

# Appendix X

Economics / Business Viability



# PEKAPEKA TO NORTH OTAKI EXPRESSWAY PROJECT: Specialist Report – Economics

(For inclusion in the Social and Environmental Management Section of the SARA)

Prepared For:



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July 2011

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**Project Name:** PP20 Peka Peka to Otaki Bypass (SH1) EIA  
**Client:** NZ Transport Agency  
**Document Reference:** OPUS003.10  
**Date of This Version:** 31 July 2011  
**Status of Report:** Final  
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# 1 Executive Summary

The Peka Peka to North Otaki Expressway Project will change how travellers on State Highway One access and use Otaki, Te Horo and other business locations in the study area. The degree to which each area or business is affected is broadly explained by the degree to which their customer base is composed of travellers using the existing SH1.

The Otaki Railway Retail Area (RRA) is expected to experience a Medium<sup>1</sup> level of effects as a result of the Project, and be the most significantly affected retail area by virtue of currently relying on SH1 travellers for a significant proportion of its customers (spend from non-Kapiti residents makes up 54% of RRA sales). The RRA developed along SH1 as a service area for travellers, and has recently developed a strong retail destination role through its provision of outlet shops. It plays a smaller role in servicing local (Otaki) residents, although locals are dependent on the RRA's supermarket (one of two in Otaki) and Otaki's only petrol stations.

Otaki's Main Street Retail Area (MSRA) is expected to experience only a Low level of effects, a lower level than the RRA by virtue of the different role it currently plays. That role is influenced by a large degree by the MSRA's location, being further away from SH1 and therefore attracting a smaller proportion of non-local residents. The MSRA plays a very strong local role, and as locals are not expected to change their patronage of the MSRA as a result of the Project, the MSRA will be substantively unaffected by the Project.

Other economic areas are expected to experience a wide range of effects, depending on their location in relation to the existing SH1 and their reliance on SH1 for providing their customers. Businesses at Te Horo are expected to experience a Medium to High degree of effects, while businesses further away from SH1 which are more likely to currently function as destinations, are likely to be less significantly affected by the Project (Low level of effects). There are likely to be some time and travel costs associated with the changed access route to these businesses, although given their location – a significant distance from other (non-Otaki) markets – these costs are expected to represent only a Low level of effects.

It is very unlikely that the effects of the Project on study area businesses will be able to be avoided, although it is probable that they will be able to be mitigated. Mitigation measures will need to inform potential visitors to Otaki/Te Horo about what is on offer in the area,

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<sup>1</sup> NZTA PSF/13

and market that offer in a way that makes visitors want to come to Otaki rather than bypass the area on the Expressway.

Key measures to mitigate effects of the Project include new signage on the Expressway indicating what is available in Otaki/Te Horo, advertising Otaki in other markets (e.g. car rental firms, accommodation, Wellington media) to raise awareness of what is on offer and events that may be occurring in Otaki, creating a more aesthetic environment that makes people want to visit Otaki's business areas (street furniture, landscaping etc.) and encouraging new business opportunities to take advantage of this (street-side eateries etc.).

Otaki can be promoted as a destination in and of itself, as has occurred recently with the pull of outlet shopping, rather than merely being a stopping off point. Creating new attractions to provide other reasons to make special trips to Otaki will further mitigate the Project's effects, and may include establishing new events or attractions (such as market days, music festivals) and improved modes of alternate access (such as weekend train excursions from Wellington).

Mitigation measures will need to be employed pro-actively to ensure that by the time the Project is completed, the Otaki economy is well positioned to deal with the potential effects it might create. If mitigation measures are left until after the Project's opening to plan or implement, effects will be felt more strongly and recovery from them will become more difficult.

## 2 Introduction

Market Economics was commissioned by New Zealand Transport Agency (NZTA) to evaluate the likely economic impacts of the Peka Peka to North Otaki Expressway Project ('the Project').

The economic impact assessment is being undertaken in two separate stages. This is the first of the two, the Scheme Assessment Report Addendum (SARA), which identifies likely effects of the Project, prior to confirmation of the preferred scheme by NZTA. Following confirmation of the preferred scheme by NZTA, the second report, the Assessment of Environmental Effects, will be prepared.

