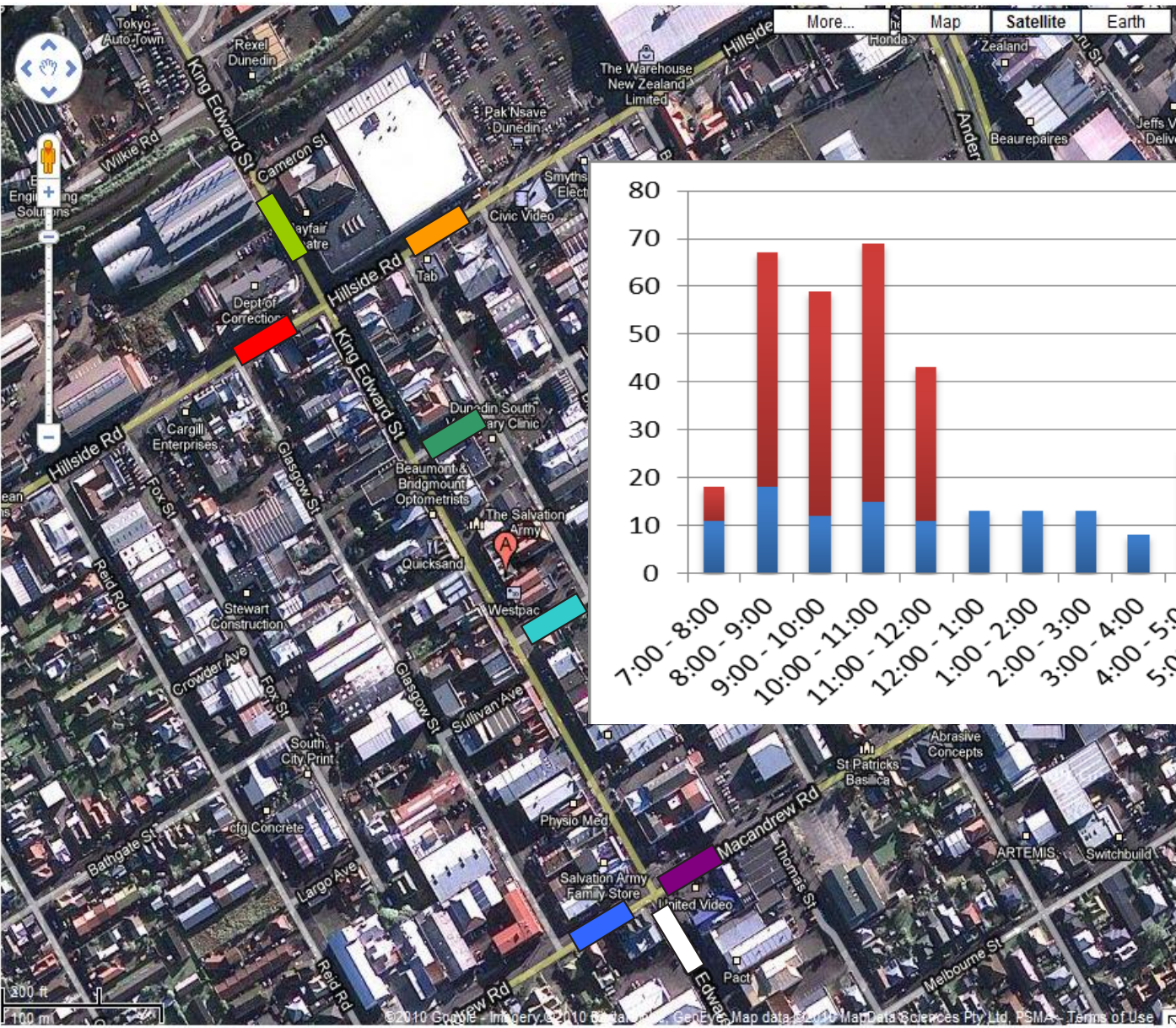
NZI 3689921



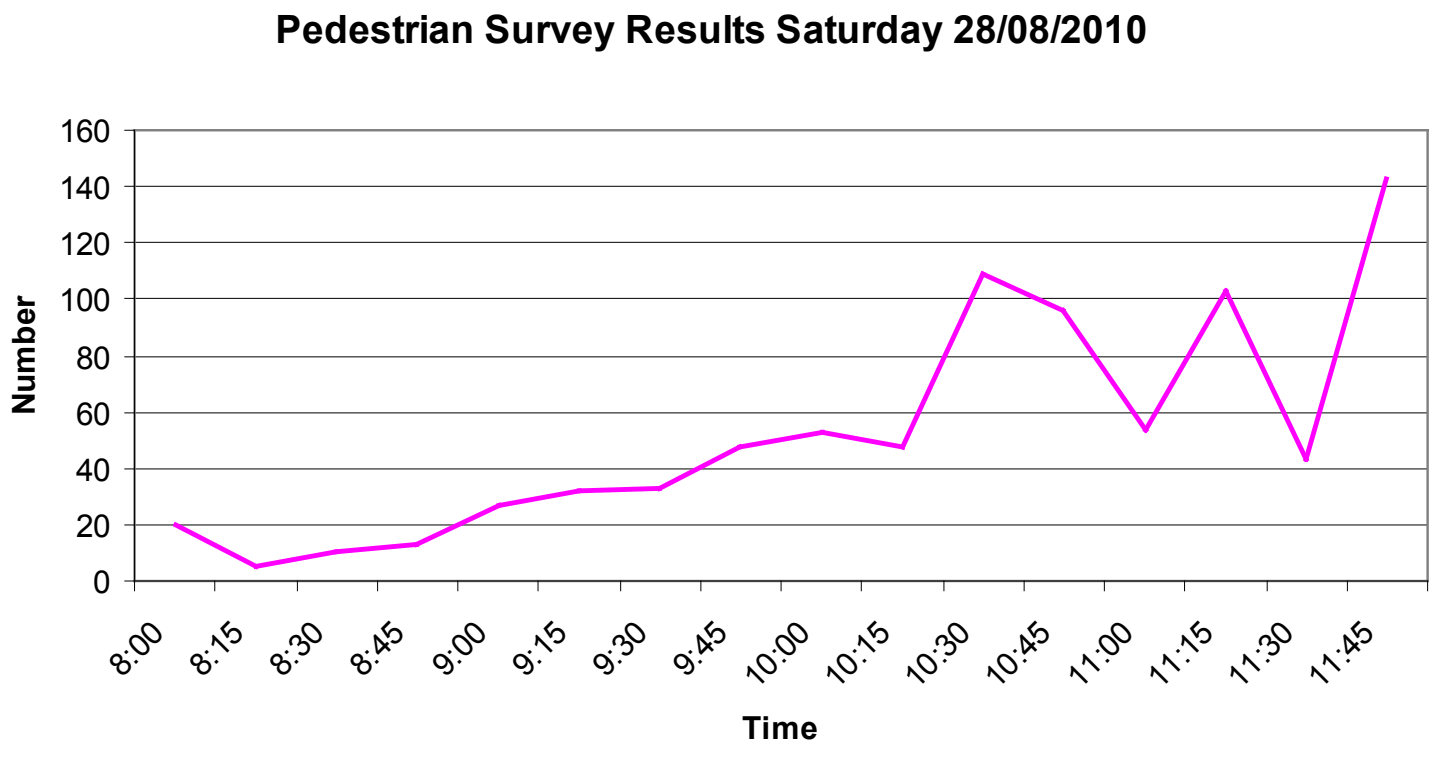
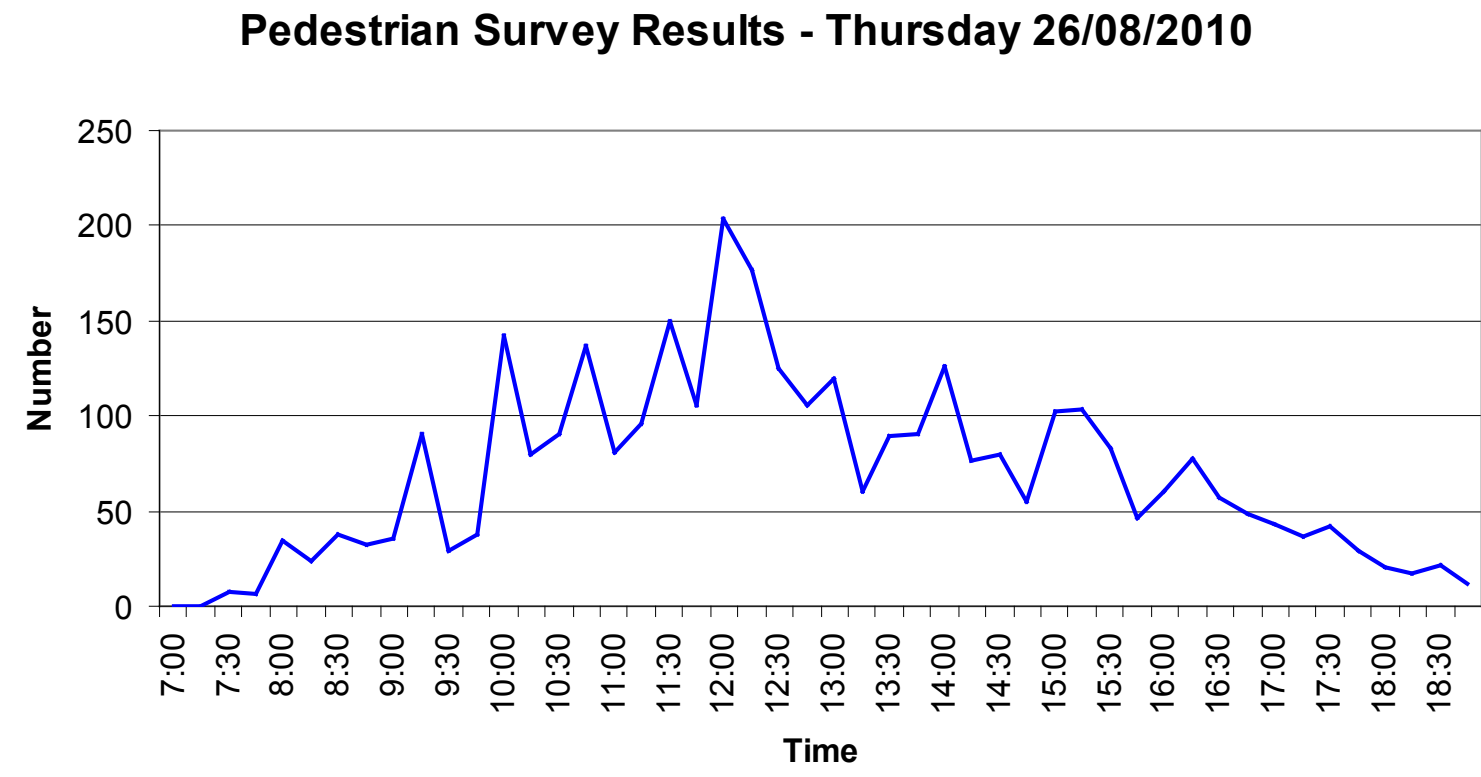
Entry and Exit Points	Entry	Exit
Hillside Road South		
Hillside Road North		
King Edward Street West		
Lorne Street		
McBride Street		
MacAndrew Road South		
MacAndrew Road North		
King Edward Street East		
Other		

