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ACCOMMODATION FOR ITINERANT VISITORS TO PALMERSTON NORTH

A Thesis Presented in Partial Fulfilment of the Requirements  
for the Degree of Master of Arts in Geography  
at Massey University.

By

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PREFACE

This thesis investigates all accommodation which has operated in Palmerston North and is especially suited for the itinerant visitor.

It is necessary at the outset to define terminologies used within the context of the thesis.

'Itinerant visitors' comprise all those persons who do not live in Palmerston North, and who stay from day to day at an accommodation house in the city.

'Accommodation' for the purpose of this thesis comprises all those buildings in Palmerston North whose business is to provide overnight lodging for the itinerant visitor at any time during the year. This accommodation comprises all private and licensed hotels, motels, motor hotels and camping ground cabins.

'Private Hotels' are defined by the fourth schedule of the Town and Country Planning Regulations 1960 and Ordinance 1, Clause 3 of the Code of Ordinances as being 'a residential building not being a licensed hotel in which board<sup>1</sup> and lodging<sup>2</sup> is provided for five or more lodgers for reward or payment.'

'Licensed Hotels' provide the same services as the Private Hotel, but have the additional service of a publican's licence issued under the Licensing Act, 1908.

'Motels' are defined by the fourth schedule of the Town and Country Planning Regulations, 1960, and Ordinance 1, Clause 3 of

the Code of Ordinances as being 'land and one or more buildings principally for the day to day accommodation of travellers by road and their vehicles, and includes as accessory to the principal use, any service or amenities provided on the site such as fuelling of vehicles, shops, restaurants, bathrooms, bathhouses and swimming pool, playgrounds and the like.'

However, this definition of a motel could also be applicable to some licensed and private hotels, and to give the term 'motel' a more defined application the Ministry of Works<sup>3</sup> have suggested the following requirements for motels:

- '1. Accommodation units which are self-contained in respect of entrance, bedsitting room (including linen), bathroom, and toilet facilities.
2. At least one off-street parking space adjacent to each unit for guests, with adequate additional facilities for visiting vehicles.
3. Either a breakfast service, served by management in units or adjacent restaurant (serviced motel), or individual cooking and dining facilities in each unit (a terminal motel).
4. Adequate grounds suitably landscaped and planted.'

It should be a pre-requisite before any classification as a motel that these four requirements be met, although in special circumstances where the site is restrictive, Council may reduce the extent of landscaped and planted grounds.

Although there is no definition for 'Motor Hotel' in the Town and Country Planning Regulations, 1960, or the Code of Ordinances; where motel accommodation also has a publican's licence issued under the Licensing Act, 1908, the accommodation may be classified as a 'Motor Hotel'. The accommodation units of the motor hotel may either be included in the licensed premises or else retained as unlicensed premises.

Source material for the thesis required investigations into archives and histories, local body regulations and records, and the results from two questionnaires. The local hotels of the nineteenth and early twentieth century were consistent advertisers in the Manawatu Standard and the Daily Times newspapers and extensive use was made of the accommodation advertisements for information on hotel ownership, location and services provided. Unfortunately, a fire in the 1920s destroyed all official copies of pre-1900 newspapers, and consequently, nineteenth century editions were difficult to locate. The regular accommodation advertisements ceased to appear in editions after 1920, and it was not until half way through the last decade that there has been a reappearance of accommodation advertisements in the city newspaper. A street survey of Palmerston North conducted in 1896 by J.D. Climie of the Lands and Survey Department proved invaluable in determining the location of accommodation at the turn of the century.

Two separate questionnaires were administered during the course of the thesis preparation. In October, 1969 all the 24 accommodation companies operating in the city at that time were personally interviewed and a separate questionnaire was completed for

each accommodation company (Appendix A). In April, 1970 a pilot questionnaire was administered to 30 guest groups staying at 5 accommodation houses in the city. The results of this pilot survey were of assistance in compiling the main guest group<sup>4</sup> questionnaires which were administered in August and September, 1970. The distribution of these questionnaires was on the basis of two questionnaires to each licensed and private hotel bedroom and two questionnaires to each motel, motor hotel and camping ground unit. A computer was used to total and correlate the results of correctly completed questionnaires from 250 guest groups (Appendix B).

Photographs of accommodation houses were not included in this thesis because it was felt that photographs alone would be self evident and serve no constructive purpose unless they were accompanied by critical comment, both favourable and otherwise. Even without naming the accommodation, the photograph would enable instant recognition of the particular company and such critical comment could adversely affect the business of either the accommodation referred to or their competitors. Similarly, no reference was made in the thesis to the trade name of any accommodation company where any critical evaluation was being made, and no reference was made to individual occupancy rates, as such information is confidential to each accommodation company.

Footnotes:

- 1 'Board'. The provision of daily meals.
- 2 'Lodging'. The provision of hired room(s) for residing. A guest house and boarding house can be included in this category.
- 3 Ministry of Works bulletin.
- 4 'Guest group' refers to the number of persons in each private party staying at an accommodation house.

ACKNOWLEDGEMENTS

I would like to thank the Palmerston North City Council and the Palmerston North Public Library for allowing me access to records which proved most valuable in the compilation of data. My thanks also to the staff of the computer unit at Massey University for their assistance in programming the guest group questionnaire.

I am indebted to the management of the accommodation companies who all proved most willing and co-operative in their response to my interview questionnaire. Similarly, I am very appreciative of the 250 guest groups who completed a visitor questionnaire.

My grateful thanks to Mrs. Diane Harrod for drafting the three maps, Mr. John Francis for advice in compiling the guest questionnaire, Mr. Murray McKenzie for printing the copy, and Mrs. Rama McGee for typing the script.

In particular I wish to thank most sincerely my supervisor Mr. B.G.R. Saunders for his able guidance and advice, Mr. K. Nairn and staff of the Town Planning Section of the Palmerston North City Council for their willing co-operation, and my wife Caroline for her patience and encouragement throughout all stages of the thesis preparation.

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INTRODUCTION

There is growing realisation of a definite need for an investigation into all aspects of itinerant accommodation not only in Palmerston North but throughout New Zealand. In a public address at Palmerston North on 29 May, 1969, the then Deputy Manager for the Tourist and Publicity Department, Mr. John Hartstonge, stated that due to a lack of factual information there has been far too much generalisation in comments on all aspects of accommodation. Mr. Hartstonge considered the type of facts needed were studies on the historic evolution and growth of accommodation in New Zealand leading to an investigation of the present day accommodation situation. Such a study he felt can provide the means for the planning of accommodation for the future. Further realisation for the need for an investigation into accommodation came from Recommendations to the National Development Conference by the Tourist Committee at the Second Plenary Session in May, 1969. The report stated (p. 41) 'The Committee stresses the importance of research for establishing data for planning and is concerned at the current serious shortage of tabulated facts.' The Committee stressed the need for basic data on markets, visitors, attitudes and expectations.

Palmerston North celebrates its first 100 years as an established settlement in 1970. This Centennial Year is an appropriate time to examine itinerant accommodation in Palmerston North from 1870 to 1970.

The thesis is divided into four chapters, and following is a resume of each chapter as it appears in the text.

Chapter One traces the development and location of itinerant accommodation in the town from its beginnings, through successive years to 1970, and reveals the factors which have influenced its rate of development and location pattern during the century of accommodation in Palmerston North.

Chapter Two examines the regulations which are applicable in the location, siting, and building of accommodation houses in the city, and relates these regulations to the accommodation site layouts existing today.

Chapter Three investigates the present day characteristics of guest groups who stay at accommodation houses in Palmerston North and reveals the impact of accommodation on the city.

The final chapter examines possible ways to attract an increasing number of itinerant visitors to the city by revealing the city's present limitations and assets, and investigating the existing visitor attractions which could be further developed, and the possible new amenities which could be introduced to attract more itinerant guests to stay in Palmerston North in the future.

CHAPTER ONETHE DEVELOPMENT AND LOCATION OF  
ITINERANT ACCOMMODATION IN PALMERSTON NORTH1. DEVELOPMENT:A. The Beginnings of Accommodation in Palmerston North:

Papaioea - a natural clearing of 600 acres - was the site for the beginnings of the settlement of Palmerston North. In 1866 when the first survey of the clearing was undertaken only Ahuri Road (re-named Main Street in 1876) and Rangitikei Road (later called Rangitikei Street) were in the process of construction. These two roads were barely discernable horse tracks and petered out a short distance from Papaioea clearing.

The first permanent building erected in the clearing was an accommodation house built in 1867 by the first permanent resident, Mr. Edwin Cole. This accommodation was named 'Palmerston House' and was located on Section 340, Ahuri Road (today the site of the Masonic hotel, Main Street West.) The site was 100 yards in from the edge of the clearing and conveniently located to welcome any traveller who had tramped the two-day overland journey from Foxton.

However, the rigours of the two-day tramp from Foxton and the deserted environment of the clearing gave little incentive for travellers to venture into this region in 1867. Consequently guests at the Palmerston Accommodation House ranged from several a month to

none for several months.

Because of the fluctuating fortunes of the Palmerston hotel, the poor condition and short length of the only two roads out of the clearing, and the small size of the settlement, there was considerable scepticism towards an application for a second hotel in 1871. The sole Justice of the Peace for the region Mr. John Dalrymple stated after the granting of a second hotel licence: 'I deem it my duty to record my protest against a second licensed house in the district for reasons that the number of travellers on the road are not sufficient to support two licensed houses.'<sup>1</sup>

Nevertheless, such scepticism towards the viability of further accommodation in the town proved unfounded.

B. The Period of Growth in Accommodation in Palmerston North:

1. Licensed Hotels:

The 13 years from 1880 to 1893 witnessed a steady growth of licensed hotel accommodation in the town.

Table 1

THE GROWTH OF LICENSED HOTELS PROVIDING ACCOMMODATION

<u>Year</u>	<u>Number of Licensed Hotels</u>	<u>Year</u>	<u>Number of Licensed Hotels</u>
1880	3	1887	6
1881	4	1888	7
1882	5	1889	8
1883	5	1890	9
1884	5	1891	11
1885	6	1892	12
1886	6	1893	15

The 15 hotels which provided accommodation in the town by 1893 was the highest number ever reached in the present 100 years of Palmerston North's existence from 1870. This number remained until the 1920s when a downward trend began.

2. Private Hotels:

The growth of licensed hotel accommodation was accompanied by a rapid growth in the number of private hotels in the town.

Table II

THE GROWTH OF PRIVATE HOTELS FROM 1879 TO 1899

<u>Year</u>	<u>Number of Private Hotels</u>
1879	3
1889	14
1899	20

The 20 private hotels which provided accommodation by the turn of the century were the maximum number operating in Palmerston North at one time. Although 5 additional private hotels were erected in the decade after 1900, some of the existing 20 had ceased to operate by 1910.

C. Reasons for this Early Growth of Hotel and Private Hotel Accommodation in Palmerston North:

1. Road Communications:

The steady extension and upgrading of the roads from Palmerston North to outlying settlements gradually broke down the isolation of the clearing and resulted in an increasing number of travellers arriving in the town and requiring accommodation. By

1871 roads linked Palmerston North with Wanganui and Foxton and four years later the Manawatu River was bridged at its eastern end and road contact was established between Palmerston North and Napier. By 1891 the river punt at Woodville was replaced by a bridge which encouraged an increasing number of coach travellers to journey by road through the Manawatu Gorge from Hawke's Bay to Palmerston North.

2. Rail Communications:

The introduction of iron rails and steam engines on the Foxton - Palmerston North railway in 1875, and the extension of the railway south to Wellington in 1886, and east to Hawke's Bay in 1891, brought an increasing number of rail passengers to Palmerston North, who found the town a convenient overnight stop.

3. Population Increase:

Palmerston North grew from a permanent settlement of 15 in 1871 to 880 by 1878 and reached 6,000 by the end of the nineteenth century. The new settlers to the town provided a steady clientele for the hotels and private hotels while they waited for their homes to be built.

D. The Period of Stagnation and Decline in Accommodation in Palmerston North:

At the turn of the century there were 35 accommodation houses operating in Palmerston North. This number steadily declined in the successive years to 20 by 1950. This 57 percent drop in accommodation houses over this 50 year period occurred despite the population of the town increasing 500 percent from 6,000 in 1900

to 30,000 in 1950.

1.

Table III

THE STAGNATION IN THE NUMBER OF LICENSED HOTELS  
PROVIDING ACCOMMODATION BETWEEN 1900 AND 1960.

<u>Year</u>	<u>Number of Licensed Hotels</u>
1910	15
1920	14
1930	12
1940	14
1950	14
1960	13

In addition to the stagnation of hotel numbers shown by table III, the following table shows how little each hotel grew in size during this period.

Table IV

A COMPARISON OF THE ACCOMMODATION CAPACITY OF SIX HOTELS  
WHICH WERE OPERATING IN THE TOWN IN 1900 AND 1968

<u>Hotels</u>	<u>Beds</u>		<u>Bedrooms</u>	
	<u>1900</u>	<u>1968</u>	<u>1900</u>	<u>1968</u>
Commercial	35	40	22	32
Royal	46	36	36	18
Club	44	44	29	29
Cafe de Paris	35	35	28	28
Phoenix (Imperial)	30	30	20	20
Empire	20	30	15	24
TOTAL	<u>210</u>	<u>215</u>	<u>150</u>	<u>151</u>

Table IV shows that among these six hotels only one bedroom and five beds were added in this 68 year period. The Imperial and Royal Hotels ceased providing accommodation in 1968.

The Masonic, Family, Central and Princess Hotels also

provided accommodation in 1900 and at 1960. Their guest capacity for 1900 was unobtainable, but because only minor building additions to these hotels were undertaken in this 60 year period it is unlikely that they added a significant number of beds or bedrooms during this time.

2. Private Hotels:

The 20 private hotels which were operating in the town by 1900 were gradually reduced in numbers over the succeeding years until by 1960 only six still provided suitable accommodation for itinerant visitors. All these private hotels have remained in family ownership and consequently they lack the financial increment necessary for large capital improvements. Their decline in number may continue with four of the six remaining private hotels preferring to locate in another town; and three private hotels operating below the 60 percent occupancy rate; a level which if not improved upon would not make it economically worthwhile to remain in business.

E. Reasons for the Stagnation in the Growth of Licensed Hotels, and Decline in the Number of Private Hotels from 1900 - 1960:

1. The Growth of Private Housing:

Many of the guests who stayed at accommodation houses at the turn of the century were new settlers awaiting the building of their own home. Once the town became more housed there were more homes already built for the new arrivals and there was less need for new settlers requiring temporary lodging in an accommodation house.

2. Improvements in Communications:

In the early 1900s road and rail travel was limited to

between 50 and 100 miles a day and Palmerston North became a convenient overnight stop. However, with the continued improvement in travel over the decades it became possible for many visitors to the city to return to their home town in the same day or travel farther afield without requiring an overnight stop in Palmerston North.

3. Fires in Accommodation Houses:

From 1891 to 1906 fires totally destroyed 5 wooden hotels: the Empire, Clarendon, Commercial, Provincial, and Occidental. Although all these hotels were rebuilt in brick or concrete, the expense and effort required in their replacement must have discouraged the proprietors (except the owner of the Provincial Hotel) erecting larger hotels than the ones they replaced. In 1926 and 1927 the Post Office Hotel and Occidental Hotel were totally destroyed by fire and were not rebuilt.

4. The Depression and the Two World Wars:

The effect of these events was to curtail the building of any new accommodation houses and restrict the renovations and extensions to existing accommodation.

F. The Period of Great Changes in Accommodation:

The most significant changes in the 103 years of accommodation in Palmerston North have actually occurred in the past decade.

1. Reduction in Numbers of Licensed Hotels Providing Accommodation:

Five hotels built before the turn of the century ceased providing public accommodation during 1969. The Central, Family,

Royal, and Princess Hotels were converted to taverns, and the Imperial Hotel became a university hostel and is now scheduled for demolition. Dilapidated, unattractive in appearance, outmoded in design and amenities, and now at a stage where decades of little financial expenditure necessitated extensive renovation, the accommodation in these five nineteenth century hotels had become uncompetitive, and uneconomic to operate.

