

Minutes of a meeting of the Nelson City Council

Held in the Council Chamber, Civic House, Trafalgar Street,
Nelson

On Thursday 26 June 2014, commencing at 9.06am

Present: Her Worship the Mayor (R Reese), Councillors L Acland, I Barker, R Copeland, K Fulton, M Lawrey, B McGurk, P Matheson, G Noonan, P Rainey, T Skinner and M Ward

In Attendance: Chief Executive (C Hadley), Group Manager Corporate Services (N Harrison), Acting Group Manager Strategy (N McDonald), Acting Group Manager Community Services (H Kettlewell), Manager Administration (P Langley), Administration Adviser (E-J Ruthven), and Youth Councillors (J Cotton and S Mackay-Wright)

Apology: Councillor E Davy

Opening Prayer

Councillor Skinner gave the opening prayer.

1. Apologies

Resolved

THAT the apology from Councillor Davy be received and accepted.

Her Worship the Mayor/Acland

Carried

2. Interests

There were no updates to the Interests Register, and no conflicts of interest with agenda items were declared.

3. Confirmation of Order of Business

Her Worship the Mayor advised that there were changes to the public forum presentation identified on the agenda, and two additional public forums for the meeting.

With regards to the public forum presentation noted on the agenda face, Her Worship the Mayor explained that, rather than Rob Stevenson, Scott Gibbons and Renata Mijatovic-Schrader would be addressing Council.

She added that Cathy Madigan, of Uniquely Nelson, and Mr Graeme O'Brien would also make public forum presentations regarding Winter Parking Initiatives.

Attendance: Councillor Fulton joined the meeting at 9.10am.

4. Public Forum

4.1 Parking Strategy

Scott Gibbons and Renata Mijatovic-Schrader, representing inner city landlords and retailers, spoke about the proposed Parking Strategy.

Mr Gibbons tabled a document (A1211350), which he spoke to. He said that inner city developers, landlords and retailers wished to work alongside Council to create a healthy and vibrant CBD for Nelson. He acknowledged that free car-parking would not be a 'silver bullet' for retailers, and that inner city businesses also needed to work together to create a vibrant retail environment.

Renata Mijatovic-Schrader tabled a document (A1211320), which she spoke to. She said that, in her opinion, stricter enforcement of parking was driving customers towards shopping in Richmond rather than in the Nelson CBD. She added that free parking in the Nelson CBD would not be a solution to all issues that retailers faced, and she encouraged Council to carry out focus group sessions with inner city retailers.

In response to questions, Ms Mijatovic-Schrader suggested that two hours' free parking each day in Nelson would be sufficient. She said that the previous 'free Tuesday' parking initiative had unwittingly reinforced the message that parking was not free for the remainder of the week. She further noted that retailers and Uniquely Nelson would need to work together, especially around upcoming events such as Light Nelson and the Winter Music Festival.

4.2 Winter Parking Initiatives

Cathy Madigan, of Uniquely Nelson, tabled a document (A1211298) and spoke about winter parking initiatives.

She spoke about the previous 'free Tuesday' winter parking initiative, and the concerns that Uniquely Nelson held regarding this initiative. She suggested that it was important to have some level of free parking daily in the Nelson CBD through the winter period, in order to remove this point of difference between Nelson and Richmond. She spoke about promotional activities that Uniquely Nelson would undertake to

promote any free parking initiative, and about other activities promoting Nelson City through the winter period.

In response to question, Ms Madigan said that Uniquely Nelson would send a strong message to inner city businesses that any free parking initiative was intended to be used by customers, and should not be misused by inner city workers. She said that regional paymark and eftpos statistics, along with year on year sales comparisons by core city businesses could be used to measure the success of any free parking initiative.

4.3 Winter Parking Initiatives

Mr Graeme O'Brien spoke about the proposed winter parking initiatives. He noted the proposed cost of the initiative, and explained his concerns that the burden of covering the cost would fall to ratepayers.

5. Mayor's Report

Document number A1207979, agenda pages 4-5 refer.

