

# SYLVIA PARK

## The Bigger Picture

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Flow Transportation Specialists

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# Overview

- ◆ Introduction to Sylvia Park
- ◆ Traffic Monitoring Plan
- ◆ Survey Results

# Facts – Sylvia Park

- ◆ Stage 1 opened Thursday 8 June 2006
- ◆ 24 hectare site
- ◆ Currently some 72,500 m<sup>2</sup> GFA of retail and entertainment activities
- ◆ Resource consent approved for some 45,000 m<sup>2</sup> GFA office activities



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# Facts – Sylvia Park

- ◆ Up to 39,000 vehicles per day (in and out)
- ◆ 5 high quality vehicle access points
- ◆ Some 3,800 Parking Spaces
- ◆ Bordered by both RTN and QTN networks
- ◆ Third busiest train station in Auckland (privately funded by Kiwi Income Property Trust)
- ◆ Bus Stops internal to site



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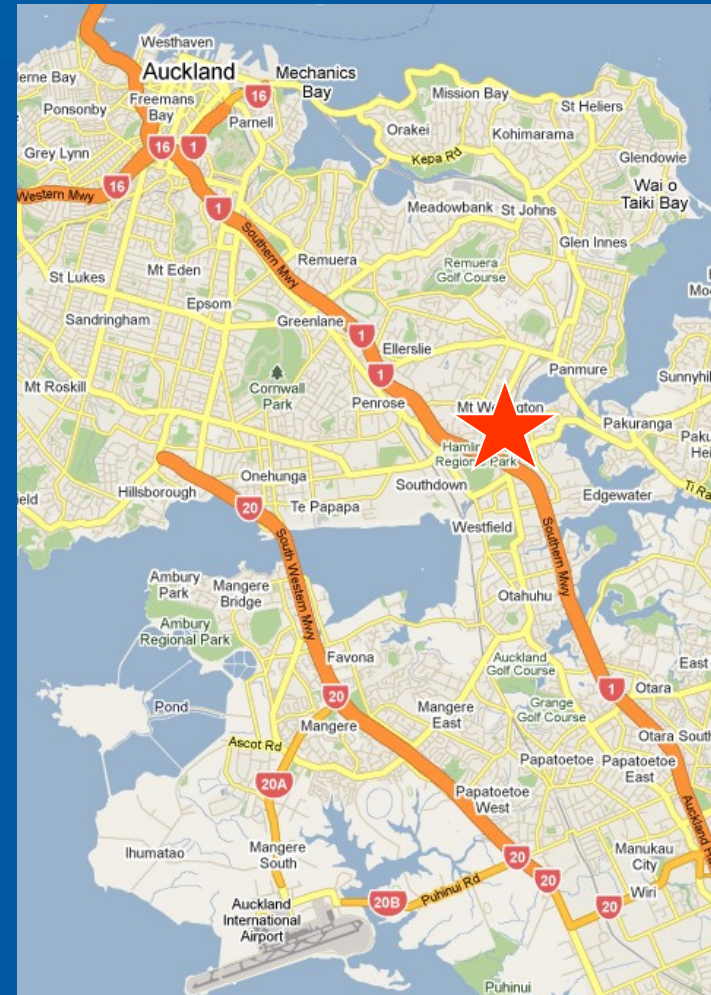
# Facts – Sylvia Park

- ◆ Approximately 12 million customers per year
- ◆ 206 shops worth \$470 million
- ◆ Annual Sales \$350 million



# Regional Context

- ◆ Mt Wellington, Auckland
- ◆ 12 kms south of Auckland CBD
- ◆ 10 kms north of Manukau City
- ◆ Principal Town Centre



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# Local Context



# Media – Sylvia Park Opening

## Sylvia Park shopping centre overwhelmed by crowds

11:40AM Thursday Jun 08, 2006  
Police closed access to the new Sylvia Park shopping centre in Auckland for a time today due to congestion in the area.



The Warehouse Extra hypermarket-style store opened at the Mt Wellington site today.

Inspector [Name] later said police controlled access to the shopping centre.

## Sylvia Park opening 'like running of the bulls'

4:58AM Friday Jun 09, 2006  
By Anne Gibson

## Traffic chaos could damage Sylvia Park expansion plans

5:00AM Tuesday Jun 13, 2006  
By Anne Gibson

Financiers are beginning to question the impact of shopper chaos at Auckland's \$388 million hypermart, which they say could deter spending and even harm expansion plans.

## Planners hope to avoid gridlock at latest Sylvia Park opening

5:00AM Monday Jul 31, 2006

Auckland road planners hope a supermarket opening at Sylvia Park tomorrow will not result in the traffic snarl-up that marred the first opening of the mall.