With the cessation of accommodation in these five hotels the total number of licensed hotels providing accommodation in the city dropped from 13 in 1968 to eight in 1969.

2. Upgrading of Accommodation in the Remaining Licensed Hotels:

The management of the remaining eight hotels realised that their facilities which had been neglected over the past fifty years required substantial improvement if their hotel accommodation was to remain competitive with the new motor hotels and motels in the city. These eight hotels spent a total of \$213,316 on exterior and interior renovations between 1960 and 1970, which was an average yearly expenditure of \$2,666 for each hotel. This compares with their total expenditure of \$71,332 between 1930 - 1960, which was an average yearly expenditure of \$295 for each of these same licensed hotels.<sup>2</sup>

3. Growth of Motels and Motor Hotels:

The 1960 - 1970 decade has witnessed a spectacular growth of motel and motor hotel accommodation from one company providing three units and 18 beds by 1961, to 20 companies providing 277 units and 768 beds by 1970.

Table VTHE GROWTH OF MOTELS AND MOTOR HOTELS

(Accommodation as at 1 December each year).

<u>Year</u>	<u>Companies</u>	<u>Units</u>	<u>Beds</u>
1961	1 (erected 1957)	3	18
1962	3	20	112
1963	3	24	130
1964	5	39	163
1965	10	66	271
1966	10	69	283
1967	10	93	351
1968	10	100	370
1969	13	144	472
1970	20	277	768

The 750 motel and motor hotel beds added to the city between 1961 and 1970 is 60 percent of the total 1243 beds at present available at accommodation houses in Palmerston North.

During 1970 the 133 new motel and motor hotel units erected represented a 92 percent increase on the total number of units existing at December 1969.

Table VIEXPENDITURE ON THE CONSTRUCTION OF MOTELS AND MOTOR HOTELS 1960-70

1.	Construction of 186 motel units	\$612,000
2.	Construction of 91 motor hotel units	290,000
3.	Construction of 3 motor hotel restaurants	151,850
4.	Construction of 3 motor hotel taverns	477,400
	<u>Total Expenditure:</u>	<u>\$1,531,250</u>

Source: Building Records P.N.C.C.

In one year from September 1969 to September 1970 \$424,017 was invested in the construction of new motels and motor hotel units in the city.

G. Reasons for the Growth of Motels and Motor Hotels:

1. The Deterioration and Eventual Cessation of Accommodation at Five Hotels in the City:

Because of the lack of renovation and modernization over the years this hotel accommodation had become increasingly substandard and unattractive for itinerant visitors during the 1960s and in 1968 - 1969 accommodation at these 5 hotels ceased altogether.

2. The Lack of New Alternative Types of Accommodation:

Except for the replacement of existing hotels only two new licensed hotels have been built in Palmerston North this century and both these were erected 35 years ago. All the six private hotels are buildings between 40 and 60 years old.

3. The Suitability of the Motel and Motor Hotel Concept for Itinerant Visitors of the 1960s:

a. Car parking provision:

The unit layout has been specially designed to provide for the widespread use of the motor car. An off-street car park is provided adjacent to each unit.

b. Privacy and quietness:

All the motel and motor hotel units are set back from the street frontage surrounded by yard area, and 18 of the 20 companies are located in the residential zones.

c. Individual facilities:

Each terminal unit has complete cooking facilities and all units have their own bathrooms, lounge and television.

d. Choice of meal service:

Terminal units each provide their own cooking facilities, while a room service is provided for serviced units. All the motor hotels also provide lunch and dinner at their adjoining licensed restaurants.

e. Recreation areas for family groups:

Open spaces surround all the units, and eight motels and motor hotels provide outdoor recreation equipment, such as swings, slides and swimming pools.

f. Commercial sample rooms:

The units are suitable as sample rooms for commercial travellers. The hotels no longer incorporate the sample rooms which were a standard hotel facility at the turn of the century.

4. Increasing Affluence and Growing Mobility:

With a growing number of persons affording to travel, and having the facilities and opportunity to travel, there are an increasing number of itinerant visitors arriving in the city.<sup>3</sup> With the growth of Palmerston North there is a corresponding increase in the number of commercial and recreational attractions to draw the itinerant visitor to the city.

5. City Centennial Celebrations: 1970 - 1971:

The wide variety of functions and celebrations organised by the Palmerston North Centennial Association for the city's first century of settlement will attract a large influx of visitors to the

city in 1970-71. Anticipation of this increased flow of visitors into the city for the Centennial functions has encouraged several accommodation owners to extend their existing premises, and stimulated several new companies to erect accommodation buildings during this period.

H. Summary of Accommodation Development:

The period of rapid growth in accommodation from 1880 to 1900 was followed by 60 years of stagnation and decline in the number of accommodation houses in Palmerston North. However, the last ten years has seen the evolution and growth of two entirely new concepts in the city's accommodation - the motel and motor hotel.

Table VII

NUMBER OF ACCOMMODATION COMPANIES IN OPERATION

	<u>1880</u>	<u>1900</u>	<u>1960</u>	<u>1970</u>
Licensed hotels	3	15	13	8
Private hotels	3	20	6	6
Motels	-	-	1	17
Motor hotels	-	-	-	3
	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>
TOTAL	6	35	20	34
	<u>==</u>	<u>==</u>	<u>==</u>	<u>==</u>

This table shows that there was one less accommodation house operating in Palmerston North in 1970 than 70 years previously in 1900. However, 19 new motels and motor hotels were built in the city from 1960 - 1970, and five of the eight remaining licensed hotels which still provided accommodation in 1970 were extensively rennovated in this decade.

Table VIII

THE ACCOMMODATION CATEGORIES, COMPANIES, AND CAPACITIES,  
AS AT DECEMBER, 1970

<u>Category</u>	<u>Companies</u>	<u>Beds</u>	<u>Units</u>
Licensed hotels	8	280	-
Private hotels	6	195	-
Motor hotels	3	226	91
Motels	17	542	186
	<u>34</u>	<u>1,243</u>	<u>277</u>

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2. LOCATION:

A. Location in 1900:

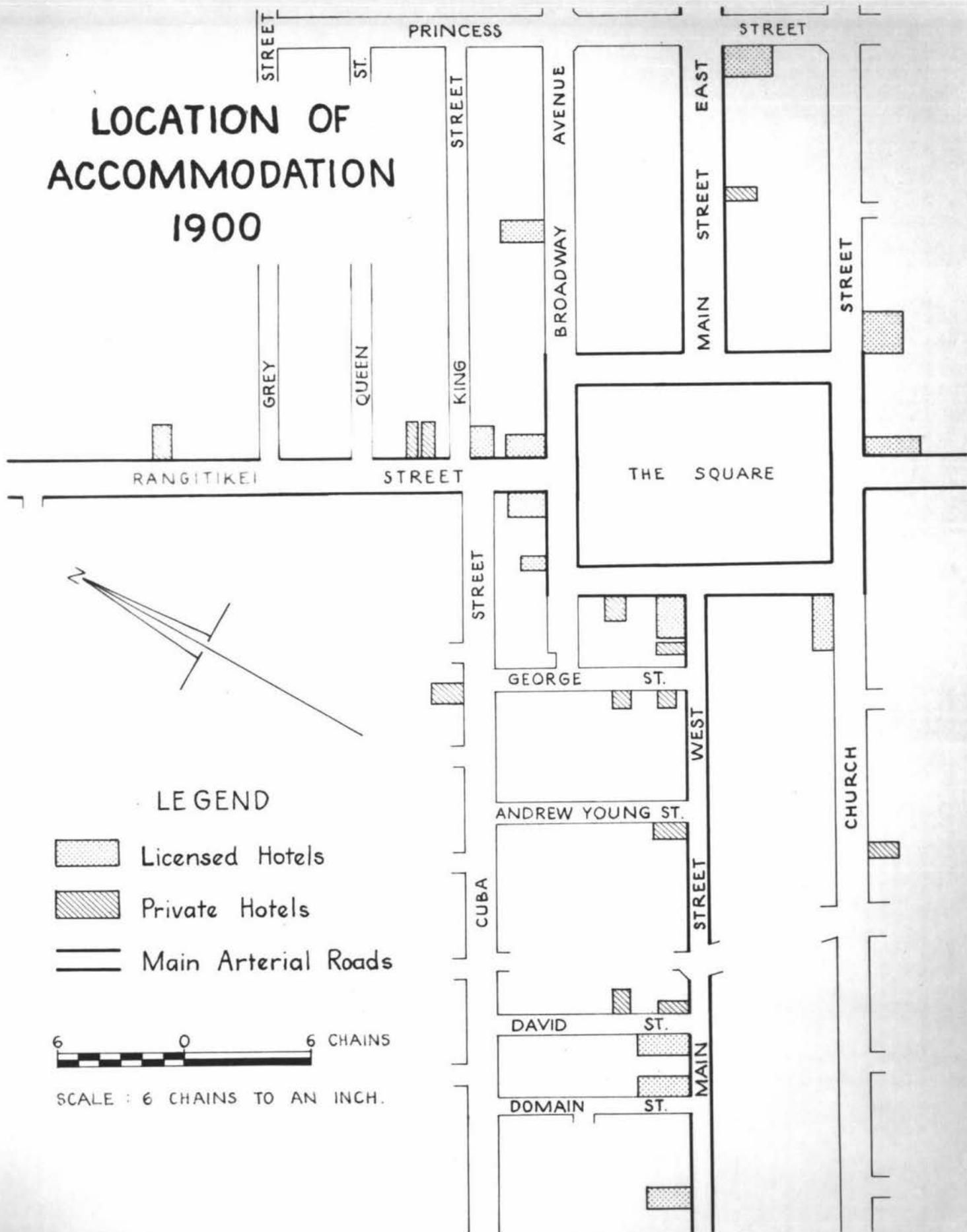
Figure 1 shows the location of all the known accommodation houses in operation in Palmerston North by 1900, with the exception of two hotels and two private hotels which are outside the periphery of the map. (These being one hotel and one private hotel in Main Street East, and one hotel and one private hotel in Rangitikei Street.)

1. Influence of the Square:

The perimeter of the Square was the location of the first commercial activity in the town, and new commercial businesses gravitated towards this area.

With an increasing number of visitors to Palmerston North arriving by rail from Foxton and embarking at the station in the

# LOCATION OF ACCOMMODATION 1900



## LEGEND

-  Licensed Hotels
-  Private Hotels
-  Main Arterial Roads

6 0 6 CHAINS

SCALE : 6 CHAINS TO AN INCH.

centre of the Square, and an increasing number of coach travellers arriving at the main road intersection with the Square, the perimeter of the Square became a popular location for the first accommodation houses.

By 1885, there was an accommodation house on five of the seven road intersections with the Square, and two more had located around the perimeter of the Square.

## 2. Influence of the Railway Station:

The erection of a large railway station in Main Street West in 1891 and the popularity of rail passenger transport at that time resulted in streets in the vicinity of the new railway station becoming popular locations for future accommodation houses.

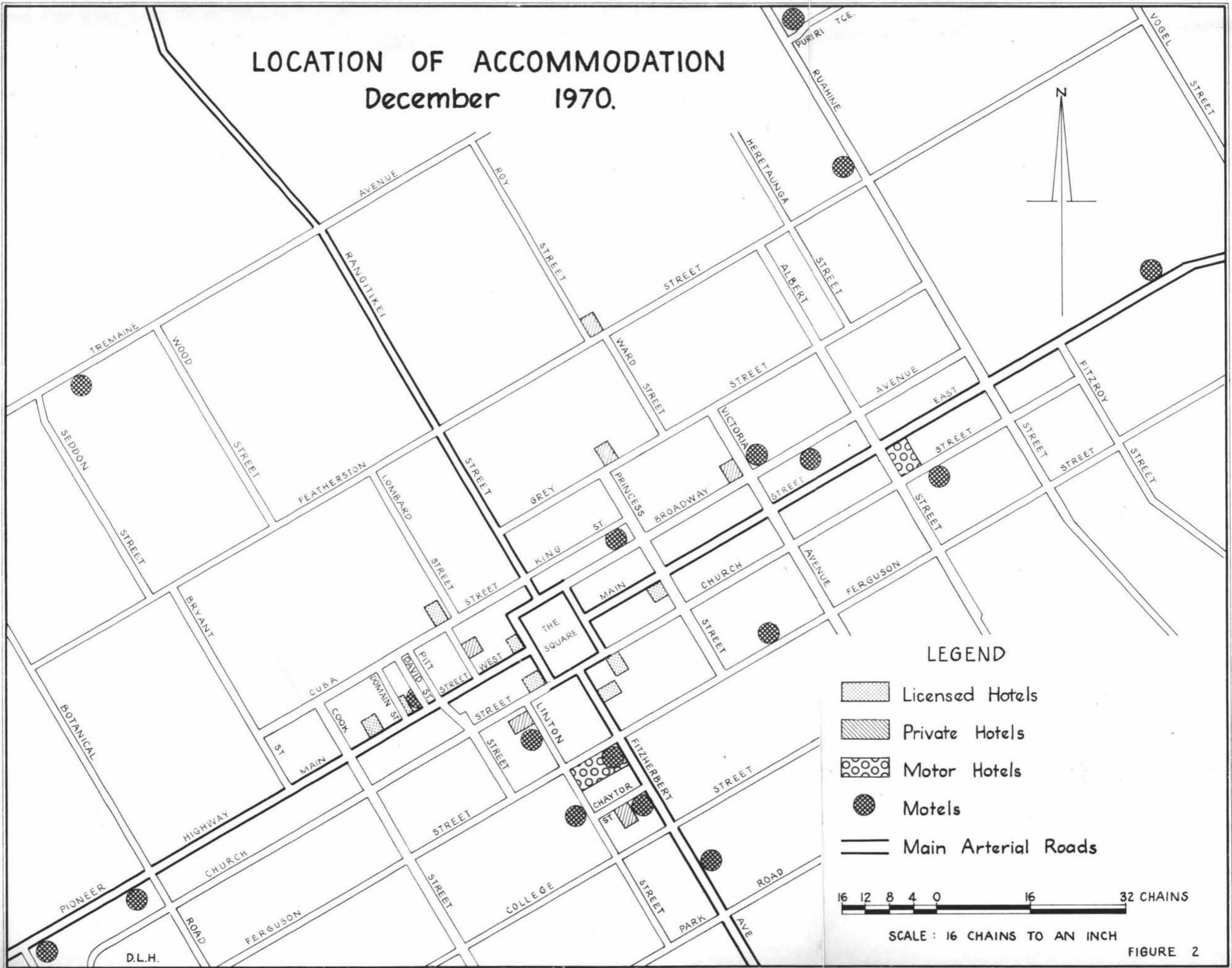
Frequent mention of the convenient location to the railway station was made by these accommodation houses. For example the Masonic Hotel stated in an advertisement in The Manawatu Daily Times in 1900: 'Owing to the hotel being situated close to the railway station it is especially convenient for tourists and the travelling public who desire to leave town by the early morning trains.'

Within two years of the completion of the railway station in Main Street West, three licensed hotels and four private hotels were built within its close proximity.

## B. Location in 1970:

Figure 2 shows the location of all accommodation in Palmerston North except for one motor hotel which is outside the periphery

# LOCATION OF ACCOMMODATION December 1970.



## LEGEND

-  Licensed Hotels
-  Private Hotels
-  Motor Hotels
-  Motels
-  Main Arterial Roads

16 12 8 4 0 16 32 CHAINS

SCALE : 16 CHAINS TO AN INCH

FIGURE 2

of the map.

With the popularity of the private car today, the railway station is no longer the influential location factor for accommodation that it was in 1900. In a survey of 250 guests staying at accommodation houses during August and September 1970, only eight (three percent) arrived in the city by rail. Only one of the 34 accommodation houses is located near the present railway station.

