SHOPPING CENTRE PLANNING IN PALMERSTON NORTH

: A SUGGESTED STRATEGY.

A Paper Presented in Partial Fulfilment of the Requirements of Master of Arts in Geography at Massey University.

by

Richard LeHeron,
Massey University.

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P R E F A C E.

The rapid development of diversified multi-functional integrated shopping centres throughout the world has led one American observer to hail the "shopping environment" of such centres one of the new urban forms of the twentieth century. Palmerston North cannot even boast a large size planned shopping centre. It does, however, have a wide range of variously distributed centres, developed in accord with demand or as speculative ventures. This paper seeks to order and direction planning views on shopping centres in Palmerston North. A tentative strategy is constructed and briefly applied to the Terrace End shopping centre complex.

The author acknowledges the dual compilation and application of the Questionnaire for Retailers and Shoppers, with Mr B.R. Kells, a fellow geography masterate student at Massey University. The information collected and presented in the Shopping Centre Strategy could not have been obtained without the cooperation and time of shoppers and retailers in the shopping centres visited. Access to Valuation Department records is also gratefully acknowledged.

....

SCOPE OF THE INVESTIGATION:

The structure of business centres within a city can be considered from several points of view. Central place theorist would regard such structure as an extension of central planning theory. Sociologists would note the relation of the population to the centres, while planners, taking a comprehensive view, are interested in the organisation of the centres, both within and around the centres in comparison to predetermined measures of efficiency and benefit.

Evidence presented by Berry, 9 suggests that empirical regularities govern the number and size of shopping centres within cities. Structurally, centres are thought to include "string street developments" and business nucleations . The nucleations are structured hierarchically from a central business district through to regional shopping centres of community facilities, local centres and single store centres.

Berry, 57 suggests a five-fold classification of shopping centres

Convenience centres	up to	17 stores
Neighbourhood	more than	17 stores
Community	more than	25 stores
Regional		30-40 stores
C.B.D. (Central Business District)		

A regional centre has been defined in terms of function in Manchester University, 21, i.e. "to serve a large population with a wide variety of goods and services including those which shoppers buy after much thought at irregular and infrequent intervals, selecting carefully between alternative shops or goods".
Terrace End has reached the size, and has sufficient duplication to be classed as a regional centre. The term "local" in the questionnaire refers to a centre size intermediate between the single store and the regional size.

If it is accepted that any unit of development within a city is, in fact part of the city, then shopping centres can be argued to be a functionally related product of city growth. This paper is directed towards the nature of the product, the shopping centre itself, together with the planning environment that existed during present centre growth and a consideration of future planning measures. The development of a hiearchy of districts within the city of Palmerston North is not pursued in detail, nor is the concept of goods range. These, investigated in New Zealand by Clark in Christchurch and King in Canterbury, are part of the total planning encompass but are not considered in depth, as they are only one part of the process of strategy formulation.

A great amount of research has been undertaken on aspects of shopping centre function and character. The emphasis, however, has been not on planning, but on central place relationships. This paper seeks to establish some pointers for shopping centre planning in Palmerston North. The following fields were included in the investigation. Firstly, an analysis of the rating structure of centres. Secondly, a questionnaire survey of shoppers and retailers to gain some measure of their preferences, dislikes and purchasing habits. By generating information for Palmerston North to accompany any theoretical analysis of the centres, an estimation of the usefulness and attraction of various centres can be made. Thirdly, the construction of a strategy (a broad frame of reference) for shopping centre planning by interpolating information obtained in the questionnaire survey.

Omission of points such as the historical development of shopping centres, location in relation to other urban land uses, problems of development, redevelopment of the C.B.D., good range, market potential, centre management and financing, though all part of a total planning matrix were not considered either, because of complexity, or time (which includes insufficient background knowledge).

The first proposed avenue of investigation, on rating characteristics, was proposed as a means to gain the name and address of the owner, the year of construction of the shop or centre, dimensions of the shops and internal facilities, rentals, lease length, and the name and address of the lessee. By approaching the owner, it was hoped to find out motivations to build, the reasons behind the choice of design and layout and the owner's feeling on planning shopping centres. The lessees were also to be approached to establish from credit lists the areal range of patronage for each shopping centre. Considerable difficulties were encountered in extracting current information from the Palmerston North Valuation Department records, and it was, accordingly, decided not to pursue the following lines of study

a(Rental and lease comparisons because of lack of data conformity on records

b) Dimensions of shops and internal facilities as these were a minor aspect of the planning picture and would also require elaborate analysis to be useful.

It was also thought this line of research could be adequately carried out using a different technique, namely a Retailers Questionnaire.

Though the problem under discussion is a tentative planning strategy, a geographer can justify tackling the problem on several grounds. Before any planning decision can be made, the town planner or his employing body must have all the relevant facts at his disposal and it is in the collection and analysis of these facts that the geographer can make a major contribution. The geographer with some planning interest can at least attempt to suggest a framework of reference for planning shopping centres in Palmerston North (or any other city). The geographer's training in the analysis of place, spatial distributions, man centred distributions (ecological geography) and understanding of techniques of other disciplines allows him to work in certain stages of the planning process. Mayer, 143 follows a similar line of thought, i.e. "geographers may study cities for the purpose of formulating basic concepts of city growth, city location, or <u>city character</u>, or they may study cities in order to contribute to the solution of practical problems of urban planning". This study attempts to formulate solutions using the techniques of an interdisciplinary trained geographer.

ASPECTS OF THE EXISTING PLANNING FRAMEWORK.

The Palmerston North District Scheme Statement records the following comments on "shopping centres" in the city.

"Clause 6

(1) Permitted Uses - the commercial zones provide primarily for business or commercial development, and consist predominantly of areas for shops, offices and storage. The uses of land in shopping streets shall as far as possible provide continuity of shop frontage without the intrusion at street level of any other use which would tend to affect detrimentally the business or goods of retailers or would tend to draw unnecessary or obstructive vehicular traffic into the streets fronting retail shopping premises.

(3) Commercial "A" in the outer areas to meet the day to day needs of the neighbourhood.

Commercial B where the large store or a large number of stores can provide a suitable range of articles to meet the widely varying needs of the whole community". (Scheme Statement, 12).

According to the Palmerston North District Scheme Code of Ordinances the predominant type of construction "shops" means "any land, building, or part of a building on or in which goods are sold or offered or exposed for sale by retail and includes any auctioneer's or land agent's premises, a lending library, restaurant, a hairdresser's premises and a depot for receipt of drycleaning; but does not include premises used for the sale of fuel for motor vehicles". (Code of Ordinances, 5).

Two inclusions on shopping centre planning are found in Part XI of the Scheme Statement. The first, under development of car parks, reads

" The following are the proposed number of additional car spaces to be provided in each area during each five year period:

	Number of car spaces.		
	1 - 5 years	6 - 10 years	11-20 years
(1) Terrace End Shopping Centre[1]			
(a) Ruahine Street	-	-	105
(b) Main Street to Broadway	-	55	55

1. The planning period is the years 1967 to 1987.

The second, concerning land to be acquired, notes

"(1) Terrace End Shopping Centre.

(b) Main Street to Broadway - it is anticipated that the portion to be developed during years 6 - 10 of the planning period will involve those properties which front Broadway Avenue".

(Scheme Statement, 20)

The above are prefaced by a comment on "policy as to zoning". A number of objectives are stated.

"a) To avoid the indiscriminate mixture of incompatible uses,

b) To economise in the servicing of the District.

c) To maintain the stability of individual property values.

d) To maintain and provide amenities appropriate to every locality"

(Scheme Statement, 10). These objectives are indirectly elaborated and supported in a rigorous analysis later in this study.

DEFINITIONS AND THEIR IMPLICATIONS.

The term "shopping centre" for the purpose of this paper refers to any shop or shops outside the C.B.D. and within Commercial A or B zoning.[1] Thus, a dairy grocery can be a "shopping centre". In Palmerston North two distinct types of shopping centres emerge. The first under the above definition is the single store. The other, shop associations, each unit of which is within an arbitrary distance of another retail shop (200 feet is suggested by Garrison,94). If this is accepted, then Terrace End can be regarded as one centre, composed of Broadway Court, Broad Top and Terrace End/Main Street. This is adhered to throughout this discussion.[2] The second category, consisting of shopping centres 3 shops and over in size, is characterised by discrete (linked unbroken shop frontage) and ribbon form (along street development with broken shop frontage).[3] In addition, the centres can be classified into pseudo planned, planned, and unplanned centres.[4] Pseudo planning in this context refers to the predetermined development of one site of more than one shop. Where there are two such site developments in one centre (Terrace End zoning area is an example, with Broadway Court, Broad Top and Terrace End) conformity and coordination are not implicit. Planned shopping centres are those centres whose development took place in one operation, or under one owner. Though this planned category fails to reach overseas standards, or the standard of the composite planned developments found elsewhere in New Zealand under private or Ministry of Works promotion, limited attention is given to social as well as economic aspects of shopping. Palmerston North, perhaps because of its small size (as a city) and because the planned and pseudo planned centres are small in size, has a marked concentration on shops providing essential (necessity) and convenience goods. Very few shopping centres offer luxury or durable goods, but many include incidental goods that are largely in the category of impulse (as distinct from comparison) buying. Table I tabulates the frequency of occurrence by business type for Palmerston North shopping centres, three or more shops in size. Category A of business type can be equated with low order goods. Goods are principally essentials, characterised by predetermined purchasing (refer section on questionnaire analysis for verification of this point) and low average cost per item. Category B on the other hand is characterised by goods demanded less frequently, of a higher order (between essentials and luxury goods) and usually purchased after deliberation. The planned and pseudo planned centres do not deviate from the predominant functions of Category A. Table II substantiates this.

A distinction between planned shopping centres and shopping centre planning is necessary. A planned centre involves several decisions. Development is usually completed in one operation. Ownership of the site is usually restricted by the municipal body or, alternatively, purchases agree to abide by development decisions of a coordinating body. The development seeks to be comprehensive and is designed with certain goals in mind. Rimmer, 76-77 stresses the following in large planned centres: ".... Planned centres fall into two categories reflecting either government or private sponsorship. Government centres are designed specifically to cater for both the <u>shopping and community needs</u> of new suburban areas. The private developments, in contrast, are <u>primarily merchandising centres</u> built to capitalise on trading opportunities existing in either the older or newer suburbs, because of the inability of downtown shopping areas to provide suitable facilities for the motorist."

Planned centres are usually integral parts of housing developments and are sited so as to be within walking distance for a large proportion of the population in their service area, or are strategically designed to capture the motorist. The size of the planned centre varies (60 shops at Porirua) but all provide an integrated retailing service, developed and managed as a single unit. The clear dichotomy of objectives of 'planned' centres could indicate an absence of participation by the public and municipal bodies. Further to the above is the apparent use of economic criteria to locate the centres. Shopping centre planning should consider the city in total. In the case of a new isolated development like Aokautere, this is made easier by a fresh start. Ease of implementation is not possible in the established urban form of Palmerston North. The issues involved are complex, and many may not have been considered.

Despite the relative novelty of the planned schemes, retailers and shoppers are thought by Rimmer, 79, to find them "infinitely superior to the traditional ribbon-like shopping areas which grew up in a fortuitous and haphazard manner along arterial roads - inappropriately placed and completely unplanned". It is interesting to note later in the text the feeling of shoppers on planning, who probal have not shopped in large planned centres.

