

**MIRAMAR TOWN CENTRE  
ENGAGEMENT SUMMARY REPORT**  
JUNE 2011

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# 1 Summary of Engagement

## 1.1 The Project

Wellington City Council is currently developing a long-term plan - or framework - for the Miramar Peninsula. The framework will look at the entire peninsula and will address a wide range of issues including car parking, walking and cycling, landscape values, heritage, land uses, infrastructure and town centre improvements. The framework will provide a long-term vision (10 years or more) for development and investment on the peninsula.

As an early step in the development of the Framework, the Council is focusing on potential improvements to Miramar Town Centre, the peninsula's main shopping and service centre.

Past consultations identified that the regular use of the Park Road slip road as a shortcut posed safety issues for both vehicles and pedestrians. The Council therefore prepared two preliminary design concepts for this area to kick-start the discussion on potential town centre improvements.

Feedback was sought on the two concepts between 3 May and 27 May 2011. Posters were displayed in the Miramar public library, Miramar New World and Miramar Amalgamated Videos. Leaflets inviting people to visit the display and complete a feedback form were placed in a number of locations around the town centre. The posters and leaflets were also sent electronically to the town centre landlords and other stakeholders, such as Enterprise Miramar Peninsula (EMP) and the Residents Association. EMP publicised the proposals through their website and the distribution of additional posters. The concepts were also available on the Council's website ([www.wellington.govt.nz](http://www.wellington.govt.nz)) and submissions could be made by post or electronically via the website. A 'Questions and Answers' session for the public was held at Miramar Library on the 24th May. An intercept survey was also conducted in parallel with this engagement.

## 1.2 Number of feedback forms

In total, 72 postal and online feedback forms were received on the Miramar Town Centre Improvements. Feedback was also provided at the public 'Questions and Answers' session and at a meeting with the town centre landlords.

The breakdown of the feedback form responses is shown in the table below:

| <b>Feedback type</b> | <b>Number received</b> |
|----------------------|------------------------|
| Postal form          | 30                     |
| Online form          | 42                     |
| <b>Total forms</b>   | <b>72</b>              |

An 'intercept' survey (a survey where people are intercepted on the street and asked to answer questions) was conducted in Miramar Town Centre halfway through the engagement period, and yielded 113 completed questionnaires. The results of this survey are presented separately in Appendix 2: Miramar Town Centre Intercept Survey Report.

### 1.3 Who provided feedback?

The majority of feedback (93%) was received from residents, with the remaining 7% of feedback coming from local organisations and businesses.

### 1.4 Where did the feedback come from?

As expected, the majority of the feedback forms received – a total of 87% – were from the Miramar Peninsula (i.e. from the suburbs of Karaka Bays, Seatoun, Miramar, Strathmore Park or Maupuia) with the Miramar suburb itself providing 61% of the forms. There was also some small representation from other suburbs of Wellington, including Lyall Bay (3%), Houghton Bay (1%), Hataitai (3%), Island Bay (3%), Te Aro (1%) and Karori (1%).

| Suburb            | Postal feedback | On-line Feedback | Sub-total |
|-------------------|-----------------|------------------|-----------|
| Strathmore Park   | 1               | 4                | 5         |
| Seatoun           | 5               | 2                | 7         |
| Maupuia           | 2               | 2                | 4         |
| Karaka Bays       | 3               | 0                | 3         |
| Miramar           | 15              | 29               | 44        |
| Lyall Bay         | 2               | 0                | 2         |
| Houghton Bay      | 1               | 0                | 1         |
| Te Aro            | 0               | 1                | 1         |
| Karori            | 0               | 1                | 1         |
| Island Bay        | 0               | 2                | 2         |
| Hataitai          | 0               | 1                | 2         |
| Info not provided | 1               | 0                | 1         |
| <b>Total</b>      | <b>30</b>       | <b>42</b>        | <b>72</b> |

## 2 Feedback received

The following sections present the comments received as they relate to each question in the feedback form.

### 2.1 Use of the town centre

Respondents were asked how they currently use the town centre and how often they visit.

The vast majority (93%) of respondents visit Miramar town centre often i.e. either daily (37%), several times a week (41%) or weekly (14%).

The respondents visit the Miramar town centre to:

- use services such as the bank, the vet, the medical centre and the post office;
- visit the public library;
- see a movie;
- go to cafes and restaurants;
- shop at the supermarket, the garden centre and the chemist;

- catch buses;
- use the public toilets; and
- walk, cycle or drive through the area.

Many respondents qualified their answer with specific comments. Some suggested that a greater variety of shops and services would cause them to use the town centre more:

*If there were even more on offer in Miramar, then I would increase my patronage of local businesses (I already like to support them as much as possible).*

Some commented on the positive impact of the recent opening of the Roxy Cinema and restaurants:

*Since both of these [Roxy cinema and La Boca Loca restaurant] have opened there has been a lot more people around this area both night and day which makes the centre feel alive and more vibrant. It also feels safer. I would more happily walk here alone at night where I wouldn't have done this [before].*

*Recently I have begun to use the area twice a week. I visit the Roxy Cinema and the Mexican Restaurant. Prior to these places opening I did not frequent the Miramar town area, because there was nothing there. Since the arrival of the Roxy the place has come alive.*

Some identified the need for the town centre to have a central hub to emphasise the feeling of “community”:

*The area needs a heart that draws people in as it is a vibrant caring community.*

Others identified issues which currently limit their use of the town centre:

*[...] parking is diabolical. It is really impacting my ability to get to the Post Office, stationers, vet, fruit shop, etc.*

## **2.2 Potential town centre improvements**

Respondents were asked what improvements they would like to see in and around the Miramar Town Centre.

There was a wide variety of responses to this question. The following categories summarise the most frequently suggested improvements.