### 2.1 Objectives

The primary objective of this report is to identify the likely effects of the Project on retail and service businesses along its route. The Project will change how motorists on State Highway One (SH1) access and therefore patronise businesses in these areas. To identify the likely effects of the Project, this report:

- identifies the areas that may be affected;
- assesses how these areas currently function, and;
- identifies how this function may change as a result of the Project.

### 2.2 Scope

#### 2.2.1 Geographical

This report assesses the effects of the Project on retail and service businesses between north Otaki and Peka Peka (the study area). The study area's largest retail areas are Otaki's Main Street Retail Area (MSRA, which is 1.5 km west of SH1 along Mill Rd) and the Railway Retail Area (RRA), which is located adjacent to the existing SH1. The effects on retail activities in smaller retail areas within the study area are also assessed in this report. Maps of the study area are provided in Appendix 1.

#### 2.2.2 Economic Sectors

The focus of this assessment is on the potential effects of the Project on the retail and household service sector<sup>2</sup> in the study area. Businesses in these sectors form the core of retail centres, and depend to a large degree on location for their success, as they require ready access to a large number of consumers, making many small transactions.

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<sup>2</sup> Classification provided in Appendix 2



It is less likely that other types of businesses (e.g. offices and industrial) will be affected in the same way because they are less dependent than retail on their location to attract business (not being as reliant on pass-by and impulse customers). That is not to say that the transport network is not important for non-retail businesses, and the assessment includes a section on the potential qualitative effects on non-retail businesses.

**Figure 2.1: Otaki Town Retail Areas**



### 2.3 Approach

This study assesses the impact of the proposed realignment of SH1 on the retail and service sector between Peka Peka and Otaki, and is structured as follows:

- Section 3: Project Description.
- Section 4: Existing Environment. This section establishes a baseline that describes the current economic environment of the study area, including key characteristics of demand (consumers) and supply (businesses).
- Section 5: Potential Effects of the Project.
- Section 6: Degree of Effects of the Project.
- Section 7: Addressing Effects.

### 3 Project Description

The planned upgrading of State Highway 1 between Peka Peka and Otaki North is “part of the Wellington Northern Corridor Road of National Significance (RoNS) – a planned four-lane expressway from Wellington Airport to Levin.” SH1 is the major route in and out of Wellington, linking the centres of Palmerston North, Wanganui and Levin with Wellington. By improving transport networks through the Kapiti Coast, this project will contribute to economic growth and productivity.

Currently the Peka Peka to North Otaki section of SH1 has a relatively poor and worsening safety record. It also experiences high levels of congestion during peak periods, weekends and holiday periods. This congestion is compounded by a high proportion of local traffic, and an increasing level of shopping-generated parking and pedestrian movements in the Otaki urban area. A bypass of Otaki, and the provision of a high-standard highway through the area will increase the efficiency of movements between Wellington and the North, will ease local congestion, improve safety, and will facilitate local, regional and national economic development.

The scope of this project is therefore to construct a high quality four-lane expressway bypassing the township of Otaki and the settlement of Te Horo. Together with the MacKays to Peka Peka section to the south, it forms the Kapiti Expressway and when both sections are completed will provide a superior transport corridor providing much improved, reliable and safer journeys through the Kapiti Coast. The project seeks to safeguard for double tracking of the main trunk rail line and also involves the relocation of the track through Otaki in order to accommodate the proposed expressway.

## 4 Existing Environment

This section provides an overview of the existing economic environment between Otaki and Peka Peka, including market (resident population, tourism, businesses) characteristics, from a range of data sources<sup>3</sup>.

### 4.1 Location

The study area is defined above in section 2.2.1, and Appendix 1.

### 4.2 Market Size

Otaki is located in the north of Kapiti District, the main population base of which is further south around Paraparaumu/Waikanae. Otaki<sup>4</sup> has an estimated 2010 population of around 5,760<sup>5</sup>, in 2,560 households, about 12% of total Kapiti population. Kapiti's growth is projected to be concentrated on the Waikanae/Paraparaumu/Raumati urban area fringe, while growth in Otaki is projected to be moderate, averaging 1% per year to 2031.

