

What Shoppers Want



DESIGN FOR ECONOMIC VITALITY




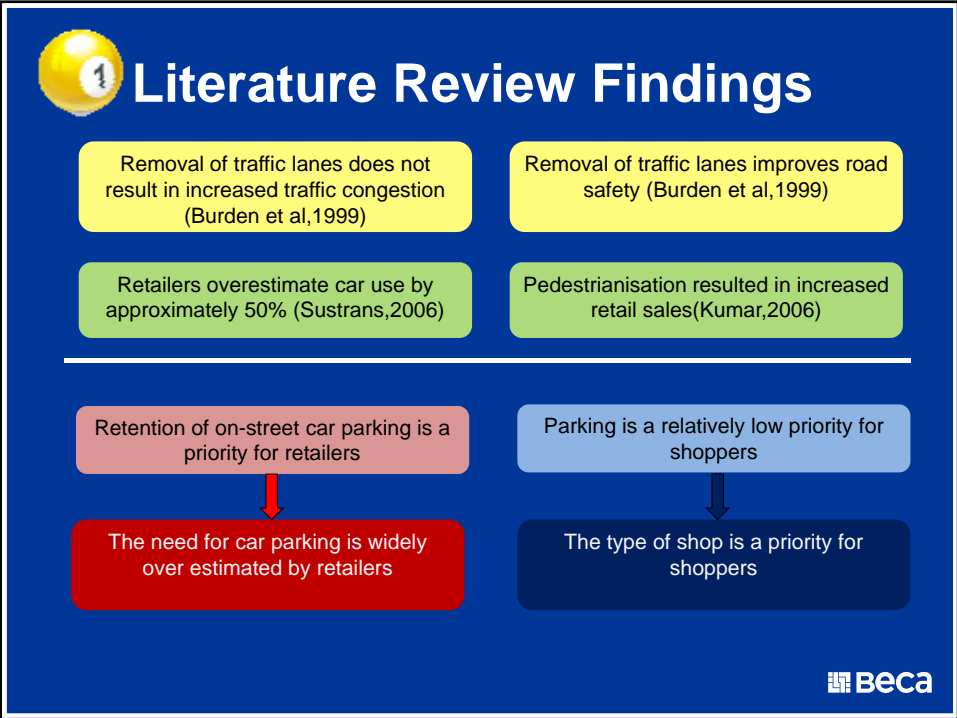
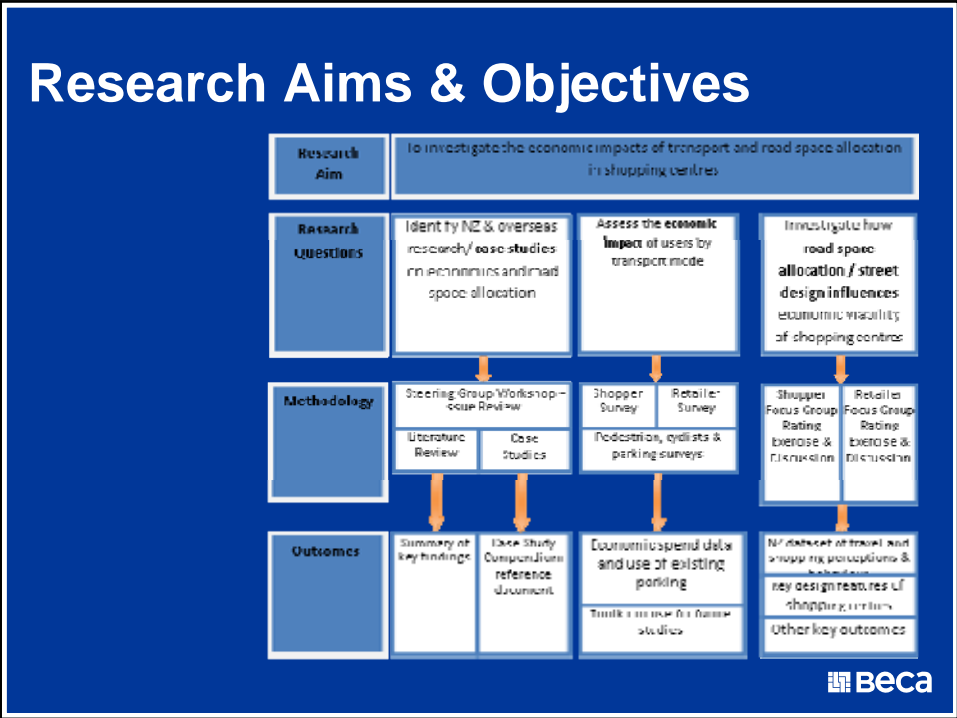
IPENZ Transportation Conference - Rotorua
Tracy Allatt, Shane Turner & Lorien Tarjomi