Stopping Point	Comments
King Edward Shopping centre Street on-street car park	
King Edward Street shopping centre public car park	
King Edward Street private off street car park	
Pak and Save/Warehouse car park	
Bus – which stop	
Other Where?	
Illegal parking Where	
Cycle Parking Where?	

Mode of Travel Trip	Entry	Exit
Walk		
Cycle		
Bus		
If bus, which stop		
Car as passenger		
Driver		



PEDESTRIAN COUNTS

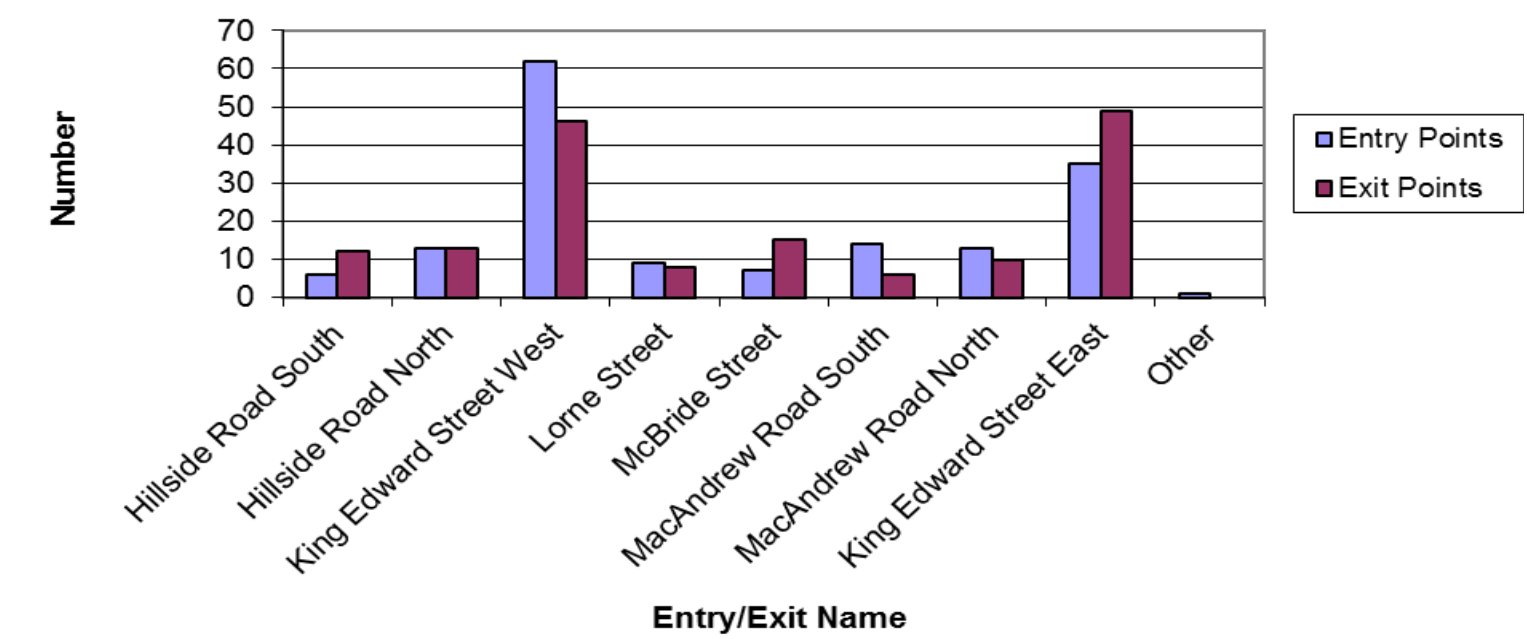


PEDESTRIAN COUNT DATA

- There were 75 cyclists in 12 hour period with 33 of these cyclists within a 4 hour period
- “Scooter town” on Thursdays – 26 mobility scooters were observed - a higher than expected number.