In addition to the permanent population, there are around 600 holiday homes<sup>6</sup> in and around Otaki at Waikawa, Otaki Beach and Te Horo. Holiday home occupants are non-local residents, but will be less likely than travellers passing through Otaki to change their spending as a result of the proposed realignment of SH1. These holiday homes equate to around 35 full-time households<sup>7</sup> (around 1.5% of permanent households), albeit with different retail spend patterns to permanent households.

In addition to full- or part-time residents, travellers passing through Otaki-Peka Peka on SH1 are an important customer segment. We have quantified their importance relative to other consumer segments using BNZ Marketview card-based spend data and Opus's shopper survey.

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<sup>3</sup> Including tenancy counts from the Land Use Survey (Appendix 3), sales and customer origin data from BNZ Marketview (Appendix 4), and discussions with members of the local business community, including James Cootes (Otaki Community Board) and Lorraine Hoggard and Chris Barber (Nature Coast Enterprise).

<sup>4</sup> The Otaki CAU

<sup>5</sup> Derived from Statistics NZ's most recent population estimates

<sup>6</sup> There is no official dataset published by Statistics NZ that allows identification of holiday homes. Unoccupied dwellings are a reasonable proxy, although include permanently unoccupied (i.e. empty) and temporarily unoccupied (baches, residents on holiday etc.).

<sup>7</sup> Assuming occupation of an average of 3 weeks per year

### 4.3 Current Retail and Economic Environment

Economic activity in Otaki is grouped into three main locations: the Railway Retail Area, the Main St Retail Area and the industrial area along Riverbank Drive. There are smaller aggregations of retail activity at Te Horo and Otaki Beach, and several stand-alone non-retail businesses including the Otaki Racecourse and Te Wananga-o-Raukawa. This section summarises the role each area plays, including the origin of its customers and composition of its tenants.

**Table 4.1: Composition of Otaki’s Retail Areas**

Business Type	Tenancy Count				Share of tenancies			
	MSRA	RRA	Other Areas	Total Study Area	MSRA	RRA	Other Areas	Total Study Area
Food and grocery	6	4	2	12	10%	6%	9%	8%
Outlet stores	0	23	0	23	0%	34%	0%	16%
Other retail	14	23	5	42	24%	34%	23%	28%
Hospitality	14	9	6	29	24%	13%	27%	20%
Household/community services	24	1	7	32	41%	1%	32%	22%
Automotive	1	7	2	10	2%	10%	9%	7%
<b>Total</b>	<b>59</b>	<b>67</b>	<b>22</b>	<b>148</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Share of Study Area	40%	45%	15%	100%				

Key observations about the RRA include that it has nearly half (45%) of all Otaki’s retail and service businesses, and:

- It has a strong focus on supplying goods and services to non-local customers, both travellers passing through (takeaways, coffee carts, bakeries, fuel retail etc.) and as an outlet-retail destination.
- Over one quarter of RRA transactions are made at fuel retailers, 63% of which are made by non-local customers.
- There has been some turnover of businesses within the last few years<sup>8</sup>, but there has been enough confidence to support the building of four new retail developments (20 tenancies).
- There are nearly 20 outlet stores, most of which are apparel retailers, and apparel stores occupy half of RRA tenancies.
- Non-local spend RRA is concentrated in a few discretionary categories (outlet stores, comparison retail, cafes), while local spend occurs across a broader range of storetypes.
- Spend from non-Kapiti residents makes up 54% of RRA sales (47% of total Otaki sales).

<sup>8</sup> Based on internet searches and data in Google Maps and Streetview.

- SH1 is a significant influence on RRA shopping patterns across the week – local residents tend to avoid the RRA on weekends and even more so on public holidays.

The MSRA has a much stronger local focus than the RRA, and accounts for 40% of all Otaki outlets:

- Over 70% of MSRA spend comes from locals, and 10% from other Kapiti residents.
- The MSRA has a focus on community and household services (library, Council office, museum, food bank etc.) and hospitality businesses (bars, takeaways etc.)
- Retail businesses are focussed on non-apparel retail such as pharmacies and second-hand shops.
- A weekday focus, which is linked to stores' opening hours, as weekend trading hours are limited in many MSRA stores.

