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## **OVERVIEW**

# **TARADALE TOWN CENTRE PROJECT REPORT**

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# 1.0 INTRODUCTION

Napier City Council has a goal to develop a long-term vision and plan for the Taradale Town Centre within the wider Taradale community. To help achieve this the Napier City Council has undertaken a community consultation process to identify what the Taradale community believe is the real "character and soul" of their township and what their vision is for Taradale's Town Centre in five to ten years time. The report aims to identify the current views of Taradale's residents, town centre users, businesses, service providers and the wider community.

Generally the community survey asked respondents if they enjoyed living in the Taradale, to rate the physical and intangible features of the area, identify distinctive features of the Town Centre and to indicate strengths and weaknesses and any desired improvement for Taradale in the future.

To ensure that the whole of Taradale has an opportunity to share their opinions, the respondents were engaged from the wider base of the Taradale area including residents living on the fringes of the area who are not necessarily town centre users, users of the Taradale Town Centre living close to the centre, community groups based near the town centre, and local youth attending Eastern Institute of Technology. The focus then narrowed to those with a particular vested interest in Taradale, such as shop/business owners and interest groups.

This Overview of the Taradale Town Centre Project is derived from the information produced from the four volumes:

## **Volume 1 - TELEPHONE SURVEY**

This volume provides a summary of the results of the telephone survey covering Taradale residents and residents from surrounding areas.

## **Volume 2 - STREET SURVEY**

This volume provides a summary of a street survey conducted with people approached and interviewed at the Taradale town centre area.

## **Volume 3 - PUBLIC WORKSHOP**

This volume provides a summary of a public workshop convened held at the Taradale Town Hall where participants attended an interactive workshop to discuss their views and ideas for Taradale.

## **Volume 4 – ECONOMIC SURVEY**

This volume provides a summary of surveys and discussions about the economic importance of Taradale with businesses and service providers based in and around the Taradale town centre.

## **2.0 METHODOLOGY**

Five different methodologies were used to obtain the necessary information. The usefulness of undertaking various consultation approaches is that the different sets of results could then be compared and also used to substantiate initial findings.

The following three methods focused on the wider community who either were residents of Taradale, users of the Taradale town centre or had some interest in the Taradale area.

### **2.1 TELEPHONE SURVEY**

A telephone survey covering Taradale residents and residents from surrounding areas was conducted between 22 March to 2 April 2005. This method involved feedback from the widest area of the Taradale area. A total of 300 people participated in the survey.

### **2.2 STREET SURVEY**

A street survey, using questions similar to the telephone survey, was conducted over the period 29 March to 9 April 2005 in the Taradale town centre. A total of 669 people were interviewed, most were approached in the Taradale town centre area.

### **2.3 PUBLIC WORKSHOP**

A public workshop convened on 30<sup>th</sup> March 2005 at the Taradale Town Hall. Sixty participants attended the interactive workshop that involved group interaction and discussion. Most of the attendees had some interest in the Taradale either as a local business owner or service provider or a representative of a Taradale community group.

### **2.4 BUSINESS SURVEYS**

The fourth and fifth methods used involved surveys about the economic importance of Taradale and were targeted to businesses and, service providers either based within or nearby the precinct of the Taradale town centre. Local people with a close interest in the future development of Taradale were also surveyed.

- Fifty-seven respondents participated from the Taradale Shopkeepers Association.
- Twenty-nine people participated from the Taradale Development Association.

## **3.0 PROFILE OF TARADALE**

The Taradale area covered in this study included the suburbs of Meeanee, Poraiti, Greenmeadows, the more immediate Taradale area itself and Waiohiki.

Accordingly, a statistical and information profile of both the Taradale area and its main business centre was developed. The statistical profile was based on Census and more recent Statistics New Zealand results, and covered population, household, social and economic aspects, whilst the information profile relied primarily on the survey of Taradale business centre members.

The Town Centre is part of the wider Taradale community, it is important that any proposed redevelopment of the Centre is implemented with a good understanding of the nature of and trends in that broader community.