WHERE DO PEOPLE COME FROM?

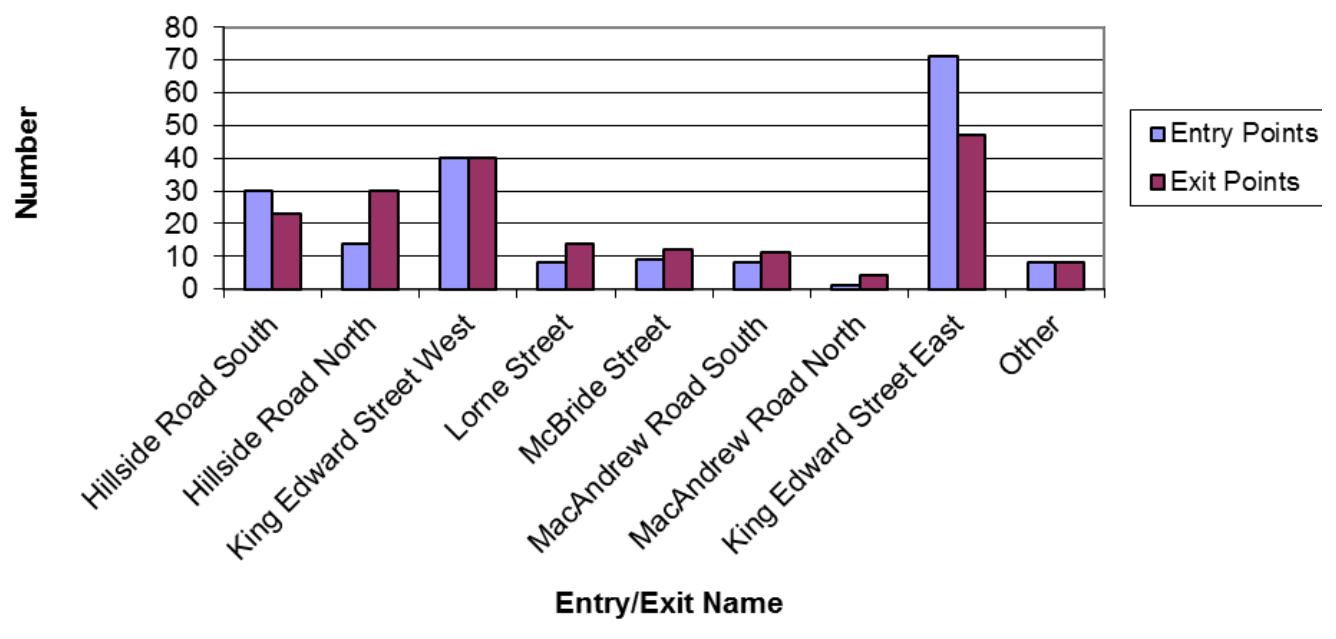
Pedestrian Entry and Exit on Thursday 26/08/2010