The widespread popularity of the motor car by the itinerant visitor today has encouraged accommodation companies to locate on or near the main arterial roads leading into the city. In the 250 guest survey, 216 (86 percent) travelled by motor car and consequently would have entered the city along the main arterial roads.

Table IX

<u>Accommodation</u>	<u>LOCATION OF ACCOMMODATION</u>		
	<u>Main Arterial</u>	<u>Sub Arterial</u>	<u>Minor Street</u>
Licensed Hotels	5	3	-
Private Hotels	-	3	3
Motels	7	8	2
Motor Hotels	3	-	-
TOTAL	<u>15</u>	<u>14</u>	<u>5</u>

Fifteen accommodation houses have located on a main arterial and an additional nine have located on a road adjacent to a main arterial. The two motels and two of the three private hotels located on minor streets are immediately adjacent to a main arterial. Twenty-nine of the 34 accommodation houses at present operating in Palmerston North are located on a main arterial or sub arterial in the city.

C. Location Preferences:

1. Street:

Twenty-three of the 27 accommodation houses interviewed were satisfied with their present street location in the city, and did not consider they would be better situated for attracting visitors by re-locating elsewhere in the city. Of the remaining four accommodation houses, one motel company situated on the outskirts of the city on a main arterial was satisfied with its choice of street, but would have preferred to be closer in to the city centre. However, locating on the outskirts of the city enables this motel to be one of the first accommodation houses to greet the traveller entering the city from this direction, which makes this accommodation especially welcome to travellers without any prior booking, and those unfamiliar with the city streets. Another motel located on a secondary arterial in a suburban area which would be difficult for a stranger to locate, considered that relocation along the two arterials - Main Street or Fitzherbert Avenue - would be a more suitable location for attracting visitors. A third motel situated near a growing new industrial area considered its site was now unsuitable for motel accommodation. The only other accommodation house unsatisfied with its present street location was a private hotel situated on a secondary arterial. This guest house would have preferred a site along the main arterial of Rangitikei Street or Pioneer Highway.

Not all the 24 accommodation houses which were content with their present street location were situated on main arterials. Two private hotels which were in minor streets considered the quietness of

their locality was an advantage which was appreciated by their guests. However, in both these cases their locality was conveniently close to a main arterial.

## 2. City:

The 27 accommodation houses interviewed were asked whether they would prefer to relocate their accommodation in another part of New Zealand if the opportunity arose.

Table X

CITY LOCATION PREFERENCES

<u>Accommodation</u>	<u>Palm. Nth.</u>	<u>Wgtn.</u>	<u>Auck.</u>	<u>Other</u>
Licensed Hotels	6	1	-	1
Private Hotels	2	1	2	1
Motels	6	3	-	1
Motor Hotels	3	-	-	-
TOTAL	<u>17</u>	<u>5</u>	<u>2</u>	<u>3</u>

There was widespread concern amongst the 17 accommodation houses preferring to remain in Palmerston North, over the present rate of motel building in the city. This group considered that if the high rate of growth continued for several more years then Palmerston North would be over supplied with accommodation, and other centres would be more attractive for their business.

The remaining ten accommodation houses interviewed considered that this saturation point had already been reached in the city, and because of the recent increased competition from new motel companies, they would now prefer to relocate elsewhere in New Zealand.

D. Location of Accommodation on Main Arterials:

The most suitable location for accommodation houses is along, or adjacent to, the main arterials of the city. As many travellers arrive in the city at night and some are unfamiliar with the city streets, a well lit accommodation house fronting the main arterial acts as a homing beacon to the traveller arriving in the city. If accommodation is located on a circuitous or distant route from the main arterials it may be difficult for the visitor to find. In the case of the Spanish Lady Motel Co. Ltd. v Napier City,<sup>4</sup> application had been made to erect a block of motels adjoining Kennedy Road which was the main arterial into Napier. The Town and Country Planning Appeal Board was of the opinion that Kennedy Road provided a locale for the erection of motels that was unusually convenient for the travelling public. Mr. Justice Mitchell of the New South Wales Land and Valuation Court stated in the case of Sundowner Motels Pty. Ltd. v Valuer General;<sup>5</sup> 'It is clearly an advantage for a motel site to be on a main highway in order to attract passing traffic and to have a frontage to two streets whether they be parallel or at right angles; and some additional value must accrue to a parcel of land which has those qualities.'

Where an arterial is already carrying a high traffic density, accommodation houses along this main arterial would not result in any appreciable increase in the road's traffic volume. 'The accommodation unit is in fact simply coming to the traffic rather than becoming a source of traffic.'<sup>6</sup> The Cumberland County Council of Sydney, N.S.W. found on investigation in 1963 that the traffic generated by all the motels in its district (each motel being of between 20 to 40 bedroom

capacity) was very low even in the peak arrival and departure periods and averaged at under 10 movements an hour. A survey in the city conducted on Friday 23rd October, 1970 at a peak arrival and departure time between 4.45 p.m. and 5.45 p.m. outside a motor hotel of 177 bedroom capacity showed only 12 movements.

However, location of accommodation units along main arterials must not interfere with the smooth traffic flow. It was held in the *Minister of Works and Another v Hawkes Bay County*,<sup>7</sup> that the ability of State Highways to carry the increasing volume of traffic with safety is not to be prejudiced by the development of commercial enterprises depending for their trade on passing traffic. Where an accommodation unit entrance and exit is directly onto a State Highway the Ministry of Works<sup>8</sup> have recommended that such entrances and exits should be clearly visible to approaching motorists from at least 200 feet within a 30 m.p.h. speed limit area, at least 300 feet on roads where average speeds would exceed 40 m.p.h., and at least 500 feet on the open highways. These are minimum recommended distances and should be greater wherever possible. The Ministry of Works also recommended that these entrances and exits should be at least 300 feet from any major intersection, and at least 100 feet from any minor intersection.

However, this restriction on location of entrances near intersections need not discourage location on corner sites. An entrance on the main arterial and an exit onto the side street both attract the motor traveller along the arterial and safely lets him leave the premises by the quieter side street.

It is fortunate that the city's topography is flat and the arterials serving the city centre are straight as this effectively eliminates the problem of restricted visibility at accommodation house entrances caused by inclines and bends in the adjoining road.

Where accommodation houses are located on the opposite side of the arterial to incoming traffic, the introduction of a median strip down the centre of the arterial could reduce the occupancy rate if there is no gap in the barrier convenient to the accommodation. Wherever practicable cross-overs directly opposite accommodation houses should be included in the median.

However, in addition to the desirability of accommodation providing a prominent and convenient location for the traveller, there must be compliance with all the local body regulations, and the following chapter will examine the requirements and implication of these regulations as they affect accommodation in the city.

Footnotes:

- 1 An extract from a letter dated November 15, 1871, by John T. Dalrymple, Justice of the Peace, to the Secretary of the Wellington Provincial Government.
- 2 The Building Inspectors' Department of the Palmerston North City Council records the expenditure for each building contract when the building permit is issued.
- 3 Chapter Three indicates the number of itinerant visitors who stay overnight in the city annually.
- 4 Spanish Lady Motel Co. Ltd. v. Napier City, 1967, Town and Country Planning Appeal Board, 75.
- 5 Sundowner Motels Pty. Ltd. v. Valuer-General, 1965, New South Wales Reports, 955.
- 6 Dunphy J., 1966, Town Planning and Local Government Guide, 190.
- 7 Minister of Works and Another v. Hawke's Bay County, 1967, T. & C. P.A.B., 88.
- 8 'Motel Standards', September 1963, Ministry of Works, Town and Country Planning Branch.

CHAPTER TWOREGULATIONS FOR ACCOMMODATION

Table XI shows the accommodation for each zone which is permitted by the Code of Ordinances as of right as a predominant use, and the accommodation which is permitted by the Code for each zone provided the applicant is successful in a conditional use or specified departure application to Council.

Table XIACCOMMODATION USE AS REGULATED BY THE CODE OF ORDINANCES

<u>Zone</u>	<u>Predominant Use</u>	<u>Conditional Use</u>	<u>Specified Departure</u>
Residential 'A'	-	Motels Camping grounds	Licensed hotels Private hotels
Residential 'B'	Private hotels	Motels Camping grounds	Licensed hotels
Residential 'C'	Private hotels	Motels Camping grounds	Licensed hotels
Commercial 'A'	-	Licensed hotels	Motels Private hotels Camping grounds
Commercial 'B'	-	Licensed hotels Private hotels Motels	Camping grounds
Commercial 'C'	-	-	All Accommodation
Industrial 'A', 'B', 'C' and 'D'	-	-	All Accommodation

Source: P.N.C.C. Code of Ordinances

Table XI shows that it is necessary to apply to Council for a conditional use or specified departure application for all proposed

accommodation in the city, except for private hotels in the Residential 'B' and 'C' zones. Consequently, it is necessary to explain the criterion for conditional use and specified departure applications.

A. The Criterion:

1. Conditional Use:

A conditional use is a permitted use subject to such conditions that the Council may think fit to impose whether generally or in respect of the particular use or site. It is the wish of the Council that the accommodation units which are the subject of the conditional use application should be arranged in a practical and efficient layout which is a suitable utilization of the particular site and causes a minimum of interference to adjoining properties.

'A conditional use should be allowed in the zone which prescribes it unless the specific site selected by the applicant is for some reason unsuitable in the opinion of the Council administering the Scheme.'<sup>1</sup> The criteria the Council adopts in deciding whether to allow each conditional use application is laid down by section 28(c)3A of the Town and Country Planning Act, 1953 which states: 'In allowing or refusing the application the Council shall have regard to -

- (a) The suitability of the site for the proposed use determined by reference to the provisions of the operative district scheme.
- (b) The likely effect of the proposed use on the existing and foreseeable future amenities of the neighbourhood, and on the health, safety, convenience, and the economic and general welfare of the inhabitants of the district.'

In determining whether a site is suitable for an accommodation house in accordance with section 28(c)3A(a), the Council examines the convenience of the site to main arterials; and the dimensions of the site to ensure that there is provision for adequate carriageways, off-street parking, open spaces, and landscaping.

In the interpretation of section 28(c)3A(b), 'amenities' has been defined by the Town and Country Planning Act as being 'those qualities and conditions in a neighbourhood which contribute to the pleasantness, harmony, and coherence of the environment, and to its better enjoyment for any permitted use.'<sup>2</sup> 'In deciding a conditional use application under this section equal weight must be given to the words: pleasantness, harmony, and coherence, but if any one is impaired this is a detraction from the amenities.'<sup>3</sup> In the application of this section, Mr. Justice Perry has stated: 'The matter must always be one of fact and no circumstances are the same.'<sup>4</sup>

## 2. Specified Departure:

If a person desires to erect an accommodation house in a zone which the Code of Ordinances does not make provision for either as a predominant or conditional use, then the application must become a 'specified departure' from the provisions of the District Scheme. 'The Town and Country Planning Appeal Board has stated on many occasions that such applications for specified departures from an operative district scheme will only be granted rarely and in special circumstances. The reason for this is that the public is entitled to some certainty in zoning matters, and the five yearly reviews called for by the Act impart a degree of flexibility which relieves the rigidity of a system

of zoning.<sup>5</sup>

In determining an application for a specified departure Council is required to apply the standard laid down by section 35 of the Town and Country Planning Act. Section 35(2) states: 'The Council may consent to such a specified departure only where -

- (a) The effect of the departure will have little significance beyond the immediate vicinity of the property in respect of which the departure is sought, and the district scheme can properly remain without change or variation or,
- (b) The departure is in respect of a matter for which the Council has resolved to bring down a change or variation to the Scheme, but which is of such urgency to warrant its immediate authorisation without waiting the time involved in completing the change or variation.'

Section 35(4) states: 'In the granting or refusal of any consent to a specified departure, the public interest shall be the paramount consideration.'

'There is an onus on an application for a specified departure to establish a prima facie case, not only that one of the conditions precedent prescribed by subsection (2) of section 35 has been fulfilled, but that the effect of the departure will not be contrary to the public interest.'<sup>6</sup> 'That is to say, a specified departure is prima facie contrary to the public interest, and therefore the onus is on the applicant to establish that the promotion of the public interest will be greater by granting the consent to the application than by refusing it.'<sup>7</sup>

That the granting of the specified departure is in the applicant's own personal interest would be an easy criterion to establish. However, for the applicant to prove that the city would be better off by Council granting the departure than by its refusal is a far more onerous standard of proof.

However, if the applicant can prove that there is a lack of accommodation facilities in the city, and that the proposed accommodation which is the subject of the application will help attract visitors who will add to the wealth of the city, this could help establish the degree of public interest necessary to convince Council to grant the specified departure application.

Conditional use and specified departure applications are served on all those persons whom the Council considers are more affected by the application than the public at large. The application is also published twice in the local newspaper. This procedure brings the conditional use and specified departure application to the attention of the inhabitants of the city and enables them to object to all or any part of the application.

After examining and considering the conditional use or specified departure, and the submissions of any objectors, the Council may either grant the application unconditionally or conditionally, or decline the application outright.

The applicant and any objector to the conditional use or specified departure has a right of appeal to the Town and Country Planning Appeal Board against part or all of the Council's decision.

B. Zoning:

1. Residential Zones:

Residential 'A' is low density residential, and no accommodation houses are permitted in this zone as a predominant use.

Private hotels can operate as of right as a predominant use in the higher density Residential 'B' and 'C' zones. 'There are occasions when the legitimate requirements of the public call for the establishments of purely commercial uses in a residential area.'<sup>8</sup> Certain of these commercial uses such as private hotels may be said to have a residential character and because their intrusion into a residential zone may have little effect on the amenities, they may be more readily permitted. Private hotels are visually similar to a large private dwelling and can successfully blend into these higher density residential zones. Private hotels in Residential 'B' and 'C' zones are the only accommodation uses permitted as a predominant use in the city.

Because of the variety of potential designs for motels and camping grounds, such accommodation must be the subject of a conditional use application in the Residential 'A', 'B' and 'C' zones. This procedure enables Council to consider each application individually and impose any conditions it considers necessary.

2. Commercial Zones:

In the Commercial 'A' zone only licensed hotels are permitted as an accommodation group. This zone is principally a service retail zone of shops such as the corner dairy. The zoning pattern of Commercial 'A' is of very small spot zones scattered throughout the

city. The only portion of this zone which would have sufficient area for a hotel site would be the Pioneer shopping centre block.

Commercial 'B' is principally a retail shopping zone and licensed and private hotels and motels are permitted as conditional uses provided the retail shopping frontage remains unbroken. In this zone hotels could place their accommodation above and behind their bottle store and bars fronting the street. Property behind the retail shops could be suitable for motels provided there is sufficient open space for car parking and landscaping around the units.

No accommodation houses are permitted either as predominant or conditional uses in the Commercial 'C' or any of the Industrial zones.

Table XII

THE NUMBER OF ACCOMMODATION HOUSES IN EACH ZONE: (DECEMBER 1970)

<u>Accommodation</u>	<u>Residential A</u>	<u>Residential B</u>	<u>Commercial B</u>	<u>Commercial C</u>
Licensed hotels	-	-	8	-
Private hotels	1	1	2	1
Motels	8	6	2	1
Motor hotels	1	2	-	-
	<u>    </u>	<u>    </u>	<u>    </u>	<u>    </u>
TOTAL	10	9	12	2
	<u>    </u>	<u>    </u>	<u>    </u>	<u>    </u>

C. Siting:

Regulations for the siting of all accommodation houses are a necessary adjunct for the protection of adjoining properties and for an effective layout of the buildings on the site. All buildings which are a predominant or conditional use must comply with the siting requirements for the relevant zone prescribed by the Code, and where the building is

a conditional use or specified departure the Council may impose additional siting conditions before the application is granted.

