

Summary submission form

Instructions

You may send us your submission...

Please read before completing your submission

It will help us process your submission if you clearly state the issue you want the Council to consider, what specific action you think the Council should take, and why that should be done.

If you wish, you can present your submission at a hearing. (If that is the case, please tick the box). The hearings will be held between Thursday 25 May and Wednesday 7 June 2006. Generally, 10 minutes are allocated for hearing each submission, including time for questions.

It will help us if your submission also refers to the page of either the full version or the summary version.

Please note: we are legally required to make all written or electronic submissions available to Councillors and to the public. This includes the name and address of the submitter. All submissions will be published on the Council's website from 10 May 2006.

No anonymous submissions will be accepted.

By mail

Please mail your submission (no stamp is required) to:

Freepost 178
Our Community Plan
Christchurch City Council
PO Box 237
Christchurch 8003

By email

Please email your submission to:
ccc-plan@ccc.govt.nz
Please make sure that your full name and address is included with your submission.

On the internet

You may enter your submission using the form provided on the Council's web site at:
<http://www.ccc.govt.nz>
Please follow all the instructions on the web site.

Please remember to indicate if you wish to present your submission in person at one of the hearings.

Please ensure your submission arrives no later than Friday 5 May 2006.

Your submission

You may use this form for your submission on the draft Our Community Plan if you wish. Whether you use this form or not, please include your name, address and contact telephone number with your submission.

Tick one ☐ I do NOT wish to present my submission at the hearing, and ask that this written submission be considered OR
☒ I wish to talk to the main points in my written submission at the hearings to be held between Thursday 25 May and Wednesday 7 June 2006

Are you completing this submission: ☐ For yourself ☒ On behalf of a group or organisation

If you are representing a group or organisation, how many people do you represent?

My submission refers to: ☒ Full version 90-93 Page No. ☒ Summary version 8 Page No.

Do you also want to respond to: ☐ Development Contributions ☐ Aquatic Facilities ☐ Other

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Signature [Signature] Date 5/5/06

SUBMISSION TO CHRISTCHURCH CITY COUNCIL COMMUNITY PLAN

Submission from Hoyts Cinemas

Issue for the Council to Consider:

Hoyts Cinemas wishes the Christchurch City Council to consider the conflicting message that elements of the community plan advocate with regard to central city growth. Specifically the impact the proposed parking charges will have on the ability of the council to achieve any increase in central city pedestrian numbers.

Table 1: Background - Proposed Parking changes as per LTCCP

- 1. Increase off-street parking charges by 10% to \$2.20 per hour.**
- 2. Increase on-street parking charges by 25% to \$2.50 per hour.**

The Council acknowledges in many places in the Community Plan the role it must take in revitalising the central city. The \$10.3 million the Council has tagged for the City Mall renovation is the most obvious commitment to this, although it is noted that this is listed as a 'Discretionary Project' (ie Proposed) and is not locked in as a 'Base' project.

It is also noted that the Council has engaged and will continue to engage in marketing campaigns to promote the appeal of the central city. While initiatives such as this provide benefits, we are concerned these will be negated by the more fundamental issue of the expense of inner city parking v's the abundance of free parking at retail areas outside of the central city. Indeed, this issue is highlighted in the comments made by a resident on page 9 of the Summary of the Draft Community plan:

"... the city centre's specialty shops are an attraction, but I've got 3 little kids and it's hard getting round in there and parking's a pain so we don't go very often. Almost wherever you live in the city there's a mall pretty close by with free parking and oodles of shops, all close together"

The retail developments outside of the central city over the last 5 years have prioritised the provision of free and accessible parking as a means of attracting business and we believe that the Council needs to consider this as a significant part of the program to reinvigorate the central city.

LTCCP Submission from Hoyts Cinemas
May 2006

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For further details please contact
James McIntosh @ Hoyts Cinemas
03 352 0211 or jmcintosh@hoyts.co.nz

SUBMISSION TO CHRISTCHURCH CITY COUNCIL COMMUNITY PLAN

Hoyts Cinemas perspective:

Hoyts Cinemas has 4 locations in Christchurch which we categorise into 2 groups:

1. Mall based - Riccarton and Northlands
2. CBD based - Moorhouse and Regent on Worcester (located at 94 Worcester St)

Over the last 18 months Hoyts has invested substantially in 3 of our Christchurch locations with the establishment of a new cinema at Riccarton and extensive refurbishments of the Northlands and Moorhouse cinemas. These investments have been based on the opportunities for growth at these sites. A part of that has been the appeal/vibrancy of the surrounding environments. With the exception of the Regent on Worcester, all of our sites have free parking which our research (supported by anecdotal feedback) tells us is an influencing factor in determining where patrons will go to the movies. While we wish to reinvest in the Regent on Worcester we are concerned about the ability of the area to attract patrons giving the additional expense that patrons face with parking. As an example Table 2 demonstrates how much more expensive it will be for patrons to attend a movie at the Regent on Worcester compared to our other sites.

**Table 2: Cost of going to the cinema for
a patron at Regent on Worcester
compared to other Hoyts Cinemas**

	Regent on Worcester*	All Other Hoyts Cinemas
Tickets: ~ Tuesday @ \$9.50	\$9.50	\$9.50
Parking: ~ 3 hrs total	\$6.60	No charge
Total:	\$16.10	\$9.50
% of parking to overall cost	41%	0%

**Assume off street parking @ \$2.20 per hr, using Oxford Terrace car park*

While free on street parking is available after 6.00pm security concerns mean that many people prefer to park off street. Safe, accessible and either free or low cost parking is an important determinant in where people shop, eat and be entertained. Our 3 other cinema locations all have extensive free parking which many Christchurch residents have responded to.

SUBMISSION TO CHRISTCHURCH CITY COUNCIL COMMUNITY PLAN

Central City Pedestrian Counts

Table 3 shows a summary of results from the 2005 New Zealand Property Institute Survey which highlighted the drop in pedestrian numbers in the Central City.

Table 3: Central City Pedestrian Count Survey: 2005 - 2003 - 2001

Year	Pedestrian Count	% change on previous survey
2005	17,356	20.9% decrease
2003	21,946	4.8% increase
2001	20,935	

It should be noted that these results correlate to our own experiences at the Regent on Worcester.

An Alternative Long Term View?

Given this trend, it is difficult to understand how increasing parking rates will assist in attracting people to the city centre. In addition, it is noted that according to the LTCCP (p. 93 Volume 1) the central city has experienced a 6% **decrease** in pedestrians against 1993 levels. Given that the population of Christchurch has **increased** by approximately 15% over this time this raises serious concerns about the direction that the central city is heading.

We are concerned that if residents continue to be alienated from visiting the central city there is the very real risk of this area becoming a tourist only zone; although the emergence of specific tourist based outlets in areas outside of the central city is beginning to threaten even this market.

Specific action we wish the Council to take:

1. The Council recognises the negative impact of the increased parking charges (10% for off-street and 25% for on-street) on its ability to reverse the decline in central city pedestrians.
2. As part of the program to reinvigorate the Central City the Council recognises the importance of accessible, safe and either free or low cost parking for visitors to the area.
3. That the Council considers radical steps to address the decline in visitors to the city such as free parking for Christchurch city rate payers.

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