Most Popular Shops – Thursday

- NZ Post
- ANZ Bank
- Dunedin Sewing Machine Repairs
- Westpac Bank

Pedestrian Entry and Exit on Saturday 28/08/2010

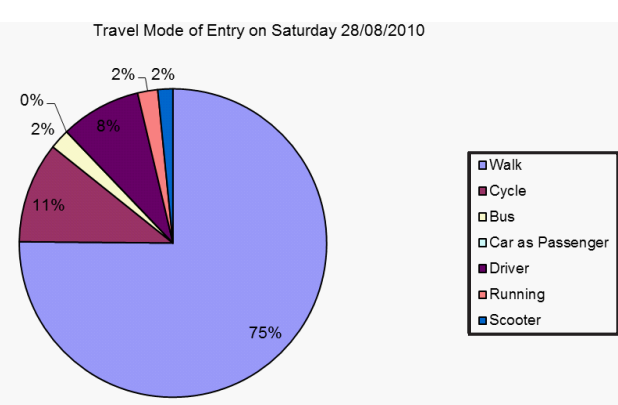
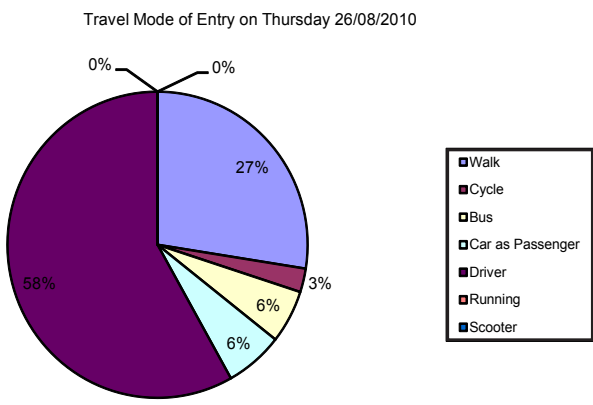
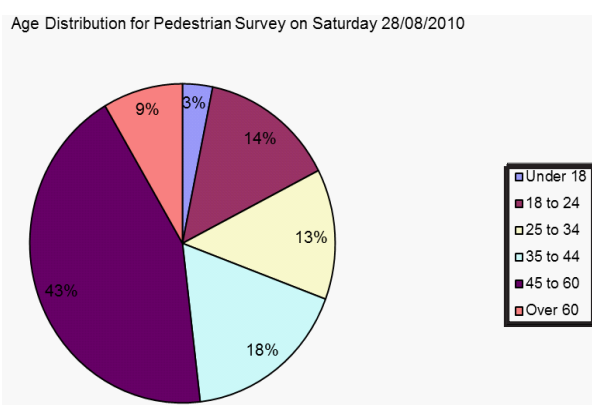
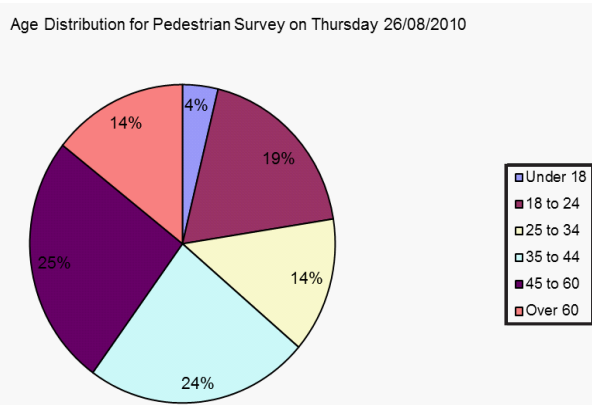


Most Popular Shops – Saturday

- Pak ‘n’ Save
 - NZ Post
 - \$2 Shop
- Party Pill Shop and Gun Shop are also popular

CUSTOMER PROFILE

- More 45-60 year olds on Saturday
- 75% of visits on a Saturday to King Edward St were by those who came on foot



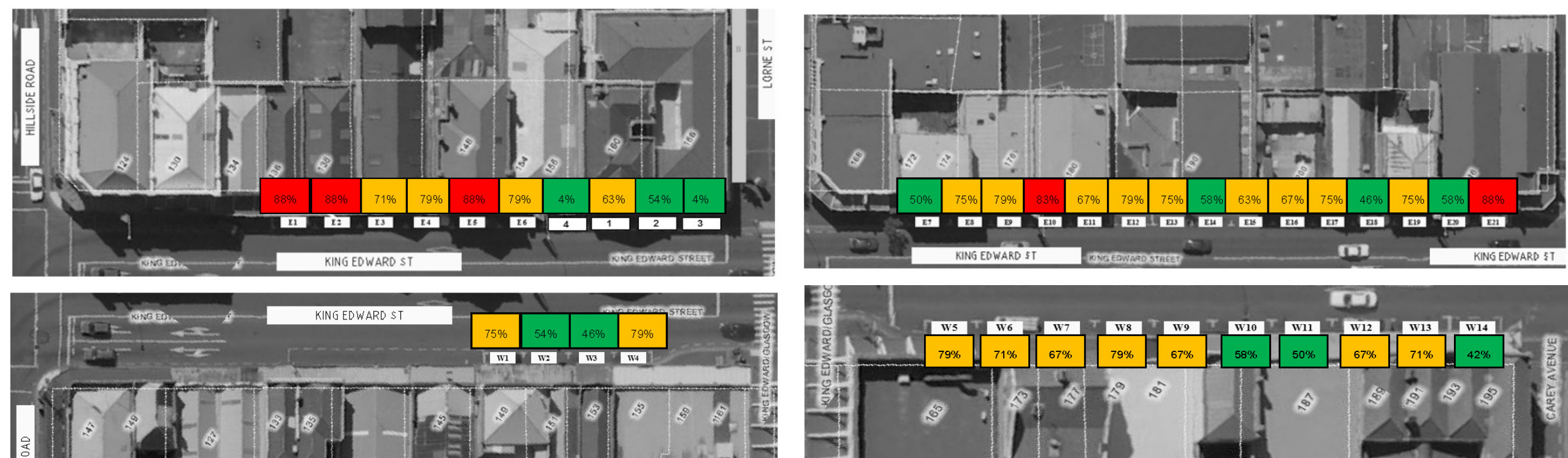
SUMMARY OF RESEARCH AND ANALYSIS

PARKING SURVEY

The parking survey provided information on the use of on street parking and visit duration. The findings were :

- High percentage of less than half hour parking in King Edward and McBride St
- McBride Street is used for quick visit parking
- Off-street parking is not particularly well used or well signed