The key results from the statistical profile included the following:

### **3.1 Population**

Taradale is a very important part of Napier City, accounting for approximately a third of its population and households. In general, the area's population is older than the rest of the City. Apart from Waiohiki, the population is predominantly European, with its Maori population share well below the overall City figure. Taradale's population has grown significantly over the past 15 years by over 4000 and a similar level of growth is projected for the next 20 years, with the development of new housing in the Poraiti/Lagoon Farm area. Taradale's older population in particular, is expected to continue to increase quickly.

### **3.2 Dwellings**

Since 1991, the total number of dwellings in Taradale has risen by some 2400 and is forecast to increase by a further 2000 or so over the next 20 years. This change will include more families without children, less two-parent families, more single-parent families and an increased number of single-person households.

### **3.3 Education/Qualifications**

The level of formal educational qualifications is generally higher in Taradale than for the Napier City population as a whole. The area contributes 40% to the total of Napier adults in employment. About 75% of these are in fulltime employment and 25% in part-time employment. The leading local industries for the employment of Taradale residents at the time of the 2001 Census were wholesaling and retailing, manufacturing, business services, education and health services. The leading occupational groups for the Taradale workforce were service and sales, professional, clerical and administration/management.

### **3.4 Income**

The main income sources for the Taradale population are wages/salaries and business/investment income, the same as for the City as a whole. Income levels are highest in Poraiti/Meeanee and are noticeably above the City-wide level. The significant proportion of people earning incomes in the under \$20,000 range reflects the higher proportion of older people living in the Taradale area.

### **3.5 Taradale Businesses**

Statistics New Zealand information indicates a total of 182 individual businesses operating in the Taradale commercial area in 2004, employing a total of 1,010 persons or about 5% of all those employed in the City.

The leading categories of business are retailing, professional business services, health and medical services, welfare services, cultural and recreational services, and personal and household services.

Retailing businesses in the area include clothing, bakeries, food takeaways, bookshops, and pharmacies. Hospitality services include pubs/bars and cafes/restaurants. Business services include banks, real estate agencies and IT services.

Over the 2000-2004 period, total employment in the Taradale business area increased by almost 300 or 40%, with strongest growth occurring in retailing and business, hospitality, health and financial services.

The surveys and consultation with of members of the Taradale Shopkeepers' and Development Associations provided the following results:

Most of the businesses in the Taradale commercial precinct are well-established in the area, with over a third having operated there for over 20 years and another third for 11-20 years

Nearly 80 % of the businesses were local owner-operated enterprises.

Approximately 60% of those employed in the businesses were working fulltime.

70% of the firms had an annual turnover currently in excess of \$250,000. Over half of the firms had recorded annual turnover growth over the last 5 years, of above 6%.

The Taradale area is the most important market for firms in the business zone, followed by the rest of Napier City.

#### **KEY SUMMARY PROFILE OF TARADALE**

*Taradale makes up a third of the Napier's population and households. Predominately European and with the oldest population of Napier.*

*New housing developments in Poraiti and Lagoon Farm area will see significant increase in population. Dwellings set to increase by a further 2000 in next 20 years.*

*Highest level of formal educational qualifications, contributes 40% of total Napier adults in employment.*

*Wages/Salaries and business/investment are the main sources of income. Highest income level in Poraiti/Meeanee in Taradale, and compared to rest of the city.*

*Significant proportion of Incomes under \$20,000 reflected by higher proportion of older people living in Taradale.*

*182 businesses, employing 1,010 persons, operated in Taradale's commercial area.*

*Leading categories of business are retailing, professional business services, health and medical services, welfare, cultural and recreational services, personal and household services.*

## **4.0 COMMUNITY PERCEPTION OF TARADALE**

For the purposes of this overview, the following summary of points is based on the views and ideas of 1,100 respondents who participated in the consultation process.

### **4.1 KEY GROUPINGS**

All the responses have been sorted into three main groupings based on how participants were engaged, the questions asked in the survey, the background and interests of that the participants had in the Taradale area.

#### **4.1.1 Wider Taradale**

Responses relating to the whole of Taradale made up of respondents, mainly from the telephone survey and part of the street survey respondents. The survey questions focused on the wider Taradale area.

#### **4.1.2 Town Centre**

Responses relating to the Taradale Town Centre made up mainly of the street survey respondents, the workshops participants and a small portion of the business and services survey. The survey questions asked respondents to consider the wider Taradale area and gradually narrowed the questions onto the town centre area.