### ***Road layout, congestion and safety***

A high number of respondents mentioned the issue of congestion, highlighting the fact that a busy road runs through the centre of town, affecting both the amenity of the centre and the safety of vehicles, pedestrians and cyclists. Improvements to specific aspects of the road layout, such as the geometry of the Park Road roundabout and slip road are suggested:

*I have had many near misses where people haven't given way coming through the slip road. I think if that was converted into a parking space it would be a better use of that space.*

*The current area around Park Road/ Miramar Ave is poorly designed for both pedestrians and vehicles. [...] The current design allows two lots of traffic to merge at a poorly designed intersection from a short term parking precinct onto Park Road with poor visibility. This needs to be corrected. Traffic needs to be directed to the roundabout rather than allowing traffic to cut through the parking area immediately in front of Thai Restaurant, Mr Bun & the Cinema.*

*[add] Traffic lights at Miramar Ave / Hobart St /Park Road, i.e. remove roundabout to improve pedestrian safety and eliminate need for vehicles to stop when [on a green light].*

*Urgent attention should be given to the left hand turn into Park Road from the roundabout; this needs to be altered to reduce the sharpness of the turn.*

### **Pedestrian and cycle access**

A high number of respondents mentioned the issue of pedestrian movement, in particular, pedestrian safety and the need for greater pedestrian priority in the town centre. A number of respondents also mentioned the need for better cycle facilities such as cycle lanes. Comments included:

*The area needs to be made more visitor and pedestrian friendly. The current network of roads and pedestrian crossing is a nightmare.*

*I'd love to see more emphasis placed on foot traffic and encouraging new cafes and shops to open up.*

*The pedestrian crossing outside the vet is too close to the roundabout.*

*The pedestrian crossing by the bus stop in Park Road, should be moved to allow cars coming through the roundabout to go through and not having to stop 1/2 way round.*

*A pedestrian crossing between the Vets and Holy cross church would be a good idea.*

*Provide two pedestrian crossings in Ira Street, one set near the Otaki and Devonshire street intersection and other crossing near Miramar Ave for pedestrian using No 43/44 buses.*

### **Plaza**

A high number of respondents commented on the need for an outdoor gathering and seating space – or plaza- in the town centre. Suggestions included:

*I am keen to see shared public space created to promote and increase the activity here - a town centre.*

*Would like to see a more pedestrian focused area on the cinema side of the tram shelter. As in larger area for seating, sculpture, art, markets etc.*

*A usable, green outdoor area to meet, eat and socialise.*

*Seats to be moved onto the pavement so people can sit outside.*

*Cafés with outside areas for dining not just a through way but enjoyable place to be.*

*Creating plaza/entertainment space to capitalise on cinema traffic. Pedestrian priority, space for outdoor seating.*

*[...] by limiting or blocking off the access [to the slip road] from Miramar Avenue.  
[...] This area could then become redeveloped for better parking/ pedestrian management and maybe create a village square atmosphere that allows for seating and additional tree planting / screening etc to help reduce the wind tunnel effect of Park Road.*

## **Parking**

A high number of respondents mentioned the issue of car parking. The first point made is that the current parking time limits in the town centre (mostly limited to 20 minutes, with some spaces limited to 10 minutes) are too short for combined trips to more than one facility (such as going to the public library and the post shop) and for the non-shopping activities taking place in the centre, such as having a coffee or a meal or seeing a movie. The other point relates to the number of spaces within the town centre which many respondents consider insufficient. Many improvements were suggested:

*There needs to be more public parking over 30mins and more parking in general.*

*The movie theatre needs at least 25 parks, could be pay to use like in Brooklyn.*

*10 min parking needs to go. The area is no longer only used to post mail or buy 2 bananas from the veg shop so this arrangement is now defunct. Area [parking] should be free 2 hour or paid longer and free nights, weekends and public holidays.*

*The restrictions for the parallel parks further north of hairdresser on eastern side should be 120 minute parks 8:00am to 5:00pm, thereafter no restriction.*

*The angle parks north of La Boca Loca on western side (in front of flats) should be 180 minutes - this would stop city commuters hogging these parks all day so they are available to customers using the village businesses.*

*Remove[time] limit on evening parking.*

*Increased parking could be provided further down Park Road and more of a pedestrian precinct created at Park Road / Miramar Avenue intersection.*

*How about putting a public car park somewhere near our town centre?*

*Don't let trucks park in middle of road as a car park spot and don't let taxis take up car parking space and more angle parking down the road by polo grounds so more cars can fit.*

*Clear directions to longer parking for cinema-goers would also be good, to avoid similar parking issues to those seen around the Brooklyn Penthouse. There are plenty of wide roads nearby that could have angle parking marked out to increase capacity.*

### **Poor image**

A number of respondents suggested that the area has a poor image and that both the streets and the buildings should be tidied up. Some specific comments made by submitters included:

*Miramar desperately needs a 'face lift'. The huge road running through the centre of Miramar (Miramar Ave), the layout of the large businesses and parking lots, give the sense of it being a bit of a wasteland. Miramar really lacks that village feel.*

*The area still looks run down and tired (excluding the Roxy and Mexican Restaurant).*

*Needs planting along Miramar Road, clean up bus stop area and plant. [...] Park Road also needs beautification.*

*Some of the property owners/leasers could really do with cleaning up the outside of their premises, fresh coat of paint and new signage [...].*

*If the idea is to encourage people to shop and spend time in this area, these [shop fronts] will need to be cleaned up.*

### **Taxis**

A number of respondents commented on taxis hogging public parking spaces while waiting for a one of the two taxi stands to become available. This is seen as reducing the amount of car parking available for town centre users. A number of suggestions were made for the relocation of the taxi stands:

*I feel the taxi stand should be moved to another position as there are too many taxis floating around the town centre waiting in retailers' car parks.*

*Taxi spaces would be better moved away from this area altogether; maybe closer to New World, Medical Centre, Pharmacy or Post Office where usage is likely to be much greater.*

### **Tram shelter and toilets**

Views on the relocation of the toilets were mixed, with some respondents welcoming the relocation and others pointing out that the toilets are well positioned in relation to the bus stop and public library, and should remain centrally located within the town centre. Many expressed the desire to see the tram shelter spruced up and provided with lighting and heritage interpretation. Some specific comments made by submitters included:

*Moving the public toilets needs to be carefully considered as they are centrally located and need to remain so.*

*I'm glad to hear the suggestion that the toilets be put somewhere more discrete [...].*

*The tram shelter and toilet area is in serious need of improvement.*

*[...] with young kids it would be better not having to go across so many [road] crossings to get to toilet area.*



*Regarding re-siting the public toilets that are currently beside the tram shelter; I can't think of anywhere else that they could be moved to. Perhaps an option would be to keep them where they are but to remodel them in a style more sympathetic to the tram shelter.*

### **Public transport**

A few respondents suggested improvements to the facilities for public transport users. In particular, it was suggested that a bus shelter on the eastern side of Park Road would help protect bus users from the wind.