Other business areas in the Otaki-Peka Peka area around 15% of all of Otaki's retail and service businesses, and include:

- The Riverbank Rd industrial area, (light industry, storage, engineering and the Clean Technology Incubation Park). There is minimal retail in the area, and businesses are not reliant on passing trade for their customers, although gain benefit from ready access to SH1 for transporting goods.
- Te Horo is a small settlement spread 600m along SH1, 5km south of Otaki, in two groupings of businesses. The first is in the north of the settlement (café, museum, a jeweller, two hairdressers, several vacant stores), and the second (in the south) includes the Red House Café and a mechanic.
- There are several stand-alone businesses fronting SH1 between Otaki and Te Horo<sup>9</sup>, but very little commercial activity on SH1 between Peka Peka and Te Horo.
- Away from SH1, businesses<sup>10</sup> are less reliant on attracting passers-by from SH1 for their success because they (by necessity) already function as destinations, but they still rely on ready access from SH1.

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<sup>9</sup> a nursery, orchard and mail-order patchwork quilting store

<sup>10</sup> Such as Lavender Creek Farm, Ruth Pretty Catering, the Otaki Racecourse, Te Wananga-o-Raukawa Tertiary institute and accommodation providers such as the Otaki Beach motel/holiday park.

## 4.4 Otaki Customer Survey

This survey was conducted by Opus International Consultants Ltd to assess the current and perceived continued use of facilities in Otaki, in particular Otaki businesses. Survey output was used to inform our understanding about the extent to which the current patronage of Otaki businesses might be expected to change as the result of the proposed realignment of SH1, and how these impacts might be mitigated. The findings of the survey are contained in a report published by Opus<sup>11</sup>. The findings most relevant to our study are summarised below:

- The survey shows that 42% were local and 58% were non-local, both passing by and destination shoppers. The share of local shoppers surveyed is slightly lower than the share of sales made by locals (51%), as recorded by Marketview data.
- Otaki residents (42% of those surveyed) are not expected to alter their current behaviour as a result of the realignment.
- 47% of those surveyed would continue to stop in Otaki regardless of time savings created by the realignment (the 'Willing to Stop' group).
- 11% would avoid Otaki following the completion of the Expressway (the 'Expressway' group).
- The largest impacts from the Expressway will be experienced in the RRA, and in stores selling convenience foods (coffee, bakery and takeaways), petrol and clothing.
- The key features that currently cause people to stop in Otaki are accessibility, ease of parking, pedestrian safety, atmosphere and good facilities (such as toilets).
- Improving the perception of what Otaki stores offer would make it a more attractive destination for shoppers.
- The Expressway is likely to make Otaki a more vibrant retail environment by reducing traffic congestion and reinforcing the attributes currently appreciated by visitors such as an attractive pedestrian environment.

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<sup>11</sup> "Otaki Customer Survey: Draft Report of Pedestrian Intercept Surveys conducted in March 2011", Opus International Consultants Ltd, 2011

## 5 Potential Effects of Preferred Scheme

This section identifies the potential effects of the preferred SH1 realignment scheme by considering the future environment with and without the realignment.

The realignment may give rise to positive economic effects because if traffic volumes on the main road through Otaki (the current SH1) decrease after the proposed realignment, there exists significant potential for the RRA's amenity to be improved:

- The quality of the pedestrian environment can be improved: crossing the road will become easier and less dangerous and air quality and vehicle noise will be likely to improve.
- Less traffic means parallel parking directly outside stores will become easier, increase the accessibility of businesses.
- Lower traffic volumes may provide the opportunity for different types of businesses to locate in the RRA, such as outdoor eating areas.

These positive effects may make the RRA more attractive to both Otaki and non-local consumers:

- Otaki residents that currently avoid the RRA on weekends and holidays may be less averse to shopping there if passing traffic volumes are lower.
- Non-local residents may be attracted to detour off the Expressway to patronise the RRA if they know that there is a pleasant environment in which to break their journey.

