

Land Use Survey – Johnsonville

November 2006

1. Introduction

- 1.1 In conjunction with public consultation undertaken in October and November 2006 on the future management of the Johnsonville town centre, a land use survey of businesses within the Johnsonville suburban centre was carried out. This was done to establish the needs of business in Johnsonville so that these issues can be considered when developing the centre plan.

2. Methodology

- 2.1 195 businesses in Johnsonville were captured in the land use survey between 3 October and 20 November 2006¹. The aim of the survey was to establish which businesses were currently in Johnsonville, their use, and the approximate floor area they take up. Business managers were also asked how many employees they currently have, how many car parks (if any) they have allocated to customers/employees, and what they like and/or dislike about having their business located in Johnsonville. The survey was carried through field surveys, and some survey work was conducted via telephone².
- 2.2 The information collected sets a baseline of data on the current contextual business environment. Council plans on updating the survey in the future (approximately 1-2 year's time) to look at the changing business environment within Johnsonville town centre.
- 2.3 A map of the survey area is contained in Appendix 1 – Figure 1.
- 2.4 A list of broad categories and the contributing business types was constructed by aggregating categories from Statistics New Zealand's Australian and New Zealand Standard Industrial Classification (ANZSIC) 2006 system³.

Table 1: Coding of Business Categories

Category	Code Number
Retail	1
Services	2
Food/Entertainment	3
Vacant	4
Other	5

- 2.5 Council acknowledges that some businesses in the Johnsonville area have not been captured as this land use survey focused on the area shown in Appendix 1 – Figure 1. An overall capture of the Johnsonville census area has been captured by the Statistics New Zealand in the 2006 Business Survey (see Appendix 3). This shows that there are approximately 634 businesses and 2680 people employed in the Johnsonville area. This does not include employees in not for profit organisations such as schools or community facilities.
- 2.6 Council has chosen to keep business names confidential.

¹ Business participation in the land use survey was optional. If a business chose not to participate, Council aimed to capture as much basic information as possible, such as business name, approximate floor area, and type of business.

² Several businesses sent further information for their land use survey via email and post.

³ <http://www.stats.govt.nz/NR/rdonlyres/01C62CD0-7BF8-46BA-8F6A-F53F2F4746D0/0/anzsic06manualchapter1.pdf>

⁴ Where a business fitted into two or more categories, it was classed according to the category that best described the main focus of the shop. - 1 -

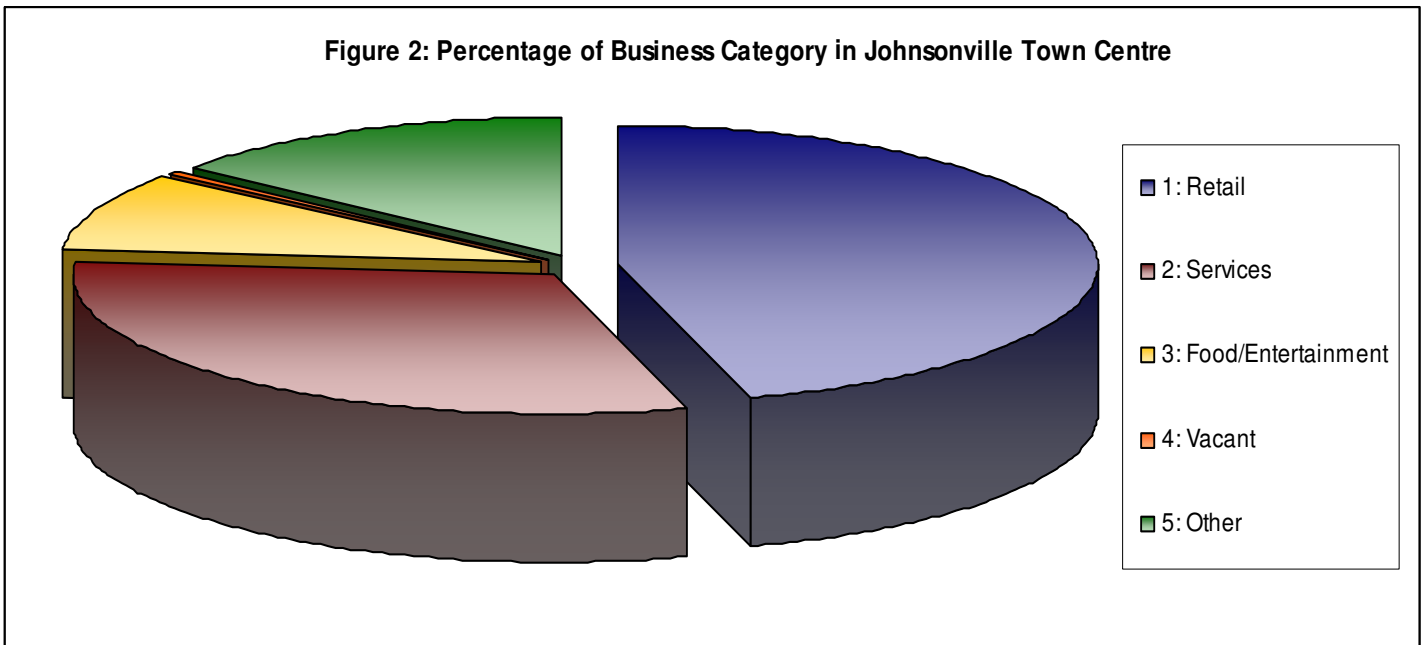
3. Land Use Survey Results

3.1 195 businesses were recorded in Johnsonville town centre.