#### **4.1.3 Business & Services**

Responses relating to the economic development of the Taradale Town Centre made up of the workshop and the survey responses from the Taradale Shopkeepers Association and the Taradale Community Development Association. The survey targeted the economic significance of Taradale and development of the Taradale town centre.

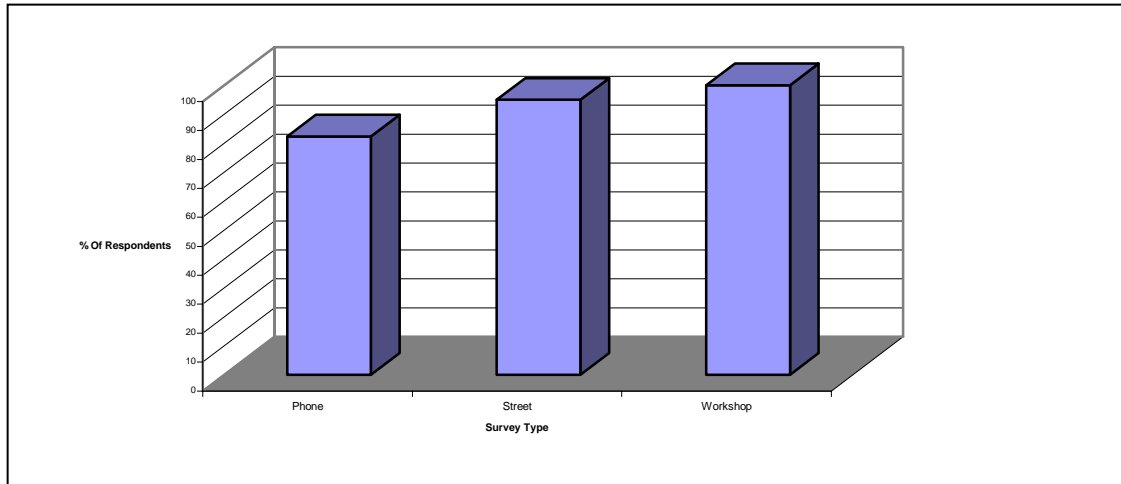
### **4.2 ENJOYMENT OF LIVING OR USING TARADALE**

In regards to respondents enjoying living or utilising Taradale, a large percentage of the respondents enjoyed living in or utilising the Taradale area.

The main reason being atmosphere/small town feeling, activities/things to do, convenience, everything you need, shops/retail/business, home/family/friends, environment/attractive/clean & green and Other (for various reasons).

The other reasons were easy (accessible and free) parking, climate, safety, independent town and culture/lifestyle.

**Figure 1 : Taradale Community Surveys – Enjoyment Living in Taradale (Combined Percentages of Good and Very Good Ratings)**



### **KEY SUMMARY OF COMMUNITY PERCEPTION OF TARADALE**

*Over 95% of the respondents had much enjoyment living in or using Taradale*

***Main Reasons:***

*Small town/village feeling where people had plenty to do, had easy access to a good variety of shops, businesses, services, community and recreational activities.*

*In the town centre, everything that you needed was available, parking was free and easy to get to, the physical appearance of the shops and surrounding clean and green environment.*

## 5.0 COMMUNITY RATING/RANKING OF SPECIFIC FEATURES

Building on the community perception of Taradale, the residents, users, business and service providers were asked their views of the physical and non – physical features of the Taradale town centre.

### 5.1 PHYSICAL FEATURES

Overall, the physical features that rated very good were parks/reserves and recreation/facilities. Other features such as street layout, buildings roads and shop fronts were seen as very good from the wider Taradale and Town Centre group, but rated very poor to average with the Town Centre and Business & Services groups.

#### 5.1.1 Wider Taradale

Rated very high were recreational/facilities, parks/reserves and shop fronts and street layout.