However, the decrease in traffic passing through Otaki on SH1 will give rise to potential adverse economic effects as follows:

- The Expressway will realign SH1 from passing the front of many (RRA and Te Horo) businesses to a new route away from those businesses.
- This new route will decrease vehicle traffic along the new local arterial road, and will mean that in the future, potential customers of businesses that currently front SH1 will need to deviate from the new SH1 to visit those businesses. Currently no such deviation is required, providing a more 'captive' market for those businesses.
- This need for a deliberate trip off SH1 to be able to access RRA and Te Horo businesses is likely to decrease the potential customer base for Otaki retail

and service businesses from travellers as the potential for impulse stops while on the main thoroughfare is removed.

- Further, the general change (decrease) in accessibility of the entire Otaki township from SH1 will be likely to decrease the number of consumers visiting other Otaki businesses as well, such as those in the MSRA.
- As the customer base of Otaki/Te Horo businesses is likely to decrease, so too is there likely to be a decrease in the sales made by those businesses.
- Businesses in the RRA and Te Horo are likely to experience more significant adverse economic impacts than the MSRA will experience due to the high proportion of non-local consumers that patronise them.

In addition to these potential adverse impacts on sales by retail and service businesses, other businesses (including those in the Riverbank Rd industrial area, the Otaki Racecourse and Te Wananga-o-Raukawa and stand-alone businesses to the south of Otaki away from SH1) may be affected by the change in accessibility created by the Project. Because these businesses are not reliant to any significant degree on attracting pass-by travellers on SH1 for their custom<sup>12</sup> it is unlikely they will experience any more than a Low level of effects from the Project, in terms of customer numbers and sales.

The other way these businesses may experience effects is through changed travel time (and the associated time- and vehicle running costs thereof) to access these businesses from non-local origins. The Project's preferred proposal has two partial interchanges (one 500m south of the current junction between Riverbank Rd and SH1, the other to the north of the RRA) through which travellers on the Expressway will have to pass to access destinations in and around Otaki. Currently those vehicles have direct access from SH1, and changing the route will in most instances increase the time taken to travel from SH1 to these businesses.

In the context of the total travel time from the trip origin, this increase is expected to increase the total trip time by a relatively small amount, and in some cases the Project may reduce total trip time. This can occur by the Project increasing travel speeds on SH1, and by decreasing traffic volumes on the new local arterial road, increasing the ease with which vehicles can turn across it. It is unlikely that the Project will result in noticeable changes on the patronage of these businesses, given they already function as destinations independent of being located adjacent to SH1.

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<sup>12</sup> Although it is accepted that there is likely to be some 'casual' level of unplanned trips to some of these businesses prompted as impulse responses to signage etc.)



## 6 Degree of Effects

The economic effects<sup>13</sup> of the Project will vary by area, and are anticipated to be as follows:

- Railway Retail Area: Medium
- Main Street Retail Area: Low
- Retail and service businesses fronting the existing SH1 outside the RRA and MSRA: Medium to High
- Other businesses in the study area: Low

Overall the economic effects of the Project are expected to be between Low and Medium.

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<sup>13</sup> per NZTA PSF/13

## 7 Addressing Effects

It is very unlikely that the effects of the Project on study area businesses will be able to be avoided, although it is probable that they will be able to be mitigated. The key drivers of effects will be the change in accessibility of study area businesses by potential customers, which can arise in two ways:

- Customers on the new Expressway will no longer pass by businesses they currently pass by unless they make a conscious decision to leave the Expressway, and may not choose to do so unless they have a reason to (such as knowing what businesses they can access). This is an issue of *knowledge* about options away from the Expressway.
- Even if potential customers know of the range of businesses available to them if they leave the Expressway, they may not be prepared to break their trip by leaving the Expressway for the local road network. This is an issue of *willingness* to leave the Expressway.

The two issues are related, as without knowledge, there may not be willingness, and even with knowledge there needs to be willingness to make a detour to Otaki's businesses. Successful mitigation measures will need to address both the willingness and the knowledge elements.

Providing travellers using the Expressway with knowledge of what lies off the Expressway will be important to encourage them to leave it and visit local (Otaki/Te Horo) businesses. This knowledge is possibly taken for granted somewhat at present because the businesses most reliant on passing trade are those that are most visible from the existing SH1. The Project will remove this visibility, and over time even regular users will become unfamiliar with the range of businesses in Otaki unless some method of communicating this to them is employed.