The Southern Motorway was gridlocked and two motorway off-ramps were closed around suburban Mt Wellington when the first stage of the complex opened on June 8. Auckland City Council transport operations manager Barry Williams said anyone planning to visit the Pak 'N Save supermarket when it opens should plan their journey to help avoid gridlock.

## It's enough to send us off our trolleys

5:00AM Friday Jun 09, 2006  
By Julie Middleton

It's not a promising start. The media invitation to the opening of the new Sylvia Park complex suggests that as car parking will be in short supply, we should take public transport. As if. We're car-wedged Aucklanders - and how else do we get our new toys home?

## Sylvia Park routes could be closed again

5:00AM Friday Jun 09, 2006  
By Bernard Orsman and Mathew Dearnaley

Transit NZ says it will not hesitate to close access routes off the Southern Motorway at Mt Wellington again if there is a repeat of today's traffic chaos around the opening of the Sylvia Park shopping centre.

Frenzied shoppers hunting for the greatest mall in the morning flooded the aisles, but...

televisions which caused access by mid-

## Sylvia Park may face bill for jams

5:00AM Saturday Jun 17, 2006  
By Bernard Orsman and Anne Gibson

The Sylvia Park mega-mall faces another traffic test this weekend, and the developers have been warned of their obligation to pay for expensive roadworks if problems continue.

The Auckland City Council has ordered the developer, the Kiwi Income Property Trust, to begin a stringent monitoring programme.



Kiwi Income Property Trust's Angus McLaughton says his organisation has moved swiftly to alleviate traffic issues. Picture: Greg Bowker

...may hasten construction of a train station at ... to ease traffic headaches around the country's biggest

...mega-mall developer Kiwi Income Property Trust said yesterday that it had set aside the \$5 million needed to build the new station as a condition of its resource consent, and Ontrack indicated last night that this meant it may be able to accelerate the project.



# What were the issues

- ◆ Successful marketing campaign
- ◆ Only 1,200 parking spaces were available
- ◆ Opening hours overlapped with morning commuter traffic
- ◆ Only 3 of the 5 entrances open
- ◆ Insufficient public transport options available

# Transport Choices Available

- ◆ Private vehicle –3,800 parking spaces
- ◆ Parking limits apply
- ◆ 5 access points



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# Transport Choices Available

- ◆ Bus – Bus stops located on internal ring road.
- ◆ All buses travelling along Mt Wellington Highway enter the site



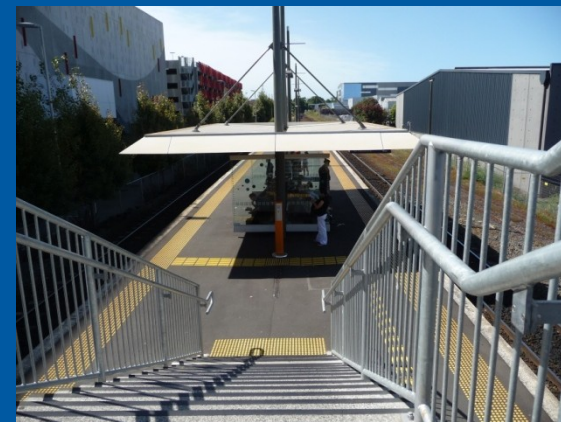
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# Transport Choices Available

- ◆ Train – Opened 2 July 2007 Train Station located immediately adjacent to Shopping Centre





# Transport Choices Available

- ◆ Walk and Cycle Facilities



# Traffic Monitoring Plan

- ◆ Limited data available for large shopping centres
- ◆ Required to develop a Traffic Monitoring Plan (TMP)

# Resource Consent Condition 24

- ◆ Entrance traffic count data
- ◆ Public transport patronage data (bus and train)
- ◆ Surrounding road network operation, including journey time and queue details
- ◆ Parking occupancy surveys
- ◆ To be completed following the opening of each stage



