



Making the Case for Road Space Reallocation



New Zealand Walking Conference 2-3 August 2010



Background

- Major arterial corridors are for A to B trips
- Residential areas have built up around key corridors
- Predict & Provide Planning has catered for the dominant mode of transport
- The economic impact of pedestrians, cyclists and public transport users has been underestimated









What is Road Space Reallocation?



Road Space Reallocation involves shifting more road space to specific transportation activities, and managing roadways to encourage more efficient and equitable transportation.

(Victoria Transport Policy Institute, 2008)





Types of Road Space Reallocation

- Improved Road Safety
- Wide footpaths
- Pedestrianisation
- Cycle Lanes
- Bus Lanes
- High Street Urban Design





Obstacles to implementation



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- Most people travel by car!
- Declining active travel
- Less accessibility and more mobility
- "Right to Drive"
- Retailers consider that parking is vital to economic success

- We want to encourage more sustainable transport trips?
- Increasing congestion problems in our major cities
- It is difficult to justify schemes favouring sustainable transport modes economically
- Schemes often attract negative feedback from the local business community and the general public

Need for local evidence!!



Why consider reallocation of road space















Accessibility



Sustainable Mobility





Research Aims & Objectives





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- Function and use of the road network
- Readiness for change
- Economic value of shoppers
- Economic value of pedestrians
- Economic value of cyclists
- Economic value of public transport
- Value of drivers and parking
- Value of road safety





Economic Value of Pedestrians



- 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%





Economic Impact of Public Transport

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- LUAS Tram Network, Dublin
- 3 routes opened in 2004
- After study completed 2006 by Millward Brown IMA





- Retail rental rates increased by 29% on the red route
- Staff punctuality improved on the green line
- Improved customer access
- Control groups were most dissatisfied



Case Study Compendium

What are we looking for?

- Key aims of the schemes
- Location
- Type of facilities provided e.g. widened footpath
- Cost of facility/funding parties;
- economic benefit analysis (if available)
- Pedestrian/traffic count data (if available)
- Political decisions (if available)
- Policy background
- Barriers to development
- Consultation process.

Reallocation of road space

BY TRACY ALLOTT

councils around the country are reviewing the ation of road space within dity. local and district atres in order to create more sustainable and mmunities. As a nation we are also trying to ge more walking, cycling and public transport journeys which in turn will help to address the impact of congestion in urban and local centres

It is believed that reducing traffic congestion in our tow ntres will allow the transport corridor to be used to provide a high quality environment for all users of the transport network while retaining the required through traffic function on our arter-al and collector road networks.

Established methods of road space reallocation include traffic calming, pedestrianisation, cycle lanes and bus lanes. Not everyone welcomes the implementation of some of these measures however, and schemes have been known to encounter resistance in some locations.

Experience has shown that local businesses and the general public may object to schemes which involve the removal of parking spaces and road space where there is a perception that these measures will reduce bus ness from passing trade. In addition, there can also be objections from the general public when undertaking major changes to the local transport and urban environment.

International studies have indicated however, that once reallocation of road space schemes have been implemented, the economic benefits become annarent and positive feedback is received from the general public.

Results from a recent study in the UK strongly suggest that sustainable transport users have a higher economic value for local shops as they tend to spend more frequently than car

However, despite the level of international research already undertaken to assess the economic impact of pedestrian, cycling and public transport schemes, the relevant data is still limited and closs not provide sufficient local examples. The economic impact of transport on the vita ity of shopping centres in New Zealand has not been fully explored to date

For this reason a research project has begun, as part of a New Zealand Transport Agency programme, to provide economic data on how much time and money people spend in an area in elation to the mode of transport they use. One of the objectives of the project is to assess the impact of sustainable transport. users on the economy for local businesses

A key output from the first stage of the three-phase project is the compilation of a Case Study Compendium, designed as a central resource for those involved in the development of transportation and urban design schemes

In addition, economic surveys will be undertaken in selecter local shopping centres across to country, with a view to producing statistics on dollars spent per transport user, and vorkshops are planned to help identify the key urban design factors that influence the use of local shopping centres. The research aims to assist local bodies in the design of new



Roading

town centre facilities as well as retro-fittin infrastructure.