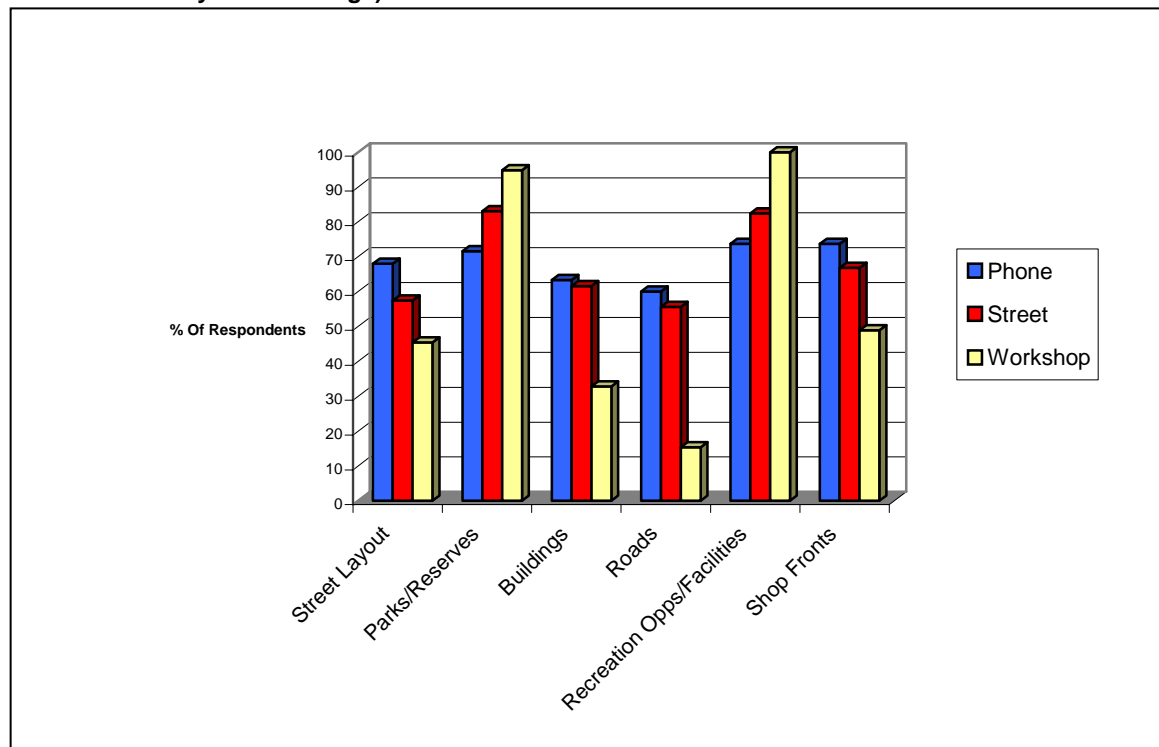
#### 5.1.2 Town Centre

Similar ratings as above, but in a different order as parks/reserves, recreational/facilities and shop fronts.

#### 5.1.3 Business & Services

This group reflected a similar rating for the park/reserves and recreational/facilities but rated the shop fronts, roads and buildings very low.

**Figure 2 : Taradale Community Surveys – Rating of Taradale’s Physical Features (Combined Percentages of Good and Very Good Ratings)**



## 5.2 NON-PHYSICAL FEATURES

In regards to the non-physical or intangible features such as visual appeal, atmosphere, safety, friendliness and sense of community, all aspects were rated good to very good (average 75%) from all three groups.

### 5.2.1 Wider Taradale

Friendliness, atmosphere and a sense of community were the main features highlighted as good to very good.