Several possibilities over who should be involved in the planning of shopping centres in Palmerston North must be considered. An apt phrase "Planning and Politics" sets the tone for any discussion on citizen participation in planning. Many problems arise when further public participation is sought. By what machinery would the public exercise participation, or would "opinion" be sufficient? At present, planning in Palmerston North is not dependent on the will of the public. It can be asked, should planning be dependent on a generally uninformed public. The Palmerston North planning department welcomes comments but it seldom takes the next step and invites comments. Nor does the department actively solicit public opinion on any project, in a form not heavily loaded with the "if you agree you must pay" connotation. Subcontracting of information researching on many local issues would inform the planners of public preferences etc.(It is understood by the writer that a survey of "segments" of the city is to be implemented by the Research Planner, Mr P. Crawford, in the near future). In this paper, the writer and a fellow masterate student, Mr B. Kells, sought to generate information on unexplored aspects of shopping centre development in Palmerston North.

The planning process framework adhered to in researching and analysing is elaborated below. The first step was the emergence of the idea to investigate planning aspects of shopping centres. This was followed by a survey and analysis which allowed an estimate of whether planning would or would not be worthwhile. The absence of any broad strategy shopping centre development led to the decision to establish a strategy. Data collection (by questionnaire survey) for goals was then carried out. The choice of goals from projection of information, and policy suggestions are devoid of any financial considerations. This was unavoidable because of a lack of time. The decision to formulate a strategy was made on the premise that the future can be influenced for the better, i.e., any planning operation is based on the idea that planning can achieve something that non-planning cannot. This is a positive idea that can be effected either in a negative or restraining sense, or by deliberate positive action. The "better" future is couched in terms of pointers and expectations derived from a questionnaire survey. The benefits that could be obtained in the present context are the maximising, minimising and optimising of the objectives stated later in the analysis on a strategy.

Considering first the worth of planning in the field of shopping centres The haphazard development and an undercurrent of opinion that Palmerston North is "over shopped" (evidenced by 14 vacancies in the 28 centres in Appendix A) prompted the writer to assume, as a base point, that investigation along planning lines could be a profitable avenue of research. (This does not mean there is necessarily a need to plan shopping centres). Two areas of concentration immediately appear. In the first place, the centre itself could be planned. In the second place, the distribution of centres could be planned. The strategy considered later in the text attempts to direct attention of planners to these fields. It should be mentioned that planners are frequently not the deciders of whether to plan or not. In Palmerston North the employing body, the City Council, decides on all institution of planning research and also decides whether it will action proposals. In later discussion this situation is kept in mind. What it means in the present context, is that any planning strategy is, in effect, a suggested avenue of approach for both the planner and the implementing body.

TECHNIQUES AND ANALYSIS.

By starting with an estimate of expectations of shoppers, subsequent questioning on other aspects allow comparison to gauge whether existing shopping arrangements fulfil expectations of shoppers. The data from a random survey conducted on 3/9/68 for the centres of Highbury, Melford, Central Roslyn, Hokowhitu and Albert Street and a sample of 36 (6 per centre) indicates the diversity of expectations held by the shopping public. Only one question was asked, "What do you expect from a shopping centre," Interpretation of the term "shopping centre" was left to the respondent and no categories were outlined when the question was asked. The replies fell into two groupings:

A Shopping Centre Function		B Centre Form.	
Little duplication	1	Layout for convenience	4
Range of goods	6	Attractive appearance	6
Essential shops	7	Parking space	0
Facilities (restroom, bicycle rails, rubbish bins, caretaker)	14	Layout for access	2
Service from shopkeepers	9	Comprehensive development	2
Courtesy from shopkeepers	2	Clean	1
Fair prices	3		

Those questioned were more concerned about <u>function</u> and not <u>form</u>. Any planning proposal on shopping centres in Palmerston North would need to clarify this point and if it were found to be so, attempt to arrive at a shopping centre that functions to the satisfaction of as many shoppers as possible.

No mention was made by any shopper to the extension of functions to include community activities. This is, perhaps, the result of the small sized centres in Palmerston North and the haphazard growth of the only large centre, Terrace End, preventing the inclusion of facilities other than merchandising establishments.

A questionnaire, entitled PALMERSTON NORTH SHOPPING CENTRE SURVEY QUESTIONNAIRE, was compiled and applied in four shopping centres, namely

Terrace End	43 (replies) N	1 (refusal)	
Melford	23		
Pioneer	14		
Hokowhitu	13	2	N = 93

The choice of the centres was based on the need to question a large number of shoppers in a short time and to establish patterns of opinion and relationship, if any, between shoppers and centres and between centres. Terrace End and Pioneer were chosen because of their supposed (verified) city wide function. Hokowhitu and Melford were randomly selected from the following centres: Highbury, Melford, Central, Takaro, Roslyn, Milson, Albert Street and Hokowhitu. Since the aim of the questionnaire was to obtain information useful in the construction of a strategy, the method of selection is of minor importance. A copy of the Shoppers' questionnaire can be found in Appendix B. Criticisms and inadequacies are discussed in Appendix C. It is, however, necessary to qualify the validity of some aspects of the survey. Firstly, the centres surveyed are concentrated (in location) in the south east portion of the city. Inconsistencies in time were also involved. For example, the survey was conducted over two days, and the shoppers interviewed at any time might have shown different grouping of age, employment, income, class, number of dependents etc.. The requirement in this paper is for "emphasis" information and, in many cases, supporting evidence. Statistical techniques such as Chi-square and analysis of variance would test out null hypotheses, but data inconsistency prevented meaningful use. Regression and correlation analysis are not applicable, as most distributions are not bivariate normal, or even approaching it, and in the case of regression, not normally distributed about the theoretical mean of the recorded distributions. The analysis of means, using normal distribution significance tests would not be useful in <u>this</u> context, as confidence limits are not required. Accordingly, most supporting data is in tabulated form, to indicate only trends. Further, computing statistics off subjective and opinionated data does not increase the worth of information interpretation, as too many restrictive assumptions are required of data before any analysis could be applied. In many instances, reasons are offered below tables as to why tests are not applicable.

In constructing a strategy, the procedure followed is broadly

i definition of the problem
ii assumptions
iii location of the strategic variables
iv establishment of objectives and their justification
v determine the relationship of variables to the system and introduction of constraints
vi relaxation of assumptions
vii criticism.

Definition of the problem: The problem is the formulation of some planning considerations necessary in shopping centre development.

ASSUMPTIONS:

The assumptions listed below are derived primarily from observation of the present planning framework and interpretation of the published works on shopping centres listed in the bibliography. In some instances the situation is refined to prevent flexibility. The assumptions are included to order the discussion.

A.1 Distribution of centres is a function of zoning (and location exceptions are not possible).

A.2 The number of centres is a function of city growth (market), projected city growth (speculation development of centres), location, other centre locations and municipal decision.

A.3(a) Persons who can rent or build a shop within zoning areas and providing that shop specifications conform to the city code of ordinances, are restricted by council discretion. (b) Businesses will accept any zoning decision.

A.4 Central City growth rates, shop distributions and functions do not influence municipal planning decisions on suburban shopping centres (as these have not been computed for such a purpose).

A.5 The shopping centre is functionally related to its hinterland, but the hinterland is limited.

A.6 People have wants (no numerical qualifications such as unlimited can be given) that are catered for by suburban businesses retailing

(a Essentials (Category A goods)
(b Incidentals (Category B goods)
(c High value or bulky purchases.

A.7 The city population has a "memory" of shopping centre types

(a grocery dominated centres (corner stores)

(b a number of new centres based on supermarkets.

A.8 The city population has a "memory" of shopping centre growth

(a growth with demand (but not seen to be within the zoning framework

(b "planned" growth, in that a centre is established in one operation (seen as a private development)

A.9 There are no municipal restrictions on centre patronage.

A.10 Patronage is a function of personal preference (undefined but could include distance, access, service, personality).

A.11 Facilities and design are a function of the developer's intentions - (i.e. shopkeepers and public do not participate in design or facility choices).

A.12 Transport means to the centre may vary.

A.13 Shoppers' opinions are based on the nature of existing shopping centres in Palmerston North.

A.14 The status of retailers is only lessee, but as owner of the business.

LOCATION OF THE STRATEGIC VARIABLES:

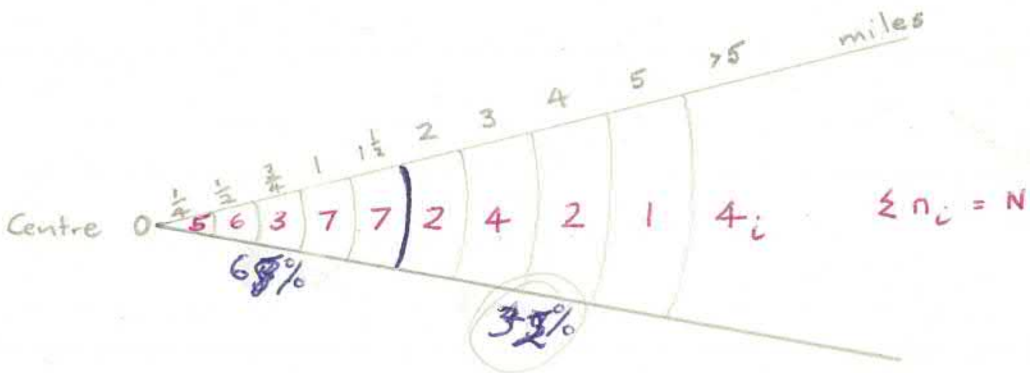
Four major variables are present in the Palmerston North planning situation. They are:

1. The City Council
2. Shoppers (assumed to be synonomous with public)
3. Retailers.
4. The developers, private or public.

Each variable is dependent in some measure on all the others, though the degree of influence varies.

DISTANCE TRAVEL, TO CENTRE
2-3/8/68

A. TERRACE END   N = 41 shoppers



13
28
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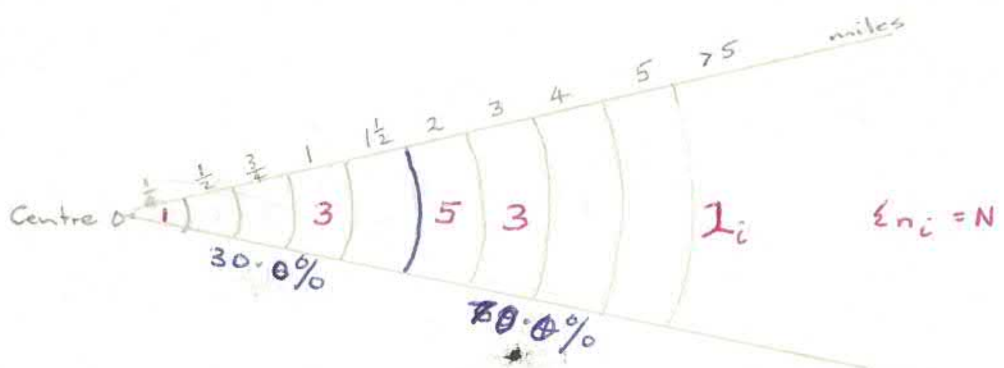
B. PIONEER   N = 14



OBJECTIVES:

Justification of objectives comes from the questionnaire data. The majority of shoppers have as a point of origin on shopping trips, their homes, See Table III. Several pointers arise from this, i.e. the shopping trip is an outing, children could accompany the shopper and the distance to the centre might not be great. A wide range of shops were visited and, in number, was between 2 and 3 per shopper on the survey days. Table IV suggests the majority of visits are for necessities. However, in the previous week, the number of single purpose and multiple purpose trips were not far from a 1:1 ratio. Table V is accompanied by a discussion on the validity of the results recorded. Predetermined purchasing appears as the general case. Shopping centres are probably more dependent on regular necessity custom than on impulse custom. Regardless, a range of goods is essential (Table VI).