1. Residential A:

'The siting requirements for motels in this zone are determined by Council when considering each conditional use application, but in each case shall not be less than the siting requirements for apartment houses.'<sup>9</sup> In this Residential 'A' zone the minimum of open space surrounding apartment houses requires a front yard of 15 feet and a rear yard of 25 feet. Where the units are erected one behind the other down the depth of the site, then one sideyard must have a width of 15 feet (increased to 18 feet if a driveway of 8 feet minimum width is included in this sideyard). The width of the other sideyard is dependent on the total length of all the units.

Table XIII

SIDEYARD WIDTH FOR UNITS ERECTED DOWN THE DEPTH OF THE SITE

<u>Length of building</u>	<u>Width of sideyard</u>
0 - 60 feet	8 feet
60 - 120 feet	12 feet
120 - 180 feet	16 feet
180 feet & over	20 feet

Source: P.N.C.C. Code of Ordinances

Where motel units are erected side by side across the width of a site both sideyards can be reduced to four feet. If a vehicular access way is required down the side of the units one of these sideyards must be increased to eight feet.

Where motels are erected on a rear site in the Residential 'A' zone, there must be two 10 foot yards and two 25 foot yards, and

these four yards can be arranged in any sequence on the site. However, if the sideyard for a front site calculated on the length of the units (Table XIII) exceeds the width of the yard prescribed for the side of the motels on the rear site, then the sideyard width of the front site takes precedence and becomes the width of the yard on the side of the motels on the rear site.

Where it is proposed to erect motels in a two-storey block the minimum sideyard on a front site for a single-storey motel may be inadequate. The Code of Ordinances requires the height of the building to be in proportion to the width of the minimum sideyard. 'The height of all buildings shall not exceed 10 feet plus the width of the smallest sideyard.'<sup>10</sup> Therefore, where the width of the smallest sideyard is six feet a motel block could not exceed 16 feet. If it is proposed to erect an 18 foot high building the additional two feet of height must be complemented by a corresponding two foot increase in sideyard from six feet to eight feet.

In this Residential 'A' zone, apartment houses require 12 perches per household unit for a front site and 16 perches per household unit for a rear site. Although motel units are not classified as household units, this land area requirement for apartments is a suitable standard for proposed motel units, and can be a useful criterion to assist Council in deciding the conditional use application. Compliance with this minimum land area per unit is necessary before the motel units could be converted to apartment flats.

A maximum building coverage of 45 percent of the site area is permitted as a conditional use for motels in this Residential 'A' zone.

Provided the normal yard requirements are adhered to this building coverage would not be exceeded.

2. Residential 'B' and 'C':

When siting private hotels the 15 foot front yard and 25 foot rear yard, and the height restriction proportionate to the width of the smallest sideyard, remain the same as for the Residential 'A' zone. However, both sideyards can be reduced to eight feet, and the maximum building coverage is increased to 50 percent of the site area.

The yard requirements for motels and camping grounds are determined by the Council when considering each application. However, the Code's yard requirements for apartment houses as a predominant use in the Residential 'B' and 'C' zones would be a useful standard for applicants to observe.

3. Commercial 'A':

The minimum yard requirements for licensed hotels are 10 feet for a front yard, 15 feet for a rear yard and sideyards of 15 feet if they adjoin a residential zone. The maximum building coverage is 50 percent of the site area.

4. Commercial 'B':

In the Commercial 'B' zone licensed and private hotels and motels require side and rear yards of 15 feet if the site adjoins a residential zone.

5. Yard Reductions:

In any application for a predominant or conditional use

where it is proposed to reduce any of the yard requirements laid down by the Code for the particular zone, then provided the applicant obtains the written consent from the adjoining neighbour who is affected by the building encroachment, the Council has power to determine whether this yard reduction should be permitted.

The yard requirements for all specified departures are determined by Council when considering each application.

D. Parking:

Unless accommodation houses are located in the central city parking area where Council has undertaken the responsibility of providing car parks, each company must provide sufficient off-street car parking to satisfy the requirements under the Code.<sup>11</sup> Motels require a minimum of one car park for each unit, and in addition visitors' car parks must be provided, the number being proportionate to the size of the motel. Private hotels require one car park for every six guest rooms. Licensed hotels require one car park for every six guest rooms or one for every 200 square feet of gross floor area of bar space including beer gardens, whichever is greater. The restaurant section of an accommodation complex requires one car park for every four seats.

At present there is no special car parking category for motor hotels. However, because they have a motel unit layout for the accommodation, the car parking standard applicable for motels has been adopted by Council when considering applications for motor hotels. In addition, the car parking standard for licensed hotel bar space has

been adopted for the licensed premises of the motor hotel.

One car park per 200 square feet of bar space would appear to be insufficient. It would be comfortably possible to seat 20 people in 200 square feet of tavern space and there would be far more than one car to these 20 persons. However, it is only for short peak periods that there would be this ratio of 20 plus persons per 200 square feet of bar space. If sufficient car parks are provided to adequately cater for the cars during these peak customer periods then there would be acres of deserted car parking areas during the long quiet periods.

One solution to this problem could be the adoption in all zones of the special car parking provisions provided by the Code for licensed hotels in Commercial 'A' zone, where one car park is required for every 10 square feet of floor bar space available to the public.

The Code's alternative car parking requirement for licensed hotels and private hotels of one car park per six guest rooms is also inadequate. This should be increased to at least three car parks per six guest rooms, on the basis of 73 percent of the clientele at accommodation houses containing a maximum of two persons in their guest group, and 91 percent of the guest groups travelling in their own car.<sup>12</sup>

In the case of licensed hotels the car parking requirements for accommodation should become complementary to the bar space car parking requirements rather than an alternative, because of the small clientele relationship between accommodation guests and bar guests.

Therefore, for licensed hotels instead of the present car

parking requirements of one car park for 200 square feet of bar space or alternatively one car park for six guest rooms, there should be provided one car park per 10 square feet of bar space and in addition, one car park for every two guest rooms. Private hotels should also provide one car park for every two guest rooms.

Because licensed hotels, motor hotels, and motels are either conditional uses or specified departures in all zones, any special provisions for off-street parking can be included in either the application or in the decision by Council. A case in point is the Fitzherbert Motor Inn which has a bar space of 11,000 square feet. One park for 200 square feet of bar space in accordance with the Code's standard requirements would only provide 55 car parks. However, this number was realised by both the applicant and Council to be inadequate. Provision was made for 180 car parks with the Council having the right to request that this number be increased to 200 on land already held by the motor hotel if Council considered it necessary after the complex had become operational. Immediately the licensed premises were opened this need arose and was exceeded, and the applicant has already increased the 200 car parks to 350 car parks. In addition the complex provides one car park per motel unit and half these units each have space for a visitors car park.

E. Accommodation Design:

1. Internal:

The internal layout of the units should be arranged to give guests the maximum amount of comfort, peace, and privacy that is

practically possible.

(a) Quietness:

To reduce noise between adjoining units the living rooms of the two units should not adjoin but be separated by bedrooms. A lining of sound deadening material on each side of the concrete block wall separating each unit would help eliminate noise between units. Where units are double storeyed, noise is easily transmitted between floors, and it is desirable to place sound deadening material between the two levels, and install acoustic ceilings in the lower units, and thick carpeting on the floors of the upper units.

(b) Room Sizes:

Although accommodation houses are not classified as household units the room sizes and room combinations must comply with the minimum standards laid down by the New Zealand Standards Institute 1900, 1964. In addition all accommodation must comply with the regulations laid down by the Plumbing, Drainage, and Health Department of the City Council.

(c) Internal Unit Combinations in Operation:

Motels and motor hotel units can be any of the following four room combinations.

- (i) Fully self contained units as regards kitchen, bathroom, toilet and laundry facilities.
- (ii) Fully self contained units as regards kitchen, bathroom and toilet, but with shared laundry facilities.
- (iii) A bed-living room, bathroom and toilet. This

combination is permitted only where a full meal service is available and prepared in an approved service kitchen.

(iv) A bed-sitting room, bathroom and toilet. This combination is permitted only where a restaurant is available on the motel site and all meals can be obtained in that restaurant.

Unit combinations (i) and (ii) are terminal units with their distinctive amenity, a kitchen in each unit. Combinations (iii) and (iv) are serviced units and do not provide kitchens in each unit.

Table XIV

THE NUMBER OF SERVICED AND TERMINAL UNITS IN OPERATION  
IN THE CITY MOTELS AND MOTOR HOTELS AS AT 1ST DECEMBER

	<u>1968</u>	<u>1969</u>	<u>1970</u>
Serviced Units	55	80	154
Terminal Units	45	64	123
Total Units	<u>100</u>	<u>144</u>	<u>277</u>
Proportion Terminal Units	45 percent	44 percent	44 percent

With the motel and motor hotel business becoming increasingly competitive in the city because of the 177 percent increase in units from 1968 to 1970, an assurance that the units can be converted into rental flats if the venture is not successful in providing itinerant accommodation gives the business venture added security.

The only units which can comply as rental flats are terminal units which each have their own kitchen, bathroom, toilet and laundry, and have sufficient storage facilities either in each unit or adjacent

to each unit.

Table XIV shows that the proportion of terminal units in the city has remained a constant 45 percent to 44 percent over the past three years.

It would be prudent for further new accommodation companies to ensure that a substantial proportion of their units are terminal units which can be readily converted to rental flats, or conversly the units be so constructed that they can be converted to flats with only a few small modifications.

2. External:

(a) Carriageways:

Access and egress to the accommodation house should be sufficiently far away from an intersection to avoid traffic congestion, and be clearly visible from the street. It is advantageous if there are separate vehicular entrances and exits, but if there is only one combined ingress-egress, the width should be at least 20 feet for a motel layout with five or more units. Every off-street parking space must have an area of not less than 150 square feet exclusive of access and aisles. There should be a distinct separation between pedestrian and vehicular paths. A low nib wall can provide an effective barrier between the two areas.

(b) Landscaping and Building Layout:

All the eight licensed hotels providing accommodation today are in the Commercial 'B' zone which is among the highest value land in the city. Consequently it is uneconomic to devote any open space to

landscaping, and all the site is utilised for building and car parking.

Two of the six private hotels and 17 of the 20 motels and motor hotels are located in the residential 'A' and 'B' zones. Because the cost of land is far less in these residential zones than in the Commercial 'B' zone, and the maximum permissible building coverage is from 35 percent to 50 percent of the site compared with 100 percent coverage for Commercial 'B', there is far more opportunity to introduce landscaping around the accommodation buildings in the residential zones.

Of the 14 motels and three motor hotels in the residential zones, 10 motels and two motor hotels have incorporated grassed areas and landscaping in their open spaces. The remaining four motels and one motor hotel have not introduced any grassed areas or landscaping in the accommodation area, and all their open space is sealed car parking. With the relatively low cost of residential sites it is unfortunate that these five accommodation companies have not introduced any grassed area and landscaping.

An attribute which has helped motels and motor hotels become so popular as accommodation houses is the peace and privacy they commonly afford their guests, due to the high proportion of the site frequently devoted to landscaped grounds. Where a site is entirely or predominantly covered by motel units, accessway, and car parking, the attributes of peace and privacy are sacrificed to the detriment of the motel and motor hotel concept.

Motels, motor hotels, and private hotels should design for a complete separation between recreation area of grass and trees, and

the areas reserved for the manoeuvring and parking of cars. It is desirable to incorporate in the recreation area; childrens' play equipment, a swimming pool, garden furniture, and wind breaks and decorative screens.

Attractive screens or hedges between each unit extending out a short distance from the front wall would give a sheltered courtyard at the front of each unit and provide privacy for each guest group. A five to six foot high fence or hedge along the side and rear boundaries would give privacy to the adjoining properties. This boundary fence and screens between each unit would reduce the noise and car headlight glare from late arriving guests disturbing adjoining neighbours and guests.

When a proposed accommodation complex is to be built on a site which has existing trees and shrubs, it is important to retain as much of this established vegetation as is practically possible. Where there are no trees on the site, mature trees from a nursery or other property should be transplanted to the site to reduce the barrenness which characterises much newly built accommodation.

In the Commercial 'B' zone such landscaped open area is sacrificed for the accommodation's relative convenience to the city centre. However, three of the 12 accommodation houses in the residential zones which provide landscaped open spaces are no greater distance from the city centre than four accommodation houses in the Commercial 'B' zone which have all their open spaces utilised by car parks.

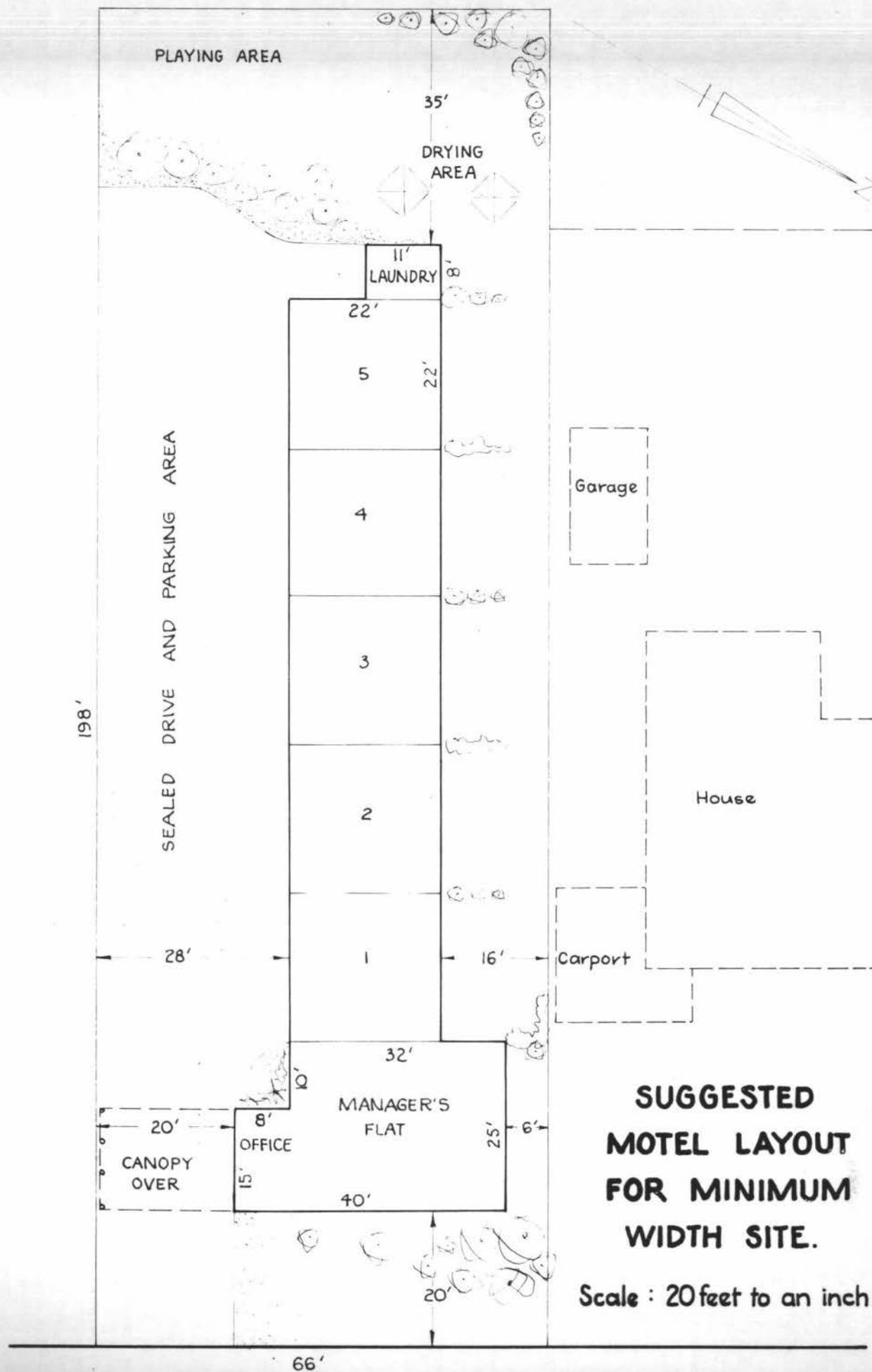
(c) Layout Model:

Because residential sites fronting a main arterial such as

Fitzherbert Avenue are normally more expensive than residential sections along secondary roads, double sections on main arterials are often too expensive for prospective motel companies. Although a residential site with a street frontage of only 66 feet severely restricts a proposed motel layout, Figure three indicates a suitable layout for a Residential 'A' site with a 66 foot street frontage.<sup>3</sup> The yard dimensions and density of this model layout complies with the Code of Ordinance's requirements for motels in the Residential 'A' zone.