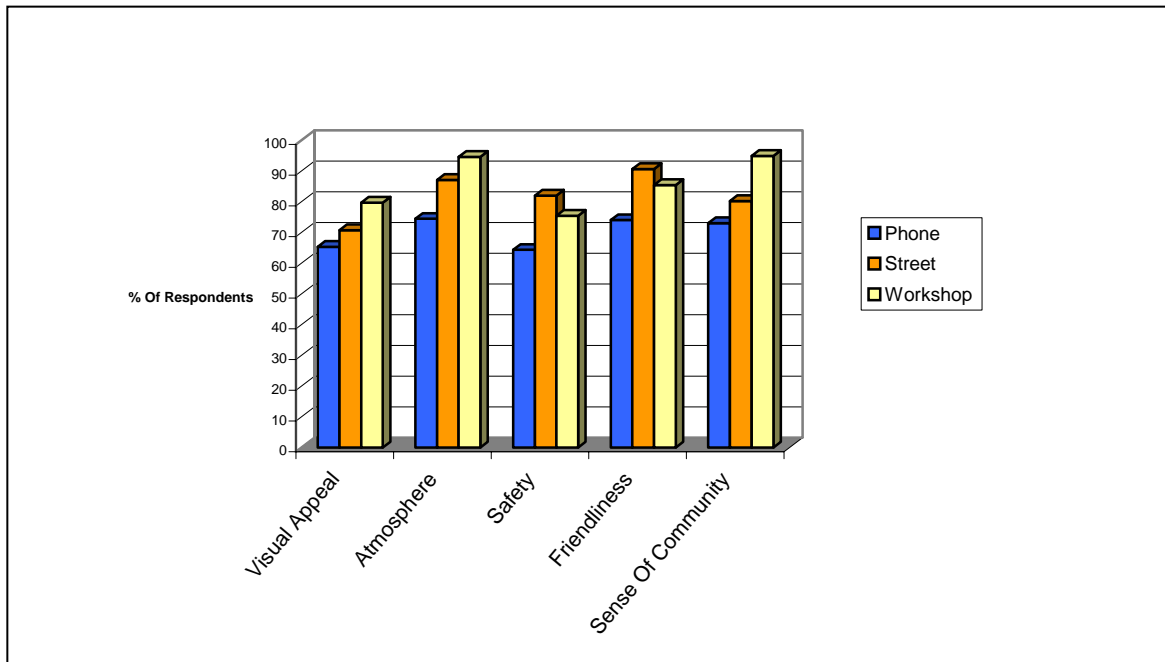
### 5.2.2 Town Centre

Friendliness and atmosphere as a community feature but placed safety ahead of a sense of community.

### 5.2.3 Business & Services

Rated highly were sense of community and atmosphere followed by friendliness.

**Figure 3 : Taradale Community Surveys – Rating of Taradale’s Non-Physical Features (Combined Percentages of Good and Very Good Rating)**



## KEY SUMMARY OF PHYSICAL AND NON-PHYSICAL FEATURES

*Best physical features are the parks, reserves, public and recreational facilities.*

*Poor physical features are the shop fronts, buildings and the road network, especially from the business & services grouping.*

*All groups rated the visual appeal, friendliness, atmosphere, safety and a sense of community as the best non-tangible features.*

## **6.0 STRENGTHS AND WEAKNESSES OF TARADALE/TARADALE TOWN CENTRE**

All respondents were asked to identify the best features or strengths and worst features or weaknesses of the Taradale area and the town centre.

### **6.1 BEST FEATURES / STRENGTHS**

The comments and feedback about the strengths were diverse and covered a range of features from a sense of community belonging such as schooling and lifestyle to physical features such as parking and library, to non tangible features such as pride and safe for family to local icons such as the clock tower, McDonald's Art Deco and the New World supermarket.

#### **6.1.1 Wider Taradale**

Rated very highly were business/retail/economy, community, restaurants/cafes/night life/wineries, sports, Art deco/architecture, attractive/clean & green/parks, activities/things to do/events/concerts and central location.

#### **6.1.2 Town Centre**

Rated very highly were shops/restaurants/services, parks/trees/gardens, parking (accessible and free), convenience/accessible, Other (variety of reasons) and village atmosphere.

#### **6.1.3 Business & Services**

Rated very highly were parking (accessible and free), parks/trees/gardens, clock tower, shops/retail/services, diverse range of shops, central location of retail and services and the supermarket.

### **6.2 WORST FEATURES / WEAKNESSES**

The comments and feedback about the worst features or weaknesses covered a range of features from a sense of community belonging such as issues with people, to physical features such as poor roads and footpaths, to non tangible features such as cleanliness and expensive.

#### **6.2.1 Wider Taradale**

Two top weaknesses identified by respondents were nothing (was wrong with Taradale) and the roads/footpaths/curbs were in serious need of attention.

Refurbishment and maintenance of buildings around the centre and crime/safety were also seen as worst features.