PARKING USE ON KING EDWARD STREET

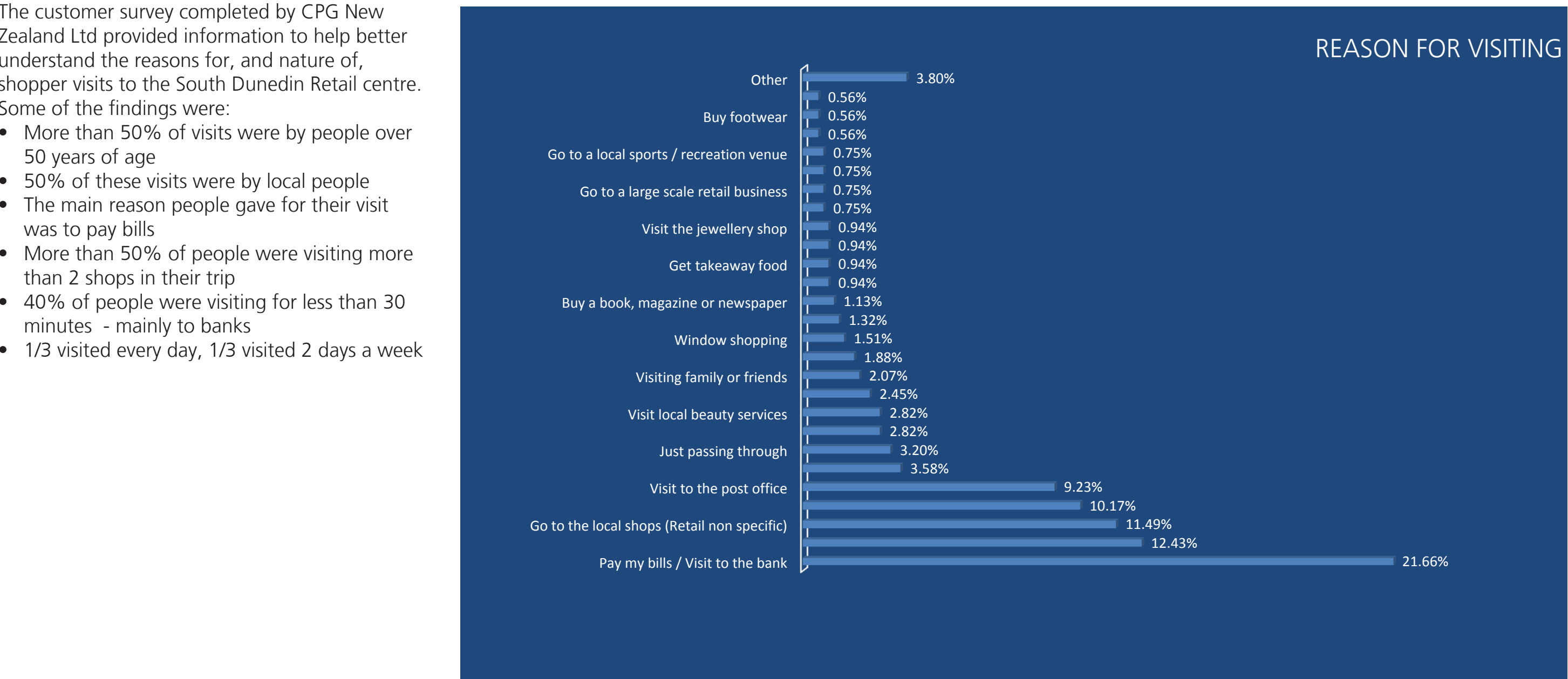


- Red - Highest occupancy outside Westpac and Post office
- Green – least occupancy