### **Signage**

A few respondents commented on the state of disrepair of the existing sign at the entrance into Miramar and the need for better signage:

*I think signage when entering Miramar is very poor and looks shabby.*

*Some signage like the Strathmore sign [would be good].*

## **2.3 Creating a community focal point**

Respondents were asked what value there would be in creating a community focal point around the Miramar Avenue / Park Road intersection, as proposed in the two preliminary concepts (see Appendix 1).

A clear majority of respondents to this question (87%) saw value in the creation of a community focal point around the Miramar Avenue / Park Road intersection.

Most respondents qualified their answer with specific comments. Some respondents highlighted the value of an outdoor seating area:

*Great value - outdoor seating will create a great outdoor environment on sunny days - which it currently lacks.*

*I love the idea of outdoor seating for the cinema. That would be a real asset for Miramar.*

*With the Roxy Cinema as a focal point, having additional outside seating and a more pedestrian friendly area has got to be good.*

Some respondents suggested that further development was necessary to create a hub:

*I think that due to the mess that is Miramar Ave, we have to develop the Park Rd intersection as the real hub of Miramar. However, in order to make it viable, I think that there needs to be further development pushing north from the cinema.*

Some respondents emphasised the need for a community focal point:

*I think we desperately need a community focal point, Miramar is a great place to live and it needs a community feel. [Somewhere] where people can meet and socialise.*

*Miramar has no obvious centre, it's just a parade of shops. It needs a focal point and more should be made of the fact it's the centre of the NZ film industry.*

Some respondents highlighted the opportunity provided by the width of Park Road in this location:

*Great value. It is such a wide road at the mouth of Park Road that it's crying out to be utilised. At the moment it feels like a wasteland.*

## **2.4 Preliminary concepts**

Respondents were asked what they liked and disliked about each of the two preliminary concepts.

A majority of respondents to this question expressed a preference for concept two (71%), 16% of respondent stated they would be happy with either concepts and 8% of respondents preferred concept one.

A number of respondents who preferred concept two stated that they would like to see vehicular access from Miramar Avenue retained (to facilitate ease of access and manoeuvring), using a raised pedestrian crossing as shown in concept one.

Some specific comments on concept one:

*I really like concept one. I don't really like concept two because of the parking [arrangement]. Having to use Park Road to turn into the parking [area] seems too much of a hassle.*

*Concept 1 does not make enough of a change to justify the improvement. It's not bold enough. It doesn't conjure the sense of community that Miramar is lacking.*

Some specific comments on concept two:

*Concept 2 is my preferred option. It has a large pedestrian space outside the cinema. Dislike: Would be tempted to include the slip road from concept 1. Not sure how easy it would be to turn around in the car park if there are no parks available.*

*There are a few changes that we can suggest for CONCEPT 2: 1) Move the marked taxi rank to outside the Post Office on Miramar Ave; 2) Replace [proposed] taxi parks with accessible park; 3) Improve sharp left turn at roundabout from Miramar Ave into Park Road by using some of the area freed up by relocation of public toilet. 4) Allow for vehicular traffic to enter parking precinct from west (but not from East) as per CONCEPT 1 from Miramar Ave but only on special occasions. Install removable Bollards.*

*[...] I think concept 2 would make better use of the space available. All traffic would then have to use the roundabout for turning thus removing one of the hazards for pedestrians.*

*I think the Miramar Avenue entry should be retained but labelled as access to parking only. Raised pedestrian crossings at both ends would slow entry and exit but would knit the area together*

A number of respondents also expressed the view that the concepts did not go far enough in changing the town centre:

*I don't dislike anything about either of them, I just think that it's not enough - its time we lifted the game here. [...] The recent changes are certainly a step in the right direction (cinema, La Boca Loca), but we need a better reason to stick around and spend our money here. I'd very much like to see some larger scale beautification of the shopping area.*

## 2.5 Funding the improvements

Respondents were asked how much they would be prepared to pay in additional rates for the next 10 years for the proposed town centre improvements.

A clear majority of respondents (84%) stated that they would be prepared to pay additional rates over the next 10 years to fund improvements in the town centre. The amount of additional rates varied, with 68% of respondents prepared to pay \$6 a year or more in additional rates. The detailed response to question 5 is shown in the table below:

|                         | Number of responses | Percentage |
|-------------------------|---------------------|------------|
| Not willing to pay      | 9                   | 15%        |
| \$1 to \$5 a year more  | 10                  | 16%        |
| \$6 to \$10 a year more | 21                  | 34%        |
| More than \$10 a year   | 21                  | 34%        |

A number of respondents who are not willing to pay additional rates stated that the costs of improvements should come from city-wide budgets.

## 2.6 Other ideas

Respondents were asked if they had any other views about this part of Miramar.

Many answers to this question covered similar themes to those of earlier questions, such as:

- Road layout and congestion
- Parking
- Taxis
- Pedestrian and cycle access
- Signage
- Other potential improvements

More detailed comments are provided below.

### **Road layout and congestion on Miramar Avenue**

*Traffic flow into and out of the New World supermarket and Palmers/Chocolate Frog is difficult and often involves a quick dash across oncoming traffic if turning right. A much better solution would be a third mini roundabout at this point which would accommodate people turning right into and out of both businesses.*

### **Parking and taxis**

*Put in angle parking along Miramar Ave between the TAB and St Aidans Church; I support angle parking in Tahi St; Move taxi rank to outside Kiwibank.*

### **Pedestrian and cycle access**

*Cycling has been overlooked in these proposals. Any integrated, forward-looking solution needs to include cycling - access, safe routes, bike parking.*

*Add a pedestrian crossing from the Vet to the Catholic Church.*

*We feel a pedestrian crossing linking the two sides of Park Road so people can flow from one side to the other in a safe manner as the pedestrian crossing is too far.*

### **Signage**

*Mostly I would like modern, smart signage for Miramar (The Strathmore Park sign is beautiful!!).*

### **Other potential improvements**

*Other ideas: 1) cycle racks; 2) taxis around corner by Post Office; 3) improved bus stop lighting; 4) turning lane for Park Road to free up the roundabout; 5) a clock; 6) Improved planting; and 7) something recognising the movies e.g. stars in pavement.*

New ideas put forward in Question 6 included:

### **The "bigger picture"**

*I'd like to see some effort put into the "bigger picture" design of Miramar town centre - all the way from Tauhinu Road up to Park Road. There's huge potential in developing this whole block as a pedestrian mall with shops/cafes/etc.*