The distance of travel to the centre varies as Figure 1 illustrates. Both Terrace End and Pioneer show high percentages of shoppers travelling a distance 2 miles or greater. The size of the Terrace End Centre, with its "magnetic" sub unit, Broad Top Coop, and the "mono" store character of Pioneer with Parlane's Supermarket is probably the reason. This is substantiated by the 11/13 "visit to Supermarket" fraction in the Pioneer centre. In Terrace End, all questioned in the Broad Top sub unit affirmed the attraction of the Coop, while for the remainder of Terrace End, 7/26 indicated the Coop attraction. The two 'suburban' centres were characterised by very high percentages of shoppers travelling less than 2 miles to the centre. This aspect appears to be sustained in car usage statistics. Hokowhitu and Melford record comparatively low percentages of car usage over the survey week (less than 70%). Terrace End and Pioneer appear to have different attributes with percentages of 81% and 100% (refer Table VII and VIII) The small distance of travel to Hokowhitu and Melford is countered in part by trips incurring excess travel. Table IX points to a substantial proportion of shoppers by-passing other shopping centres. Again car usage can be partly attributed to the various origins of shoppers.

Facilities are frequently haphazardly developed in Palmerston North Shopping centres. Terrace End has access problems based on the Broadway/Ruahine Street intersection, and only limited parking spaces in Broad Top (28 cars) and Broadway Court (20 cars). The Main Street portion has abundant parking room with an unsealed surface. Pioneer, with 68 car spaces, has an all weather bitumen surface, but has Friday night congestion at one exit. Hokowhitu, with only 18 car spaces and Melford with 30 spaces suffer recurrent daily peak hour congestion. However, the degree of dissatisfaction for each centre was low, though Melford had a higher proportional comment rate, as compiled in Table X.

In a different, but complementary, category is the layout of the shopping centre. The four categories outlined in Table XI do not provide conclusive evidence as to the seriousness of complaints. Of interest is the absence of complaints for Pioneer. Perhaps the dominant function of Parlane's Supermarket (only three other shops are occupied) with a transient one stop custom accounts for this anomaly.

Replies to the question on shopping centre sponsorship if the interview centre were further congested, are found in Table XII. Clearly, shoppers have an allegiance for a centre based on proximity to the centre and convenience. A surprising result was the dearth of suggestions on improvements to traffic access and parking. Several commented on pedestrian crossing locations and delivery van inconveniences. Most, however, recognised the difficulties of changing an existing centre layout.

Shoppers' preferences constitute a wide span of personally orientated choices, but when aggregated, often show acknowledged or surprising trends. Part of the questionnaire was aimed at securing an estimate of some preferences. In keeping with overseas trends, shoppers show a marked preference for self service, as seen in Table XIII. Table XIV, aside from the obvious anomaly of the Four Square centre of Pioneer, evidences a pronounced Coop preference (this is compared to all other forms of stores). The reasons for such preference cover a broad spectrum and are not essential to the present study. Included within the questionnaire was a question on the day of greatest shopping. Admittedly the word "bulk" was not defined - bulk in terms of expenditure or number of commodities? The results of Table XV are further complicated and perhaps biased by the day of interview, which is marked below the table proper. It would appear (and this is substantiated in the retailers questionnaire) that there is greater shopping activity on Thursdays and Fridays.

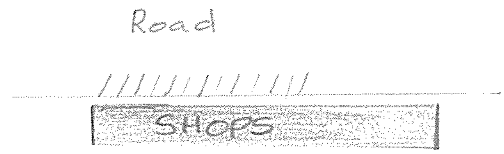
By posing a question on the service and profit aspects of each centre, it was hoped some insight into the shoppers' total assessment of the centre would be gained. The conclusion that can be drawn from Table XVI is the feeling either of acceptance or ignorance of the existing situation, or that the present shopping centres of Palmerston North are, in fact, suitable for both good service and a fair profit (in the eyes of the shopper). The planning pointers emerging are the desirability of the shop number/function ratio at present found in the centres and that a general satisfaction of shopper needs hinges on the personality of retailers and not shop numbers, though range is specified in the results of the Expectation Questionnaire.

The spatial relationship between centres is partly clarified by the results of Questions 19, 21 and 22. A high count of shoppers stated "town" as a source of food were the interview centre non existent. This is complemented by the interest expressed in particular supermarkets, such as Woolworths, Save More, Save a Dollar and Parlanes. The attraction of other centres was also important, but not dominant (see Table XVII). The role of dairies would not be greatly enhanced by any particular centre absence. Several reasons could be offered to account for such a selection. The rapid and recent rise of large supermarkets, usually located in town or at other centres, might have inculcated a psychological attraction to the "new" and "popular" stores. Linked with this, shoppers allegiance to a centre at the moment (except in the case of Pioneer) is, perhaps, based on proximity. Table XVIII suggests distance is the prime motivating factor, though in the large centre of Terrace End and the "mono-shop" centre of Pioneer other reasons are also important. This could account for the greater proportion of distance shoppers in that centre. Running counter to the last argument is the overwhelming nomination of "town" as the purchase point for items other than food. Does this mean that Palmerston North centres provide a service orientated (unconsciously?) to necessities? If Terrace End, a regional sized centre, is discarded for the moment, only two persons nominated another centre (in this case Terrace End) as the expected purchasing point. Perhaps Palmerston North is not sufficiently large to support, as yet, a shopping centre competing with the C.B.D.

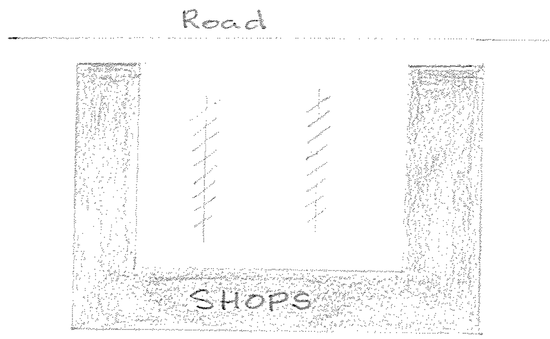
The nominated minor role of the dairies in Table XVII is not borne out in Table XIX, where nearly half of the shoppers interviewed expressed satisfaction with the present hierarchy of centre size. The other half nominated change (if the two remaining percentages are aggregated). In constructing a strategy, the equality of this choice is borne in mind. Likewise, the apparent equality of preference for planned or unplanned centres will be adhered to, as in Table XX.

Shopping Centre Designs

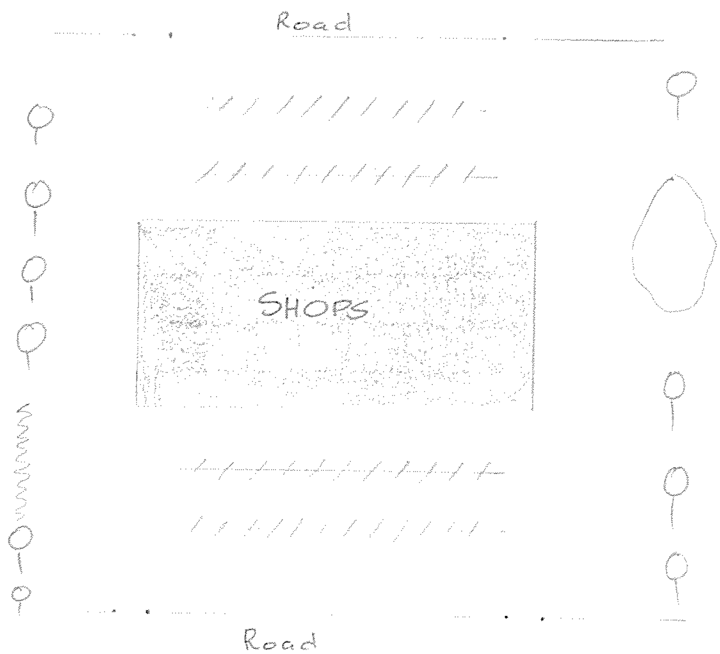
A



B



C



A compromise will be used in some aspects - that of initial planning through zoning and site specifications, but development on the one site to proceed with accord demand or business willingness to establish. Considerably, more attention is given to the range and type of facilities to be included in any shopping centre project. These are outlined by centre in Table XXI. Evidence definitely points to high expectations by shoppers for an interestingly designed and comprehensive shopping centre development. Design preferences for the three overall design types depicted in Figure 3 was away form the conventional street type shopping centre. It would be reasonable to incorporate the principle of designs B and C (that of off-street developments with large parking areas) into future shopping centre planning in Palmerston North.

Complementing the Shoppers' Questionnaire Survey was that for Retailers. The final statement of objectives for planning shopping centres is based on the two questionnaires. A comprehensive coverage was envisaged in the Retail Questionnaire, and all shops in each centre were visited. The replies and refusals are listed below. Refusals include retailers, who refused to fill in the questionn-

	Number of shops:	Replies:	Refusals:
Terrace End	54	20	34
Pioneer	7(2 vacant)	3	2
Hokowhitu	12	5	7
Melford	13	7	6
TOTAL		35	49

aire or had not done so after two collection calls. Consequent upon the low rate of reply is the limited use of some of the data. The variations in the amount of information supplied nullify further the conclusions that can be made from some data.

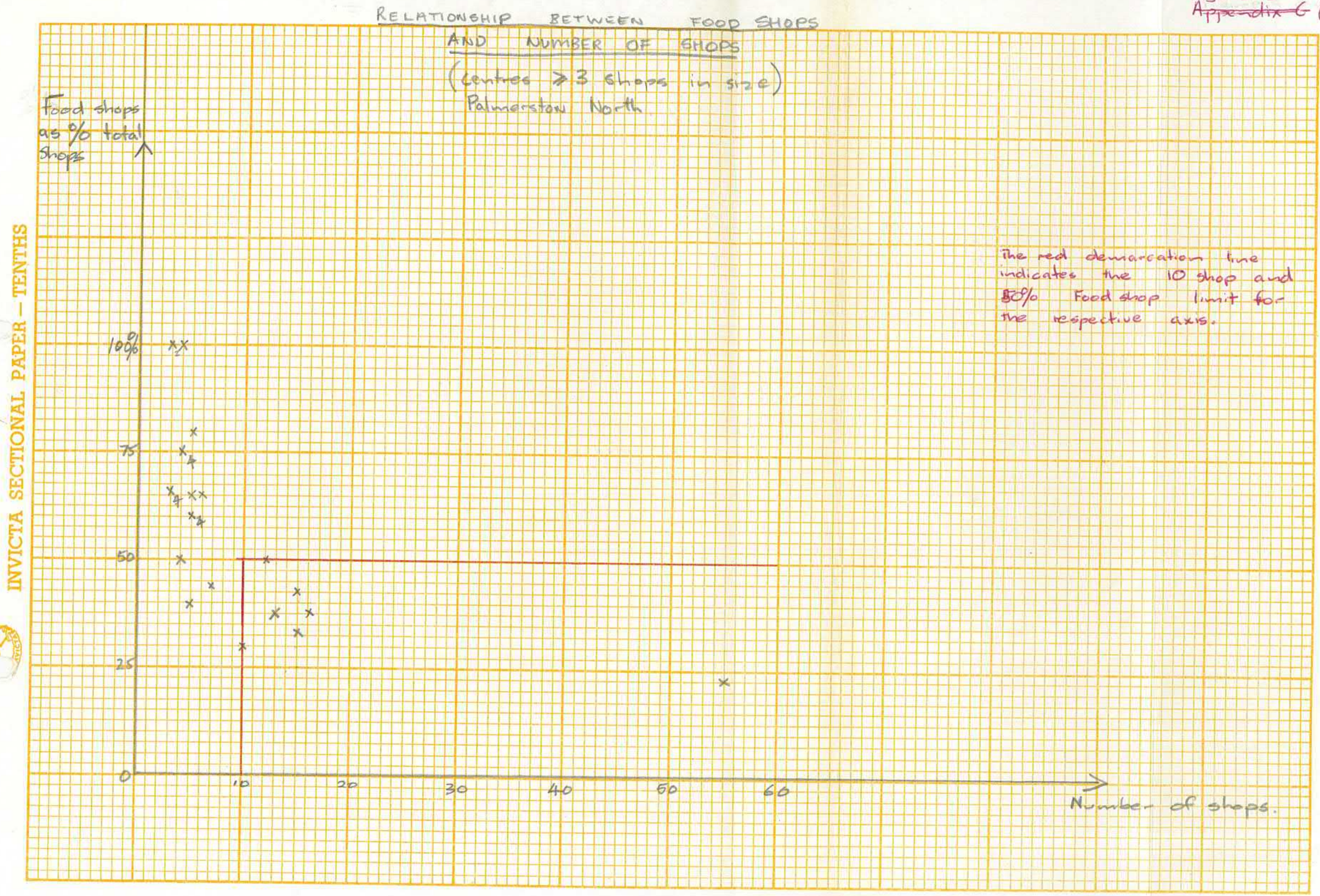
Trading hours in the centres conform to usual hours for each business type, with only limited exceptions, such as fish retailers (shorter hours) and greengrocers (longer hours). Table XXII suggests again normal business practices of some credit and some cash transactions (by shops). Question 5 was largely misinterpreted (discussed in Appendix D and E). The cross checking of retailer status with rating records suggests that "owner" was interpreted as "owner of the business" and not the premises. The lessee count should be far higher - at least 90%, as indicated on rating records. The two questions relating to percentages of sale and customers thay are once a day, more than once a week, once a week and less than once a week proved to be hard to assess. Too wide a range of shop types exist for every retailer to supply meaningful answers. By aggregating the categories into two as in Table XXIV and XXV, the guess work on the part of retailers is eliminated to some extent. The weighting of totals still does not give a clear picture of patronage. As the results stand, 50% of customers for the shops interviewed in the centres are regular, the other 50% are not so regular.