Road Space Reallocation

What	Why
	Reduced Physical Activity and increased obesity
	Increased Traffic Congestion
	Peak Oil!
	Ageing Population







Transport use in retail centres



- European studies to investigate impact of sustainable transport users
- Pedestrian numbers underestimated by approx 50%

- Interviewed 126 retailers and 840 customers
- 86% of shoppers lived within 2 miles, compared to the perceived estimate of local trade from retailers of only 12%



The Shopper Survey

Win an iPod - Take 2 mins to fill in this shopper survey

Shop? _____ Day? _____ Time? _____

1) Did you intend to visit this shopping centre today? Yes No

2) How much did you spend in this shop today? Under \$10 \$10 to \$20 \$20 to \$50 \$50+

3) How did you travel to this shop today? Walk Cycle Car Car/Pedestrian Other

4) If you drove today where did you park? On Street Car Park On Street On Street Other

5) Do you always travel to this shopping centre using the same transport choice? Yes No

How to Win An iPod and more....

If you want to be in with a chance of winning an iPod please provide your contact details below. The prize draw will take place on Monday 1st June 2010. Winners will be informed after that date.

Name: _____

Address (optional): _____

E-Mail: _____

Contact Tel no: _____

Rules

- You are eligible to complete a survey if you have made a purchase during your shopping trip.
- You may complete more than one questionnaire over the survey period, but each must represent a separate shopping trip to the shopping area.
- Your answers to the survey questions are confidential and will be used for the purposes of this research project only. The New Zealand Privacy Act 1993 applies to this survey.

You have a chance to tell us more about your shopping centre?

This survey is part of a national research project on the economic impact of transport choice and urban design in local shopping areas. We are aiming to identify the key factors that attract people to local shopping areas, how they travel to and then use them. The project is funded by the New Zealand Transport Agency and the outcomes of the survey will be of use to a variety of policy and planning professionals along with local business owners.

As part of the research we will be holding workshops with shoppers from your local area. We would be keen to hear your views, as well as what makes an attractive shopping centre.

As an incentive we are offering a \$10 voucher for people who attend this interactive workshop.

If you would like to find out more or participate in a workshop in your area please tick here and provide your contact details below.

Name: _____ E-Mail: _____ Contact Tel no: _____

Administration Only: City Code _____ Shopping Centre Code _____ Shop Code _____



The Sites

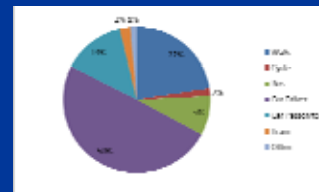


BECA

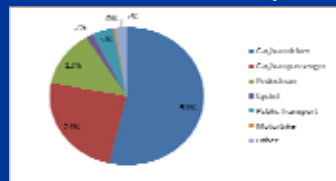
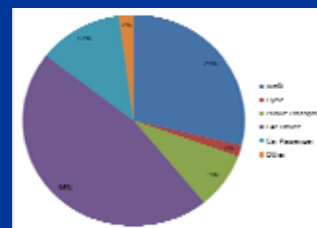
Shopper Profile

- Over 1700 shopper surveys completed
- 64% travelled by car
- 36% travelled by sustainable and active modes
- Retailers estimated walking at 29% compared to the actual 22%
- Compares well with the national household travel survey data

