

SYLVIA PARK Dispel the Myth

Terry Church
Flow Transportation Specialists

Sylvia Park

- Opened Thursday 8 June 2006
- Opening day and the following weekend saw a phenomenal amount of customers visiting Sylvia Park.
- Demand was high as a result of an excellent marketing campaign, namely \$50 TVs.



Opening Day

What contributed to the chaos?

- Special event – Not a typical day
- Successful marketing campaign by certain retailers
- \$50 TVs, plus other cheap goods

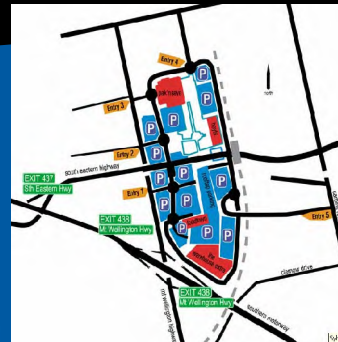
Media

Resource Consent Condition 24

Development of a Traffic Monitoring Plan

- Entrance traffic count data
- Public transport patronage data (bus and train)
- Surrounding road network operation surveys that capture journey times and queue details
- Parking occupancy surveys

Sylvia Park Map



Current Stats

- ◆ 72,500 m² GFA of retail and entertainment activities
- ◆ Approximately 12 million customers per year
- ◆ 240,000 vehicle trips per week (120,000 vehicles in, 120,000 vehicles out)
- ◆ Some 3,800 Parking Spaces
- ◆ Third busiest train station in Auckland (privately funded by Kiwi Income Property Trust)

Transport Choices Available

- ◆ Private Vehicle – currently some 3,800 parking spaces



Transport Choices Available

- ◆ Bus – Bus Stops located on both sides of the internal ring road



Transport Choices Available

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



Transport Choices Available

- ◆ Walk and Cycle Facilities



Data Collection

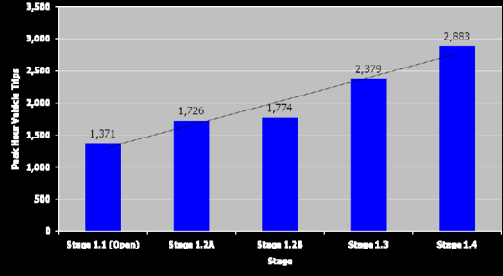
- ◆ Data has been gathered in conjunction with different stages of the Shopping Centre being opened.
- ◆ June 2006 - Stage 1.1 (22,820 GFA)
The Warehouse Xtra, Foodtown, Southern Precinct
- ◆ August 2006 - Stage 1.2A (29,015 GFA)
Pak N Save
- ◆ September 2006 - Stage 1.2B (36,995 GFA)
Fashion Precinct
- ◆ October 2006 - Stage 1.3 (60,070 GFA)
Entertainment and Leisure
- ◆ June 2007 - Stage 1.4 (72,525 m² GFA)
Complete retail, leisure, entertainment

Mode Specific Data

- Vehicle Drivers entering and leaving the site
 - Thursday Evening Peak – 4:00 pm to 8:30 pm
 - Saturday Middy Peak – 10:30 am to 16:00 pm
- Bus Patronage
 - Thursday Evening Peak – 4:00 pm to 8:30 pm
 - Saturday Middy Peak – 10:30 am to 4:00 pm
- Train Patronage
 - Monday to Friday – 7:00 am to 6:00 pm
 - Saturday and Sunday – 7:00 am to 6:00 pm
- Vehicle Occupancy (passengers per vehicle)
 - Thursday Evening Peak – 3:30 pm to 6:30 pm
 - Saturday Middy Peak – 11:30 am to 2:30 pm

Weekday Vehicle Trips

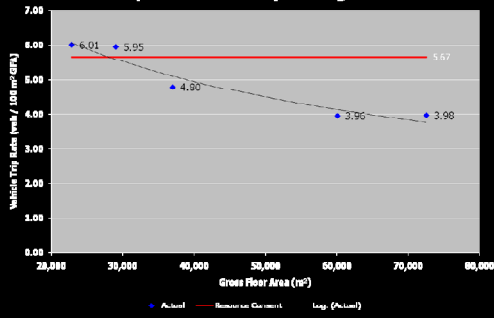
Vehicle Trips - Weekday Evening Peak Hour