Her Worship the Mayor noted the rainfall event of the previous day.

She also spoke about Trevor Wilson's service to Whakatu Marae, and outlined the Top Shop initiative.

Resolved

THAT the Mayor's Report (A1207979) be received.

Her Worship the Mayor/Matheson

Carried

6. Support for Nelson CBD – Winter Incentives

Document number A1207119, agenda pages 6-65 refer.

The Chief Executive presented the report.

She emphasised that parking in Nelson CBD was governed by Council's Parking and Vehicle Control Bylaw 2011, and that any decision of Council regarding parking charges needed to be made in accordance with the bylaw. She outlined the various options presented in the report, and emphasised that any trialled changes must be easy to implement and communicate.

Her Worship the Mayor, seconded by Councillor Ward moved

THAT the report Support for Nelson CBD – Winter Incentives (A1207119) be received;

AND THAT Council note the parking study will be reported back to the Planning & Regulatory Committee and be the basis for any change in parking strategy long term;

AND THAT Council demonstrate its support for Nelson CBD businesses, by the introduction of a 12 week trial period of free parking in the CBD, from 1 July 2014 to 30 September 2014, on the basis of free parking to the time limit as signed in the different areas of the Nelson CBD (and set out in the Nelson City Council Parking and Vehicle Control Bylaw 2011), to a maximum of three hours (noting that the central area of Wakatu Square will remain all day, paid parking);

AND THAT this be available six days' per week;

AND THAT Council note the introduction of reminders for soon to expire Warrants of Fitness and Vehicle Registrations;

AND THAT Council indicate that as a result of this initiative, it anticipates businesses will implement complementary programmes to attract shoppers;

AND THAT monitoring of the impact of this initiative on parking occupancy and duration of stay be undertaken by officers;

AND THAT authority be delegated to the Chief Executive to investigate the feasibility of providing a coupon for a return trip into the Nelson CBD on NBus, for two, and implement this if practical for inclusion in a rates mail out;

AND THAT the Chief Executive work with SBL to vary the contract to allow for 'wrapping' of the NBus for promotion of Nelson attractions;

AND THAT the financial impact of these initiatives on parking revenue and bus fares be reported on to the Governance Committee at the end of the period;

AND THAT a focus group with CBD businesses be undertaken by officers at the end of the period to understand the value of and issues with the initiative.

6.1 Cost of Initiative

In response to questions, the Chief Executive explained that parking meter revenue was approximately \$95,000 per month, and that this would be likely to drop throughout the trial period. She said that there would still be some parking meter revenue incoming, for example, from people choosing to pay for all-day parking in Wakatu Square.

In response to further questions, the Chief Executive explained that the figure of \$95,000 did not take into account any revenue gathered through enforcement measures, although Council would still receive any revenue generated this way throughout the trial. She said that any shortfall in parking meter revenue would need to be funded from general rates.

In response to additional questions, she explained that it was not possible to include central Wakatu Square within the trial on Saturdays only, as this would likely lead to confusion. She added that the Parking Study would likely be reported back to Council during the trial period.

6.2 Enforcement Activities

In response to a question, the Chief Executive explained that parking wardens would continue to enforce time limits, including the customary 10-minute 'grace period'. She gave examples of other New Zealand cities where free CBD parking had been trialled, and said that enforcement of time limits had been an integral part of the success of such trials.

In response to further questions, she said that parking wardens carried out their jobs in a fair manner.

6.3 NBus Initiatives

In response to questions, the Chief Executive explained that there were a number of technical issues to consider with regards to providing free return NBus passes with a future rates mail-out, and that it may be appropriate to take this step as spring approached. She said that the proposed 9am start time for free NBus passes was linked to current retail and enforcement hours, as well as attracting new NBus travellers.

In response to further questions, the Chief Executive said that inclusion of free NBus passes in a rates mail-out had limitations, but was being considered as a first step towards demonstrating value for money for ratepayers, and encouraging new users of the NBus.