CUSTOMER SURVEY

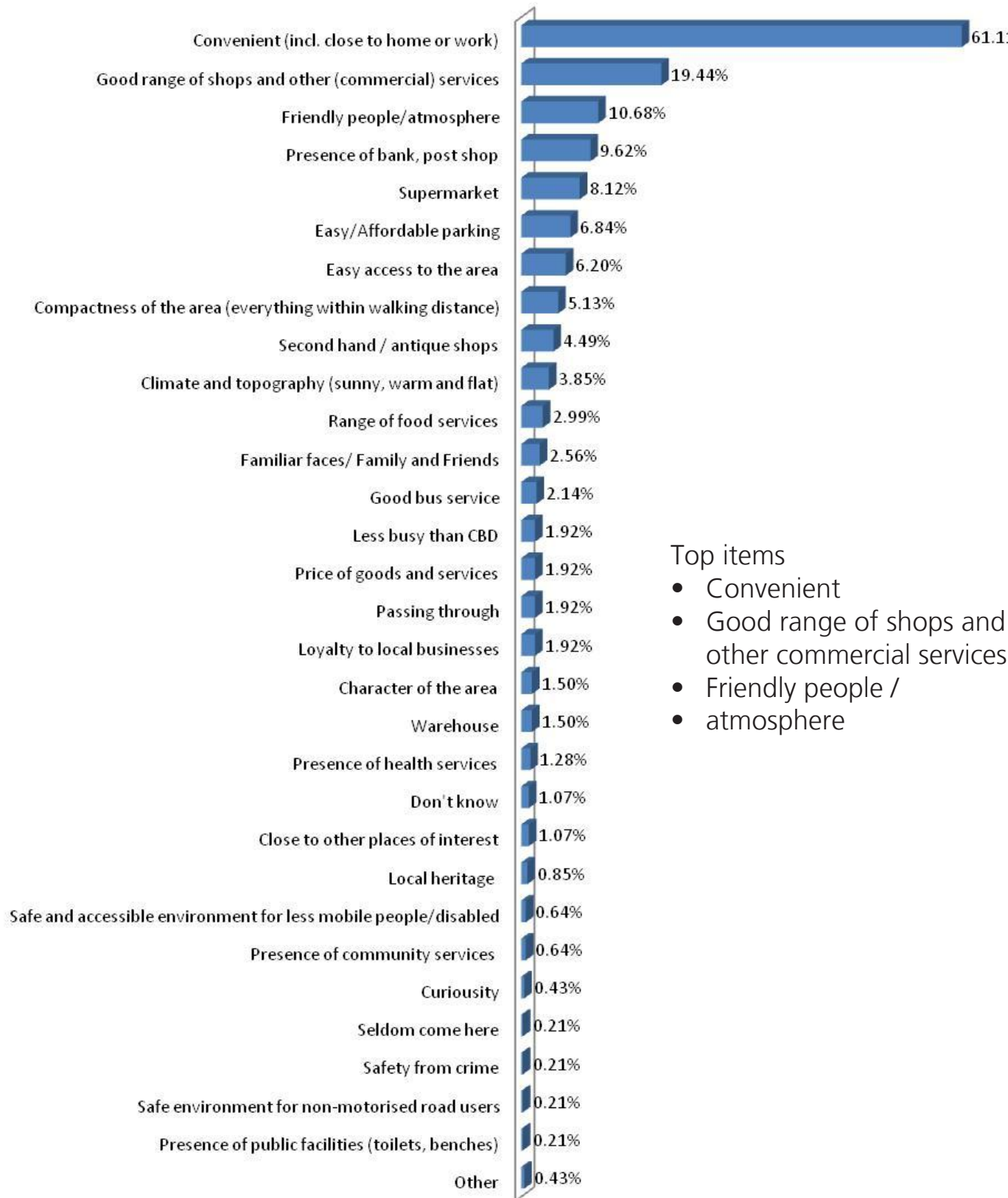
The customer survey completed by CPG New Zealand Ltd provided information to help better understand the reasons for, and nature of, shopper visits to the South Dunedin Retail centre. Some of the findings were:

- More than 50% of visits were by people over 50 years of age
- 50% of these visits were by local people
- The main reason people gave for their visit was to pay bills
- More than 50% of people were visiting more than 2 shops in their trip
- 40% of people were visiting for less than 30 minutes - mainly to banks
- 1/3 visited every day, 1/3 visited 2 days a week