### **The use Tauhinu Road for traffic heading to Miramar North to bypass the town centre**

*The traffic on Miramar Ave is a real problem. It's something about the number of driveway outlets onto the avenue - Stone St, New World, Post Office/Salvation Army, Palmers, The Plaza, and two petrol stations [...]. I don't know if it's a matter of promoting the use of Tauhinu [Road] as a bypass for that section of Miramar Ave?*

*I think that Tauhinu Road and Para Street should be directed as town centre by-pass routes particularly for heavy traffic, but a speed restriction or speed bumps should be used to control speeding.*

### ***A space capable of holding a farmers' market or village fair***

*There needs to be a space, right where these proposals are focused, where we could have a small weekend farmers and gourmet market.*

*We need an area that can be blocked off to use for street fairs.*

### ***Trees in road medians***

*I would like to see it [Miramar] beautified. The line of trees along Miramar Ave is lovely, could there be plants along the middle of the road in Park Rd – it's wide enough.*

### ***Highlight pohutukawas***

*The huge pohutukawa in front of the tram shelter is fantastic and I think some nice landscaping around it would emphasize and celebrate the tree and highlight the fact the streets of Miramar are lined with pohutukawas.*

### ***Better shopping facilities***

*Need to find opportunities to capitalise on the cinema bringing people into the town centre. Potential to create both entertainment (café, etc) and boutique shopping dynamic.*

### ***Celebrate Miramar's cultural diversity***

*I love Miramar. It's a very multicultural community and I would like to see that celebrated in some way in terms of local developments.*

### ***Protect the environment and heritage***

*[...] we have a great love of our peninsula, particularly the history, the coast and marine life and hoping it can be protected and enhanced to provide an environment that can be enjoyed for many years to come by our future generations.*

## **3 Correlation between feedback form and intercept survey responses**

A total of 72 feedback forms were received by post or online during the town centre improvements engagement process. Another 113 responses were collected through a face-to-face intercept survey.

The responses to the intercept survey closely correlate with the feedback received by post and online in terms of the areas needing improvements around Miramar town centre. These can be summarised as follows:

- improve pedestrian safety
- address parking, both in terms of quantity and time limits
- address traffic flow and congestion

- improve the frequency of public transport
- better amenities in the town centre / tidying up
- create a public square or park
- improve personal safety

The intercept survey also gave respondents the opportunity to comment more broadly on any issues within the Miramar Peninsula. These comments can be summarised as follows:

- address roading and traffic issues
- improve pedestrian safety
- improve frequency and timing of public transport
- improve the maintenance of public paths, trees and road verges
- need for a retirement village / youth facilities / waterfront seating / wharf access / cycle lanes

A full summary of the intercept survey can be found in Appendix 2.

## 4 Conclusion

This public engagement exercise has identified a number of potential improvements for the Miramar Town Centre, and has provided valuable feedback on the two preliminary town centre improvement concepts.

The comments received generally expressed support for improvements to the town centre area. As one respondent put it:

*“I'm very excited to see the area grow and improve. I'm glad to see the council is making progress and is aware of the issues.”*

The information gathered through the public engagement exercise will be used to refine the proposals for town centre improvements. It is anticipated that a more detailed town centre improvement design will be prepared and considered for funding as part of the 2012-13 Annual Plan.

The information will also be used to guide the development of the wider Miramar Peninsula Framework.

# Appendix 1: Preliminary Concepts

## Concept 1

Angled car parking spaces north of cinema unchanged.

Angled car parking arrangement similar to existing situation. This provides 13 parking spaces. Two spaces are relocated north of the town centre.

Pavement widened to facilitate pedestrian movement and create opportunities for outdoor sitting.

Parallel car parking spaces unchanged.

Slip road narrowed down.

Pedestrian crossing raised to signal priority of pedestrian movement over vehicular movement.

Exit from parking area reconfigured to signal priority of Park Road traffic over slip road. This will also make it possible to turn right onto Park Rd from the slip road.

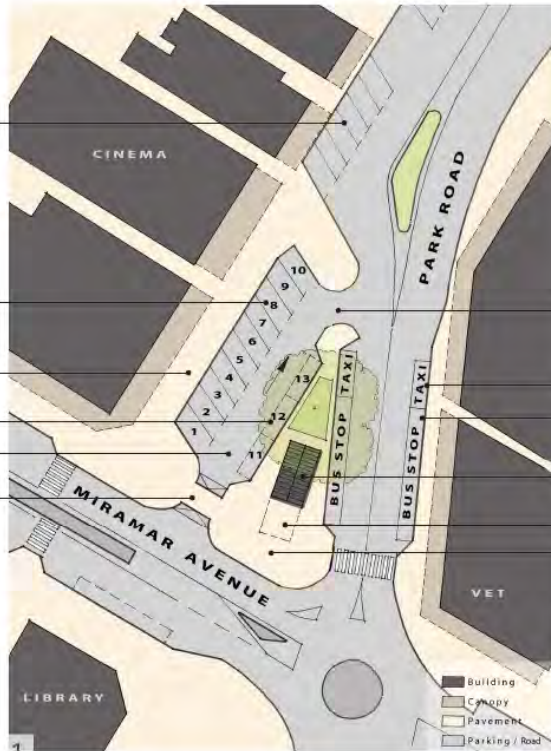
One taxi stand relocated from western to eastern side of Park Rd.

Bus stops unchanged

Historic tram shelter unchanged.

Public toilets relocated elsewhere around the town centre.

Bill sticker structure relocated elsewhere around the town centre.



## Concept 2

Angled car parking spaces north of cinema unchanged.

New public plaza with seating and potential location for future public art

New parking court with 14 spaces. Two parking spaces are relocated north of the town centre.

Slip road removed to create a continuous pedestrian path along Miramar Avenue. The wide pavement improves pedestrian safety and creates space for additional tree planting.

Two taxi stands relocated to the front of the cinema

Access to parking court from Park Rd. This arrangement will make it possible to turn right onto Park Rd from the parking area.

Bus stops unchanged

Historic tram shelter unchanged

Public toilets relocated elsewhere around the town centre

Bill sticker structure relocated elsewhere around the town centre



## **Appendix 2: Intercept Survey Report**



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## **Introduction**

The Wellington City Council (WCC) is currently working on developing a long term vision for the future of the Miramar Peninsula. The ultimate goal is to develop a framework that will provide a long-term planning tool for directing "*public and private development and investment on the Peninsula*" ([www.wellington.govt.nz/projects/new/miramar.html](http://www.wellington.govt.nz/projects/new/miramar.html)).

