

THE FRINGE DISTRICT

SOLUTIONS FOR RESIDENTIAL PARKING AND THRIVING TOWN CENTRES IN THE FRINGE DISTRICT TO AUCKLAND TRANSPORT

MEETING THE NEEDS OF OUR COMMUNITIES



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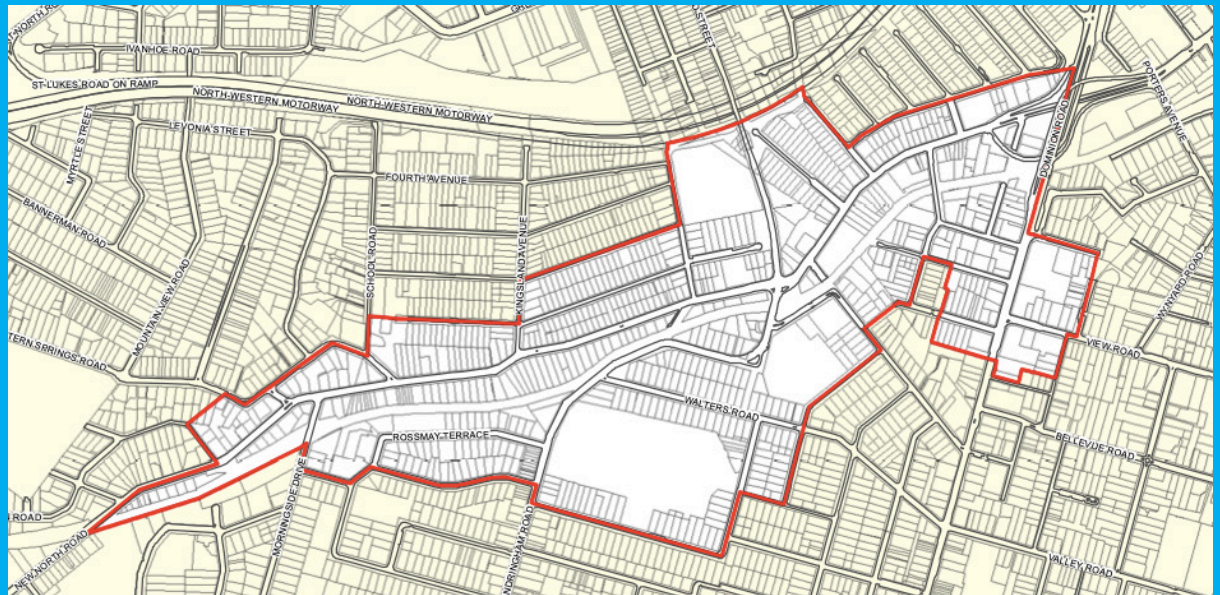
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The Fringe District's Positional Statement on Residential Car Parking

The Fringe District – Three vibrant community-driven town centres, located in a narrow corridor, that sits on the Auckland City Fringe, including Kingsland, Eden Park and Morningside, just one stage to central Auckland City.



We are an eclectic mix of businesses, with a multi-purpose stadium, recreational parks and facilities, and hospitality driven foot traffic, with 25% of our businesses in this sector. We are mostly owner operators with small to medium businesses, who co-exist among residential homes, apartments and flats, in a blend of heritage, urban and industrial buildings.

We are well connected to our community through nearby converging motorways, some car parking, train, buses, and the northern cycleway, as well as our community based activity; such as local sports teams, clubs, church groups, spectators of Eden Park, and our own community events.

With our main drag on a main arterial route, we need to ensure The Fringe District is always a destination, and not a place to drive through.

The Fringe District support enhancements that will benefit the whole community, guarantee we thrive, and the longevity of such; both to businesses, residents, and ensuring we are accessible to all those who visit us.

We are in support of providing greater parking availability, opportunity, and flexibility.

Multiple P120 shorter stay car parking & residential parking zones

This could be managed with higher rotation car parking availability such as P120 car parks across all residential streets included in the current proposal, as well as including such measures on Bond Street, New Bond Street, King Street, Aiken Terrace; and the residential streets perpendicular where congestion occurs with commuters using these streets for park n ride. This congestion is also seen on streets surrounding Eden Park as they are so close to the train station.

Please see The Fringe Districts proposed P120 parking zone in blue on the map below

The current proposal only treats one section of residential parking, and will push further congestion into the streets forementioned, and is less likely to be effectively creating more car parking opportunities for our visitors.