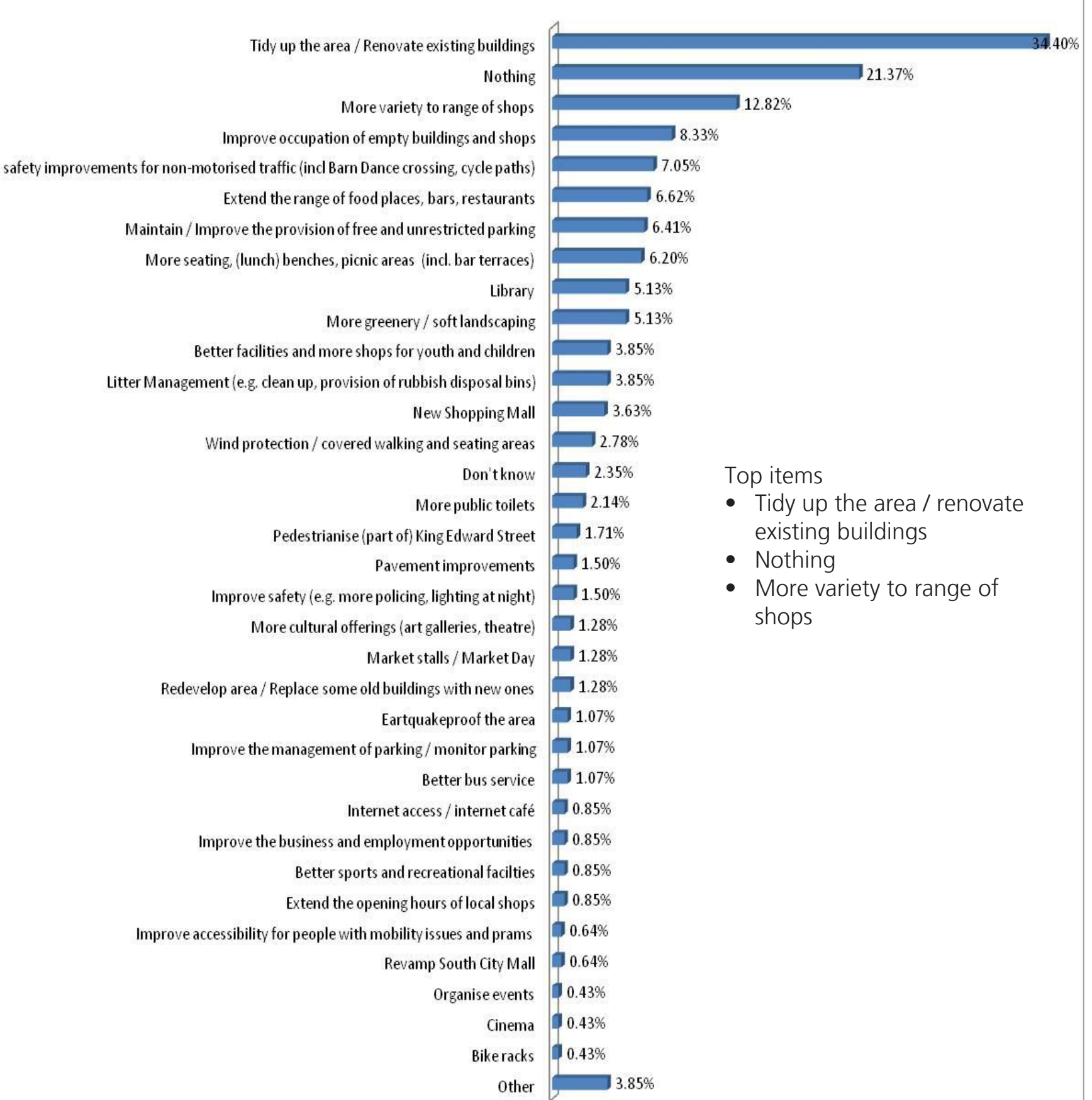
CUSTOMER SURVEY

WHY PEOPLE LIKE TO SHOP IN OR VISIT THE KING EDWARD STREET RETAIL CENTRE



- Top items
- Convenient
 - Good range of shops and other commercial services
 - Friendly people / atmosphere

WHAT PEOPLE WOULD LIKE TO SEE CHANGED IN THE KING EDWARD STREET RETAIL CENTRE



- Top items
- Tidy up the area / renovate existing buildings
 - Nothing
 - More variety to range of shops

OBSERVATIONAL AUDIT: SITE VISIT ANALYSIS

- There is a consistent building line along the full length of King Edward Street and this along with the historic buildings provide a strong visual character
- Good level of canopy and shopfront lighting - McBride Street pedestrian lighting- could be improved
- Few places to stop/ sit / meet people - straight length of footpath with only relief at Lorne Street
- There is no indication of the extents of the shopping centre
- No indication to drivers that this is a pedestrian area with frequent crossing over King Edward Street by pedestrians outside of the marked pedestrian crossings.
- McBride Street intersection is a key activity zone for pedestrians and vehicles;
- There is a demand for walking trips between Pak and Save / King Edward Street and the main King Edward Street Shopping Centre;
- There is a need to improve crossing facilities for mobility impaired users due to the high number of mobility scooters and elderly population using the shopping centre; and
- Pedestrian facilities require an upgrade to improve safety and crossing times at Cargills Corner – pedestrians tend to cross at the correct location but experience significant delays and insufficient crossing time creates conflicts with turning vehicles.

CONCLUSIONS

WHAT DOES THIS MEAN?

- There is a large percentage of pedestrians/ motorised scooters - how to improve the street to make them stay longer, visit more often?
- Pedestrians are using the laneways - what are some ways to improve these streets?
- Short stay shoppers are parking on King Edward Street - parking is being used as expected and this reinforces the perception that parking is available for short visits. How can this ability to find a short stay carpark be retained?
- Pedestrians are identified as spenders and frequent visitors. What would make them visit more often or stay longer?



KEY MOVES

- A series of key moves were proposed in the design issues and actions workshop in October. The outcome from this workshop led to the preparation of the three concept options for the Open Day held on the 30th November 2010. These moves include;
- Narrowing King Edward Street and widening the footpath – range of measures suggested
 - Relocating some carparking from King Edward Street to side streets
 - Providing more and better crossing points aligned with identified pedestrian desire lines
 - Addressing safety for all modes
 - Streetscape upgrade to encourage people to stay longer, visit more frequently or visit King Edward Street as a destination

KEY OUTCOMES FROM RESEARCH AND ANALYSIS

- There are limited opportunities to change building height and use, however, there is potential to provide increased pedestrian amenity within and into King Edward Street to increase the convenience for the large proportion of people who walk to the shopping centre.
- There is a compromise between providing short stay carparks on King Edward Street with the space required to introduce footpath build outs. The benefit of extending the footpath out to the vehicle lanes is increased pedestrian and driver safety plus more locations for local residents to meet and get to know each other strengthening the shopping centre as a neighbourhood centre. Where is this balance point?