The absence of a large number of shops in each centre (and a large range of business types with high duplication indexes, apart from Terrace End, see Appendix F) was probably responsible for the complete absence of trade increases through competitor closures - Table XXVI. More retailers felt an expanding business (the reason for this was not asked!) was the most important reason for customer increase. On the other hand, existing competitors consisted of four main categories, those of the town retailers and cooperatives, privately owned shops and supermarkets (in the centre). The Palmerston North situation, with recent developments and absence of renewal, does not allow complete examination of Parker's statement for England, that"the emergence of supermarkets, the extension of chains, the incipient growth of discount houses, and the high rentals of redeveloped premises are reducing the opportunities for the small business man, so that there is a tendency for retailing to be concentrated in fewer and larger establishments" (Parker, 210). Competition with larger supermarkets was generally acknowledged by retailers either in the questionnaire or in discussion, i.e. jewellers and chemists expressed concern over establishment of specialist counters in large supermarket-department stores. An interesting preference emerges from Table XXVII, where 82% of those questioned stated a desire to remain in the present centre. Some reasons for the preference can be ascribed from non financial location decisions as recorded by retailers in Table XXVIII. The absence of competitors is borne out in row three, and the proximity to retailers residence is some acknowledgement of convenience.

The objectives for planning shopping centres could be as follows: (Not included are problems of internal functioning of centres)

To maximise: centre attraction, necessities, provision, parking space, facilities for motorists, facilities for pedestrians, range of shop functions, choice, room for growth.

Figure 3
~~Appendix 6~~ (~~total~~)



To minimise: access problems, service problems, inconvenience outside shops, flow problems.

To optimise: shopping environment, self service preference, centre hours, service, dairy-grocery input, planning contribution, design and layout, status of retailers, duplication index, relations between shoppers, retailers and owners, relations with surrounding areas.

The stated objectives should be pursued by first the Council, second by the developers and thirdly by the retailers.

<u>The Council Contribution:</u> Under the initial assumption one, council can zone any area for Commercial A and B and centres will appear according to assumption two. However, in order to introduce objectivity into the problem, council can action on the following general points:

(a) compulsory inclusion of sufficient room for growth for any proposed shopping centre. The following criteria could be explored

i) If the centre to be established has less than 10 shops, then it, if Figure 3 and Appendix G is interpolated correctly, also has a greater chance of having a high percentage of food group shops. These have been classified as Category A or necessities in Table I. Accordingly, considerable room for expansion is likely to be necessary, as the centre could increase in both necessities and incidentals.

ii) As the city grows, so will shopping demand, especially with increased mobility. This should be estimated.

iii) The compulsory inclusion might be divided into parking space, service space, building space and amenities space. (The demand for parking is obvious, some complaints have been recorded over service congestion, buildings have been established where possible and amenities, such as restrooms are lacking in most centres in Palmerston North. This is definitely so at Terrace End, where three distinct sub-developments have failed to provide restrooms).

(b) minimise access problems by providing any necessary roadings or by planning the development of <u>any Commercial A and B zones</u>

(c) compilation of a desires hierarchy of centres. i.e. if no isolated single stores were to be permitted (as Table XVII would suggest would be accepted in the long run) then the minimum centre size could be increased. If council decides on a hierarchy, then only larger centres could have compulsory growth inclusions. If no hierarchy is proposed, then all should have room for growth. Such a move by council would be possible were the whole city development viewed at once. (this would mean relaxation of A.4)

(d) By relaxing A.7, and arguing that if a controversial planning decision is implemented people will gradually forget the controversy and accept the planning decision, then council could prevent new dairy-grocery developments as single stores.

(e) The adoption of a duplication ratio. It is difficult to ascribe a suitable maximum, though in a single development centre, an index of 50 is probably a reasonable maximum as Table XXIX would suggest. (See also Appendix F) Some thought could be given to the overall function of the centre, i.e. is it for necessities (food) or should it have a broader base? Will restrictions be based solely on the number of each shop type, or for the whole centre as in the duplication index?

(f) Incorporation of any shopping centre within either hierarchy or area development schemes. This would assure greater optimisation of shopper and retailer demands. This would, in conjunction with zoning, prevent "opposition" shopping centre development near established suburban centres.

(g) Encourage the development of centres in one operation (planned centres as defined earlier) or subsequent additions by the original developer only on included growth land, or up to the assigned hierarchy level. This would allow <u>planned growth</u> within the confines of a planning strategy.

(h) Encouragement either by compulsion or coercion of necessary development inclusions as discussed under developers. At present no restrictions (passive planning) are placed on projects. Rating incentives could be a means of guiding developers efforts.

(i) Under A14, council would be negotiating with developers whose functions don't include business ownership. The problem then also includes encouraging optimal relations between developers and lessee retailers.

THE DEVELOPERS' CONTRIBUTION:

Under A1, A2, A10, A11 and A14, the developer is assumed to maximise centre attraction, so that his tenants can afford to pay substantial profit generating rentals. The developer cannot influence A1 but can take advantage of A2 by speculative development. Should this take place, centre attraction must be a prime consideration. The developer might give careful consideration to the following points:

(a) Parking space: The proponderant use of the car for transport appeared in the survey results. The different character of the larger centre with a magnet simulating supermarket or department store was also noted. Developers in Palmerston North have endeavoured to provide parking areas with most centres and the proposed new Coop Supermarket development in Broadway has, in publicity, stressed parking space.

Despite provision in this analysis for transport of any means (A12) most people will either motor or walk. Very few travel by bus (3/93 mentioned this) and so there is little probability of extensive bus services to existing centres as is currently found in Melbourne or Sydney, Australia.

(b) Centre attraction through "centre" advertising, limitation of advertising in the centre, provision of necessary amenities such as restrooms and telephone booth.

(c) Inclusion of facilities for motorists. Garages have occasionally emerged in existing centres, but are usually badly located and a source of congestion. If the garage was more suitably located, the shopper would have a service, the centre more custom and the garage assured trade.

(d) Facilities for pedestrians: (all shoppers are pedestrians once they leave their cars). Table XXI points to expectations by shoppers for landscaped pedestrian walkways. This implies also, the provision of seating, suitable pavements, adequate surface drainage and some landscaping.

(e) Construction of the centre to <u>separate</u> pedestrian and vehicle flows. This includes service vehicle separation. In the centres interviewed, most centres had some service access, but use was restricted through private differences, road congestion and subsequent building construction.

(f) Reduction of inconvenience outside shops. This includes service vehicle congestion, sensible placing of rubbish bins and distinct segregation of parking areas from the shops.

(g) Raising the standard of the shopping environment (based on replies in Table XXI on expectations). Simple inclusions such as a play area could be an attraction for the centre. Creation of a total centre effect might also be desirable, i.e. as seen from the parking area, road and on pavements in the centre.

(h) The two design types nominated by most shoppers (see Figure 4) are not based on lineal shopping centre development. Continued nucleation of centres appears to be satisfactory for shoppers. The "large" centre, design C, was often discussed with interest by those questioned.

(N.B.) (It is acknowledged that designs are usually external in origin and that shoppers' opinions are a result of existing phenomena.)

(i) Layout should seek to avoid the complaints set out in Table XI.

(j) Relations between developers and retailers could be improved by the establishment of a tenants' association. No centre surveyed had a tenants' association. The association would act as a grievance platform and as a centre voice, especially for group advertising. Under A14, the tenants' association would have a greater chance of full membership (there being only one owner).

(k) Some consideration should be given to the relationship of the centre with its surrounding area. If, for example, the centre is not proposed to grow, facilities could be made available for the most desirable types of economic shops as proposed by the council.

(l) A centre attraction, such as a supermarket or department store (not viewed favourably by many interviewed), could cater for much of the necessity provision. If dairy-groceries were only allowed to establish in centres, care would have to be taken in the number and location of such shops. Likewise, other necessity shops in Category A would have to be balanced against the dominance of a supermarket.

(m) Point (l) covers, in part, the marked preference by shoppers for self-service shops.

(n) Centre hours are related to the type of shop function offered by the centre. Some shop functions complement each other. It was hoped that Question 16 in the Questionnaire would provide information on the relative repulsion and attraction of various shop types. Though most retailers acknowledged a desire to be located near high turnover, regular and non regular trade, it was not possible because of the limited sample to assess attraction or repulsion. However, it can be hypothesised that in limited instances, shop functions are mutually attractive, i.e. fish and hamburger bars.

(o) Tenant associations could aid in maintenance of service performance for the centre as a whole.

The two active parameters in shopping centre planning in Palmerston North have been discussed in the framework of the other two.

To complete the rigid analysis of a shopping centre planning strategy, the limiting assumptionswill be successively relaxed.

A.1 Individual petitioning as for dairies becomes permissible.

A.2 The number of centres can be a product of any relationship.

A.3 Competing sub-centres, located in the same zoning area, are possible, as in Terrace End. The raison d'etre for this is growth with demand. Part b means pressure groups could secure exceptions to zoning decisions.

A.4 Council could then implement a survey on the relationship between the C.B.D. and shopping centres of Palmerston North. The results could be used as planning guides.

A.5 The source area for any centre is then totally a function of individual choice. Considerable distances could be travelled as with Pioneer and Terrace End.

A.6 It would be possible to argue that instead of wants, there are habits (perhaps initiated by wants) which are incorporated in shopping. Should a centre seek to continue this or carry out "want creation".?

A.7 As has already been mentioned, people could forget the original distribution of centres.

A.8 People might not even ponder upon shopping centre origin, in a planning context. This would be an unrealistic approach, as even if such a limited consideration was prevalent, a vocal minority could be at least providing some information on planning. Thus, so long as the publicity was regular, the city population would constantly "know" about opinions, even without a "memory" being implicit.

