

Papakura: Commercial Centre Project Group

Papakura Town Centre Retail Health Check

Draft Scope August 2017

Purpose

The purpose of the Town Centre health check is to primarily assess the town centre against a number of indicators of vitality and viability to be able to form judgement on the relative performance and economic health of the Papakura town centre. In addition to this, the health check will establish a baseline which can then be used to monitor the centre's health over future years. It is recommended that the health check would be undertaken on a regular basis every three to five years.

Methodology

The health check process will seek to collate a set of information against a range of indicators to assess the relative health and performance of the Papakura Town Centre. This can then be used in the first instance to set a current baseline of information that can then be used to monitor the performance of the town centre and the impact that any initiatives undertaken on the centre have.

The process will also aim to identify any issues that can be addressed and make recommendations on actions that can be taken to help improve the performance of the town centre.

Indicators

The proposed indicators to be used in the health check process are categorized under the following headings:

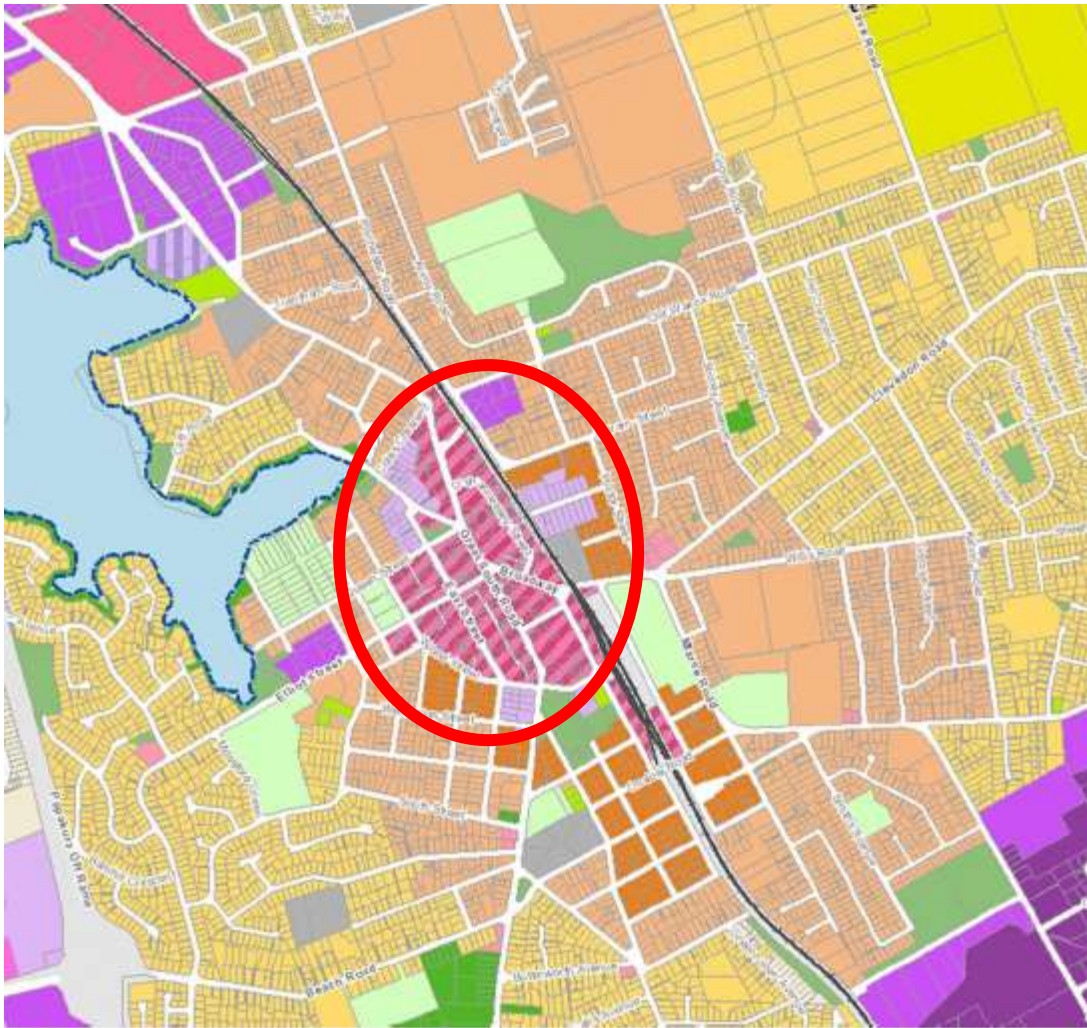
- Scale and function
 - Retail Floorspace (total gross floor space (sqm) / total number of units under comparison good, convenience goods, service retail, vacant retail stores)
 - Retail Outlets Total gross floorspace / total no of units:
 - Multiple retailers
 - Department stores
 - Independent retailers
 - Banks and building societies
 - Estate agents
 - Charity shops
 - Supermarkets
 - Discount centres
 - Vacant properties
 - Leisure, Culture and Arts: Total gross floorspace / total no of units:
 - Cinemas / Theatres

- Restaurants and cafes
 - Bars
 - Takeaways
 - Night clubs
 - Hotels
 - Hostels
 - Guest houses
 - Leisure centres & Swimming pools
 - Sports and health clubs
- Office Floorspace : Total gross floorspace
- Education facilities
- Health facilities
- Civic and community facilities
- Markets
- Evening shopping
- Employment (total no of employees in the town centre)
- Capacity
 - Unimplemented resource consents
 - Vacant sites with development potential
- Financial Performance
 - Turnover
 - Yields
 - Rents
 - Retail spend
- Accessibility
 - Public transport accessibility
 - Car parking (Public vs Private, timing)
 - Facilities for cyclists
 - Pedestrian flows (to help define core shopping area and fringe retail)
 - Modal split for shopping trips
 - Access audit (how accessible is the centre for disabled and older people)
 - BID?
- Town centre initiatives
 - BID in place
 - Strategic plan
 - Town centre attractions and cultural features
- Accidents and security
 - Annual number of collisions by mode of travel
 - Pedestrian
 - Cycle
 - Public vehicle
 - Private vehicle

- Crime
 - Total number of recorded incidents
- Customer and residents views and behaviour
- Environment
 - Access to open spaces

Town centre boundary

For the purposes of the health check it is proposed that the metropolitan centre designation set out in the Auckland Unitary Plan forms the area that will be used for the health check process.



Data collection

The evaluation of the Papakura metropolitan centre will be dependent on data that will be collected from a number of sources and may require the appointment of consultants to collect and report back on certain areas. The existing sources that have been identified are:

- The Papakura Business Association Strategic Plan
- NZ Stats
- Local Board Plan engagement responses
- 2014 Papakura Commercial Property Study
- 2014 Papakura Local Board Business Survey

- Auckland Council Research Information and Monitoring Unit (RIMU)
- Marketview Spend reports for Papakura Business Improvement District