Key measures to mitigate effects of the Project have been identified from bypass studies in other locations and from discussion with representatives of the local business community<sup>14</sup>. Some of the measures that might be employed to address the potential economic effects of the project include:

- Signage on the Expressway indicating that there is a retail/service area in Otaki/Te Horo, and some indication as to what is available (service stations,

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<sup>14</sup> Including James Cootes (Otaki Community Board) and Lorraine Hoggard and Chris Barber (Nature Coast Enterprise).

food, accommodation, visitor information centre, gateway to the Tararuas etc.).

- Publicising the attributes of the new environment (the local arterial road) compared to the existing (SH1) environment. The future environment will become less vehicle-dominated, parking will be easier, and the pedestrian environment will become safer and more aesthetic. These base improvements can be expanded on, with investment towards improving the public realm (street furniture, landscaping etc.) and encouraging new business opportunities to take advantage of this (street-side eateries etc.).
- Marketing in key customer origin markets (e.g. car rental firms, accommodation, Wellington media) to communicate the specific businesses and attractions that exist in and around Otaki. This could focus on identifying Otaki as a destination in its own right for short or longer term visits, rather than just being a convenient stop-off, and can build on existing destination attractions such as:
  - the natural environment (e.g. beaches, Tararua Ranges)
  - retail offer (outlet shops)
  - other attractions (e.g. Ruth Pretty Catering, Lavender Creek Farm, Otaki Maori Racecourse)
  - as well as new opportunities (e.g. weekend markets/festivals)
- As Otaki can be promoted as a destination, so to the value of the Otaki area as a convenient stopping off point should be emphasised. Otaki is a good stopping off point, being one-hour north of Wellington, and one hour south of Palmerston North, and can be promoted to different market segments taking into account the preferences of each (e.g. the male vs. female perspective – currently women make up most of the shoppers at outlet stores while men have little to engage them).
- Mitigation measures do not need to focus solely on private vehicle users. To mitigate effects on business turnover other methods of transport could be encouraged to visit Otaki, such as tourist buses and trains. Attracting increased frequency of service from these modes could introduce a new pool of consumers to the Otaki marketplace.
- Improving public transport within Otaki (e.g. a loop bus from the RRA to Otaki Beach) would improve the exposure of a wider range of areas to potential consumers, and provide increased accessibility and awareness of drawcards other than shops (e.g. the beach).

A key point underlying potential mitigation measures is the need to ensure that they are employed pro-actively. It is important that by the time the Project is completed, the Otaki economy is well positioned to deal with the potential effects it might create. Given the lead-time required for some of these mitigation measures (to secure funding, community consultation, planning and implementation), this process needs to begin some time prior to the Project being completed, and measures need to be in place or ready to implement concurrently with the Project becoming operational. If mitigation measures are left until after the Project's opening to plan or implement, effects will be felt more strongly and recovery from them will become more difficult.

## 8 Costs of Mitigation Measures

The most appropriate mitigation measures for implementation will need to be discussed with the local business and wider communities. The measures identified in section 7 (above) will be a starting point for discussion, but it is not appropriate to prescribe which of them should be chosen, nor is it possible at this point to identify the cost of individual measures.

## Appendix 1: Spatial Definitions

Customer origin data is summarised to four locations:

- Local origins (the CAUs of Otaki, Otaki Forks and Te Horo)
- Non-local origins including “Other Kapiti District”, “North of Kapiti District” and “South of Kapiti District”.

**Figure A1.1: Otaki to Peka Peka Location Economic Overview Map**



Figure A1.2: Otaki Railway Retail Area Location



Figure A1.3: Otaki Main St Retail Area



## Appendix 2: Retail and Service Sector Definition

This table defines the retail and service sector activities considered in the assessment, as defined by ANZSIC<sup>15</sup> classes. Note that not all activities described in the table below are present in the study area.