Shifting the units closer to the neighbour's boundary would allow the introduction of a landscaped grassed area between the access-way and the motel units. Provided the adjoining neighbour submitted written consent to the motels encroachment towards his boundary, Council can consider this sideyard reduction when considering the conditional use application.

Landscaping can be extended on a Residential 'B' site with the same street frontage, because the 16 foot sideyard can be reduced to eight feet which would increase the sideyard in front of the units from 28 feet to 36 feet. Where sites have larger street frontages and area, unit layout can be arranged in several detached blocks, and attractive landscaping should be more in evidence.



Footnotes:

- 1 McNamara v. Waimairi County Council, 1964, Town and Country Planning Appeal Board, 146.
- 2 Section 2 (1) of the Town and Country Planning Act, 1953.
- 3 Ainge v. Invercargill City Council, 1966, T. & C.P.A.B., 24.
- 4 Ainge v. Town and Country Planning Appeal Board, 1966, New Zealand Law Reports.
- 5 Dominion Breweries Application, 1967, T. & C.P.A.B., 54.
- 6 Taylor v. Upper Hutt City Council, 1968, T. & C.P.A.B., 131.
- 7 Amalgamated Brick and Pipe Company v. Hutt County, 1968, T. & C. P.A.B., 122.
- 8 Christensen Marshall Motors Ltd. v. Gisborne City, 1968, T. & C. P.A.B., 110.
- 9 Ordinance II, Clause 3(i)(e)(ii) of the Palmerston North City Council Code of Ordinances.
- 10 Ordinance II, Clause 3(ii)(e)(i)(d) of the P.N.C.C. Code of Ordinances. The height of a building is calculated by adding the vertical height of the exterior walls to the mean height between the eave and the apex of the roof.
- 11 Ordinance VI, Clause 2(2) of the P.N.C.C. Code of Ordinances.
- 12 On the basis of a survey of 250 visitors staying at 24 accommodation houses in the city during August-September, 1970.
- 13 A suggested layout for a conditional use applicant by the Town Planning Section of the P.N.C.C.

CHAPTER THREEGUEST GROUP CHARACTERISTICS AND THE  
IMPACT OF ACCOMMODATION ON THE CITY

This chapter is largely the result of findings from 250 guest groups who stayed at 24 accommodation houses in the city during August and September, 1970. One hundred and thirty-nine of these 250 guest groups stayed at motels, 45 at motor hotels, 30 at licensed hotels and 18 each at private hotels and the camping ground.

During the commercial seasons of the year businessmen are frequent travellers throughout the country, and during the holiday periods the holiday guests are prominent amongst travellers. The months of August and September were chosen for this survey because of the occurrence during this period of both normal business activity and school holidays.

A. The Guest Groups1. Permanent Home:

The following table shows the place of origin of the 250 guest groups who visited the city during the survey period.

Table XVPLACE OF ORIGIN

<u>Location</u>	<u>Total</u>	<u>Proportion of total group (percentage)</u>
Auckland	66	26.4
Wellington-Hutt	81	32.4
Other North Island Centres	53	21.2
South Island	38	15.2
Australia	4	1.6
North America	4	1.6
United Kingdom	4	1.6

The source for all tables in this chapter is the 1970 August-September survey unless otherwise mentioned.

Table XV shows that the urban centres of Auckland and Wellington-Hutt were the home towns of 58.8 percent of the 250 guest groups in the survey, and overseas visitors comprised only 4.8 percent of the total guest groups.

2. Purpose of Visit:

The reasons for the guests' stay in the city during the August-September period of commercial activity and school holidays, reflected both commercial and holiday interests, with 128 of the 250 guest groups (51.2 percent) being on business, and the remaining 122 (48.8 percent) being on holiday. Wellington-Hutt provided the greater proportion of businessmen, while Auckland provided a greater proportion of holiday makers: Of the 81 guest groups from Wellington-Hutt, 58 (71.6 percent) were on business and only 23 (28.4 percent) were on holiday. However, of the 66 guest groups from Auckland, only 30 (45.5 percent) were on business and 36 (54.5 percent) were on holiday.

3. Number in each Guest Group:

The following table shows that there was a predominance of single guest groups, and the larger the guest group size became, the smaller its frequency.

Table XVITHE NUMBER IN EACH GUEST GROUP AND THE PURPOSE OF THEIR VISIT

<u>Guest Group Size</u>	<u>Guest Group Frequency</u>	<u>Proportion (as percentage)</u>	<u>Business</u>	<u>Holiday</u>
1	108	43.2	90	18
2	76	30.4	22	54
3	23	9.2	9	14
4	22	8.8	4	18
5	13	5.2	3	10
6	4	1.6	0	4
7+	4	1.6	0	4
TOTAL	250	100.0	128	122

Table XVI shows that businessmen were most prevalent in the single guest group, with 70 percent of the businessmen being single guests, and 83 percent of the 108 single guest groups being businessmen. Holiday makers were more frequently in groups of two's with 44.2 percent of the holiday makers travelling in groups of two, and 71 percent of all the double guest groups being holiday makers.

B. The Visits1. Frequency of Visits:

Fifty of the 250 guest groups in the survey were visiting the city for the first time and this group comprised 30 on holiday and the remaining 20 on business. The proportion of the total number of holiday guest groups which were on their first visit to the city was 24.5 percent compared with 15.6 percent of the business groups on their first visit.

Of the 200 guest groups who had visited Palmerston North previously, 63 (31.5 percent) did not visit the city on an average of

once a year. A higher proportion of holiday makers were amongst these infrequent visitors compared with businessmen with 43 of the 63 (68.2 percent) who did not visit the city once a year being holiday guest groups.

The following table shows the number of visits to the city each year by the 137 guest groups (54.8 percent) who visited the city at least once a year.

Table XVII

NUMBER OF VISITS DURING ONE YEAR

<u>Visits</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>
Business	9	18	7	5	2	9	1	5	5	2	4	12
Holiday	14	21	5	2	0	2	0	0	1	0	2	1
TOTAL	23	39	12	7	2	11	1	5	6	2	6	13

Table XVII shows that the business group was the most frequent visitor to the city with 38 business groups staying in the city six or more times during the year and 12 visiting 12 or more times in the year, compared with only six holiday groups visiting the city six or more times a year and only one visiting 12 or more times a year.

The commercial traveller often left a fixed booking with an accommodation house one month apart, and this group is consequently a regular visitor to the city throughout the year.

2. Length of Stay:

The following table shows the length of stay of the 250 guest groups during their visit to the city in August-September, 1970.

Table XVIII  
LENGTH OF STAY BY GUEST GROUPS

	Nights							
	1	2	3	4	5	6	7	8+
Total guest group	123	53	33	18	9	1	3	10
Business	55	27	17	14	7	-	1	7
Holiday	68	26	16	4	2	1	2	3
Proportion of total (percentage)	49.2	21.2	13.2	7.2	3.6	.4	1.2	4
Proportion on business (percentage)	43	21	13.3	10.9	5.5	-	.8	5.5
Proportion on holiday (percentage)	55.7	21.3	13.3	3.3	1.6	.8	1.6	2.4

Table XVIII shows that 70.04 percent of the 250 guest groups in the survey stayed up to two nights in the city, and the longer the stay the less became the proportion of guests. Businessmen were more predominant than holiday makers in stays of four, five, and eight plus nights, the holiday makers were more predominant in the one night stays, and there was a similar proportion of holiday makers and businessmen in the two and three night stays.

#### C. Utilization of Amenities

The following table shows the number and proportion of guest groups who visited at least one of the 14 amenities listed in the survey, in relation to the purpose of their visit to the city.

Table XIX

UTILIZATION OF 14 CITY AMENITIES BY GROUP TYPE

	<u>No Visit</u>	<u>Visit</u>
Total Guest Groups	106	144
Business	52	77
Holiday	54	67
Proportion of total (percentage)	42	58
Proportion on Business (percentage)	40	60
Proportion on Holiday (percentage)	44	56

Table XIX shows that there was a four percent greater patronage of amenities by the business guest group.

The following table shows the number of guest groups who visited each of the 14 city amenities, the proportion and number of those guests who were on their first visit to the city, and the proportion and number according to the purpose of their visit.

Table XX

UTILIZATION OF INDIVIDUAL CITY AMENITIES

	<u>Groups Visiting</u>		<u>First Visit</u>		<u>Not First Visit</u>		<u>Business</u>		<u>Holiday</u>	
	<u>Total</u>	<u>%</u>	<u>Total</u>	<u>%</u>	<u>Total</u>	<u>%</u>	<u>Total</u>	<u>%</u>	<u>Total</u>	<u>%</u>
Massey	55	22	10	20	45	22.5	31	24.2	26	21.3
Esplanade	50	20	12	24	38	19	15	11.7	34	28
Picture theatre	43	17.2	6	12	37	18.5	25	19.5	19	15.8
Dine & Dance	37	14.8	8	16	29	19.5	21	16.4	15	12.5
Library	21	8.4	4	8	17	8.5	12	9.3	9	7.5
Service club	16	6.4	3	6	13	6.5	10	7.8	6	5
Golf	15	6	3	6	12	6	7	5.5	8	6.6
Art gallery	14	5.6	3	6	11	5.5	9	7	5	4
Beaches	14	5.6	5	10	9	4.5	5	3.9	9	7.5
Pohangina	12	4.8	5	10	7	3.5	1	.78	11	9.1
P.R.O.	12	4.8	5	10	7	3.5	8	6.25	4	3.3
Squash	12	4.8	4	8	8	4	5	3.9	7	5.8
Live theatre	9	3.6	2	4	7	3.5	5	3.9	4	3.3
Horse races	6	2.4	2	4	4	2	3	2.3	3	2.5

Table XX shows that the 50 guests who were visiting the city for the first time did not show any significant tendency to visit a greater number of city amenities than the 200 guests who had visited the city previously. Eight of the 14 city amenities in the survey were visited by a greater proportion of first visitors and five amenities were visited by a greater proportion of previous city visitors, with one amenity receiving the same proportion from each group.

However, there was considerable variance in the proportion of first and previous city visitors at three amenities. Ten percent of those on their first visit to the city patronised the beaches, Pohangina Domain and the Public Relations Office compared with only 3.5 percent of the guest groups who had visited the city previously patronising the beaches and the Public Relations Office, and 4.5 percent visiting the Pohangina Domain.

There was no significant tendency for either the business guest or holiday guest to frequent a greater number of city amenities during the survey period. Table XX shows that a greater proportion of businessmen visited eight of the 14 city amenities while the remaining six amenities were visited by a greater proportion of holiday visitors.

However, table XX shows that a greater proportion of the guest groups who visited the Esplanade, beaches and Pohangina Domain were holiday makers and a greater proportion of the guest groups who visited the Public Relations Office and Art Gallery were businessmen.

D. Accommodation Company Expenditure

1. Building and Furnishing Costs:

During the last decade the evolution and growth of motels and motor hotels and the renovations to existing licensed and private hotels, has resulted in a large expenditure by accommodation companies in the city over this ten year period. In addition to the building costs, there is the expenditure on furnishings for the new and renovated accommodation. In the survey of 13 motel and motor hotel companies which were in operation by February, 1970, all 13 had a television set in each unit and 12 had a telephone and radio in each unit and electric blankets on the beds. Assuming each television set cost \$200 the expenditure on television sets alone for all the 144 units would be \$28,800. The cost of providing for an average motel, motor hotel terminal unit all electrical fittings, furniture, carpets, curtains, cutlery, crockery and linen would incur an expenditure in the region of \$2,000 per unit.

Table XXI

EXPENDITURE ON BUILDINGS AND FURNISHINGS  
BY ACCOMMODATION COMPANIES FROM 1960 - 1970

	<u>Expenditure</u> (in dollars)
Construction of 186 motel units	612,000
Furnishing 186 motel units at \$2,000 each unit	372,000
Construction of 91 motor hotel units	290,000
Furnishing 91 motor hotel units at \$2,000 each unit	182,000
Construction of 3 motor hotel restaurants	151,850
Construction of 3 motor hotel taverns	477,400
Renovations to existing licensed hotels	213,316
Renovations to existing private hotels	4,200
	<hr/>
TOTAL EXPENDITURE	\$ 2,302,766
	<hr/> <hr/>

This table does not include the furnishing costs for the three motor hotel taverns and restaurants, and the licensed and private hotels.

To place the expenditure on accommodation houses in perspective with expenditure on other building types in the city; in the ten year period from 1960 to 1970 \$6,385,771 was spent on new industrial and commercial business premises in the city, and in the same ten year period an additional \$1,531,250 was spent on the construction of new accommodation houses in the city.

## 2. Employment of Staff:

In addition to the expenditure on buildings and their furnishings, accommodation companies must also outlay wages for their staff. The 27 accommodation companies which were in operation by October, 1969 provided employment for 377 persons in the city. The following table shows the distribution of this employment at these 27 accommodation houses as at February, 1970, and the number and proportion in each accommodation group which were part and full time employees. Employees in the bars and restaurants of the licensed hotels and motor hotels are included in this table.

Table XXII

ACCOMMODATION EMPLOYMENT AT FEBRUARY, 1970

	<u>Licensed Hotels</u>	<u>Private Hotels</u>	<u>Motor Hotels</u>	<u>Motels</u>
	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>
Full Time	151	7	47	8
Part Time	62	11	66	25
	<u>        </u>	<u>        </u>	<u>        </u>	<u>        </u>
TOTAL	213	18	113	33
	<u>        </u>	<u>        </u>	<u>        </u>	<u>        </u>

(Source: October, 1969 Survey)

Table XXII shows that only the licensed hotels employ a greater number of full time employees than part time employees.

E. Guest Group Expenditure

Expenditure by guests on accommodation and purchases in Palmerston North disseminates throughout all sections of the community.

1. Accommodation Expenditure:

The following table shows the amount spent on accommodation by the 128 business guest groups and the 122 holiday guest groups in the 250 guest group survey, taking the mid point of each range for the amount spent and the first point of the last range.

Table XXIII

GUEST GROUP EXPENDITURE ON ACCOMMODATION

<u>Range</u>	<u>Business Groups</u>		<u>Holiday Groups</u>	
	<u>Number</u>	<u>Expenditure (in dollars)</u>	<u>Number</u>	<u>Expenditure (in dollars)</u>
0-15	61	457.50	81	607.50
16-30	42	945.00	26	585.00
31-45	8	300.00	9	337.50
46-60	8	420.00	3	157.50
61-75	1	67.50	2	135.00
76-90	4	330.00	0	-
91 plus	4	364.00	1	91.00
TOTAL	128	2,884.00	122	1,913.50

Table XXIII shows that the 128 business guest groups in the survey spent a total of \$2,884.00 on accommodation which is an average of \$22.53 per guest group, and the 122 holiday makers spent a total of \$1,913.50 on accommodation which is an average of \$15.68 per guest group. Therefore, each business group spent an average of \$6.85 more

than each holiday guest group on accommodation. A reason for this greater expenditure on accommodation by the businessmen in the survey was because the duration of stay in the city by the business guest group was proportionately longer than the holiday guest group. (Refer Table XVIII). The total expenditure for the 250 guest groups on accommodation was \$4,797.50 which amounts to an average expenditure of \$19.19 per guest group.

2. Purchases Expenditure:

The following table shows the amount spent on purchases by the 128 guest groups and 122 holiday guest groups, taking the mid point of each range and the first point of the last group.