We believe in a broader brush solution treating the whole of The Fringe District & residential zones as one. The areas we propose are highlighted in blue on the map below, and therefore will;

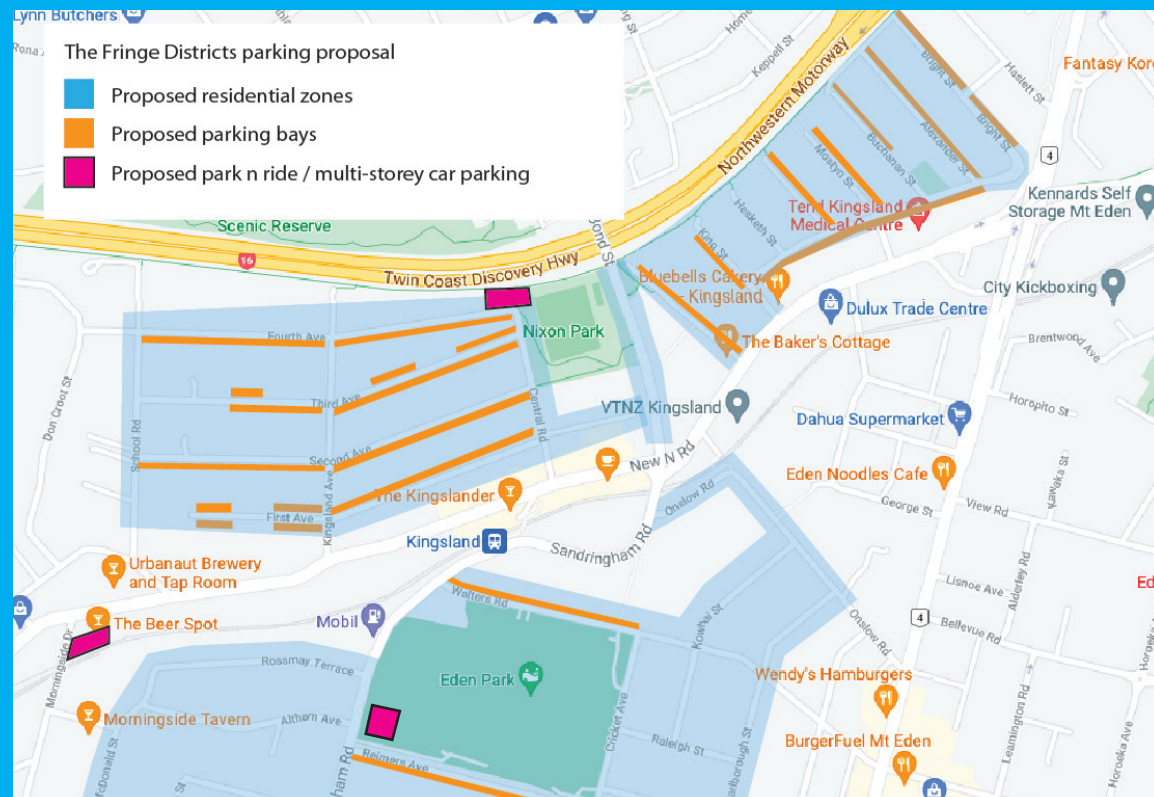




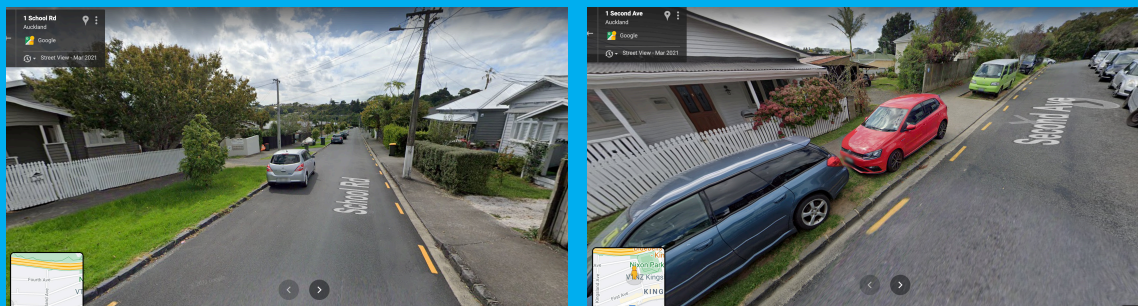
- Create a higher rotation of short term customers / visitors to our area
- Create more car parking opportunities which is appealing for both customers & visitors
- Ensures those investing in The Fringe District can do so with confidence.
- We also propose the further inclusion of residential parking bays to free up congestion on streets, and provide more parking. See below.