# Data Collection

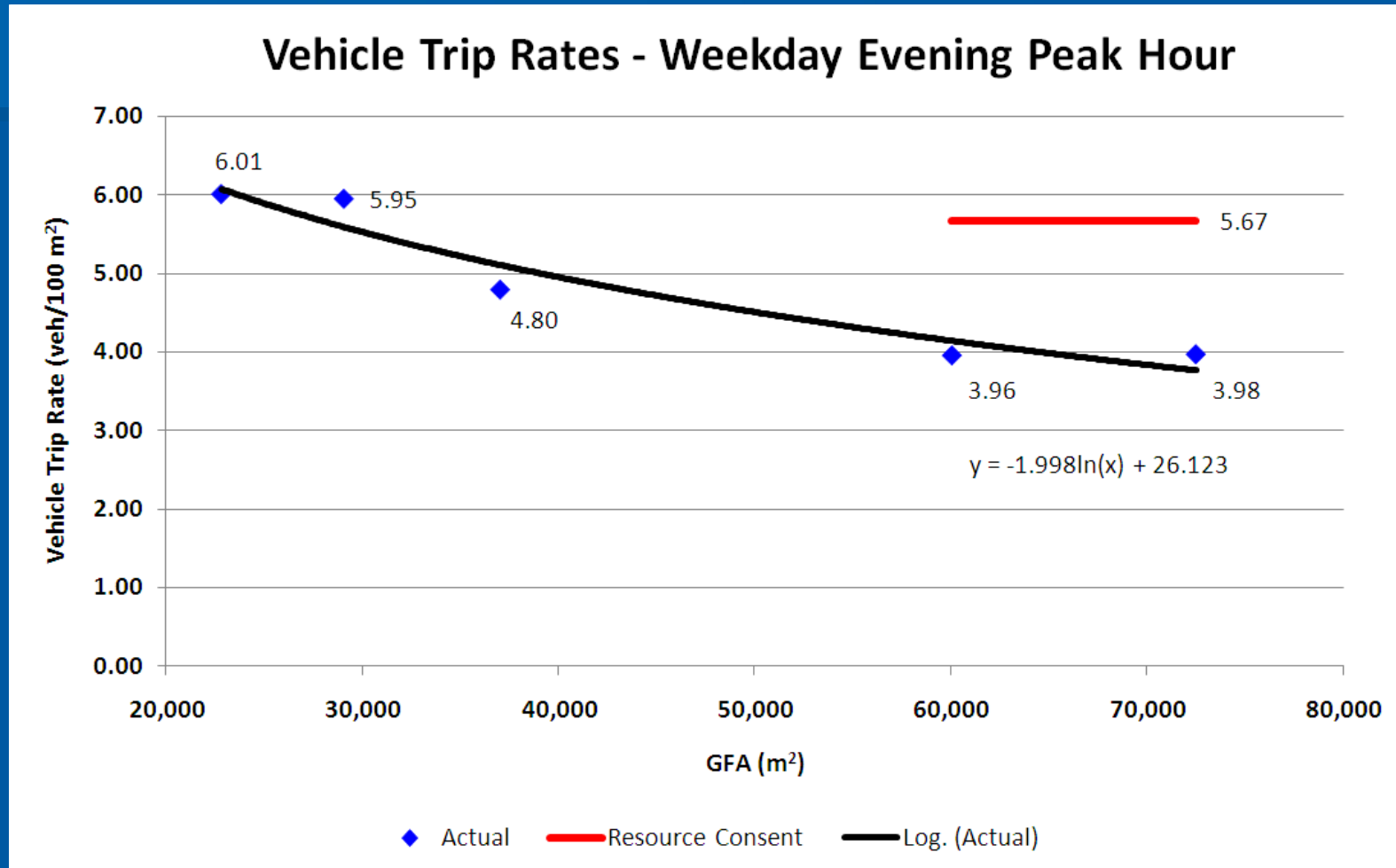
Time Period	Stage	Key Activities	GFA	Parking Spaces	PT Options
June 2006	Stage 1.1	The Warehouse Xtra, Foodtown, Southern precinct	22,820 m <sup>2</sup>	1,653	Bus
August 2006	Stage 1.2A	Pak'n Save	29,015 m <sup>2</sup>	2,106	Bus
September 2006	Stage 1.2B	Fashion precinct	36,995 m <sup>2</sup>	2,650	Bus
October 2006	Stage 1.3	Entertainment and leisure activities	60,070 m <sup>2</sup>	2,650	Bus
June 2007	Stage 1.4	Completion of retail, leisure, entertainment activities	72,525 m <sup>2</sup>	3,190	Bus/Train