A.9 Indirect restrictions can be conceived, i.e. bus routes, roading conditions, road patterns, new area development rates, areas selected for Commercial A and B zoning.

A.11 Developer's intentions could be influenced by council participation, shoppers' opinions - if surveyed and retailers grouping over adjustments subsequent to development.

A.12 Overtime regional (out-of-town centres or suburban centres) and neighbourhood centres could compel changes in patterns of transport use. Nothing is gained by relaxing this assumption.

A.13 By relaxing this assumption, experiences elsewhere can be included. In the survey, it was hoped that in interviews, the first thought was the Palmerston North situation. It also allows for the valid assertion that any observed fact is also a property not only of the system under observation, but also of the system measuring questionnaire.

A.14 Immediately, a businessman can build and own his premises, as well as the business. The web of relationships is complicated. Instead of the council dealing with only one developer in a planned shopping centre of a zone, there could be several developers whose aims and concerns might be different and, at the worst, in opposition.

CRITICISM:

The strategy previously discussed was developed as a broad framework for approaching the individual planning of shopping centres and the overall planning of all shopping centres in Palmerston North. The analysis has attempted to transpose certain information collected on shopping centres into an objective guide line for assessing future planning proposals on shopping centres. The generality of the conclusions derived from data on 4 out of 28 centres three shops or more in size is open to question. This can be defended by the method of analysis where only trends and not probabilities were sought. It is also likely that the technique of drawing up a strategy is a questionable one. The writer set up the assumptions (certainly not complete) to serve as a reference point in discussion. The complexity of the existing matrix for reference on any planning consideration is highlighted by the exceptions that could be found to assumptions that are for the most part direct derivatives of the existing planning machinery. The active working of only two of the four significant variables stems from the difficulty of including, except as reference points, the role of the shopper and retailer in the centres. For the most part these are presented with a given situation as at present. The direction of Change can be effected by comparing opinion against the existing pattern, as has been attempted in this study.

A problem which is difficult to estimate is the degree and rate of acceptance of the products of new planning regulations or the introduction into the city of new layout arrangements of shopping centres. This also raises the question of how much weight should be placed on public opinion for planning developments which probably have not been seen before by the shopping public.

Considerable gaps appear in the study and could be profitable avenues of investigation by subsequent researchers. Some include:

a) The question of a hierarchy of shopping centres is a key one. Initially, any study would have to consider the existing hierarchy, decide whether the principle extended would be of any benefit in Palmerston North and propose a skeleton outline for the future.

b) An investigation into the rental patterns of the shopping centres to resolve the criteria of rental charge and possible deviations were a hierarchy of shopping centres established in the city.

c) The study of the future inclusions in centres for the Palmerston North case. How many community and office facilities should be included in large centres and, if so, what might determine such inclusions.

d) A closer investigation of the areal dynamics of shopper distribution and travel patterns with some measure of prediction on future flow patterns with the existing road pattern unaltered and with it altered. To what extent does the predominant grid pattern of roading affect shopper traffic flow patterns?

e) Further study into the type of shopper and the time periods involved. This might also include the areal plotting of shopper visiting frequency to centres as a guide to the overall patronage pattern of centres of various sizes.

APPLICATION OF THE STRATEGY:

Case Study on Terrace End Shopping Centre:

The existing components are as follows:

i) Two discrete developments of Broad Top and Broadway Court, and one linear growth along Main Street and Ruahine Street.

ii) A roading pattern consisting of three major roads with high traffic densities.

iii) Areas of residential dwellings within the zoned area of Terrace End. These are of varying age, but on sections of considerable ratable value.

iv) An area of unused land, formerly the railway land, between the two arterials of Main Street.

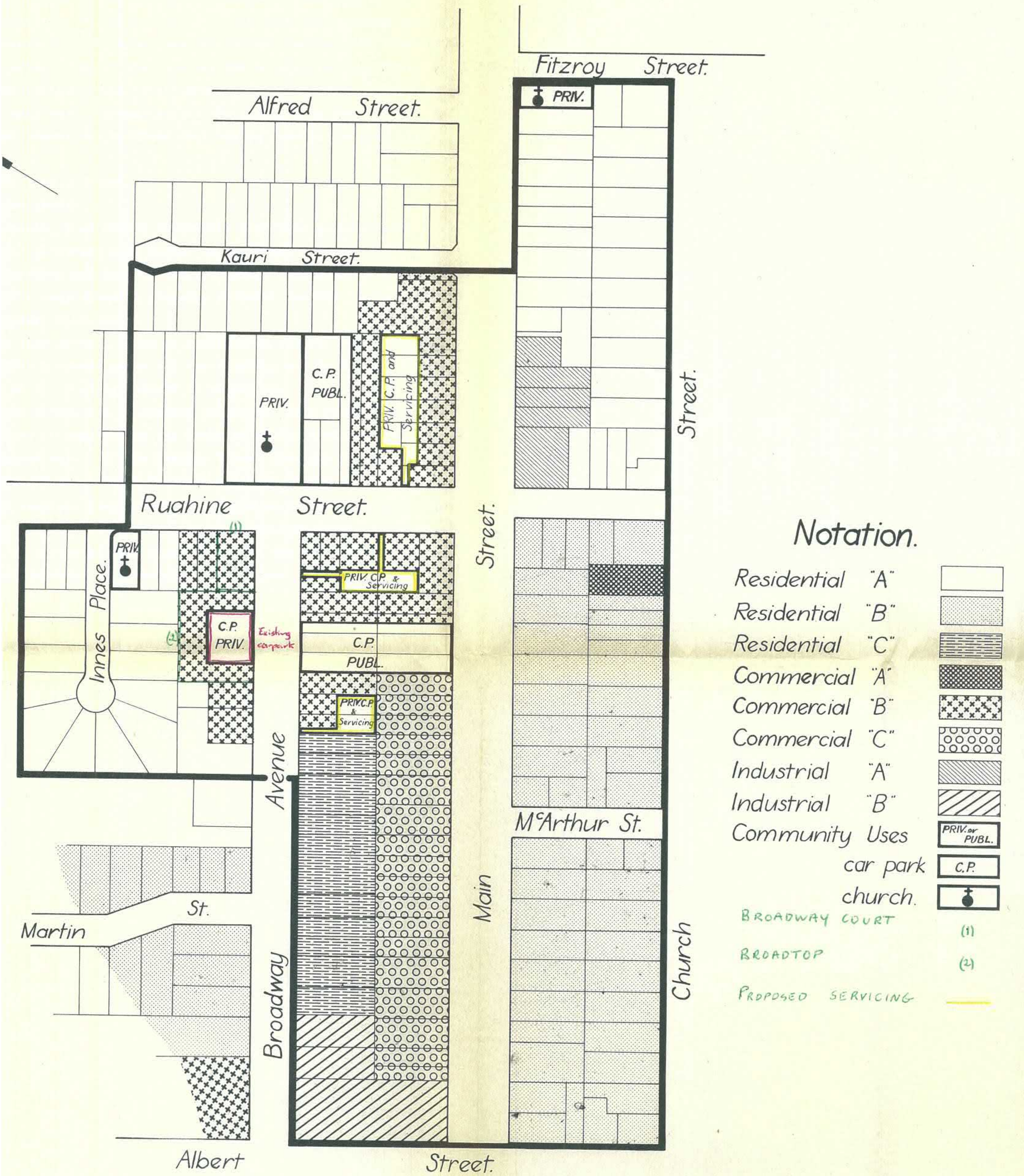
A proposed component is as follows:

i) A series of parking complexes as shown in Figure 4 which illustrates the pattern of the centre. Beginning first with the developers' contribution to the centre, the need for parking space and the expectation of parking space has been discussed earlier. Problems of access were noted and for this centre included

Broad Top	"Poor access to road", "congestion in the parking area"
Broadway Court	"Traffic flow through the parking area"
Main Street	"No pedestrian crossing", "Delivery vans", "absence of signs", "congestion at Ruahine/Main Street intersection".

If car patronage continues to increase (and there is every chance of this, especially as the centre attracts shoppers from a considerable distance and a proportionately high number travel more than two miles), then the Terrace End Commercial A and B zoning area will have to offer considerable parking areas in addition to the 1 car lot per 400 square of shop. The council has accepted responsibility to add 215 parking lots in the planning period 1967-87.

Under existing planning regulations in Palmerston North, the centre allows free development by any developer within the zoned area. The proposed development at the corner of Albert/Broadway will constitute <u>areally, functionally and probably visually</u>, a separate centre. No assessment can be placed on the development decision except that it could act as a <u>competitor</u> to the Terrace End complex and to the C.B.D.. This cannot be resolved until the next section. (Linkage between the existing centres and some understanding of traffic flow problems is outside the scope of private developers). The introduction of a draw card, a supermarket, would be welcomed by many shoppers in the



DISTRICT PLANNING MAP
OF PALMERSTON NORTH - TERRACE END

...ins to an inch.

...56. Redrawn D.L.R. 7·12·67.

39/3.

Terrace End centre. Considering the overall zoning area, the one garage is poorly located in terms of the present pattern, and probably provides little service for shoppers. The segregation of traffic flow patterns is only partly within the developers control, but facilities for pedestrians should be included if Table XXI provides any indication. More attention should be given in this context to the separation of service vehicles from shopping traffic. Figure 4 points to several alternatives currently proposed. Shopper expectations definitely invite some attention to the overall appearance of the centre. The design preferences could also be referred to. At the same time, effort should be made to minimise complaints of layout and facilities, particularly restrooms.

More rigid application of the strategy can be achieved in proposing points of council contribution. The total layout of the Commercial A and B area can be approached in many ways. Assuming that the zoning area need not end up as one centre does not remove the problems that invite remedial action. They are

i) Traffic flow patterns.