Adjacent Road Network Weekday PM Peak -16:30-17:30 = 2,700vph (Stage 1.4)

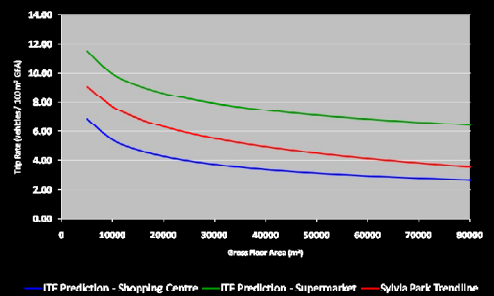
Weekday Vehicle Trips

Vehicle Trip Rates - Weekday Evening Peak Hour



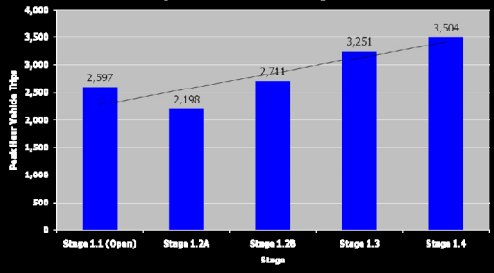
ITE Comparison

Weekday Trip Generation Rate



Weekend Vehicle Trips

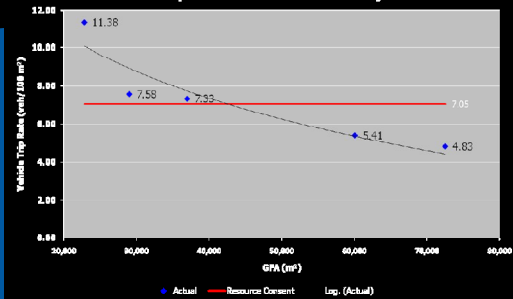
Vehicle Trips - Weekend Middy Peak Hour

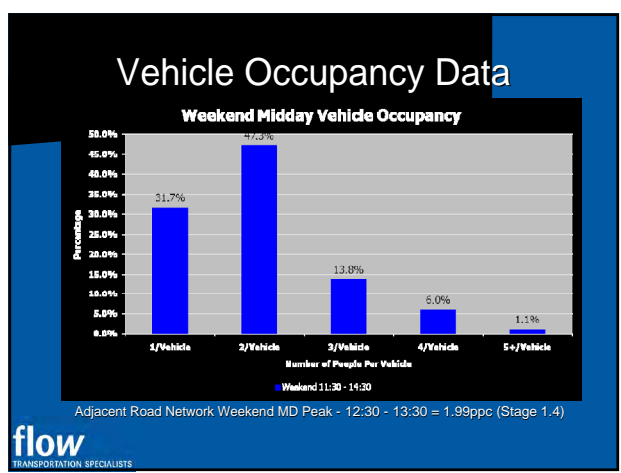
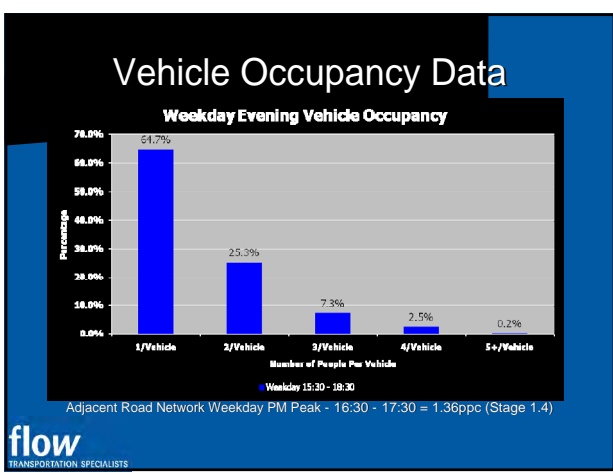
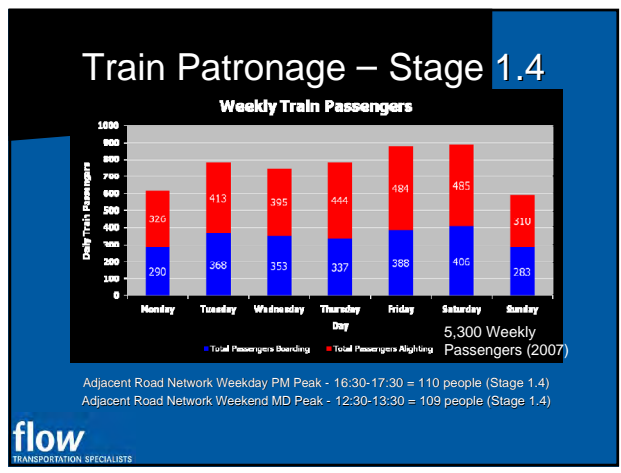
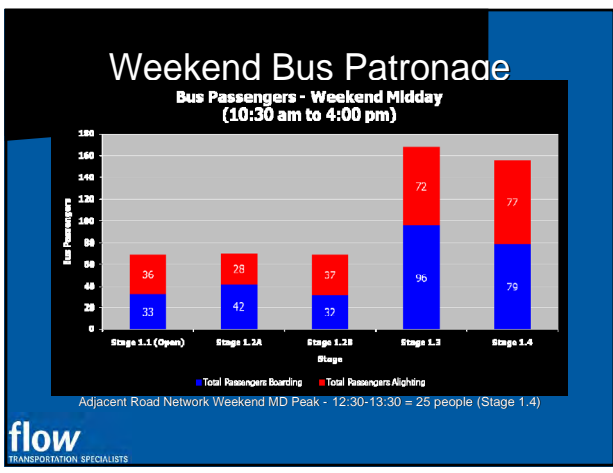
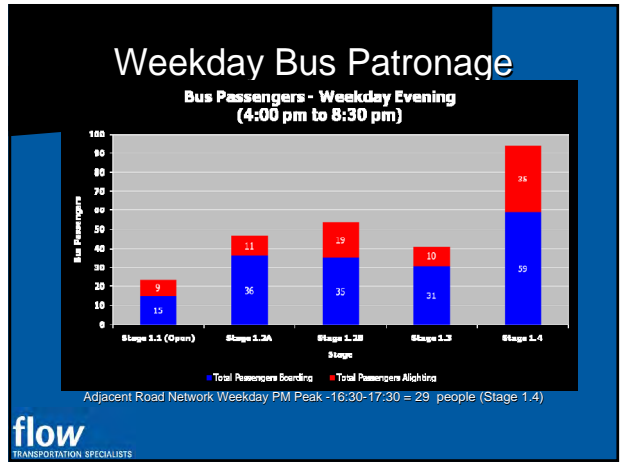