As the Miramar town centre is the most significant suburban centre on the Peninsula, and is the key service centre of the city's eastern suburbs, it is clearly an important component of this broader Peninsula project. Consequently, the WCC is currently investigating potential opportunities for improvements in and around the Miramar town centre. As part of this town centre work, the WCC initiated a process of public consultation to provide the public with an opportunity to provide feedback on two proposed concept plans ([www.wellington.govt.nz/projects/new/miramar.html](http://www.wellington.govt.nz/projects/new/miramar.html)).

To compliment this formal consultation process, Miramar town centre users were also informally surveyed.

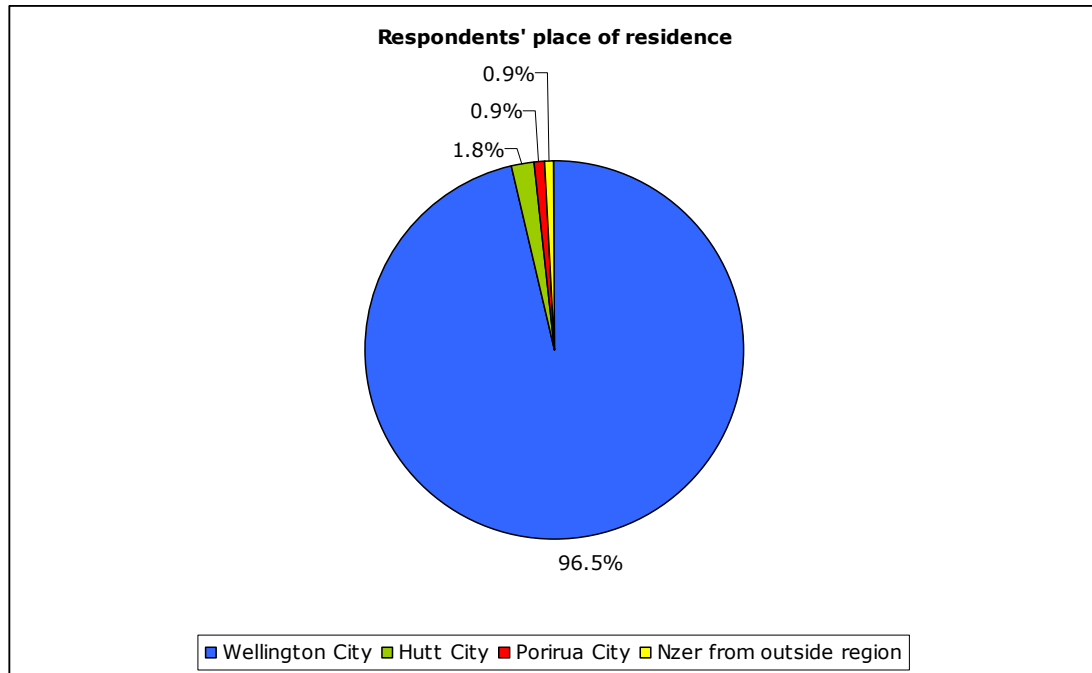
## **Methodology**

The overall purpose of this project was to ascertain Miramar Town Centre users' perceptions of the town centre, and to identify areas for potential improvements. In order to achieve this, an intercept survey was used.

The intercept survey covered a number of topics relating to both the town centre itself, and the wider Miramar Peninsula. Respondents were asked about how they currently use the town centre, to identify its best features, and to indicate where improvements could be made. Respondents were also given an opportunity to comment on any issues/suggested improvements in the wider Peninsula environment.

Two surveyors conducted the intercept survey over the course of five days in May (Wednesday 11<sup>th</sup>, Thursday 12<sup>th</sup>, Saturday 14<sup>th</sup>, Wednesday 18<sup>th</sup>, and Thursday 19<sup>th</sup>) between the hours of 10am and 2pm. Most respondents were surveyed either outside the public library or the New World supermarket, where the WCC concept plans were on display. In total, 113 surveys were completed during this time.

**Graph one**

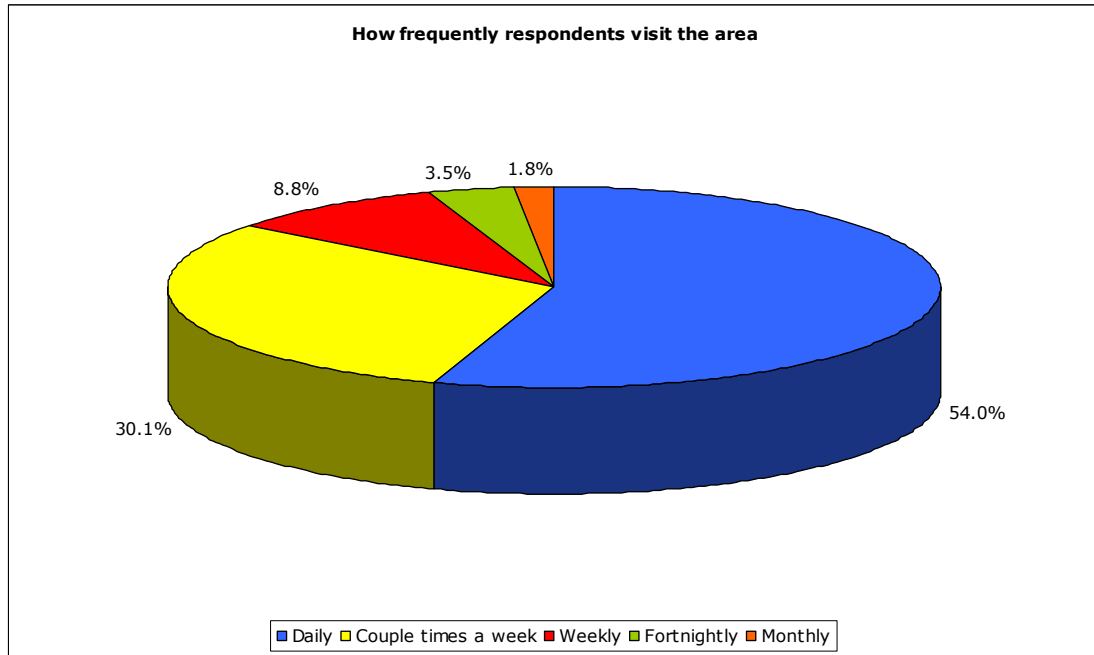


As Graph one shows, the majority of respondents live in Wellington City, with 64% of these respondents living in Miramar. This would suggest that local residents are the primary users of the Miramar Town Centre during the daytime, alongside those who work in the immediate area.