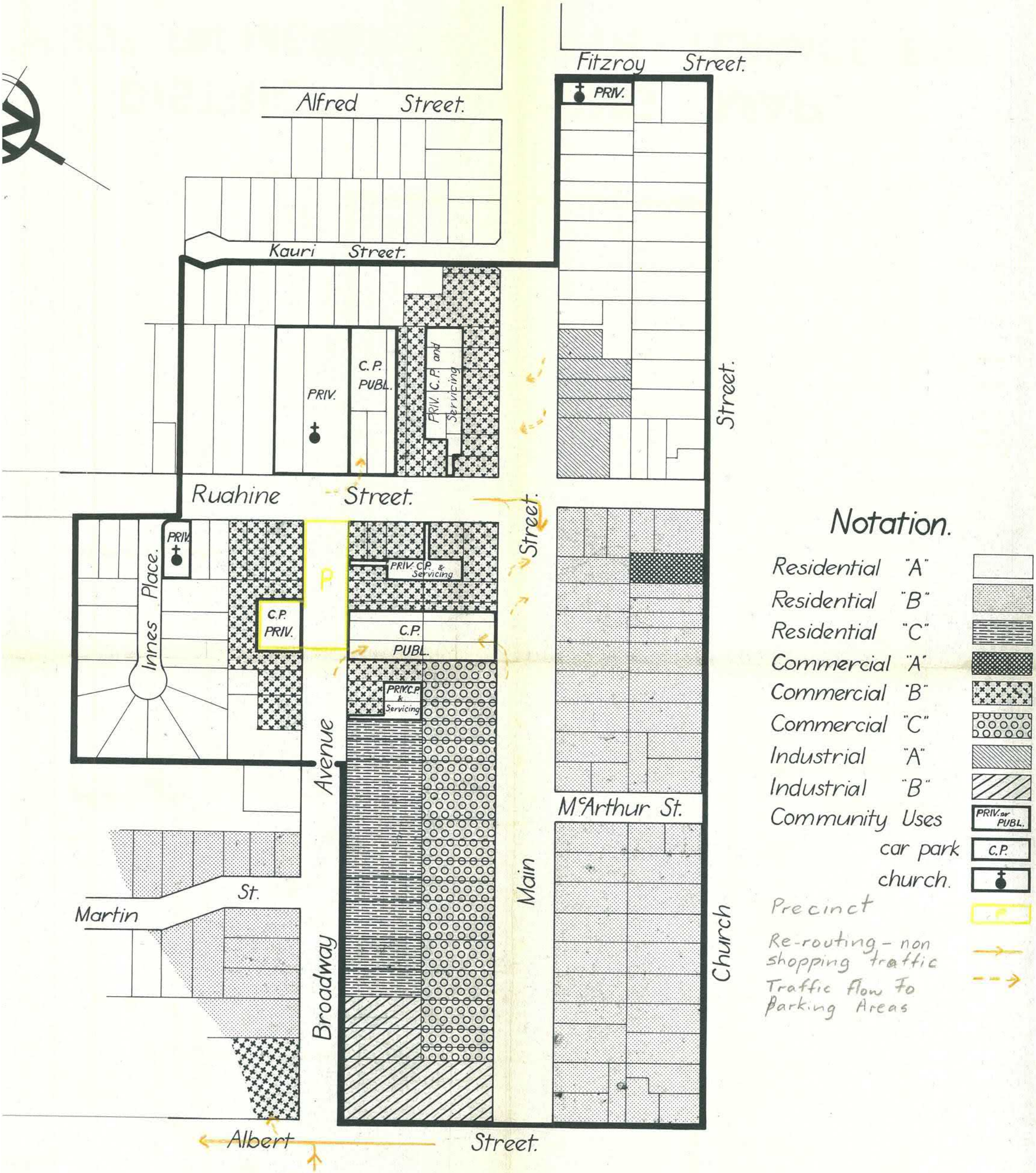
ii) Room for growth.

If it is thought the zoning area should eventually grow into an internally varied centre, then the following also appear as important issues.

1. The final form, function and size of the area zoned Commercial A and B.
2. The development of a comprehensive planning proposal for the centre and the encouragement of necessary inclusions.

The traffic flow pattern could be modified in several ways. Firstly, as indicated in the four proposed parks and the existing one in Broadway Court. N.B. No modification of the roading pattern is suggested.

Secondly, by suggesting alteration of roading patterns. This would depend upon <u>which</u> part of the centre is regarded as the focus or if there are several focuses (as in the first alternative). If the Ruahine Street frontage is regarded as the focus, then Ruahine Street between Broadway and Main Street could be made into a precinct (with complete re-landscaping and not as an "asphalt jungle"). On the other hand, if Broadway is favoured, the portion from Martin Street to Ruahine Street could be converted into a precinct. In the former proposal, ~~three~~ two traffic re-routings would be necessary. See Figure 5(a) and 5(b).



DISTRICT PLANNING MAP

...TY OF PALMERSTON NORTH - TERRACE END

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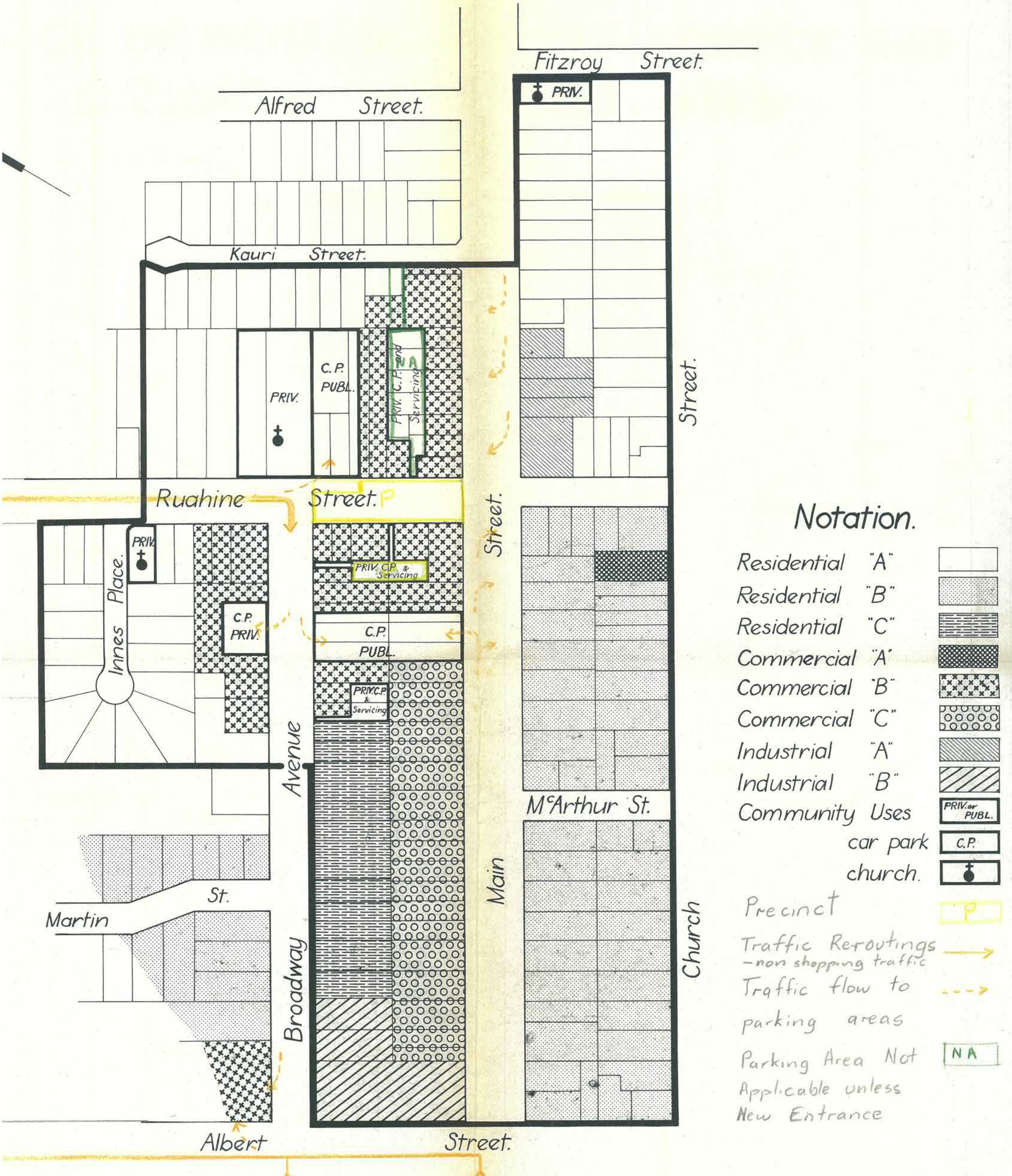

DISTRICT PLANNING MAP

Y OF PALMERSTON NORTH - TERRACE END

chains to an inch.

·7·66. Redrawn D.L.R. 7·12·67.

39/3.

In the latter, only one would be implicit. Depending upon which alternative was incorporated, one or other of the proposed public car parks could be converted into shops - focused towards the appropriate precinct.

Room for growth is another consideration. Admittedly this could be prevented by limiting the size of the centre with a Palmerston North hierarchy. The functioning of the centre as a whole would require considerable re-organisation, re-focusing and renewal (of the Main Street portions nearest town). Council should, after deciding on the ultimate physical limits of the centre and its size, develop a comprehensive, progressive development plan. The ad hoc development of the existing centre would necessitate~~s~~ (if thought necessary), the directioned inclusion of community and office functions.

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Survey checked 31/8/68.

APPENDIX A

Shopping Centre 1 (larger than 3 shops) / BUSINESS TYPE	Meat	Dairy Milk/Bar	Fruit and Vegetable	Fish	Grocery	Supermarket	Wine and spirits	Cake	Coffee & Hamburger	Variety store	Clothing Draper etc	Shoe /shoe repair	Hardware	Paints	Garden equipment	Chemist	Bookseller	Cycle	Florist	Jeweller	Gift shop	Beauty Salon	Hairdresser	Drycleaning Laundry	Library	Doctor	Chiropodist	Bank	TAB	Post Office	Dentist	Electrical	Theatre	Hotel	Garage
Melford	1	2	1	1		1					1				1	1	1					1		1						1					1
Cook St/College St.		1				1													1																
Hodgson Place	1	1		1												1									1										
College St/Botanical		2				1																1													
Pioneer				1		1			1													1							1						
Rugby St.	1	1				1																							1						
Highbury	1	1		1	1	1					1					1	1							1						1		1			
Takaro	1		1		1					1	1					1	1	1				1		1											
C[...]al	2	2		1	1					1	1		1			1	1					1		1		2									1
Chelwood St.		1				1																1													
Park Rd	1				1	1																1													
Manuka St	1	1			1		1																												
3 Hospital A (opposite	1	1						1			1											1													
hospital)		1		1				1																											1
4 Hospital B (Featherston Ruahine)	+	+			+	+																+													
5 Victoria Av.	1	1			1	1																1													
6 Ferguson/Ada St.		1				1				1																									
7 Albert/Ferguson	1	1	1			1	1			1														1											
8 Ascot St.	1		1			1																1		1											
9 Hokowhitu	1		1	1		2					1				1	1	1							1	1					1					1
20 Vogel St. A (near Roslyn)	1	1				1																													
21 Vogel St B				1		1											1							1											
22 Freyberg St.	1	1			1																	1	1	1											
23 Manawatu/Grewe	1	1		1	1	1																1													
24 Milson	*	1			1	1					1											1								1					1
25 Tremaine/Botanical		1				1																													1
26 [...] Russell St.		1			1	1				1																									
27 Roslyn	1	1	1	1	1						1					1	1					1	1		1	1		1	1	1					
8 Terrace End																																			
1. Main St/Ruahine 2	2	1	2	1		1		1	2	1	2	1	3	1		1	1	1	1			3		2		1				13		2	1	1	1
2. Broadway Court			1					1			3								1							1									
3. Broad top						1	1		1		1				1	1	1					1	1			12									
	Food								Eating	Apparel			Supplies			General						Service				Office									

Notes: 1 Classification Based on Clark, 25. Adjustment follows

a Dairy/Milk bar includes dairy grocer

b Supermarket defined by name or by ownership Coop, Watson Bros. or Savemore.

c Clothing categories are grouped. These incl[...] draper, women's, men's, childrens, accessories, millinery, woolshop[...]

d Dry cleaning laundry includes agency for [...] cleaning.

2 Terrace End also has a Bakery. The theatre is incl[...] because of the 200' frontage assumption.

3. The counts recorded refer to shop name business type. Time did not permit differentiati of joint function. ie A Dairy selling groceries is recorde as only dairy, not both.

APPENDIX B.

Name of Shopping Centre ....

MASSEY UNIVERSITY

Department of Geography

PALMERSTON NORTH SHOPPING CENTRE SURVEY
QUESTIONNAIRE

Three following words are used frequently in the questionnaire. Beside each is a general definition of their meaning.

1. C.S.A. or Central Shopping Area (that around the Square in Palmerston North).
2. A Shopping Centre is any retail business outside the C.S.A. It can be one shop in size.
3. Purpose refers to shopping for any item of goods, and can include stopping on a work trip as at lunch time. Shopping only at one store is a single purpose trip.

QUESTIONS

PLEASE TICK WHERE ALTERNATIVES ARE GIVEN.
IN SOME CASES MORE THAN ONE TICK MAY BE NECESSARY.

1. When you came to the shops today was it from

   Home .... Work .... Elsewhere ....