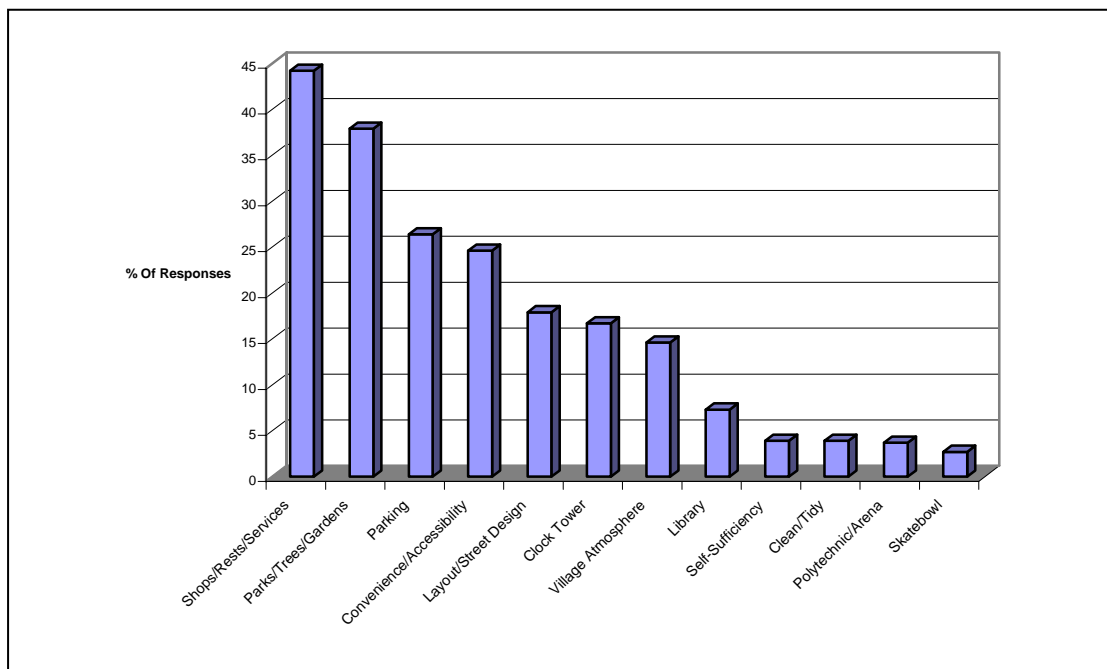
#### **6.2.2 Town Centre**

Some of the features that were earlier identified as the best features were also seen as a negative by product such as parking issues, traffic flow, street/layout/footpaths, shop, Lee Road (traffic and parking) and supermarket (traffic access) parking.

#### **6.2.3 Business & Services**

Similar to the town centre group rating, some of the best features were seen as a negative by product such as parking issues, traffic flow, street/layout/footpaths, lack of corporate shoppers and need of upgrade.

**Figure 4 : Taradale Community Surveys – Street Survey: Best Features/Strengths**



**KEY SUMMARY OF STRENGTHS AND WEAKNESSES**

**Strengths:**

*Access to a variety of quality businesses, retailers and key services in the same location, and having plenty of free parking accessible to shops and amenities.*

*Having a friendly, safe community whilst retaining a village feel, and maintaining and enhancing the clean and green environment to be enjoyed by the whole family.*

*Main advantages of a Taradale business location are seen as being significant local population market, loyalty of local customers, local parking, accessibility, business mix and safety.*

**Weaknesses:**

*Many respondents did not see anything wrong about Taradale, especially from the wider Taradale and Town Centre groupings.*

*Parking, traffic flow, street layout and clearly defined pedestrian crossings was identified as major improvements.*

*Lee Road traffic particularly around the New World side, and at the other end intersecting with Meeanee Road intersection were marked as trouble spots.*

*Business issues include insufficient parking, surrounding traffic network, limited visitor market, overall quality of the business precinct and the lack of room for expansion.*

## **7.0 SUGGESTED IMPROVEMENTS**

The comments and feedback about the main comments are suggested improvements to the Taradale Town Centre.