Table XXIV

EXPENDITURE ON PURCHASES

<u>Range</u>	<u>Business Groups</u>		<u>Holiday Groups</u>	
	<u>Number</u>	<u>Expenditure</u> (dollars)	<u>Number</u>	<u>Expenditure</u> (dollars)
0- 5	41	102.50	44	110
6-10	38	304	30	240
11-15	23	299	8	104
16-20	8	144	9	162
21-25	2	46	6	138
26-30	3	84	7	196
31 plus	13	403	18	558
TOTAL	128	1,382.50	122	1,508

Table XXIV shows that the 128 business groups in the survey spent a total of \$1,382.50 on purchases which is an average expenditure of \$10.80 per guest group. The 122 holiday guest groups spent \$1,508.00 on purchases which is an average expenditure of \$12.36 per guest group. Therefore, the holiday guest group spent an average of

\$1.56 more than the business guest group on purchases in the city.

The total expenditure for the 250 guest groups in the survey on purchases was \$2,890.50 which is an average expenditure of \$11.56 per guest group.

3. Total Expenditure:

The total expenditure by the 128 business groups on accommodation and purchases amounted to \$4,266.50 which is an average of \$33.33 per guest group. The total expenditure by the 122 holiday guest groups on accommodation and purchases was \$3,421.50 which is an average expenditure of \$28.04 per guest group. Therefore, the business guest groups spent on an average \$5.29 more per guest group than the holiday guest groups when expenditure on accommodation and purchases are combined. The total expenditure by the 250 guest groups on accommodation and purchases was \$7,688.00 which averaged \$30.75 per guest group.

F. Number of Guest Groups in One Year

From the data derived from the 250 guest group survey it is possible to give an indication as to the number of guest groups who would visit Palmerston North during the entire year.

Provided all the 35 accommodation houses operating in the city by December, 1970 were at full operating capacity, it would be possible to accommodate a total of 624 guest groups at one time, in the 186 motel units, 91 motor hotel units, 14 camping ground units, 209 licensed hotel bedrooms and 124 private hotel bedrooms.

Although accurate occupancy rates were unobtainable from every accommodation house because either no record had been kept by the company, or the management considered this information confidential,

estimated occupancy rates by 19 accommodation companies ranged from 45 percent to 95 percent, which averaged a 72.1 percent occupancy rate for the year.

On this basis of a 72.1 percent occupancy rate throughout the year there would be 449.9 guest groups staying each night at all the accommodation houses in the city by December, 1970.

Using the 250 guest group sample, Table XVIII showed the number of nights each guest group stayed in the city at the time of the survey. This table showed that 123 (49.2 percent) of the 250 guest groups stayed one night, and 53 (21.2 percent) stayed two nights. Consequently over the eight night period 49.2 percent of the guest groups changed eight times, and another 21.2 percent changed four times. When the percentages derived from Table XVIII are related to the annual occupancy rate of 71.2 percent and the corresponding 449.9 guest groups staying in the city each night, the following table emerges.

Table XXV

TOTAL NUMBER OF GUEST GROUPS STAYING EACH NIGHT

<u>Nights</u>	<u>Guest Groups</u>	<u>Percentage</u>	<u>One Night</u>		<u>Eight Night Stay</u>
1	123	49.2	221.35	x8 =	1,770.80
2	53	21.2	95.37	x4 =	381.51
3	33	13.2	59.38	x2.6 =	154.40
4	18	7.2	32.39	x2 =	64.78
5	9	3.6	16.19	x1.6 =	25.91
6	1	.4	1.79	x1.3 =	2.39
7	3	1.2	5.39	x1.14 =	6.15
8+	10	4.0	17.99	x1 =	17.99
TOTAL					<u>2,423.97</u>

Table XXV shows that 2,423.9 guest groups stayed a total of eight nights in the city during the survey. Consequently for a year

there would be  $2,423.9 \times 45.625$  nights, which amounts to 110,529.84 guest groups staying in the city for an entire year.

G. Number of Guests in One Year

Using the 250 guest groups sample again, Table XVI showed the number in each guest group categorised from single guest groups to seven plus in each guest group, and the proportion as a percentage of the total guest groups in each category. Using this percentage as a proportion of the total guest group for one year (110,529.84) and multiplying by the number in each guest group the following table emerges.

Table XXVI

TOTAL NUMBER OF GUESTS IN ONE YEAR

<u>Guest Group Size</u>	<u>Guest Group in survey (frequency).</u>	<u>Proportion of Total Survey Sample as percentage.</u>	<u>Proportion of Annual Guest Groups (110,529.84).</u>	<u>Guest Number in One Year.</u>
1	108	43.20	47,748.89	$x1=47,748.89$
2	76	30.40	37,580.14	$x2=75,160.29$
3	23	9.20	10,168.74	$x3=30,506.22$
4	22	8.80	9,726.62	$x4=38,906.48$
5	13	5.20	5,747.55	$x5=28,737.75$
6	4	1.60	1,768.47	$x6=10,610.82$
7 plus	4	1.60	1,768.47	$x7=12,379.29$
TOTAL	250	100.00		244,049.74

Table XXVI shows that 244,050 guests would stay in accommodation houses in the city during an entire year.

H. Total Expenditure by Guest Groups in One Year

It has been established that the 250 guest groups spent an average of \$19.19 per guest group on accommodation and \$11.56 per guest

group on purchases which amounts to an average total expenditure of \$30.75 per guest group on accommodation and purchases during their one stay in the city. It has been established that 110,529.84 guest groups stay at accommodation houses during the year. Consequently, multiplying the average expenditure for each guest group in the 250 guest group survey by the total number of guest groups in one year gives the annual guest group expenditure. The following table shows the expenditure for all the guest groups who visit the city during one year.

Table XXVII

TOTAL ANNUAL EXPENDITURE BY GUEST GROUPS

<u>Expenditure</u>	<u>Each Guest Group (in Survey of 250 guest groups)</u>	<u>Total Annual Guest Groups</u>
Accommodation	\$ 19.19	\$ 2,121,067.62
Purchases	11.56	1,277,724.95
TOTAL	<u>\$ 30.75</u>	<u>\$ 3,398,792.57</u>

Table XXVII shows that the 110,529.84 guest groups who stay at accommodation houses in the city annually spend a total of \$3,398,792.57 in Palmerston North during the year.

This annual expenditure in the city circulates throughout all sections of the community and consequently it is to all citizens' advantage if this annual flow of income is increased. The following chapter examines ways to attract a greater number of guests to stay in Palmerston North.

## CHAPTER FOUR

### POSSIBLE WAYS TO ATTRACT AN INCREASING NUMBER OF ITINERANT VISITORS TO STAY IN THE CITY

To attract a greater number of itinerant visitors to Palmerston North it is necessary to improve existing amenities and attractions for visitors and establish new ones.

However, it is first prudent to examine the district's limitations which could restrict the further development of visitor amenities and attractions.

#### A. Existing Limitations

##### 1. City Growth Rate:

The survey of 250 guests at accommodation houses in the city between August and September, 1970, revealed that 128 (51.2 percent) of the guests were businessmen. The greater the city population and the faster its growth rate, the greater the number and scale of the commercial enterprises in the city, and the corresponding increase in the number of commercial travellers and business executives that will be required to visit the city.

Palmerston North's population growth rate for the six years from 1961 to 1966 was 13.8 percent compared with the average New Zealand growth rate for this period of 11.6 percent and the North Island growth rate of 12.4 percent. Although Palmerston North's population growth rate of 13.8 percent was slightly higher than the New Zealand and North Island growth rate, there are many cities in the

North Island which experienced a far greater growth rate. For the same six year period Whangarei experienced a 35.4 percent increase, Rotorua 32.6 percent, Tauranga 28.2 percent, and Hamilton 25.3 percent.<sup>1</sup> If Palmerston North's population growth continues at its present rate it is unlikely that there will be any great increase in the number and proportion of commercial travellers staying in the city.

2. Scenery:

Although the Manawatu region possesses reserves and beaches which are enjoyed by the local inhabitants, the city must be resigned to the fact that the district is not sufficiently scenic to attract a significant number of itinerant visitors.

Palmerston North has no foreshore to provide an attractive setting for an amusement boulevard such as has been so successfully achieved at Napier, and the Manawatu River in its present form is not suitable for boating or swimming. The only beaches in the region are over twenty miles from the city and although they are pleasant enough in the summer months they are not any more attractive than a multitude of other New Zealand beaches, and consequently do not offer any serious competition to other beach resorts in the country. Other than the city's parks and reserves, the only other reserves in the Manawatu are at Raumai, twelve miles from the city, which is at present rather dilapidated and unattractive, and Pohangina Domain. The latter is a fine amenity but it is 26 miles from the city and much of this distance is by a winding second class road which would be difficult for a visitor to the district to locate.

It is only practical and realistic to accept the lack of scenic reserves as a limitation in attracting visitors to the city.

### 3. Climate:

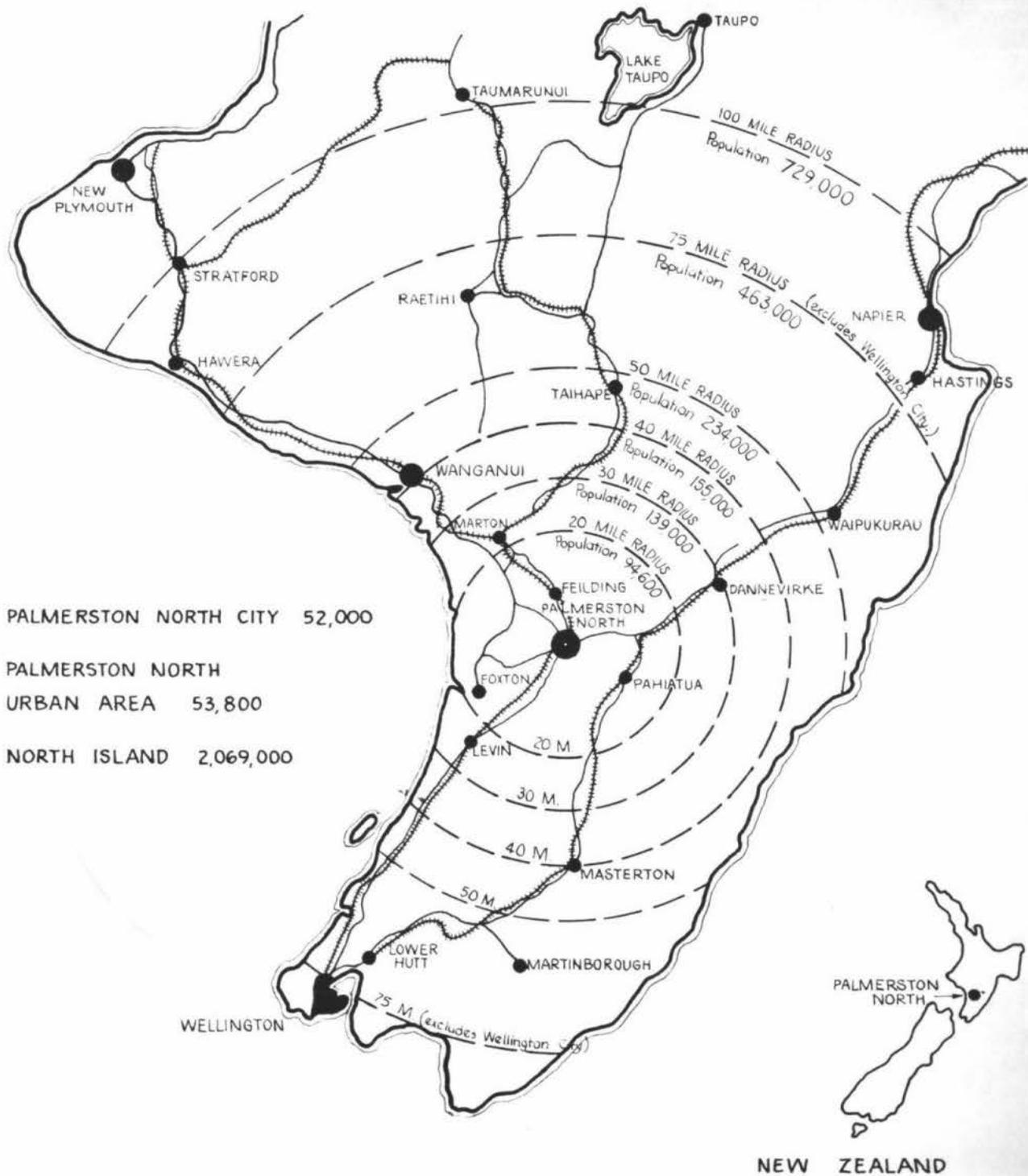
Palmerston North is located only three miles from the foothills of the Tararua Ranges and consequently extensive cloud areas frequently form over the city as it banks up adjacent to the ranges. In the five years from 1964 to 1968 the city averaged 1,781.4 sunshine hours a year compared with 2,344.6 for Nelson, 2,276 for Napier and 2,085 for Auckland.<sup>2</sup> The climate of Palmerston North is not attractive to sunseeking visitors and hinders the commercial success of outdoor sidewalk cafes, soundshells, open air shopping malls and swimming pools.

However, in order to convey a complete picture of the potential of the city to attract more visitors, revelation of the district's limitations must be tempered with an examination of all the district's existing assets which can contribute to attracting more visitors to the city.

## B. Existing Assets

### 1. Centrality:

Palmerston North is close to the demographic centre of New Zealand and there is also a large population within a convenient distance from the city. In 1963, 642,400 lived within a 100 mile radius of the city which was 37 percent of the population of the North Island and 25 percent of the total population of New Zealand. The city is served by a good network of roads, is situated on the main trunk railway and the airport is capable of handling domestic internal flights during



**POPULATION RELATED TO  
 DISTANCE FROM PALMERSTON NORTH  
 MARCH 1970 (estimated).**

the day and night. During the year ended 31 March, 1967, 70,182 passengers passed through the air terminal building, and from 1967 to 1970 the airport was operational 99.7 percent of the time.

2. Accommodation:

This geographic and demographic centrality makes Palmerston North an ideal city for a conference centre. Recently there has been a rapid growth of motel and motor hotel units in the city which are suitable for conference guests; e.g. the number of motel and motor hotel beds has increased from 472 to 768 from December, 1969 to December, 1970 which is an increase of 92 percent on the 1969 total.

3. City Amenities:

Palmerston North is fortunate in possessing civic amenities which contribute to encourage visitors to stay in the city. The most frequently visited amenity by the 250 guests in the August-September survey was Massey University which was visited by 57 guests, followed by the Esplanade with 49 visitors. The city has five licensed restaurants and these were patronised by 36 of the 250 guests in the survey. The Lido swimming complex was the most frequently mentioned existing amenity which the accommodation companies considered being worthy of more publicity in the drive to attract more visitors to the city, and was also the most popular facility used by guests in the summer pilot survey of March, 1970.

During the Centennial Year several new civic amenities have been established and their quality and number indicates the awakening of a new civic pride in Palmerston North. Amenities added to the

city during Centennial Year include terraced gardens in the Square, a pavilion, observatory, floral clock, a restored early settler's home, a scented garden for the blind, and numerous decorative street lights including two sets from London's Regent Street. In addition, the City Council sponsored an architectural competition for the design of civic buildings which will include a conference centre, theatre and municipal chambers. These new civic amenities will make Palmerston North even more attractive to visitors.

### C. Future Requirements

Suggestions must be made for new assets which could be introduced to attract more visitors to the city. Such suggestions should not only be directed at finding ways to attract more visitors from any one particular group such as the businessman. Although the region lacks scenic attractions, local and overseas tourists must not be ignored as possible visitor potential to the city.

#### 1. Conference Facilities:

Palmerston North's claim that it is an ideal conference centre cannot be justified by relying solely on its centrality and the availability of suitable accommodation. It is also necessary to provide adequate conference hall facilities. It is not sufficient to rely on the existing church hall type of centre with its wooden chairs, austere decor and minimum facilities.