2. Which shops have you visited, or intend to visit? Please List.

   1. .... 6. ....
   2. .... 7. ....
   3. .... 8. ....
   4. .... 9. ....
   5. .... 10. ....

3. How many trips did you make (number)

   a) to this shopping centre last week ....
   b) to any other shopping centre ....

4. Of the above, how many were 3(a) 3(b)

   a) single purpose trips ....
   b) multiple purpose trips ....

5. How many of the above were predetermined purchases

   4(a) ....
   4(b) ....

6. What were the nature of purchases on

   a) Single purpose trips. List.

   1. .... 4. ....
   2. .... 5. ....
   3. .... 6. ....

6. b) Multiple purpose trips. List.

1.	4. ....
2.	5. ....
3.	6. ....

7. How far did you travel (distance to centre only) on
   a) single purpose trips ....
   b) multiple purpose trips ....

8. If you have any pre-school children do you
   a) bring them to the shopping centre ....
   b) leave them in the car at the centre ....
   c) take them with you while shopping ....

9. How far did you travel today to this centre? ....

10. Did you pass <u>any other shopping centre</u>? ....
    Any reason? ....

11. Does your family own a motor vehicle? ....
    How many? ....
    If YES, did you shop by car last week on
    a) all occasions ....
    b) most days ....
    c) not at all ....
    If (b) or (c), do you have the use of the car on

1.	4. ....
2.	5. ....
3.	days of the week?

12. Do you consider last week to be a normal shopping week? ....

13. Did you come by car today? ....

14. Are you satisfied with parking facilities? ....
    Any complaints about layout?
    a) lack of parking space ....
    b) dangerous ....
    c) slow movement in and out ....
    d) difficult to park the car ....
    e) other ....
    f) no complaint ....

15. If traffic congestion increased at this centre, would you
    1. continue shopping here ....
    2. shop at another centre ....
    3. shop in town ....

16. Can you think of any improvements to traffic access and parking at this shopping centre?
    1. ....
    2. ....
    3. ....
    4. ....

17. On what day do you do the bulk of your shopping?

    Monday .... Thursday ....
    Tuesday .... Friday ....
    Wednesday ....
    Why? ....

18. Do you prefer self help ....
    or counter service ....

    Have you any preference for Coop service? ....
    If YES, Why?
    1. member of coop ....
    2. cheaper ....
    3. greater variety ....
    4. self help ....
    5. delivery ....

19. If this centre did not exist, where would you shop for
    a) food ....
    b) other items ....

20. Do you feel this centre has, for good service
    a) too few shops ....
    b) just the right number ....
    c) too many shops ....

    For fair profit
    a) too few shops ....
    b) just the right number ....
    c) too many shops ....

21. Why do you shop here?

    1. .... 4. ....
    2. .... 5. ....
    3. .... 6. ....

    Is there any particular shop that attracts you to this centre? ....

22. In Palmerston North would you prefer to have
    1. A C.S.A. and only large area (~~neighbourhood~~ regional) shopping centres the size of Terrace End. ....
    2. A C.S.A., large area, and local centres the size of College Court, Roslyn or Highbury ....
    3. A C.S.A., ~~neighbourhood~~ regional, local centres, and single or corner stores ....

23. Would you expect these neighbourhood and local centres to be

 a) planned ....

 b) grow with demand ....

24. What facilities would you expect for either of the above

 1. Adequate parking ....
 2. Children's Play Area ....
 3. Landscaped pedestrian walkways ....
 4. Be centred on a large department store ....
 5. Be of design A, B, C. /show cards/ ....
 6. Other ....

Thank You.

APPENDIX C.

Ammendments to a Questionnaire:

No deliberate question or record on the sex of the respondment was includedd It is possible male and female opinion could differ in many answers. Age is also another variable ommitted. Question 3 should include a third a category (c) "to town." The distinction between other shopping centre and town was not always clear. Question 7 should read "distance to centre from home" since with this limit on answering more meaning could be introduced into results. Question 11 could be shortened by merely asking on how many days a person shopped by car. Question 14 requires separation of the two parts, layout and parking. A general question on improvements to the centre should be included. As a further guide to shopping habits a question such as "what do you prefer: to do all your weeks shopping on one trip per week, several trips per week or every day of the week?"

Criticism of Questionnaire:

The success of any questionnaire depends upon the skill of the enumerator. Judgement of the respondents meaning is especially important when questioning, time is limited and the questions are put verbally. ~~Press~~ Shortage of time often meant answers to extensive questions were not complete. Consequently, questions 6, 16, and 21 were frequently inadequately answered. Although the questionnaire was lengthy it consisted largely of yes/no or category answers, which admittedly sped up questioning but may have reduced the worth of the answers. i.e. categories may not have been comprehensive. Yes/no answers require snap decisions — does the enumerator rephrase the question if an answer is not provided quickly?

NB. The questionnaire was tested by a pilot survey of 6 respondents, in the Melford Centre. It was subsequently amended & reapplied. The original 6 replies were not included in the final 93 replies.

MASSEY UNIVERSITY

Department of Geography

SHOPPING SURVEY QUESTIONNAIRE: FOR RETAILERS

Write N.A. where question is not applicable
Tick the appropriate boxes

1. Type of shop ....
2. Location of shop ....
3. Trading hours (a) weekly Monday-Thursday ....
   (b) Friday ....
   (c) Weekend ....
4. Do you conduct transactions by cash Yes ☐ No ☐ credit Yes ☐ No ☐
5. Are you the owner ☐ manager ☐ leasee ☐
6. What percentage of your <u>sales</u> are from
   (a) regular once a day customers ....
   (b) customers coming less than once a day but more than once a week ....
   (c) once a week customers ....
   (d) less than once a week customers ....
7. What percentage of your <u>customers</u> are
   (a) once a day or more ....
   (b) less than once a day but more than once a week ....
   (c) once a week ....
   (d) less than once a week ....
8. Are you getting more customers now than when you started here?
   Yes ☐ No ☐

   If so why do you believe this to be so—tick those which apply:
   closure of a competitor ☐ population increasing in this area ☐
   expanding business ☐
9. Who do you believe to be your biggest competitor in your line:
   town retailers ☐ cooperatives ☐ privately owned shop ☐
   departmental stores ☐ mini market ☐ supermarket ☐
10. If you could choose, would you rather have a shop of this nature in town or prefer to remain where you are:
    remain here ☐ move to town ☐

    Why?

    What factors, other than financial, influenced your decision to locate here? ....
    ....
    ....

11. Do you believe parking facilities to be adequate in this shopping centre? Yes ☐ No ☐

12. Are there service alleys supplied? Yes ☐ No ☐

Do they operate efficiently? Yes ☐ No ☐

If not, why? ....

....

13. What day or days do you normally have your best turnover?

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

14. What times of the day are you busiest?

(a) Monday-Thursday ....

(b) Friday ....

15. What buildings are on either side of this shop? If they are shops, give types ....

16. What kind of shops would you prefer to be situated next to/between?

....

~~17. If you had the chance, in which of the following types of shopping centres would you prefer to have your shop? (See separate sheet.)~~

18. How long have you been in these premises? ....

19. How long do you intend to stay? ....

20. What do you consider to be the minimum number of customers to make this business pay? ....

21. Does this shopping centre have a tenants association?

Yes ☐ No ☐

If Yes, are you a member? Yes ☐ No ☐

Thank you.

Bruce Kells
Richard LeHeron

APPENDIX E.

Ammendments to Retailer's Questionnaire:

Trading hours are extremely diverse and analysis is accordingly difficult. The question, Q.3., could be deleted. Question 6 and 7 proved hard to compute and not sufficiently general in application. Estimates were usually guesswork. Question 17 was deleted because the extra sheet ~~t~~ of diagrams was not available at the time of distribution. This should be included. Question 20 failed to extract much information on customer numbers. Any ammendment of Q.20 must take into consideration a time factor - i.e. customers per week.

Criticism of questionnaire:

Some of the information asked of the retailer could be observed by the enumerator or obtained from City Council records. Had this ~~w~~ avenue of collection been pursued, data continuity would have been difficult. It was decided to let the retailer provide such information. Question 5 produced many discrepancies, when compared with rating records. One can own, manage and lease a business all at one time. ~~Very~~ Many respondents marked more than one category i.e. owner of business and leasee. The word owner, undefined did leave room for ~~min~~ misinterpretation i.e. owner of business or premises. In Question 8, category "closure of a competitor" was found not to apply - perhaps in ~~an~~ small centre studies this could be omitted.

APPENDIX F.

Duplication Index

$$\text{Index} = 100 - \frac{\text{Number of business types} \times 100}{\text{Number of shops (excluding vacant shops)}}$$

0 = no duplication. 50 = number duplication once.

Centre Number Refer Appendix A.	Index	Vacancies
1.	7	1
2.	0	
3.	0	
4.	25	
5.	0	2
6.	0	
7.	8	1
8.	19	
9.	0	4
10.	0	
11.	0	
12.	0	
13.	0	
14.	0	1
15.	0	1
16.	0	
17.	0	
18.	0	
19.	8	
20.	0	
21.	0	
22.	0	
23.	0	
24.	0	
25.	0	
26.	0	1
27.	0	3
28.	44	

Palmerstom North

Food shops as proportion of total number of shops per centre.

Centre Number Refer Appendix A	%
1.	43
2.	66
3.	60
4.	75
5.	40
6.	100
7.	50
8.	30
9.	38
10.	66
11.	75
12.	100
13.	60
14.	75
15.	80
16.	66
17.	66
18.	60
19.	38
20.	100
21.	50
22.	60
23.	66
24.	43
25.	66
26.	75
27.	33
28.	22

In the results tabulated, the small centres are influenced by the proximity of the closest centre. For example Vogel Street has 3 centres, Roslyn, Vogel A and B. Vogel A, No. 20 has 3 shops while B has 4 shops. One centre caters for food requirements totally, the other a wider spectrum - a bookseller and drycleaning depot.

Footnotes:

1. By defining shopping centre in this manner there is no need to set a lower limit of shop numbers for a "centre". This includes conditional uses. It does not, ~~hee~~ however, overcome the problem of classifying centres according to size. ~~N-3~~.
2. See Appendix A.
3. Discrete centres are

   Cook St/College St.
   Pioneer
   Rugby
   Highbury
   Chelwood
   Park Road
   Manuka St.
   Victoria Av.
   Albert/Ferguson
   Ascot
   Manawatu/Crewe
   Roslyn

   THE remainder are "ribbon" in form.
4. Planned centres are by this criteria

   Pioneer
   Highbury (part of a housing development)

   Those of pseudo planned origin are

   Cook St.
   Hodgson Place
   Roslyn
   Albert/Ferguson

   The remainder grew with demand.

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TABLES I - XXIX

TABLE 1

FREQUENCY OF OCCURRENCE. 2, 3
of Business Types

(Centres greater than two shops)

Category		
A	N =	28
	Grocery	.822
	Dairy	.790
	Meat	.665
	Beauty Salon	.535
	Fish	.394
	Drycleaning Agent	.358
	Clothing	.320
	Chemist	.286
	Bookseller	.286
	Garage	.250
	Fruit/Vegetable	.250
	Variety	.214

Category		
B	P.O.	.179
	Cake	.107
	Garden Supply	.107
	Doctor	.107
	Library	.107
	Wine	.071
	Hamburger	.071
	Hardware	.071
	Cycle	.071
	Florist	.071
	Hairdresser	.071
	Bank	.071
	T.A.B.	.071

NOTES

1. As a separate business. Supermarket stores often have a butcher attached, i.e. 13 out of 22 supermarkets.

2. Clark, 27 in a similar study on Christchurch included all centres reached similar percentages. By applying linkage analysis, he was able to group shops according to "low" or "high" order goods sold.