## **Usage of the Miramar Town Centre**

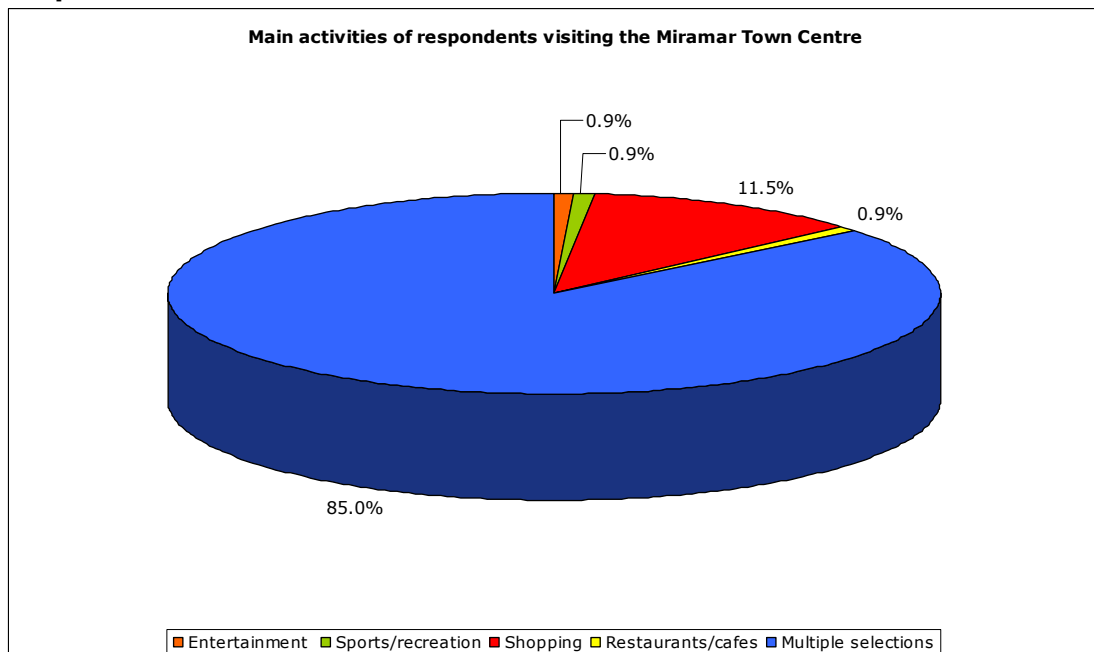
As Graph two shows, most respondents are regular users of the Miramar Town Centre, with 54% of respondents visiting the town centre daily, and a further 30.1% visiting a couple of times each week. Given that the majority of respondents either live or work in Miramar, this is not too surprising.

**Graph two**



Graph three shows that most respondents (85%) use the town centre for undertaking a range of activities, although the majority appear to visit for the purpose of shopping or using the local restaurants and cafes.

**Graph three**



## **Best features of the Miramar Town Centre**

Overall, comments from respondents revolved around two key factors: the amenities/facilities offered by the town centre, and the layout of the town centre itself. A brief discussion of each is provided below.

### **Amenities/facilities available in the town centre**

Most respondents indicated that the range and quality of the amenities and facilities available, especially the range of shopping facilities, were among the best features of the Miramar Town Centre. This is not surprising given the high number of respondents who use the town centre for the purpose of shopping (alongside other activities). A number of respondents pointed out that the convenience and ease of shopping in Miramar was a particularly valuable feature:

*Everything I need is convenient*

*Lots of community facilities and services*

*Close together and convenient location*

*Comprehensive facilities for a suburban centre, self-contained*

Respondents also indicated that the town centre's range of shops is the best feature, particularly the:

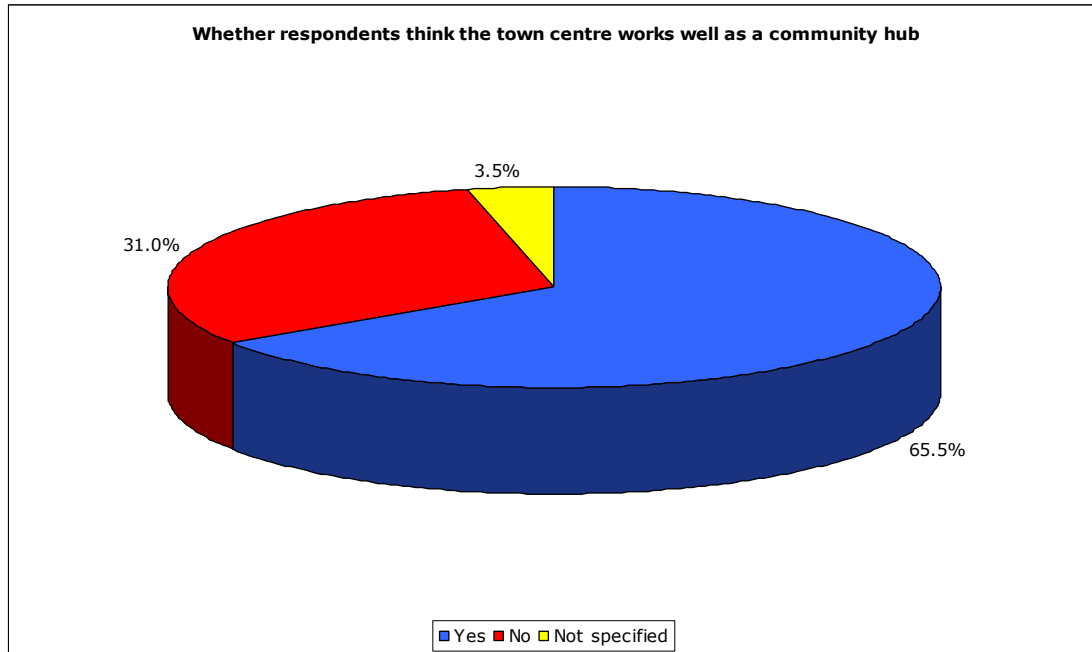
- restaurants/cafes
- supermarket
- garden centre

Of particular note, was the number of respondents who indicated that the newly renovated Roxy Cinema, was one of the best features of the Miramar Town Centre. It is clear from respondent comments that the cinema in particular has enhanced the town centre, and has provided a much-valued facility. Respondents also highlighted the importance of community facilities for the town centre, particularly the Wellington City Council (WCC) library.