##### a. Existing Conference facilities:

The following table shows the location, floor area and seating capacity of meeting places at present available for conferences in Palmerston North, listed in order of seating capacity.

Table XXVIII

EXISTING HALLS USED FOR CONFERENCES

	<u>Name</u>	<u>Location</u>	<u>Floor Area in Square Feet</u>	<u>Seating Capacity</u>	
(1) Theatre Style	Regent Theatre	Broadway Ave.	7,980	1,579	
	Opera House	Church St.	5,680	1,022	
	State Theatre	Broadway Ave.	3,132	879	
	Odeon Theatre	George St.	5,640	854	
		TOTAL	22,432	4,334	
(2) Halls with Kitchen Facilities	Astoria	George St.	4,900	1,400	
	Y.M.C.A.	Grey St.	4,500	1,200	
	Maori Battalion	Cuba St.	1,936	600	
	Parkview	Park Rd.	3,780	400	
	St. Patrick's	Amesbury St.	3,970	360	
	Concert Chamber	Church St.	3,000	300	
	Y.W.C.A.	Church St.	1,566	215	
	St. Johns	Cuba St.	1,440	170	
	Ferguson Lodge	Princess St.	1,620	170	
	Scottish	Princess St.	1,512	150	
	Awatea Lodge	Fitzherbert Ave.	1,020	140	
	Jaycee	Lombard St.	1,173	120	
	Master Builders	Broadway Ave.	514	50	
		TOTAL	30,931	5,275	
(3) Conference Rooms	Awapuni Motor Hotel	Pioneer Highway	3,536	600	
	Southern Cross	The Square	4,032	420	
	Collinson and Cunninghame	Broadway Ave.	1,518	325	
	Fitzherbert Motor Inn	Fitzherbert Ave.	1,628	260	
	Power Board	Church St.	1,254	250	
	P.D.C. Tearoom	Church St.	3,800	240	
	Chalet	Centennial Drive	2,372	115	
	Pinex Room	The Square	748	100	
	Squash Club	Linton St.	912	100	
	Trailways	Main St.	1,144	50	
	Library Lecture Room	Main St.	238	20	
			TOTAL	21,182	2,480

Source: Crawford, P., 1970

Following are comments on the suitability of the three categories listed in table XXVIII for conference venues.

i. Theatres:

Picture theatres have very limited use for conferences because of the regular film schedule which occupies the afternoons and evenings for seven days of the week. It is only in exceptional cases that a film will be cancelled to allow a meeting in these theatres.

ii. Halls:

This category comprises halls which are also the venue for a variety of uses ranging from indoor sports events to dancing. Although these halls are being used for conference groups, they have not been specifically designed for this purpose. Consequently they do not provide the specialised amenities that many conferences require.

iii. Conference Rooms:

Although these facilities are especially designed for conferences, three of the ten conference rooms in Table XXVIII are part of accommodation houses, and are not licensed public halls. Another three are also public tearooms, and consequently a conference may have to be arranged in between normal meal hours. All of these ten conference rooms are privately owned, and the owners interest in the facilities would take priority. None of the 23 accommodation companies interviewed considered the existing conference hall facilities were sufficiently adequate to warrant the city's promotion as a conference centre.

b. Future conference requirements:

There is a definite need for a specially designed conference centre and more high class smaller conference rooms after the style of the Fitzherbert Motor Inn conference room and the 'Chalet', if Palmerston North is to lay claim as a conference centre.

Conference delegates are now expecting specially designed conference centres with comfortable chairs, central heating, air conditioning, carpeted floors and public address systems. Because conferences often run throughout the day it is convenient for delegates to lunch at the conference centre, and facilities for luncheons and dinners are becoming a necessary pre-requisite for a conference venue.

Massey University can provide some of these requirements during the student vacations and weekends. The proposed conference hall in the Reynold's Plan will provide a valuable contribution to promoting Palmerston North as a conference centre.

Entertainment must be provided for delegates between the conference sessions, and for the delegates' wives throughout the duration of the conference. Here it is not necessary to rely solely on scenic attractions. Venues which are informative can be equally interesting and unique, for example, conducted tours of Massey University, D.S.I.R. and the milk powder station at Longburn.

## 2. Development of Natural Attractions:

During the August-September visitor survey, 122 of the 250 guests (48.8 percent) were on a private holiday, reunion, or organised tour. The number and proportion of holiday-makers staying in the city increases during the summer months when there is a corresponding decrease in the number of commercial visitors.

Although the city and its environs are handicapped by a lack of fully developed natural scenic attractions, there are several areas in close proximity to the city which have a great potential for

attracting visitors provided they are developed as public reserves and are given adequate access and publicity. The Manawatu River could be made suitable for boating and swimming during the summer months and the adjoining river banks transformed into a picnic reserve. Four accommodation companies considered the Manawatu River Weir Project was a desirable new amenity which should be developed and would attract more visitors to the city during the summer months. There are also several potentially attractive aquatic playgrounds in close proximity to the city which are at present undeveloped and unused. If inland waters such as the Karere Lagoon at Longburn were purchased and developed as public reserves they could become popular inland aquatic centres suitable for boating and swimming.

### 3. Farm Tours:

Palmerston North is the urban centre of a prosperous agricultural hinterland and much of the city's growth and prosperity is due to the surrounding rural districts. It would be appropriate if the city publicised organised tours of Manawatu farms. These farm tours would be unique amongst the country's visitor attractions. A list of farmers who are willing to accept visitors on either a remunerative or voluntary basis could be submitted to the Public Relations Organisation and individual or conducted tours could then visit these farms for a day or overnight at times to suit each farmer. A farm which specialises in the breeding of bloodstock, or a visit to the Awapuni horse stables, could provide a unique experience which would appeal to visitors from other urban centres.

4. Conducted Tours:

Direct efforts should be made to attract overseas tourists to city accommodation houses. Wairarapa is successfully attracting overseas tourists each time a cruise ship stays overnight in Wellington. Palmerston North should campaign to arrange for these tourists to continue down the Wairarapa through the Gorge to the Manawatu and back to Wellington via the west coast. Such a round trip saves a return over the same route and may enable the tourists to break their journey with an overnight stay in Palmerston North. Specially arranged entertainment and attractions would be required for the tourists during their stay in the city. Passengers on the cruise ships with only several days in Wellington do not normally venture as far north as Rotorua, and Maori entertainment by the local Rangitane tribe with a hangi for the tourists would be unique entertainment.

5. Appropriate Brochure:

It is necessary to reveal the city's attractions to the potential visitor before he sets out on his journey so that Palmerston North is included on his itinerary. A brochure which displays the city's amenities in an attractive graphic form should be widely distributed in Public Relations Offices, travel bureaus and accommodation houses throughout the country and all over the world.

This brochure must create an immediate impact on the potential visitor and give him a favourable impression of the city. This can only be achieved if it is a quality presentation which gives the reader a clear and concise insight into the city's amenities and includes a description of all relevant information the visitor requires. A

successfully presented brochure will often be the prime stimulus for travellers deciding to visit the city.

Unfortunately the current visitors brochure of Palmerston North loses a lot of impact and fails to give a clear impression of the city because of its drab presentation, lack of photographs and omission of many items of information which are essential in a visitors guide.

The following items which at present are not included in the current visitors brochure to Palmerston North should be included in future publications.

1. Visitors greeting from the Mayor.
2. Short historical account of the city from its origins to the present day.
3. A list of all the accommodation houses and their tariff, street location and telephone.
4. A list of all the restaurants, their hours of operation, street location and telephone.
5. A list of all the bus, taxi, and rental car companies, their depot location and telephone.
6. A list of current picture theatre and live theatre programmes.
7. A street map of the entire city showing:
  - a. Accommodation houses.
  - b. Camping ground.
  - c. Automobile Association Offices.
  - d. Conveniences.
  - e. 24 Hour petrol stations.
  - f. Parks and reserves.
  - g. Scenic drive route.
8. The inclusion of photographs - preferably in colour, of

scenic attractions and civic amenities in the city and Manawatu District. The current Napier City brochure has 17 photographs and 21 photographs are incorporated in the New Plymouth brochure.

An enduring favourable impression that a city is capable of giving its visitors is hospitality. However, presenting a welcoming city image requires the co-operation of all its residents and every effort should be made by the citizens of Palmerston North to be friendly, courteous and co-operative to all itinerant visitors to their city.

Footnotes:

- 1 New Zealand Official Yearbook, 1969, 65.
- 2 New Zealand Official Yearbooks, 1965 - 1969.

## CONCLUSION

A century of settlement in Palmerston North has produced significant changes in itinerant guest accommodation. A period of rapid growth of accommodation at the turn of the century was followed by sixty years of stagnation and decline in the number of accommodation companies. The last decade has witnessed a reduction in the number of licensed hotels providing accommodation, extensive renovations to the remaining licensed hotels still providing accommodation, and the evolution and growth of an entirely new accommodation concept - the motel and motor hotel.

Accommodation has always been attracted to a location adjacent to the main routes of passenger communication. The popularity of rail passenger transport at the turn of the century resulted in a concentration of accommodation adjacent to the railway station. With the decline in railway passenger traffic over succeeding years and the corresponding rise in the popularity of the private car, accommodation houses tended to locate adjacent to the main road arterials, and consequently the location pattern became more extensive over the city.

Over the 100 year period, a settlement and land use pattern evolved which necessitated the formulation of a District Scheme which became operative in 1959. This Scheme regulates the location and siting of accommodation buildings in the city and it is the responsibility of Council to ensure that these regulations are enforced.

However, these regulations are not static, but are capable of changing in harmony with the changing settlement and land use patterns.

This is achieved by the five yearly reviews of the Scheme and the variations to the Scheme.<sup>1</sup> Undoubtedly this flexibility of the Scheme and changing demands within the city affects the status quo. 'The local residents cannot justly expect to resist all change, all innovation and all growth, on the ground that its consequence may be uncongenial, or even deleterious, to themselves or their interests.'<sup>2</sup>

Recognition and acceptance of change has been very apparent in the evolution and growth of motels and motor hotels in the Residential areas of Palmerston North during the past ten years.

The accommodation industry and its itinerant guests are valuable contributors to the economy of Palmerston North. The accommodation companies provide a source of employment for the city's inhabitants, and invest capital in the construction, renovation, and furnishing of their buildings. The expenditure of the itinerant guest on accommodation and purchases in the city also contributes to the economy of Palmerston North. Consequently it is in the city's interest for the accommodation industry to continue to grow and flourish in the years ahead, and every effort should be made to utilize and publicise all existing amenities and develop new amenities in order to attract an increasing number of itinerant guests to stay in Palmerston North in the future.

#### How Lies the Future for the Accommodation Industry in Palmerston North?

A question of interest to existing and intending motel and motor hotel proprietors is whether the accommodation at present available in Palmerston North is efficiently catering for the size of the guest groups at present staying in the city and what unit arrangements would be suitable for future accommodation buildings.

The following table relates the number in each of the 184 guest groups who stayed at motels and motor hotels in the 1970 August-September survey to the capacity of all the motel and motor hotel units which were in operation by December, 1970.

Table XXIX

GUEST GROUP SIZE RELATED TO THE  
SIZE OF MOTEL AND MOTOR HOTEL UNITS

<u>Guest Group Size</u>	<u>Guest Group Number</u>	<u>Proportion of Total Guest Groups (percentage)</u>	<u>Motel and Motor Hotel Unit Capacity</u>	<u>Proportion of Total Units (percentage)</u>
1	80	43.48	-	-
2	58	31.52	107	38.6
3	16	8.70	105	37.9
4	15	8.15	37	13.3
5	11	5.98	18	6.5
6	2	1.09	10	3.7
7	2	1.09	-	-
TOTAL	<u>184</u>	<u>100.00</u>	<u>277</u>	<u>100.00</u>

Table XXIX shows that 107 of the total 277 motel and motor hotel units in operation at December, 1970 (38.6 percent) have a maximum capacity of two persons per unit, but 138 of the total 184 guest groups who stayed in motels and motor hotels in the 1970 August-September survey (75 percent) had a maximum of two in their guest group. The table also shows that 105 units (37.9 percent), had a maximum capacity of three persons per unit and only 16 of the 184 guest groups (8.70 percent) contained three in their guest group.

It is apparent from this table that the motel and motor hotel companies are providing units with a larger capacity than the size of the guest groups who stay in them. It could be asserted that a single

guest group such as a commercial traveller who stays in a unit that is capable of accommodating three guests, is an inefficient utilization of capital. However, the provision of an additional bed is a small extra cost in relation to the total cost of the unit and there may be periods when the unit is needed to accommodate a triple guest group which would otherwise be lost to another accommodation company.

Nevertheless, 75.5 percent of the 184 motel and motor hotel guests in the survey having a maximum either of one or two in their guest group is indicative that future motel and motor hotel units could allow for up to 70 percent of their units to be of two guest group capacity.

Another question that intrigues the layman and is of prime concern to the accommodation proprietors and those contemplating entering this field is whether the existing accommodation in the city is economically sound and whether there is scope for further accommodation in Palmerston North, especially in view of the spectacular increase in the growth of accommodation during 1970. Accurate figures of present occupancy rates for existing accommodation are a necessary prerequisite before it is possible to attempt a prediction on the economic future of existing and proposed accommodation. However, accurate occupancy rates are the confidential secret of the present accommodation operators and consequently they hold the answer to the possible success of accommodation in the future.

However, the expansion of existing accommodation is an indicator of the soundness of accommodation for the future, and in 1970 four motel companies and one motor hotel company expanded their

guest accommodation.

Towards the end of 1970, three new motel companies drafted plans for the construction of motel units in 1971 which will add 58 units and 127 beds to the existing city accommodation. It would appear that the rapid growth of motel and motor hotel accommodation which was achieved in 1970 will be perpetuated in 1971 and the years ahead.

Footnotes:

- 1 By December, 1970 there had been 29 variations to the District Scheme since it became operative in 1959.
- 2 Cecec Pty. Ltd. v. Mosman. Gifford, 1962. 55.

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APPENDICES

APPENDIX A

Questionnaire interview conducted with all the 27 accommodation companies which were operating in October, 1969.

ACCOMMODATION SURVEY

1. Name of Affiliations:
- |              |                          |                      |                          |
|--------------|--------------------------|----------------------|--------------------------|
| (a) H.A.N.Z. | <input type="checkbox"/> | (b) Motel Federation | <input type="checkbox"/> |
| (c) A.A.     | <input type="checkbox"/> | (d) Other            | <input type="checkbox"/> |
2. Ownership:
- |             |                          |                 |                          |
|-------------|--------------------------|-----------------|--------------------------|
| (a) Private | <input type="checkbox"/> | (b) Corporation | <input type="checkbox"/> |
|-------------|--------------------------|-----------------|--------------------------|
3. Total Number of Units:
- |              |                          |                    |                          |
|--------------|--------------------------|--------------------|--------------------------|
| (a) Serviced | <input type="checkbox"/> | (b) Self-contained | <input type="checkbox"/> |
|--------------|--------------------------|--------------------|--------------------------|
4. Total Number of Bedrooms:  
(Hotels and Private Hotels only)
- |                       |                          |
|-----------------------|--------------------------|
| (a) With Shower       | <input type="checkbox"/> |
| (b) With Bath         | <input type="checkbox"/> |
| (c) With (a) and W.C. | <input type="checkbox"/> |
| (d) Wash Basin only   | <input type="checkbox"/> |
| (e) Suites            | <input type="checkbox"/> |
5. Total Number of Beds:
6. Total Number of Staff Employed:
- |               |                          |               |                          |
|---------------|--------------------------|---------------|--------------------------|
| (a) Full-time | <input type="checkbox"/> | (b) Part-time | <input type="checkbox"/> |
|---------------|--------------------------|---------------|--------------------------|

## 7. Types of Outside Labour Contracts and How Regularly Employed:

.....  
 .....  
 .....