3. Data compiled from observation.

TABLE II PSEUDO PLANNED AND PLANNED CENTRES

By business type.

Category	A	B
Albert St	6	0
Cook St	2	1
Highbury	9	3
Hodgson Place	4	1
Pioneer	3	2
Roslyn	9	6

TABLE III — POINT OF ORIGIN ON SHOPPING TRIPS BY CENTRE, 2-3/8/68.

	Home	Work	Elsewhere	Time
Terrace End	32	6	5	10a.m. - 4p.m.
Pioneer	11	2	2	4 - 5.30 p.m.
Hokowhitu	10	1	2	9 - 10.30 a.m.
Melford	20	3	2	10.45a.m. - 1.30p.m.
% Total	78	11.6	9.4.	

TABLE IV — NORMAL PURPOSES SHOPPING CENTRES 1, 2 — 2-3/8/68

	Purposes		Shop Number	
	Category A	B Table III	Category A	B
Terrace End 3	57	30	29	74
Pioneer 4	13	1	3	2
Hokowhitu	27	1	10	3
Melford	66	1	12	2

1. This table does not include any shoppers questioned at garages in the four centres.
2. Clothing is an aggregation of draper, frock, milliner, women's and men's wear etc.
3. Either Terrace End shoppers do not shop at as many stores or they did not volunteer all information, or at the time of questioning, they had not been impulsed to buy much. The last is countered by the high percentage who acknowledged predetermined purchasing.
4. Only one shopper was questioned who had visited any of the two shops in Category B. The data is, therefore, biased. (These shops have patronage on different days and times).

TABLE V — RATIO SINGLE PURPOSE/MULTIPLE PURPOSE
ALL SHOPPER'S TRIPS 1. Week 22/7/68 to 27/7/68
(this includes town)

Single Purpose	Multiple Purpose.
114	132

1. No Chi-Square test can be applied to this table to test the Null hypothesis that the ratio of single purpose/multiple purpose trips is 1:1 (this null hypothesis means no deliberation takes place on the number of purchases made) as the data collected had the following anomalies:

a) For each centre, town trips were sometimes included in answers.

b) Answers were not always consistent in totals (computed against number of trips).

c) Occasionally misunderstandings of the time period involved occurred.

TABLE VI TRIPS TO CENTRE IN WEEK 22/7/68 to 27/7/68

	Number of Trips	Trips with predetermined purchasing interview centre	Other centres
Terrace End	83	68	49
Pioneer	16	16	2
Hokowhitu	44	32	17
Melford	78	76	18

TABLE VII MEANS OF TRANSPORT Week 22-27/7/68

A Terrace End Car ownership/non ownership ratio 36:7

Trips to Centre	By Car: Use all the time	Occasional use	Other Means
No. 1	6	2	1
2	5	1	1
3	5	-	2
4	1	1	2
5	2	1	-
6	1	-	-
7	1	-	-
% of total trips	65.5	15.5	19.0
	81%		19%

B Pioneer 12:1

	By Car		Other Means
No. 1	8	-	-
2	2	-	-
3	-	-	-
4	1	-	-
5	-	-	-
% of trips 100% →			

Table VII continued.

C

HOKOWHITU 13:0		By Car		Other Means
Trips to Centre				
No.	1	-	-	1
	2	2	-	1
	3	1	-	2
	4	2	-	-
	5	3	-	1
% of total trips		61.5		38.5

D

MELFORD 19:4		By Car		Other Means
Trips to Centre				
No.	1	2	-	-
	2	3	1	3
	3	2	-	1
	4	-	-	-
	5	4	3	3
% of trips		50.0	18.0	32.0
		68%		32%

TABLE VIII COMPARISON CAR USAGE SHOPPERS, BY CENTRE, WEEK 22-27/7/68 AND DAYS 2-3/8/68 1

2	Terrace End	Pioneer	Hokowhitu	Melford
WET WEEK Percentage use week surveyed	81.0	100.0	61.5	68.0
FINE DAYS Percentage use, days surveyed	55.0	100.0	46.0	39.0

1. Discrepancies arose with the inclusion by respondents of town trips in the week totals. This did not arise in the day totals.

2. Even though four days were wet 9% of all shoppers interviewed claimed the week was a normal shopping week.

TABLE IX TRIPS INCURRING EXCESS[1] TRAVEL, BY CENTRE, 2-3/8/68

	Number interviewed	Trips incurring excess travel	% excess travel
Terrace End	43	15	34.0
Pioneer	15	8	53.0
Hokowhitu	13	5	37.5
Melford	23	7	30.5
Total	94	35	37.0

1. Excess refers to extra distance incurred through passing another centre on the way to the interview centre.

TABLE X ADEQUACY OF PARKING FACILITIES BY CENTRE

	Satisfied	Not Satisfied	No comment[1]
Terrace End	26	7	10
Pioneer	14	0	0
Hokowhitu	7	1	5
Melford	8	6	9

1. This category includes those who did not use a car to travel to the centre and those who declined to comment.

TABLE XI COMPLAINT WITH LAYOUT

	Melford	Hokowhitu	Pioneer	Terrace End	Total
Difficult to park car	2	2	-	5	9
Slow movement in and out	2	-	-	6	8
Dangerous	2	-	-	2	4
Lack of parking space	5	2	-	1	8

TABLE XII REACTION TO INCREASED CONGESTION.

	Continue shopping at Centre	Shop at another Centre	Shop in town
Terrace End	22	4	6
Pioneer	11	1	1
Hokowhitu	7	1	-
Melford	11	2	1
% Total	76	12	12

TABLE XIII **SERVICE TYPE PREFERENCE.**

	Self Help	Counter Service.
Terrace End	33	8
Pioneer	11	1
Hokowhitu	12	3
Melford	19	2

TABLE XIV **INDICATED COOP SERVICE PREFERRED SHOPPER REASONS**[1]

	Terrace End	Pioneer	Hokowhitu	Melford
Coop Member	18	1	8	17
Cheaper	11	-	3	8
Variety greater	11	-	-	11
Self help	9	-	1	11
Delivery Service	9	-	3	8
Ratio Coop Preference/ Non Preference	21:13	1:4	8:5	19:4

1. Not all shoppers offered reasons for Coop. preference. In addition, many nominated several reasons. Totals, therefore, do not correspond.

TABLE XV **SHOPPING DAY PREFERENCE**

	Terrace End	Pioneer	Hokowhitu	Melford
Monday		1	4	
Tuesday				4
Wednesday	2		5	2
Thursday	19	1	2	1
Friday	20	10	8	14
Day of interview	Friday	Friday	Thursday	Thursday

TABLE XVI **SHOPPERS ESTIMATES OF CENTRE :FOR GOOD SERVICE**

	Terrace End	Pioneer	Hokowhitu	Melford	Total
Too few shops	7	1	-	4	12
Right number	35	8	4	19	66
Too many shops	1	2	9	-	12

Table XVI (cont'd)

: FOR FAIR PROFIT	Terrace End	Pioneer	Hokowhitu	Melford	Total
Too few shops	4	1	3	2	10
Right Number	36	8	10	20	74
Too many shops	2	-	-	1	3

TABLE XVII NOMINATED PURCHASE POINT IF CENTRE DID NOT EXIST

: FOOD

	Nearest Dairy	Another Centre	Named Supermarket in town or another Centre	Town
Terrace End	5	11	8	16
Pioneer	-	2	7	3
Hokowhitu	4	5	2	2
Melford	1	7	4	10
Total	10	25	21	31

: OTHER ITEMS

	Another Centre	Town
Terrace End	2	34
Pioneer	-	4
Hokowhitu	2	9
Melford	-	21

TABLE XVIII SHOPPER MOTIVATION TO SHOP AT CENTRE

	Close/Handy/ Convenient	Facility[1]	Parking[2]	Range	Other[3]
Terrace End	30	3	5	5	2
Pioneer	3	4	3	-	1
Hokowhitu	11	-	1	-	2
Melford	21	1	-	1	3

1. Shop types, i.e. P.O., Bank, Shoe Shop, Supermarket etc.
2. Includes access, "not too busy".
3. Includes 'outing", "walk", "service", "pleasant".

TABLE XIX SHOPPER PREFERENCE FOR CENTRE TYPE

	Terrace End	Pioneer	Hokowhitu	Melford	% Total
C S A, Regional Centres	13	2	3	2	21.5
C S A, Regional and local centres	4	9	4	10	29.0
C S A, Regional, local centres and single or corner stores	26	3	6	11	49.5

TABLE XX PLANNING CONTRIBUTION IN ~~NEIGHBOURHOOD~~ Regional AND LOCAL CENTRE

	Planned	Grow with demand
Terrace End	22	21
Pioneer	10	4
Hokowhitu	7	6
Melford	12	10
% Total	55	45

TABLE XXI FACILITY EXPECTATION ~~NEIGHBOURHOOD~~ Regional AND LOCAL CENTRES.

	Terrace End	Pioneer	Hokowhitu	Melford	Total
Adequate parking	41	13	13	22	89
Children's play area	23	6	6	17	52
Landscaped pedestrian walkways	32	9	9	18	68
Be centred on a large Department store	24	9	5	13	51
Design A (See Fig 2)	4	0	2	1	7
B	24	7	7	9	37
C	15	7	4	13	39

TABLE XXII CREDIT TRANSACTIONS.

	Yes	No.
Terrace End	9	10
Pioneer	1	2
Hokowhitu	3	2
Melford	6	1

TABLE XXIII. RETAILER STATUS.

	Owner	Manager	Lessee
Terrace End	12	4	12
Pioneer	2	1	1
Hokowhitu	3	1	2
Melford	5	0	4

TABLE XXIV PERCENTAGE SALES[1,2]

	Terrace End	Pioneer	Hokowhitu	Melford
Once a day customers Less than day, more than once a week Once a week	7½	1	3	3
Less than once a week	5½	0	1	1

1. For convenience, the categories are grouped so that if the first ~~two~~ three groups contain over 50% sales, one count is recorded. Where 50% is recorded, ½ count in each category is recorded

TABLE XXV PERCENTAGE CUSTOMERS[1]

	Terrace End	Pioneer	Hokowhitu	Melford
Once a day Less than once a day but more than once a week Once a week	7½	1	3	2
Less than once a week	7½	2	1	1

1. Similar division as in Table XXIV

TABLE XXVI REASON ATTRIBUTED TO CUSTOMER INCREASE

	Terrace End	Pioneer	Hokowhitu	Melford
Closure of competitor	-	-	-	-
Expanding business	16	1	5	6
Population	6	2	1	6

Table XXVI (contd)

ALLEGED COMPETITORS.

	Terrace End	Pioneer	Hokowhitu	Melford
Town retailers	10	-	-	3
Cooperatives	4	-	2	3
Privately owned shop	5	2	1	1
Departmental stores	2	-	-	1
Mini market	-	-	-	-
Super market	4	1	1	3

TABLE XXVII LOCATION PREFERENCE.

	Terrace End	Pioneer	Hokowhitu	Melford
Remain	14	3	4	7
Move to town	6	-	1	-

TABLE XXVIII LOCATION DECISION.

	Aggregate Total
Low Rental	3
Near residence	7
No competitor/opportunity/longer hours	9
Only shop available	5
No need to specialise	1
Other	2

TABLE XXIX DUPLICATION INDEX EXAMPLES

	Total Number of single retail, or service stores[1]	Duplication Index
Riccarton Mall (Christchurch)	22	9
Lynmall (Auckland)	37	23
Pakuranga "	47	23
Terrace End (Palmerston North)	55	44
Porirua	60	50

1. Derived from Rimmer, 78.