### **Town centre layout**

The layout of the town centre was also signalled as one of the town's best features, with most respondent comments revolving around the convenience of the shopping centre for local residents. For local respondents, the town centre provided for all of their needs in a convenient location, where the centre's layout allows for "everything you need in a small area", making it "easy to get around."

## Graph five



As Graph five shows, most respondents (65.5%) agreed that the Miramar Town Centre works well as a community hub (ie. it encourages community interaction, and facilitates access to services). As the comments above indicate, the physical layout of the centre itself appears to provide "*intimacy and [a] community feel.*"

## Suggested improvements

While the majority of respondents (63.7%) had not viewed the concept plans at the time of surveying, most of the suggested improvements corresponded with the issues these concept plans are designed to address. In particular, these suggested improvements could be categorised into two main areas: traffic/roading issues, and overall physical design.

### Traffic/roading issues

#### *Pedestrian safety issues*

The current road design means there seems to be tension between pedestrian and traffic movement around the town centre. On the one hand, people need to be able to navigate the town centre safely on foot (especially with the current parking problems). A number of respondents commented on the need for increased safety for pedestrians, or more pedestrian-friendly spaces:

*Traffic is heavy [and] dangerous for pedestrians – improve pedestrian crossing*

*Traffic's a problem – not pedestrian friendly*

*Change the slip road from Miramar Avenue to Park road – nearly been hit by cars entering Park Road.*

Issues with pedestrian safety are probably compounded by poor traffic flow/congestion issues, which in itself are not helped by the perceived lack of parking (thus contributing further to congestion). As one respondent pointed out, the current pedestrian crossing near the intersection of Miramar Avenue and Park Road, *"is a key inhibitor of traffic movement at the roundabout."*

The current Miramar Town Centre Improvement Plan has already identified a number of issues relating to pedestrian safety. In particular:

- pedestrians have to cross a wide expanse of road to reach the shops from the Roxy Cinema side of Park Road, to the shops on the other side of Park Road
- vehicular access to the parking area crosses the pedestrian path

Both concept plans address the issue of pedestrian safety, albeit in slightly different ways:

- option one gives greater priority to pedestrian flow along Miramar Avenue by introducing a raised pedestrian crossing at the entrance to the parking area to slow down traffic
- option two improves pedestrian safety by removing vehicle access to the parking area from Miramar Avenue.

### *Parking*

A lot of respondents commented on issues with parking, and signalled this as one of the main areas where improvements could be made. Of particular concern was:

- parking restrictions are too short around the main shopping area – need to extend parking times
- not enough parking spaces

A couple of respondents also spoke about problems with the longer-term parks being taken up by nearby workers. Of particular note was the area around the Weta Workshop, with a number of respondents residing in the Stone Street area reporting problems with parked cars (eg. obstructing driveways, and reducing parking space for residents in the daytime). These respondents have already contacted the WCC about these parking issues, but are frustrated by the lack of action resulting from their complaints.

A number of respondents indicated that park restrictions were particularly problematic for visitors to the Roxy Cinema, especially at night-time. This issue has been previously highlighted in an article which reported that in less than a month following the cinema's opening, 114 tickets were issued for cars exceeding the time restrictions. While there are 18 parks located in front of the cinema on Park road, which have no time limits after 6pm, neighbouring parks in the immediate town centre are restricted to 10 or 20 minutes at all times

([www.stuff.co.nz/dominion-post](http://www.stuff.co.nz/dominion-post)). Unlimited parking is, however, available on the residential streets adjoining the centre, although these may be occupied by residents at night-time. Consideration could be given to removing the time restrictions on the parks in the immediate town centre, to help ensure easy access to a key business in the area.

It is important to note that the parking issue has already been identified by the WCC as an issue for the town centre, and both concept plans address the issue of parking in the Miramar Avenue/Park Road shopping area in slightly different ways.

The lack of adequate parking also seems to have raised some tensions between the taxi drivers and local businesses. One taxi driver respondent reported that one of the local businesses near the taxi stand harasses all the taxi drivers for taking up valuable parking space. Consequently, relocating the taxi stand, as proposed by both concept plans (but concept plan one in particular) may go some way to resolving this tension.

### *Traffic flow/congestion*

Another key problem identified by respondents was issues with traffic flows and congestion, particularly around key locations around the main shopping area:

*[It is] difficult getting out of New World carpark because of traffic.*

*Reduce traffic [thereby] improving traffic flow.*

*Cut down traffic in the [town] centre.*

*Centre island layout on Park Road doesn't really work, creates congestions [as] people need to get in and out of parking area quickly. Improve vision of intersections by getting rid of centre island.*

The proposed concept plans do to some extent address the area at the intersection of Miramar Avenue and Park Road, however neither one proposes removing the centre island layout. Unfortunately, a lot of the traffic flow/congestion issues identified by respondents are outside of the area addressed by both proposed concept plans. Any future work that addresses the wider town area, however, should take this feedback into consideration.

### *Public transport*

In terms of public transport, a couple of respondents indicated that an improved bus service could help make the town centre more accessible. At the moment, the bus service does not operate frequently enough, and respondents have reported issues with the reliability of the service as well. It may be worth investigating the issue of public transport further as part of the broader Miramar Peninsula work.



## Amenities

A number of respondents reported the need for additional amenities or further development of the town centre area. This includes:

- greater variety of shops
- more upmarket shops – *"get rid of some of the lower quality shops"*
- more commercial development/redevelopment of area
- provision of a local bank
- provide a children's playground
- upgrading/improving the public toilets<sup>1</sup>
- tidying up the bus stop – *"it is often dirty, windy and dark."*

It is worth noting that some respondents commented on the need to "revitalise" the shopping area in light of the Roxy Cinema refurbishment. For most, this involves tidying up the existing buildings in the surrounding area, and maintaining high levels of cleanliness.