In response to additional questions, the Chief Executive advised that currently there was no provision within the NBus contract for busses to be 'wrapped' with advertising, and that the officer recommendation proposed to initiate this discussion with SBL.

Councillor Fulton, seconded by Councillor Copeland moved an amendment to add as the ninth clause to the motion

AND THAT further initiatives to promote the NBus are investigated and reported to the appropriate committee

The mover and seconder agreed to incorporate this clause into the motion.

Attendance: The meeting adjourned from 11.04am to 11.17am.

Councillors debated the motion. There was general agreement that it was important to support inner city retailers in this manner, however several councillors emphasised that initiatives to increase the use of NBus in bringing people into the CBD should also be encouraged.

Several councillors also noted the need for inner city businesses to support the trial by developing other initiatives to draw people into the inner city, by recognising the need for enforcement of parking time limits throughout the trial, and by ensuring that the free parking initiative was not abused by workers taking advantage of free parking to park within the city.

Councillor Lawrey, seconded by Councillor Rainey, moved an amendment to substitute clause three of the motion with the following clause:

AND THAT Council demonstrates its support for Nelson CBD businesses by introducing a 12 week trial period of free parking in Montgomery and Buxton Squares for a maximum of 3 hours, and in Millers Acre to the time limit signed, to a maximum of three hours.

Councillors debated the amendment.

Those in support noted that free parking in these carparks would encourage a small amount of walking to take shoppers past different retailers, and would prevent a negative reaction should free parking be withdrawn at the end of the winter trial period. Those against the amendment suggested that this option could be considered at the conclusion of the trial, and that it was preferable to await the results of the Parking Study first.

The amendment was put and lost, and the meeting returned to consider the substantive motion.

Resolved

THAT the report Support for Nelson CBD – Winter Incentives (A1207119) be received;

AND THAT Council note the parking study will be reported back to the Planning & Regulatory Committee and be the basis for any change in parking strategy long term;

AND THAT Council demonstrate its support for Nelson CBD businesses, by the introduction of a 12 week trial period of free parking in the CBD, from 1 July 2014 to 30 September 2014, on the basis of free parking to the time limit as signed in the different areas of the Nelson CBD (and set out in the Nelson City Council Parking and Vehicle Control Bylaw 2011), to a maximum of three hours (noting that the central area of Wakatu Square will remain all day, paid parking);

AND THAT this be available six days' per week;

AND THAT Council note the introduction of reminders for soon to expire Warrants of Fitness and Vehicle Registrations;

AND THAT Council indicate that as a result of this initiative, it anticipates businesses will implement complementary programmes to attract shoppers;

AND THAT monitoring of the impact of this initiative on parking occupancy and duration of stay be undertaken by officers;

AND THAT authority be delegated to the Chief Executive to investigate the feasibility of providing a coupon for a return trip into the Nelson CBD on NBus, for two, and implement this if practical for inclusion in a rates mail out;

AND THAT further initiatives to promote the NBus are investigated and reported to the appropriate committee;

AND THAT the Chief Executive work with SBL to vary the contract to allow for 'wrapping' of the NBus for promotion of Nelson attractions;

AND THAT the financial impact of these initiatives on parking revenue and bus fares be reported on to the Governance Committee at the end of the period;

AND THAT a focus group with CBD businesses be undertaken by officers at the end of the period to understand the value of and issues with the initiative.

Her Worship the Mayor/Ward

Carried

Resolved

THAT Pursuant to clause 6 of the Nelson City Council Parking and Vehicle Control Bylaw 2011 the Council resolves that for the months of July, August and September 2014:

- (i) there shall be free parking in all metered and pay and display parking areas within the Nelson CBD, up to the maximum time allowed and displayed for continuous parking in the parking space used;**
- (ii) except that this free parking dispensation shall not apply to the Wakatu Square pay and display area.**

Noonan/Barker

Carried

There being no further business the meeting ended at 11.47am.

Confirmed as a correct record of proceedings:

_____ Chairperson _____ Date