Shopper Profile



Retailer Estimate



BECA



Results: Spend by Mode

Pedestrians spent more on arterial routes

Cyclists spent almost as much as drivers in central sites

Car Drivers had the highest spend, slightly less in central areas

Highest spend in arterials but low spend in central cities



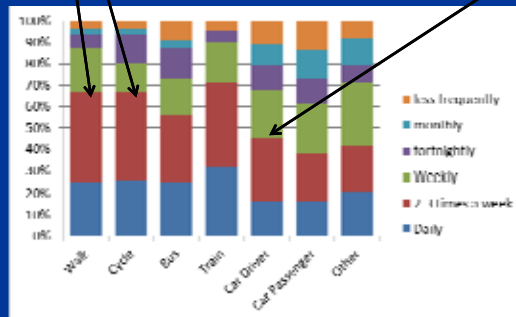
Sustainable transport users account for 40% of the total spend.



Time spent in the area by mode

Pedestrians and cyclists and train users spend the most time in centres

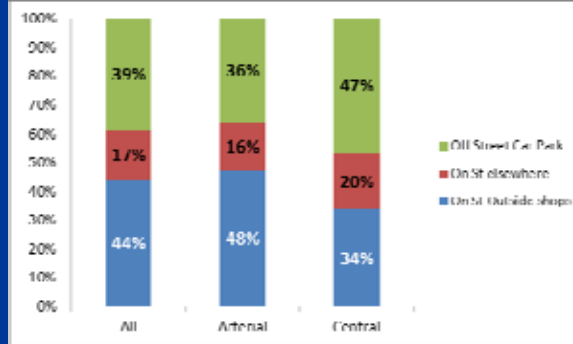
Car drivers spend less time in the shopping centres



The data shows that drivers spend the least time in the shopping centres but spend the most money



Use of Parking



- Feedback from the shopper workshop indicates that users would prefer to have wider footpaths and safer crossing points in preference to on-street parking.
- Good way-finding to parking is vital!



User comments on parking

'I would choose a centre where it is easy to get from one side street to the other, and that movement is easy once you're there'.

'I don't go to the shops because of the parking, I go because there might be a quirky antique shop. You go to an outside shopping district because of a particular shop'.

"Shoppers need an area to be picked up and dropped off.

"Free parking would encourage people from outside the neighborhood to come to a shopping area.

"street signage is not done terribly well, for instance parking spaces behind buildings are often hard to spot because you're trying to concentrate on driving..

"Locals don't care about car-parking because they can walk to the shops.



What features are important?

Retailers – Top 3	Shoppers – Top 3
<ul style="list-style-type: none"> ▪ Availability of on-street parking ▪ Availability of off-street parking ▪ Pedestrian Crossings 	<ul style="list-style-type: none"> ▪ Landscaping ▪ Frequent bus services ▪ Pedestrian Crossings



Key Outcomes



Survey toolkit developed – you can use!



Toolkits

Case study compendium – 50 case studies

Shopper Surveys

Retailer Surveys

Parking surveys

Ped/cycle counts

Shopper focus group
format and questions

Retailer focus group
format and questions

All available for anyone to use



Sustainable Transport Findings

Good integration with public transport and ensure that tram/train tracks do not impede cycling.



Slower speeds in central city tend to create safer and more informal crossing points

Create wider footpaths and safe crossing points



Source:Elsa Tutert



Parking Findings

Rethink the parking strategy – on-street parking is not essential for shoppers. **Can still be free to attract shoppers!**

Good and simple to understand signing to off-street parking



Space will then be available to create the high quality pedestrian and cycle friendly environment!



Retail Activity Findings

Ensure the right shops are located in the central city – people will come!



LATE NIGHT SHOPPING
EVERY THURSDAY 6PM-9PM
SPEND £100 AND GET £15 OFF
YOUR ORDER PLUS FREE DELIVERY

Consider changing opening hours –open later to attract after work shopping

Early consultation and understanding from retailers is vital!



Questions

- Shane Turner



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