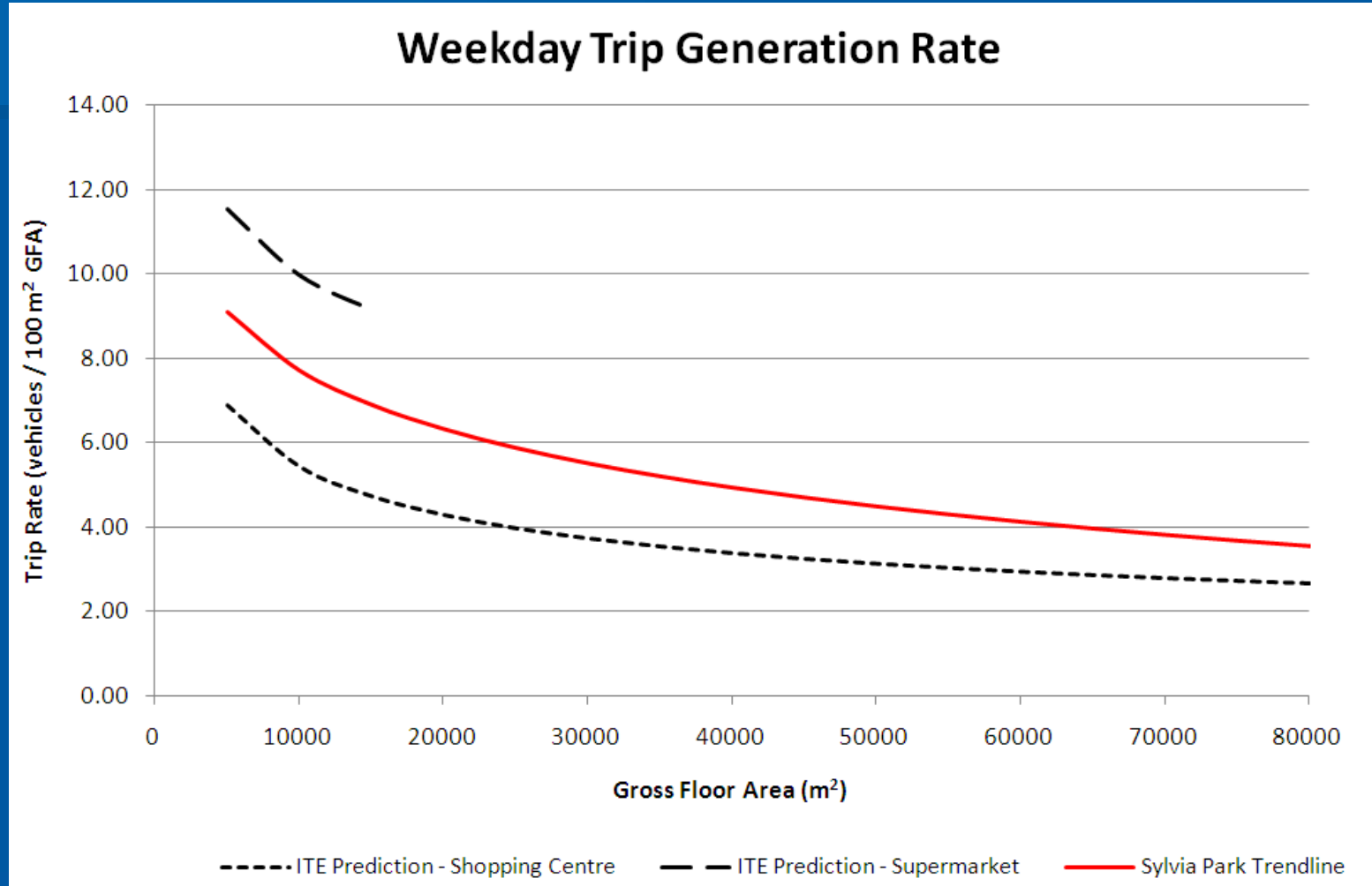
# Weekday Vehicle Trips

Stage	GFA	Peak Hour Vehicle Trips	Distribution		Trip Rate (veh/100m <sup>2</sup> )
			% Entering	% Exiting	
Stage 1.1	22,820 m <sup>2</sup>	1,370	43%	57%	6.01
Stage 1.2A	29,015 m <sup>2</sup>	1,725	42%	58%	5.95
Stage 1.2B	36,995 m <sup>2</sup>	1,775	46%	54%	4.80
Stage 1.3	60,070 m <sup>2</sup>	2,380	50%	50%	3.96
Stage 1.4	72,525 m <sup>2</sup>	2,885	56%	44%	3.98