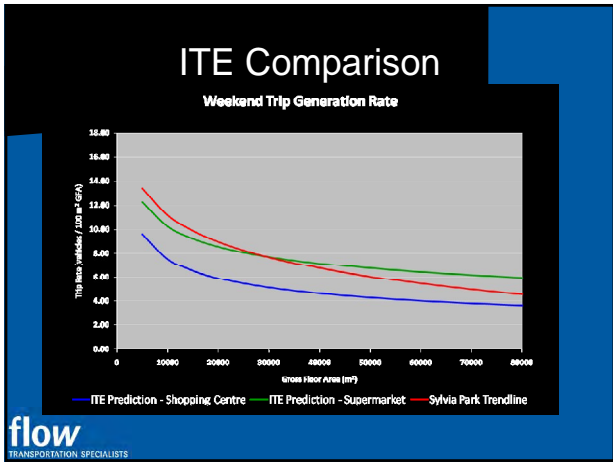


Adjacent Road Network Weekend MD Peak - 12:30-13:30 = 3,340vph (Stage 1.4)

Weekend Vehicle Trips

Vehicle Trip Rates - Weekend Middy Peak Hour





Existing 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% (Assumption)	34	0.5% (Assumption)

Conclusion

- ◆ Dispel the Myth – Traffic surveys demonstrate how traffic flows for a typical day at Sylvia Park are much lower than that initially envisaged.
- ◆ Traffic generation at Sylvia Park for each of the opening stages supports the concept that as retail floor area increases for Shopping Centres, trip rates decrease.