ANZSIC Code	ANZSIC Name	ANZSIC Code	ANZSIC Name
<b>Food and grocery</b>		<b>Household services</b>	
G511010	Supermarkets	I664100	Travel Agency Services
G511020	Groceries and Dairies	K732100	Banks
G512100	Fresh Meat, Fish & Poultry Retail	L772000	Real Estate Agents
G512200	Fruit and Vegetable Retail	G526100	Household Equipment Repair Services (Electrical)
G512300	Liquor Retail	G526900	Household Equipment Repair Services nec
G512900	Specialised Food Retail nec	Q951100	Video Hire Outlets
<b>Comparison Retail</b>		Q951900	Personal & Household Goods Hiring nec
G521000	Department Stores	Q952100	Laundries & Dry-Cleaners
G523100	Furniture Retail	Q952200	Photographic Film Processing
G523200	Floor Covering Retail	Q952600	Hairdressing & Beauty Salons
G523300	Domestic Hardware & Houseware Retail	<b>Automotive</b>	
G523400	Domestic Appliance Retail	G532100	Automotive Fuel Retail
G523500	Recorded Music Retail	G531100	Car Retail
G524200	Toy & Game Retail	G531200	Motor Cycle Dealing
G524300	Newspaper, Book & Stationery Retail	G531300	Trailer & Caravan Dealing
G524400	Photographic Equipment Retail	G532200	Automotive Electrical Services
G524500	Marine Equipment Retail	G532300	Smash Repairing
G525100	Pharmaceutical, Cosmetic & Toiletry Retail	G532400	Tyre Retail
G525200	Antique & Used Good Retail	G532900	Automotive Repair & Services nec
G525300	Garden Supplies Retail	<b>Non-retail and services</b>	
G525400	Flower Retail	J711100	Postal Services
G525500	Watch & Jewellery Retail	O862100	General Practice Medical Services
G525900	Retail nec	O862200	Specialist Medical Services
G522100	Clothing Retail	O862300	Dental Services
G522200	Footwear Retail	O863200	Optometry & Optical Dispensing
G522300	Fabrics & other Soft Good Retail	O863500	Physiotherapy Services
G524100	Sport & Camping Equipment Retail	O871000	Child Care Services
<b>Hospitality</b>		P912100	Radio Services
G512400	Bread and Cake Retail	P921000	Libraries
G512510	Fish & Chips Hamburger & Ethnic Food Takeaway Stores	P922000	Museums
G512520	Chicken Takeaway Stores	P924100	Music & Theatre Productions
G512530	Ice-Cream Parlours & Mobile Ice-Cream Vendors		
G512540	Pizza Takeaway Stores		
G512590	Other Takeaway Food Stores nec		
H573000	Cafes & Restaurants		
H572000	Pubs, Taverns & Bars		
H574000	Clubs (Hospitality)		

<sup>15</sup> Australian and New Zealand Standard Industry Classification (1996)



## Appendix 3: Land Use Survey Summary

### Main St Retail Area List of Tenancies (November 2010)

<b>Food and grocery</b>	<b>Household services</b>
4 Square	ANZ
Butcher	Chairs Hairdresser
Countdown	Hairdresser
Dairy	Hairdresser
Fruit and Veges	Maori Health Centre
Super Liquor	Medical Centre GPs
<b>Outlet apparel</b>	Otaki Travel
nil	Podiatrist
<b>Non-outlet apparel</b>	United Video
Ballentynes	Westpac
Edhouse's Clothing	<b>Fuel Retail</b>
<b>Comparison Retail</b>	nil
\$2 shop	<b>Automotive services</b>
Gallery	Mechanic
Gift shop	<b>Professional and Manufacturing</b>
Landscape and garden design	Accountant
Magazines Lotto and Kiwibank	Lawyer
Main St Emporium Second Hand Goods	Manufacturing
Op Shop	Maori Development Agency
Otaki Pharmacy	NZ Post Delivery Branch
Paper Power	Printer
Pharmacy	Real Estate
Secondhand Shop	Sanders Tie Manufacturer
Secondhand Shop	<b>Community</b>
Stems Florist	Church
<b>Cafes, Restaurants and Takeaways</b>	Church
Bakery	Fire Station
Cafe	Food bank
Cafe	Hall, Library, KCDC Service Centre
Cafe	Maori Economic Development Agency
Chinese Takeaways	Marae
Chinese Takeaways	Marae Information Centre
Chinese Takeaways	Otaki Budgeting Services
Curry Village	Otaki Museum
Family Hotel/Restaurant	Otaki Players Society
Fish and Chips	Otaki RSA
Fish and Chips	Radio Station
<b>Pubs and bars</b>	WINZ
Hotel and Bar	<b>Vacant</b>
Pub and TAB	5 tenancies
Pub/TAB	