## Design

Respondents suggested a number of ways that the design or town centre environment could be improved, including:

- developing a public area, such as a public square or central hub (such as a park)
- provide more seating areas
- increased green space/greenery (eg. flowers)

Although not specifically related to the design of the area, a number of respondents also indicated that there were some public safety issues with the current town centre. In particular, it appears that security at night is a concern for some respondents:

*Few undesirables around, security a problem at night.*

*People loitering around [the] town centre are a problem.*

*Improve safety and security of area.*

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<sup>1</sup> A couple of respondents made comments about the proposed relocation of the public toilets in both concept plans. For example, one respondent stressed that if the public toilets were relocated (ie. new toilets set up elsewhere), then the new toilets would have to be available before the current toilets are decommissioned. Another respondent commented that they were concerned about the statement "toilets to be relocated", without any specific information about where they would be relocated to.

While not specifically addressed by either concept plan, it could be worth investigating how the centre's security can be improved during any development. For example, this may involve increasing the street lighting around certain areas of the centre.

## Miramar Peninsula

As indicated earlier in this report, the survey also gave respondents the opportunity to comment more broadly on any issues with the Miramar Peninsula. Respondents were also asked if there were any improvements that could be considered during the wider Peninsula project work.

### Current issues/suggested improvements

#### *Traffic/roading issues*

As with the Miramar Town Centre, respondents indicated that most of the issues in the wider Peninsula related to traffic/roading issues. For example:

- problems with boy racers
- providing a suburban bus route through to the airport
- improving safety at the intersection of Hobart and Welford Street (eg. making the give way signs clearer), and the intersection at Stone and Hobart streets (currently vision obstructions). Another respondent indicated that they wanted "*something done about Tauhinu Road.*"
- trees in Seatoun are blocking vision at intersections near Strathmore Park
- dangerous pedestrian crossing in Seatoun on Ludlum Street
- review the timing of public transport on the Miramar Peninsula, and investigate how it could be more frequent and reliable (eg. to support activities such as school pick-ups)
- issues with vehicle speeds (and lack of visible enforcement)
- footpath along Shelly Bay and Worser Bay. Footpath from Miramar Wharf to Shelly Bay.

#### *Maintenance*

Respondents identified a range of maintenance issues that need to be addressed on the Miramar Peninsula, including:

- clean road gutters
- clean the paths to Massey's memorial
- Council gardening needs to be attended to
- need for more planting on the hills
- improve street lighting

- *"green verges on roadside are not maintained properly and should be looked at"*
- issue with trimming of large trees, and the damage they cause to the footpath.

### *Development*

Respondents identified a number of areas that would profit from being developed, particularly the Shelly Bay area. Some of the proposed developments for the wider Peninsula include:

- a retirement village
- youth facilities/more emphasis on youth and youth activities
- more attractions in the Scorching Bay play area
- wharf access and seating at the waterfront (eg. wooden slats on concrete)
- motor camp at Shelly Bay
- cycle lanes (which will be somewhat addressed once the Great Harbour Way is completed)

As part of this proposed development, a few respondents also indicated that there is a need to promote the area more actively, in order to attract more visitors.

## **Summary**

The Miramar Town Centre is an important community hub for those who work and live in the Miramar area. Survey respondents report that the layout of the town centre, and the concentration of the amenities/facilities in the area, are among the most valued features of the town centre.

However, as this report has shown, there are a number of issues impacting on user experience of both the Miramar Town Centre, and the wider Miramar Peninsula. The key issues for users of the town centre predominantly revolve around traffic/roading issues, such as parking, traffic flow/congestion, and the resulting pedestrian safety issues. Similarly, these are also key issues for users of the wider Miramar Peninsula.

These findings closely align with the issues and proposed solutions that have already been identified by the Council, and as such, are addressed (to a lesser or greater extent) by the two proposed concept plans. The Council will use this information, in conjunction with that collected through the formal consultation process, to help inform any future development work in this area.

## References

McBride, K, 2011, 'Miramar moviegoers ticketed', *The Dominion Post*, 20 April 2011, available:  
<http://www.stuff.co.nz/dominion-post/news/4907565/Miramar-moviegoers-ticketed>

Miramar Peninsula Framework – Overview, 2011, available:  
<http://www.wellington.govt.nz/projects/new/miramar.html>

# Survey Form

## Miramar Town Centre User Survey

Good morning/afternoon

My name is X, and I'm conducting a survey for the Wellington City Council about the Miramar Town Centre.

If you have five minutes to spare, it would be great to hear your thoughts.

Would you like to participate? (If no, thank them for their time)

### 1. Where do you live?

- Wellington City (specify suburb) (1)
- Hutt City (2)
- Upper Hutt (3)
- Porirua City (4)
- Kapiti Coast (5)
- NZer from outside the region (6)
- International visitor (7)

### 2. How frequently do you visit this area?

- Daily (1)
- Couple of times a week (2)
- Weekly (3)
- Fortnightly (4)
- Monthly (5)

Other (please specify) (6)

## Miramar Town Centre User Survey

### 3. What do you currently use the Miramar town centre for?

- Entertainment (eg. movies) (1)
- Sports/recreation (eg. yoga, Polo Club, Rugby Club) (2)
- Shopping (3)
- Restaurants/cafes (4)
- Community facilities (eg. public library, playground) (5)
- Place of employment/work (6)

Other (please specify) (7)

### 4. Do you think the town centre works well as a community hub/focal point?(eg. does it encourage community interaction, facilitate accessing services, shopping etc....)

- Yes (1)
- No (2)

### 5. WHAT ARE THE BEST FEATURES OF THE TOWN CENTRE? (eg. easy parking, easy walking from one facility to another, easy to access by public transport, good shops, convenient to where you live?)



## Miramar Town Centre User Survey

6. HOW DO YOU THINK THE TOWN CENTRE COULD BE IMPROVED? eg. more parking spaces, more places to sit and rest, increase the safety for pedestrians, make it easier to reach by public transport, more shops, more public art, more planting?

7. Are there any issues elsewhere on the Miramar Peninsula that the Council should address?

- Yes (1)
- No (2)
- Don't know (3)

8. If answered yes to question 7, what are the issues/suggestions for improvement?

9. Have you had a chance to view the two concepts on public display yet?

- Yes (1)
- NO (2): the public displays are at the public library and the New World supermarket - OFFER A PAMPHLET TO TAKE AWAY

That's all the questions I have for you today. Thank you for taking the time to participate.

ASK THEM IF THEY WOULD LIKE TO TAKE A PAMPHLET AWAY WITH THEM