# Weekday Vehicle Trips



# ITE Weekday Comparison

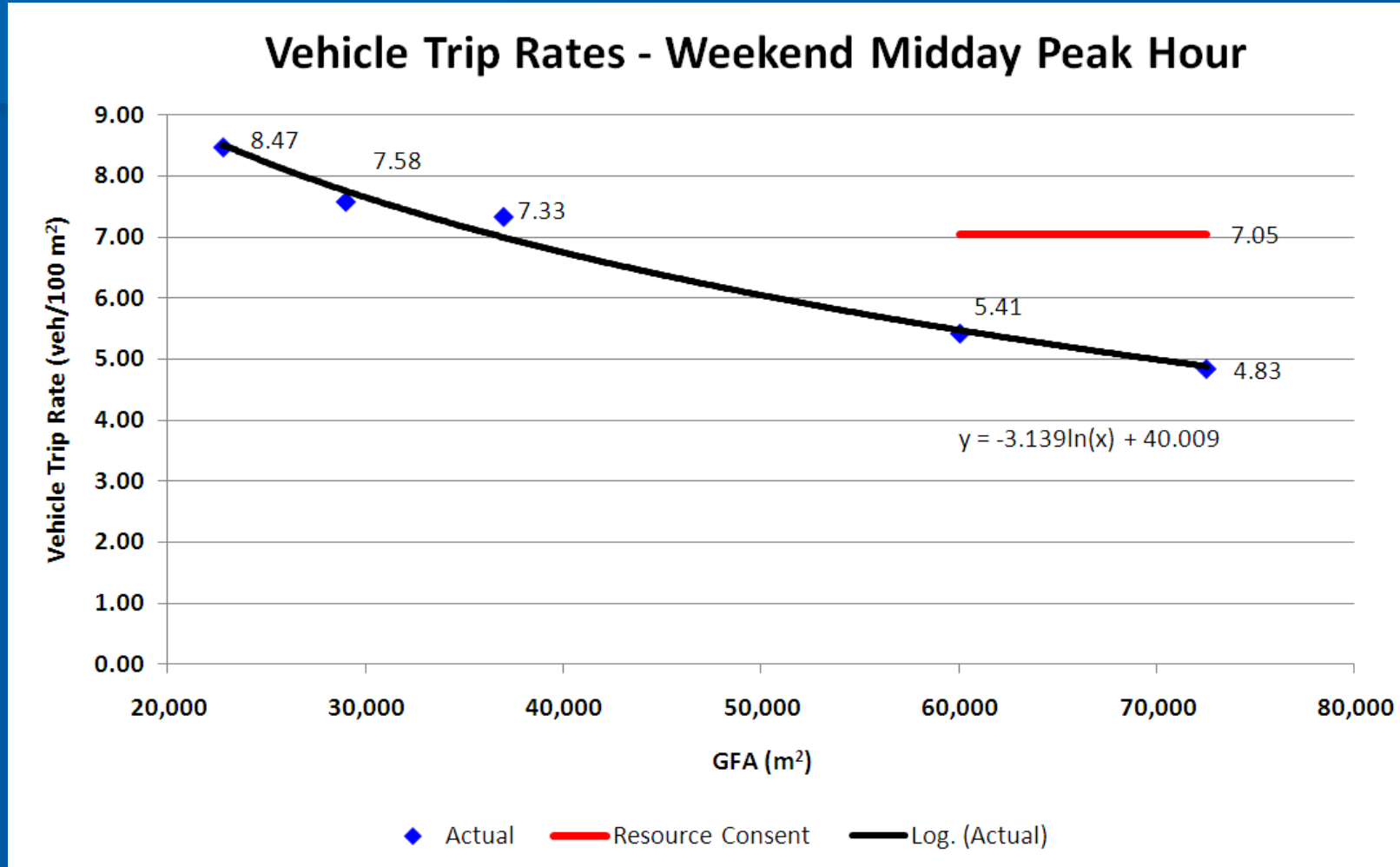


# Weekend Vehicle Trips

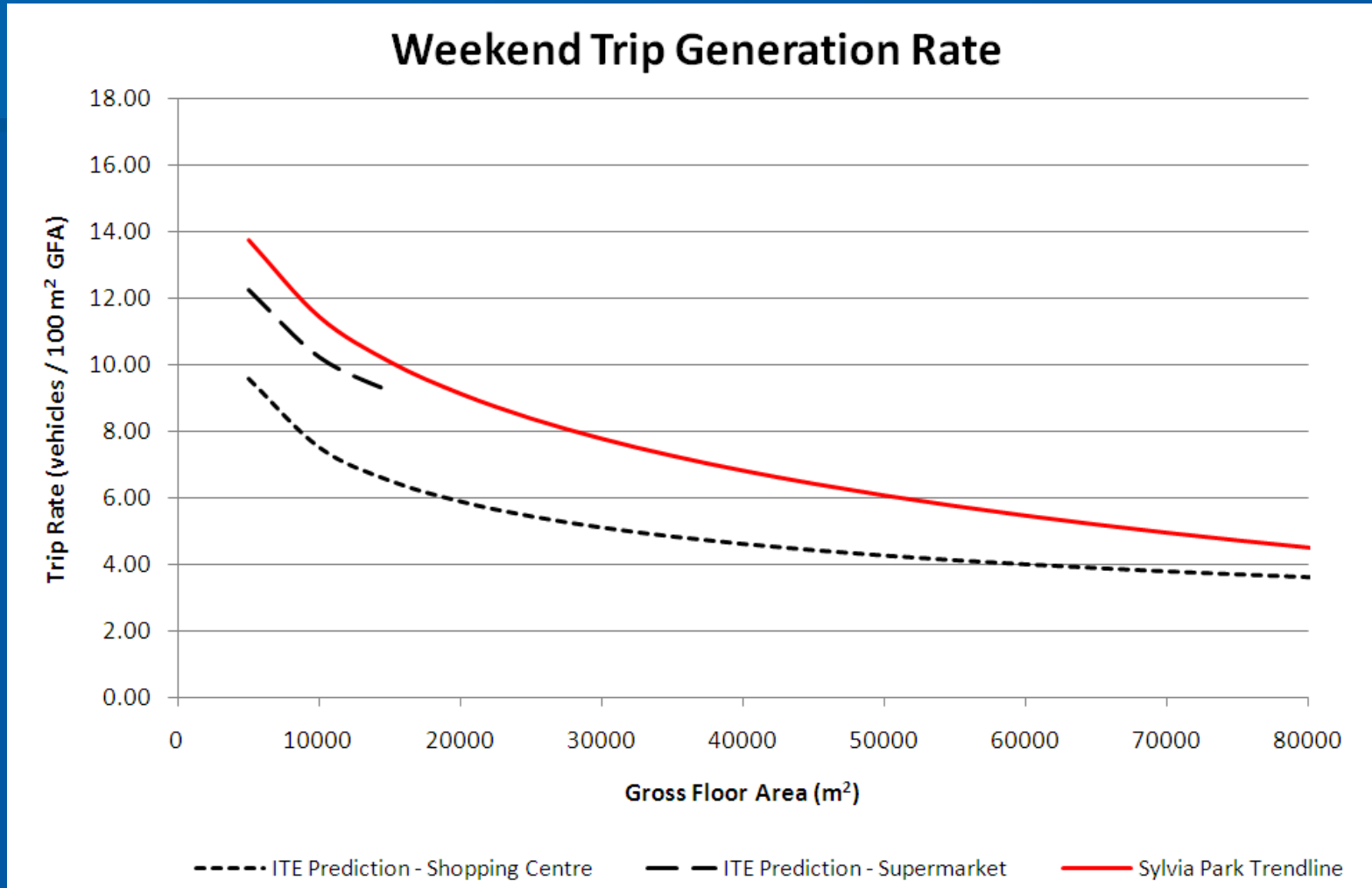
Stage	GFA	Peak Hour Vehicle Trips	Distribution		Trip Rate (veh/100m <sup>2</sup> )
			% Entering	% Exiting	
Stage 1.1	22,820 m <sup>2</sup>	2,005	52%	48%	8.47
Stage 1.2A	29,015 m <sup>2</sup>	2,198	52%	48%	7.58
Stage 1.2B	36,995 m <sup>2</sup>	2,711	55%	45%	7.33
Stage 1.3	60,070 m <sup>2</sup>	3,251	50%	50%	5.41
Stage 1.4	72,525 m <sup>2</sup>	3,504	58%	42%	4.83