## Railway Retail Area List of Tenancies (November 2010)

<b>Food and grocery</b>	<b>Comparison Retail</b>
Butcher	Antiques
Fruit and veges	Coin Save \$2 Shop
Kapiti Candies	Designer Baskets and Gifts
New World	Farmlands Farm Hardware
<b>Outlet apparel</b>	Furniture retail
Annah S Outlet	Havoc Surf and Street
Ashley Fogel Outlet	Kakahu Taonga NZ Giftshop
Bendon Outlet	Molly's Giftware
Billabong Rip Curl Surf Outlet	Mowbray Collectables Stamps etc
Black and Co Leather	<b>Cafes, Restaurants and Takeaways</b>
Designer Clothing Outlet	Bakery and Cafe
General Issue Outlet	Bakery/Cafe
Hero Outlet	Cafe
Hunting and Fishing Outlet	Coffee cart
Icebreaker Outlet	Coffee cart
JK	Fish and Chips
Kathmandu Outlet	Subway
Kumfs	Traffic Cafe
NZ Natural Clothing Outlet	<b>Pubs and bars</b>
Ocean and Earth Outlet	Railway Motel and Bar
Pagani Womenswear	<b>Household services</b>
Pumpkin Patch	nil
Rembrandt Menswear Outlet	<b>Fuel Retail</b>
Sheepskin Factory Shop	BP
Shoe Connection Outlet	Caltex
Sports footwear and Clothing	Mobil
Style Direct Fashion and Accessories	<b>Automotive services</b>
Virtu Womenswear Outlet	Mechanic
<b>Non-outlet apparel</b>	Mechanic
Feet Petite Shoes	Panelbeater
Hipsta Ethnic Clothing and Crafts	Car Yard
La Fashion Second Hand Clothing	<b>Professional and Manufacturing</b>
Little Bubbas Babyswear	Lawyer
Marlon Trading Co	Real Estate
McAndrews Menswear	Real Estate
Minx Shoes	Real Estate
Opulence Hats and Scarves	<b>Community</b>
Pene Pene Womenswear	Information Centre
Penelopes Womenswear	<b>Vacant</b>
Precioso Womenswear	5 tenancies
Turikan Womenswear	
Underwear Club	
Willo Clothing	

## Appendix 4: Marketview Data Overview

This Appendix contains an overview of Marketview data, including how it is collected and published.

BNZ's Marketview data is credit and debit card data from all BNZ customers. Every transaction from these cards is processed by BNZ, so the size and timing of every transaction, and the location and type of merchant involved in the transaction is known by BNZ, and is collated and available for purchase (in aggregate, to preserve confidentiality of both individual merchants (i.e. sales and transaction data) and cardholders).

BNZ has about a 16-18% market share of credit and debit cards, and credit and debit cards make up about 65% of all retail spend. Hence Marketview data covers about 12% of all retail spending in NZ (market share varies geographically). Because of the very large sample size, this 12% is a statistically very representative sample of all retail spending.

Data requested for this project was the place of residence of cardholders (whether household or business cards) that used their cards in transactions at a merchant within defined geographic areas in Otaki (the RRA, the MSRA and elsewhere in the Otaki Census Area Unit (CAU) anytime in year ended June 30 2010. This place of residence is coded to one of 18 CAUs within Kapiti District to preserve confidentiality, and to Territorial Authority level outside KDCDC. Data provided was the number of transactions and the quantum of sales from each location to Otaki merchants. Merchants were allocated to one of 9 groups to preserve confidentiality, and these groups were defined to allow assessment of retail and service sectors that are important to Otaki. The categories for which data was provided were:

- Food and Grocery
- Outlet stores
- Non-outlet Clothing and Apparel Retail
- Comparison Retail
- Cafes, Restaurants and Takeaways
- Pubs and Bars
- Health and Household Services
- Fuel Retail
- Automotive Services

Interrogation of this data describes where people using Otaki merchants live.