Parking bays for increased parking opportunities & better traffic flow

We identified several pockets of extra large grass berms within the current proposed residential zone, and the additional residential streets we are proposing P120 parking on.



We believe it would be beneficial to remove these grassed berm areas, and create parking bays in their place. This will ensure these roads have two easily accessible lanes for traffic flow, creates more parking opportunities. Many new build areas, such as Hobsonville Point, have successfully adopted parking bays. See proposed parking bays in **orange** on the map below.



Parking for longer term stay - Park n Rides & Multi-Storey car parking

We also support AT creating long term parking solutions for the six additional groups of visitors that we have identified, of which will encourage confidence and repeat return in these groups:

1. Those who require carparks; parents, less able, elderly, and who require access to essential services and health care and likely need longer stay care.
2. Larger groups visiting for our community based activity; such as local sports teams, clubs, church groups, spectators of Eden Parks events, TFD community events.
3. Those who work in The Fringe District; especially women in shift work.
4. Those who park and ride from The Fringe District to busy town centres for work
5. Those who live in apartments elsewhere with no parking, and park in The Fringe District
6. Those who visit our residents, with limited carparking, in The Fringe District





Better park and ride opportunities will result in less cars on our roads.

Having free park and ride options in every town centre along main arterial routes is an absolute draw card to a) visit and b) park there, especially for our six identified groups. c) will get more people on public transport visiting town centres.

Given the length of our BID corridor, and the two access points for trains in Kingsland and Morningside, we would be In favour of two park and rides in The Fringe District;

1. The current Nixon Road Carpark - widened
 2. Area of land beside the train line on Morningside drive, behind 600 New North Rd
 3. Negotiate and invest in a multi-storey car park at Eden Park
- (See [pink](#) areas on map on previous page)

And with safety key for our communities to thrive, we also support increased safety measures to park and rides, with:

- Monitored CCTV cameras
- Better lighting measures from the main roads to the each car park, and in dimly lit beside Nixon Park, and Morningside Drive train station.

Either of these potential park and rides, could be developed into multi-storey car park buildings creating more even parking opportunities for longer term stay, or the six identified groups, as well as potential use by short term stay visitors.

This will also further encourage local businesses, and locals to:

- Stay and invest in the area and keep our town centres thriving
- Gives employees with different needs, options for travel to and from work
- Shows commitment to thriving town centres from AT by looking after those who require car parking in the forementioned groups above
- Encourages the community to positively engage with the Connected Communities Proposal, as it provides many of the solutions to the problems we currently face, and foresee with both these projects.



The solutions described above also discourage our customers, potential new customers, new business owners, and visitors from being frustrated and driven to the likes of Australian owned Westfield Shopping Centres, such as Westfield Newmarket and Westfield St Lukes, both of which are a stones throw away from The Fringe District, and who both offer vast amounts of free P120 car parking, with the potential to stay longer, if paid for.

We are owner operator driven, and need to ensure our small teams of husbands and wives, multi-generational families, and those going it alone, can succeed.

With the considerations in this document, the Fringe District are supportive of parking enhancements that will benefit the whole community, ensuring we all achieve, with broader brush approach, and all needs can be met, so AT, and The Fringe District stays and keeps thriving together.



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WORK
LIVE
PLAY
CREATE
DO BUSINESS
BE YOURSELF

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Please note - this document is in response to the proposed AT residential car parking in Kingsland Dec 21. Our overall parking stance would include the forementioned, and would also address the needs of accessibility of car parking on main arterial routes for short stay customers, with high needs who need to access essential services such as health care providers, and for those with limited, or challenged physical capacity, parents, elderly, and short stay visitors to visit us.

We are preparing an overall stance for the Connected Communities project which would include:

A holistic approach to our neighbourhood that ensures everyone wins;

- Transport and streetscape enhancement plan which would include a comprehensive parking management plan, AT communications strategy and customer support plan for businesses.

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Please also note - the solutions provided in this document are based on in-depth area knowledge of and including business, residential, and visitors needs, including on-going area activities, town centre operating times, and visitor length of stay, with the current limited car parking opportunities and challenges, and using marketview data. What is discussed herewith is hypothetical, yet practical solutions for thriving and safe town centres.



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