# Weekend Vehicle Trips

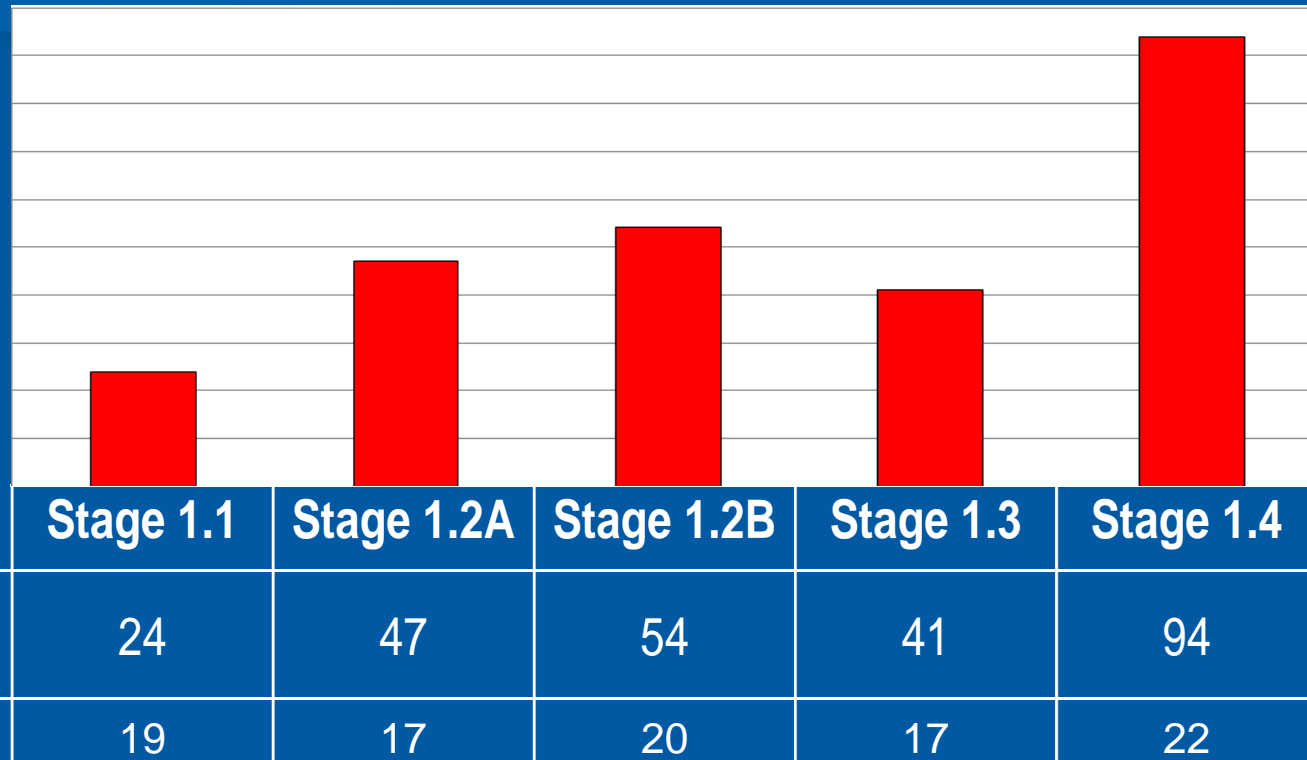


# ITE Weekend Comparison



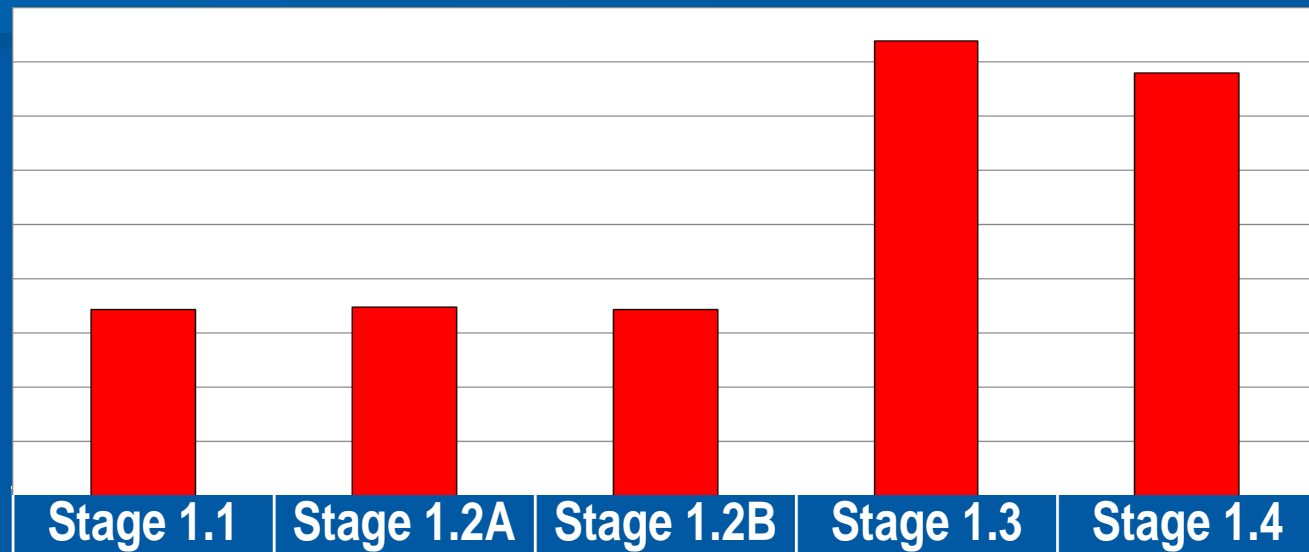
# Weekday Bus Patronage

Weekday 4:00 pm - 8:30 pm



# Weekend Bus Patronage

Weekend 10:30 am - 4:00 pm



	Stage 1.1	Stage 1.2A	Stage 1.2B	Stage 1.3	Stage 1.4
Total Passengers	69	70	69	168	156
Total Buses	19	21	16	22	23