### **7.1 Wider Taradale**

- Improve roads and traffic flow
- Increase range of shops and services
- General upgrade of shopping area and surrounding areas
- Reduce crime and address gang problem
- Tidy up the reserves
- Other (various reasons)

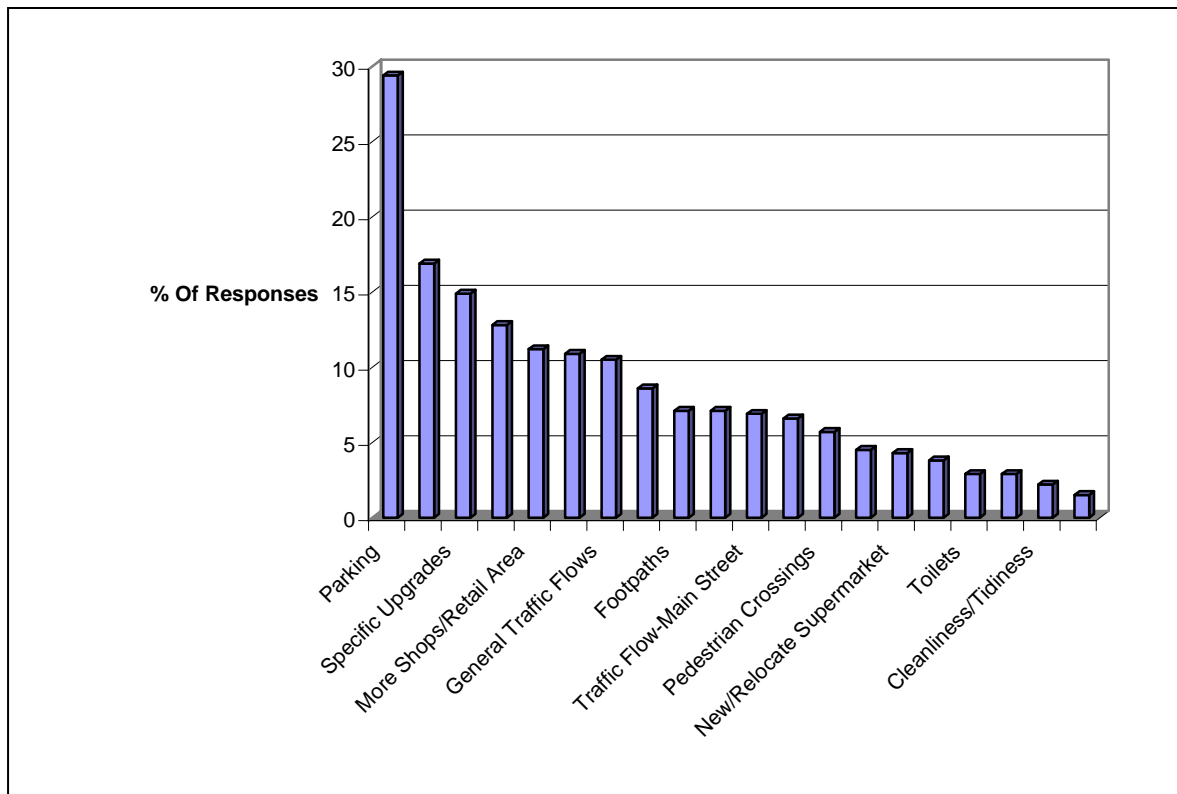
### **7.2 Town Centre**

- Parking improvements but maintain free parking
- pedestrian way/mall through main road,
- general upgrade of shopping area eg more plants, painting
- specific areas in other areas eg pedestrian mall, more public toilets
- activities and more shops for young people
- increase shops and services in the town centre
- safety
- enhance community facilities eg library

### **7.3 Business & Services**

- improve roading network
- beautification of whole town centre
- traffic flow and access to the business area,
- reduction of traffic in main road,
- establishment of a pedestrian mall,
- infrastructure eg telephone exchange system upgrade, flood protection

**Figure 5 : Taradale Community Surveys – Street Survey: Suggested Improvements To Town Centre**



**KEY SUMMARY OF SUGGESTED IMPROVEMENTS**

**Traffic Flow & Parking**

*Major improvements to the road network would ease the traffic flow in and around the town centre, especially on Lee Road and Gloucester Street.*

*Maintain free parking and reconfigure the areas currently available for more parking.*

*Pedestrian mall in the centre of the shopping area to allow safer flow between foot traffic and motor vehicles. Clearly marked pedestrian crossings and ‘walk thru’ access ways between shops and parking behind the shops.*

**Upgrade of the Town Centre**

*Fresher up the visual appeal of the shop fronts and buildings. Beautification with more plants and shrubs on the main street, Lee Road and area by the Mill liquor store.*

*Better lighting and street layout in and around the main road.*

*Wider variety of shops and activities, especially for younger people.*