## 8. Meals Provided by the Management:

- (a) Cooked Breakfast   
 (b) Continental Breakfast   
 (c) Lunch  Dinner  Supper

9. Room Service for All Meals 

- (a) Surcharge  (b) No Surcharge

## 10. Personal Services Included in the Tariff:

- (a) Pre-Breakfast Cup of Tea   
 (b) Shoe Cleaning   
 (c) Newspaper   
 (d) Notepaper and Envelopes   
 (e) Transport to Travel Terminus   
 (f) Other

## 11. Facilities in each Unit/Bedroom:

- (a) Telephone  (b) Radio   
 (c) T.V.  (d) Electric Blankets   
 (e) Other

## 12. Communal Facilities:

- (a) Telephone  (b) Radio   
 (c) Radiogram  (d) T.V.   
 (e) Piano  (f) Other

13. Personal Laundry Facilities:

- (a) Arranged by Management
- (b) Facilities in Each Room/Unit
- (c) Communal Facilities

14. Recreational Facilities:

- (a) Indoor Recreation Room
- (b) Indoor Recreation Equipment Types

.....  
.....

- (c) Outdoor Recreation Facilities
- (d) Outdoor Recreation Equipment Types

.....  
.....

15. Convention Facilities:

- 
- (a) Seating Capacity

16. License Facilities:

- |                |                          |                 |                          |
|----------------|--------------------------|-----------------|--------------------------|
| (a) Public Bar | <input type="checkbox"/> | (b) Private Bar | <input type="checkbox"/> |
| (c) Lounge Bar | <input type="checkbox"/> | (d) Garden Bar  | <input type="checkbox"/> |
| (e) Other      | <input type="checkbox"/> |                 |                          |

17. Entertainment Facilities:

- 
- (a) Where Available.....
- (b) Number of Nights a Week
- (c) Hours of Duration
- (d) Band
- (e) Singer(s)
- (f) Dancing
- (g) Other

18. Do you intend to:

- (a) Expand
- (b) Rennovate Interior
- (c) Rennovate Exterior

19. Are you Happy with your Location:

- (a) In this Street
- (b) Where else in Palmerston North would you prefer  
.....
- (c) In this City
- (d) Where else in New Zealand would you prefer  
.....

20. Are you Happy with the City Council's Regulations for:

- (a) Zoning
- (b) Building
- (c) Siting
- (d) Off-Street Parking
- (e) Conditional Use Procedure
- (f) Other Council Regulations

21. Are you Happy with the Statutory Regulations

.....  
.....  
.....

22. What Category of Visitor should Palmerston North Concentrate on Encouraging in the Future:

.....  
.....  
.....

23. What Existing Features in Palmerston North and District should be Publicised to Attract more Visitors to the City:

.....  
.....  
.....

24. What new Features in Palmerston North and District could be Developed to Attract more Visitors to the City:

.....  
.....  
.....

25. Any Further Comments:

.....  
.....  
.....  
.....

APPENDIX B

Questionnaire completed by 250 guest groups staying at 24 accommodation houses during August and September, 1970.

VISITOR SURVEY

Dear Visitor,

Your co-operation in completing the following questionnaire will greatly assist us with a survey which it is hoped will result in improved facilities for visitors.

It does not need to be signed. NOTE THAT YOUR NAME IS NOT REQUIRED.

On completion please leave at your accommodation - house office. The success of this survey depends on a completed questionnaire.

THANK YOU FOR YOUR CO-OPERATION.

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PLEASE TICK OR CIRCLE APPROPRIATE CATEGORY

- |     |   | Yes<br>1                 | No<br>2                  |
|-----|---|--------------------------|--------------------------|
| 201 | Is this your first visit to Palmerston North?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 202 | How many times each year do you visit Palmerston North? | 1 - D                    |                          |
| 203 | Why are you visiting Palmerston North?                  |                          |                          |
|     | (1) On business.  |                          | <input type="checkbox"/> |
|     | (2) Business conference.                                |                          | <input type="checkbox"/> |
|     | (3) For a reunion.                                      |                          | <input type="checkbox"/> |
|     | (4) As part of an organised tour or private holiday.    |                          | <input type="checkbox"/> |

PLEASE TICK OR CIRCLE APPROPRIATE CATEGORY

204        Where is your permanent home?

- (1) Auckland urban area.
- (2) Wellington - Hutt.
- (3) Other North Island areas.
- (4) South Island.
- (5) Australia.
- (6) North American Continent.
- (7) United Kingdom.

205        How are you travelling?

- (1) Private car.
- (2) Rental car.
- (3) Rail.
- (4) Air.
- (5) Bus.

206        Are you staying at a -

- (1) Licensed Hotel.
- (2) Private Hotel.
- (3) Motel.
- (4) Motor-Hotel.
- (5) Camping ground.

207        How many nights did you stay?

1, 2, 3, 4, 5, 6, 7, 8 plus

PLEASE TICK OR CIRCLE APPROPRIATE CATEGORY

208 How did you obtain this accommodation?

(1) Pre-booked by personal approach or letter. (2) Pre-booked through a travel agent. (3) Pre-booked through P.R.O. (4) Re-directed by another accommodation house in P.N. (5) No previous arrangements made (no prior booking). 

209 Could you estimate your total spending in Palmerston North?

A: Accommodation

210

B: Purchases

(1)	\$0 - 15	<input type="checkbox"/>
(2)	16 - 30	<input type="checkbox"/>
(3)	31 - 45	<input type="checkbox"/>
(4)	46 - 60	<input type="checkbox"/>
(5)	61 - 75	<input type="checkbox"/>
(6)	76 - 90	<input type="checkbox"/>
(7)	91+	<input type="checkbox"/>

(1)	\$0 - 5	<input type="checkbox"/>
(2)	6 - 10	<input type="checkbox"/>
(3)	11 - 15	<input type="checkbox"/>
(4)	16 - 20	<input type="checkbox"/>
(5)	21 - 25	<input type="checkbox"/>
(6)	26 - 30	<input type="checkbox"/>
(7)	31+	<input type="checkbox"/>

During your visit have you participated in or patronised any of the following?

211 Squash 212 Golf 213 Races or trotting 214 Dine and Dance 215 A Service Club 216 Picture theatre 217 Live theatre 

Have you visited on this occasion -

218 The Library 219 Art Gallery 220 Esplanade 221 Massey University 222 The beaches 223 Pohangina Reserve 224 Public Relations Office 

225 Is your accommodation booked for: 1 person, 2, 3, 4, 5, 6, 7 plus.

RAW DATAFirst visit to Palmerston North

Yes	No
50	200

Number of visits per year

1st	0	1	2	3	4	5	6	7	8	9	10	11	12
50	63	23	39	12	7	2	11	1	5	6	2	16	13

Purpose of visit

Business	Holiday
128	122

Permanent home

Auckland	Wellington Hutt	Other North Island area
66	81	53
South Island	Australia	North America
38	4	4
United Kingdom		
4		

Mode of travel

Air	Private car	Rental car	Rail	Bus
16	206	10	8	10

Type of accommodation used

Licensed hotel	Private hotel	Motel	Motor hotel	Camping Ground
30	18	139	45	18

Duration of visit

Nights	1	2	3	4	5	6	7	8+
	123	53	33	18	9	1	3	10

Method of obtaining accommodation

Pre booked by personal approach or letter	134
Pre booked through a travel agent	8
Pre booked through the Public Relations Office	3
Re-directed by another accommodation house in the city	19
No previous arrangement made	86

Total spending in Palmerston North on accommodation

\$0 - 15	\$16 - 30	\$31 - 45	\$46 - 60	\$61 - 75	\$76 - 90	\$91+
142	68	17	11	3	4	5

Total spending in Palmerston North on purchases

\$0 - 5	\$6 - 10	\$11 - 15	\$16 - 20	\$21 - 25	\$26 - 30	\$31+
85	68	31	17	8	10	31

Amenities Visited

Squash	Golf	Races or trotting
12	15	6
Dine and Dance	Service Club	Picture theatre
37	16	43
Live theatre	Library	Art Gallery
9	21	14
Esplanade	Massey University	The beaches
50	55	14
Pohangina Reserve		Public Relations Office
12		12

Guest group size

1	2	3	4	5	6	7+
108	76	23	22	13	4	4

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## APPENDIX C.

## TABLES

Table 1

PRIVATE HOTELS - DATE ESTABLISHED. 1872 TO 1915

1872	<u>Palmerston Accommodation House</u> , Main Street East.
1875	<u>Dawick's Buffet</u> , corner of Main Street West and the Square. (In 1884, Rangitikei Street; in 1912 licensed premises; in 1913 renamed Royal Hotel.)
1875	<u>Temperance Hotel and Family Boarding House</u> , the Square.
1880	<u>Anderson's Private Hotel</u> , David Street.
1883	<u>Roe's Private Hotel</u> , the Square.
1884	<u>Walsh's Boarding House</u> , the Square.
1885	<u>Boarding House and Luncheon Rooms</u> , Main Street West.
1889	<u>Christchurch Boarding House</u> , Rangitikei Street.
1889	<u>Fearnley's Coffee Palace</u> , George Street.
Pre 1893	<u>Sweeney's Boarding House</u> , David Street.
Pre 1893	<u>Stafford Boarding House</u> , Rangitikei Street.
Pre 1893	<u>Canterbury Boarding House</u> , Cuba Street, opposite George Street.
Pre 1893	<u>Breen's Private Hotel</u> , Rangitikei Street, between Featherston Street and Grey Streets.
Pre 1893	<u>Rangitikei Boarding House</u> , Rangitikei Street, between Grey and Featherston Streets.
Pre 1893	<u>O'Regans Boarding House</u> , corner of Fitzherbert Avenue and the Square.
Pre 1896	<u>Argyle House</u> , Rangitikei Street, between King and Queen Streets.
Pre 1896	<u>Chitham's Boarding House</u> , Coleman Place.
Pre 1896	<u>Wingate's Boarding House</u> , corner of Main Street West and Andrew Young Streets.
Pre 1896	<u>Willowbank Boarding House</u> , Church Street.
1897	<u>Callanan's Boarding House</u> , Andrew Young Street.
Pre 1915	<u>Kings Court Private Hotel</u> , Fitzherbert Avenue, between College Street and Ferguson Streets.
Pre 1915	<u>Totara House</u> , corner of Main and Cook Streets.
Pre 1915	<u>Otira House</u> , Main Street East.
Pre 1915	<u>Hotel Esplanade</u> , corner of the Square and Fitzherbert Avenue.

Table 2

LICENSED HOTELS - LENGTH OF OPERATION AS ACCOMMODATION HOUSES

- Palmerston, 1867-1879, Main Street West.
- Royal, 1872-1969, corner of Rangitikei Street and the Square until 1913; from 1913-1969, Rangitikei Street between King and Queen Streets.
- Clarendon, 1875-1927, corner of Rangitikei Street and the Square.
- Princess, 1875-1969, Main Street East.
- Commercial, 1881—, corner of the Square and Main Street West. Three hotels named the Commercial Hotel have been built on this site.
- Club, 1882—, Church Street East.
- Occidental, 1885-1927, corner of Fitzherbert Avenue and the Square. Two hotels known as the Occidental have been built on this site.
- Central, 1888-1969. Originally in the Square, and in the 1890s a new Central Hotel was erected in Main Street West.
- Star, 1889-1906, corner of the Square and Church Street West, renamed Provincial Hotel in 1897.
- Empire, 1890—, corner of Main Street East and Princess Streets. Two hotels known as the Empire Hotel have been built on this site.
- Phoenix, 1891-1911, corner Rangitikei Street and King Street. Demolished in 1911 and the Imperial hotel erected on the site.
- Travellers Rest, 1891-1897, Rangitikei Street, between Featherston Street and Tremaine Avenue, shifted to the corner of Featherston Street and Rangitikei Street in 1897 and re-named the Family Hotel.
- Railway, 1892-1969, corner of Main Street West and David Street. Two hotels known as the Railway Hotel have been built on this site.
- Masonic, 1893—, Main Street West.
- Cafe de Paris, 1893—, corner of Main Street West and Domain Street.
- Post Office, 1893-1927, Broadway Avenue, between Princess Street and the Square.
- Family, 1897-1969, corner of Rangitikei Street and Featherston Street, originally Travellers Rest Hotel building, which was shifted to this site in 1897.
- Grand, 1906—, corner of the Square and Church Street West.
- Imperial, 1911-1968, corner of Rangitikei Street and King Street.
- Carlton, 1927—, Cuba Street, between Lombard and Campbell Streets.
- Majestic, 1935—, Fitzherbert Avenue, between Church and Ferguson Streets.
- Midland, 1936-1959, Coleman Place.
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Table 3  
MOTELS - DATE ESTABLISHED

1957	<u>Sunglow</u> , Ruahine Street.
1962	<u>Broadway</u> , Broadway Avenue.
1964	<u>Palmerston</u> , Linton Street.
1964	<u>Fitzherbert</u> , <sup>1</sup> Fitzherbert Avenue.
1965	<u>United</u> , Pioneer Highway.
1965	<u>Pioneer</u> , Pioneer Highway.
1965	<u>Ruahine</u> , Ruahine Street.
1965	<u>Boulevard</u> , Main Street East.
1965	<u>Tradewinds</u> , Tremaine Avenue.
1969	<u>Coachman</u> , Fitzherbert Avenue.
1969	<u>Terrace Court</u> , Church Street East.
1969	<u>Consolidated</u> , Broadway Avenue.
1969	<u>Fitzherbert Tourist</u> , Fitzherbert Avenue.
1969	<u>Trailways</u> , <sup>2</sup> Main Street East.
1970	<u>Alpha</u> , corner of Broadway Avenue and Victoria Avenue.
1970	<u>A-la-Vista</u> , Fitzherbert Avenue.
1970	<u>City Court</u> , Ferguson Street.
1970	<u>Overlander Trailotel</u> , corner of David and Main Street West.
1970	<u>Central</u> , Linton Street.

## References:

- 1 The Fitzherbert Motels were subsequently incorporated with the Fitzherbert Motor Inn.
- 2 The Trailways Motels were subsequently incorporated with the Albert Travel Lodge.

Table 4  
MOTOR HOTELS - DATE ESTABLISHED

1965	<u>Awapuni Motor Hotel</u> , Pioneer Highway.
1969	<u>Fitzherbert Motor Inn</u> , Fitzherbert Avenue.
1970	<u>Albert Travel Lodge</u> , Main Street East and Albert Street.

Table 5GROWTH OF MOTEL UNITS AND BEDS

<u>Year*</u>	<u>Motel Name</u>	<u>Number of Units Built</u>	<u>Number of Beds Incorporated</u>
1957	<u>Sunglow.</u>	3	18
1962	<u>Sunglow.</u>	2	12
1962	<u>Broadway.</u>	8	40
1964	<u>Palmerston North.</u>	4	16
1964	<u>Boulevard.</u>	8	24
1965	<u>Ruahine.</u>	5	20
1965	<u>United.</u>	8	32
1965	<u>Pioneer.</u>	8	24
1965	<u>Tradewinds.</u>	2	8
1966	<u>Palmerston North.</u>	3	12
1967	<u>Pioneer.</u>	4	12
1967	<u>Tradewinds.</u>	2	8
1967	<u>United.</u>	6	24
1968	<u>Palmerston North.</u>	6	18
1968	<u>Sunglow.</u>	1	1
1969	<u>Terrace Court.</u>	12	44
1969	<u>Fitzherbert Tourist.</u>	6	30
1969	<u>Ruahine.</u>	3	9
1970	<u>Consolidated.</u>	24	48
1970	<u>Coachman.</u>	12	20
1970	<u>City Court.</u>	22	66
1970	<u>A-la-Vista.</u>	10	23
1970	<u>Alpha.</u>	16	32
1970	<u>Overlander Trailotel.</u>	5	10
1970	<u>Central, Linton Street.</u>	6	18

\* The year refers to the time when the accommodation became operational.

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