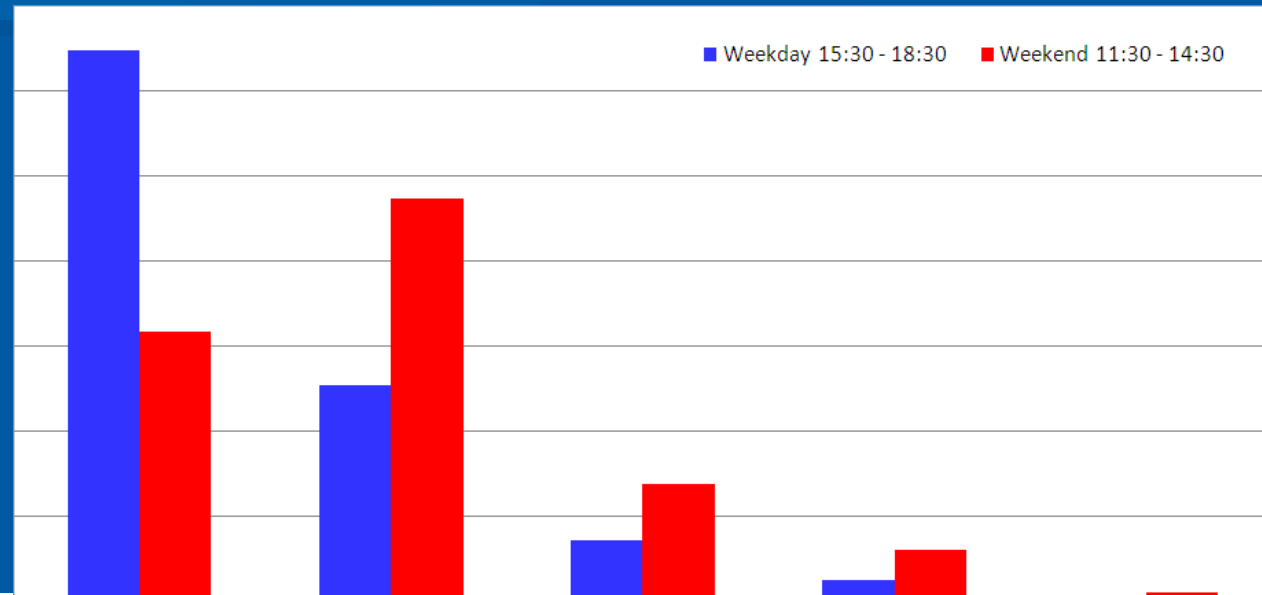


# Train Patronage – Stage 1.4

Opened 2 July 2007

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Daily Train Passengers	616	781	748	781	872	891	593
Total Trains	55					34	22
Average ppt	11	14	14	14	16	26	27

# Vehicle Occupancy Data



	1/Vehicle	2/Vehicle	3/Vehicle	4/Vehicle	5/Vehicle
Weekday Evening	64.7%	25.3%	7.3%	2.5%	0.2%
Weekend Midday	31.7%	47.3%	13.8%	6.0%	1.1%

# 2007 Mode Splits

	Adjacent Road Network Weekday Evening Peak 16:30 – 17:30		Adjacent Road Network Weekend Midday Peak 12:30 – 13:30	
	Trips	%	Trips	%
Vehicle Driver	2,700	70.5%	3,341	49.0%
Passenger	972	25.4%	3,308	48.5%
Bus	29	0.8%	25	0.4%
Train	110	2.9%	109	1.6%
Walk & Cycle	19	0.5%	34	0.5%

# Since 2007

- ◆ Bus and rail frequencies have been increased
- ◆ Ongoing development means ongoing monitoring and therefore data
- ◆ Additional 2009 surveys being completed by McCormick Rankin (research project for NZTA)

# Findings

- ◆ Peak hour traffic generation rates at Sylvania Park are lower than that initially envisaged.
- ◆ The concept that retail trip rates decrease when retail floor area increases is supported.
- ◆ Monitoring conditions are a useful tool for your client and transport agencies
- ◆ A body of information is available for future assessments