Do you have any schemes that could be included in this study We are looking for examples of road space reallocation is

New Zealand and particularly for lessons learned. If you have been involved in a project that has been implemented in this country, the project team would be keen to hear from yo Please contact Tracy Allatt on 03 363 3461 or at tracy allatte beca.com



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- having a one-stop shop for service deliver using your contractor for engineering
- services as well ensuring superior health & safety and ntal perfor



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Case Studies – New Zealand Data

- 9 sites across New Zealand
- 3 in each major city Wellington, Christchurch & Auckland
- 2 sites on arterial roads, 1 central city site
- Additional case studies

Site	Completed Shopping Surveys	Competed Business Owner Surveys
Colombo Street, Christchurch	61	4 out of 30
Papanui Road, Christchurch	27	8 out of 36
Riccarton Road, Christchurch	36	4 out of 14
	10	』 Beca

Points mean prizes!

Beca	Win an iPod – Take 2 mins	to fill in this shopper survey
Shop? _	Day?	Time?
1) Did you	intend to visit this shopping area/centre today?	6) Did you (or will you) visit any other shops in this shopping centre/ area today?
		Yes 🗆 No 🗆 If no, go to Q8
2) How mu Under \$15	uch did you spend in this shop today? \$16 to \$50 \$51 to \$100 \$101 to \$300 \$300 +	If yes, approximately how much did you (or will you spend at these <u>other shops in total</u>?
3) How die Walk	d you travel to this shop today? Cycle Bus Car Driver Car Passenger Other	loniy spent Under \$16 \$41 \$101 \$300 + \$in this shop \$15 to \$40 to \$100 to \$300 □ □ □ □ □ □ □ □
À	🙇 📮 🚔 🚗 🙀	8) How much time did you spend in this shopping area/centre today?
□ K 0*****		Under 15-30 31-60 Over 60 15 minutes minutes minutes minutes
If Other	please specity	9) How often do you visit this shopping area/centre?
4) lf you d O	rove today where did you park? On Street On Street Off Street Didn't drive utside Shops Elsewhere Car Park go to Q5	2-3 times Daily a week Weekly Forthightly Monthly Less frequent D D
5) Do you same tran	always travel to this shopping area/centre using the sport choice?	Very bad Bad Ok Good Very Good
	Yes 🗆 No 🗆	Turn over now to enter the iPod competition

If you want to be in with a chance of winning an iP prize draw will take place on Monday 1 st June	od please provide your contact details below. The 2010. Winners will be informed after that date.
Name:	Rules
Address (optional):	 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 journeyitip to the shopping area.
E-Mail:	 Your answers to the survey questions are confidential and will be used for the purposes of this research project only.

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

How to Win An iPod and more.....

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.

T

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 on 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.

. E-Mail: Contact Tel no: Name:

Contact Tel no:

The New Zealand Privacy Act 1993 applies to this survey.

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



Colombo Street



 Key Attractors – Post office/ café/tourist shops



Riccarton Road & Papanui Road



- Papanui Road bus priority measures recently implemented
- Riccarton Road busy!!!! Future bus corridor





Additional on-street and off-street parking surveys

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Retailer Responses – All Sites



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Main Data Collection

Economic Surveys

- Additional data collection in 6 other centres
- 3 in the Auckland region
- 3 in the Wellington Region





Urban Design Workshops

- Shopper workshop
- Retailer workshop
- Auckland



Expected Outcomes

Better understanding from retailers on the needs of customers

 Local NZ data on the economic impact of transport users within local shopping centres – finding a pattern?

An understanding of what works and what doesn't! (good practice case study)

A mix and match methodology for local councils to use (surveys)

Consultation techniques to work with local retailers (workshops)

HA BQ

Summary



- Retailers do not necessarily understand all of their customer needs
- Parking is not the most important consideration for shoppers
- Retailers over-estimate the importance of passing trade
- Evidence of what is going on <u>now</u> needs to be collected
- Retailers are keen to be economically successful and relations are improving





Food for thought