3.2 Of the 195, the following illustrates the proportion according to category:

Table 2: Percentage of Category of Business in Johnsonville Town Centre

Category	Percentage
1: Retail	45.64%
2: Services	30.77%
3: Food/Entertainment	9.23%
4: Vacant	0.51%
5: Other	13.85%

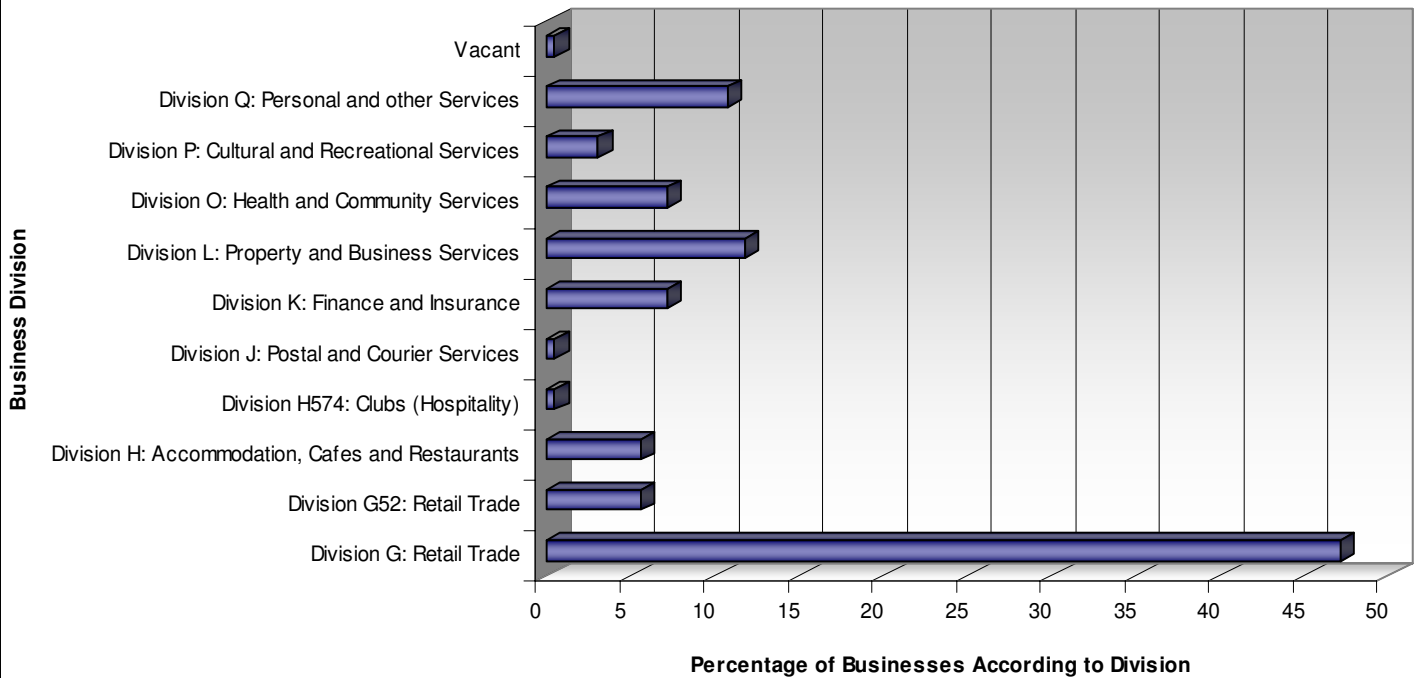


3.3 The data is then broken down into divisions using ANZSIC Codes (please note – some divisions are used in both retail and service categories).

Table 3: Percentage of Businesses in Johnsonville Town Centre - Division

Division of Business	Percentage
Division G: Retail Trade	47.18%
Division G52: Retail Trade	5.64%
Division H: Accommodation, Cafes and Restaurants	5.64%
Division H574: Clubs (Hospitality)	0.51%
Division J: Postal and Courier Services	0.51%
Division K: Finance and Insurance	7.18%
Division L: Property and Business Services	11.79%
Division O: Health and Community Services	7.18%
Division P: Cultural and Recreational Services	3.08%
Division Q: Personal and other Services	10.77%
Vacant	0.51%

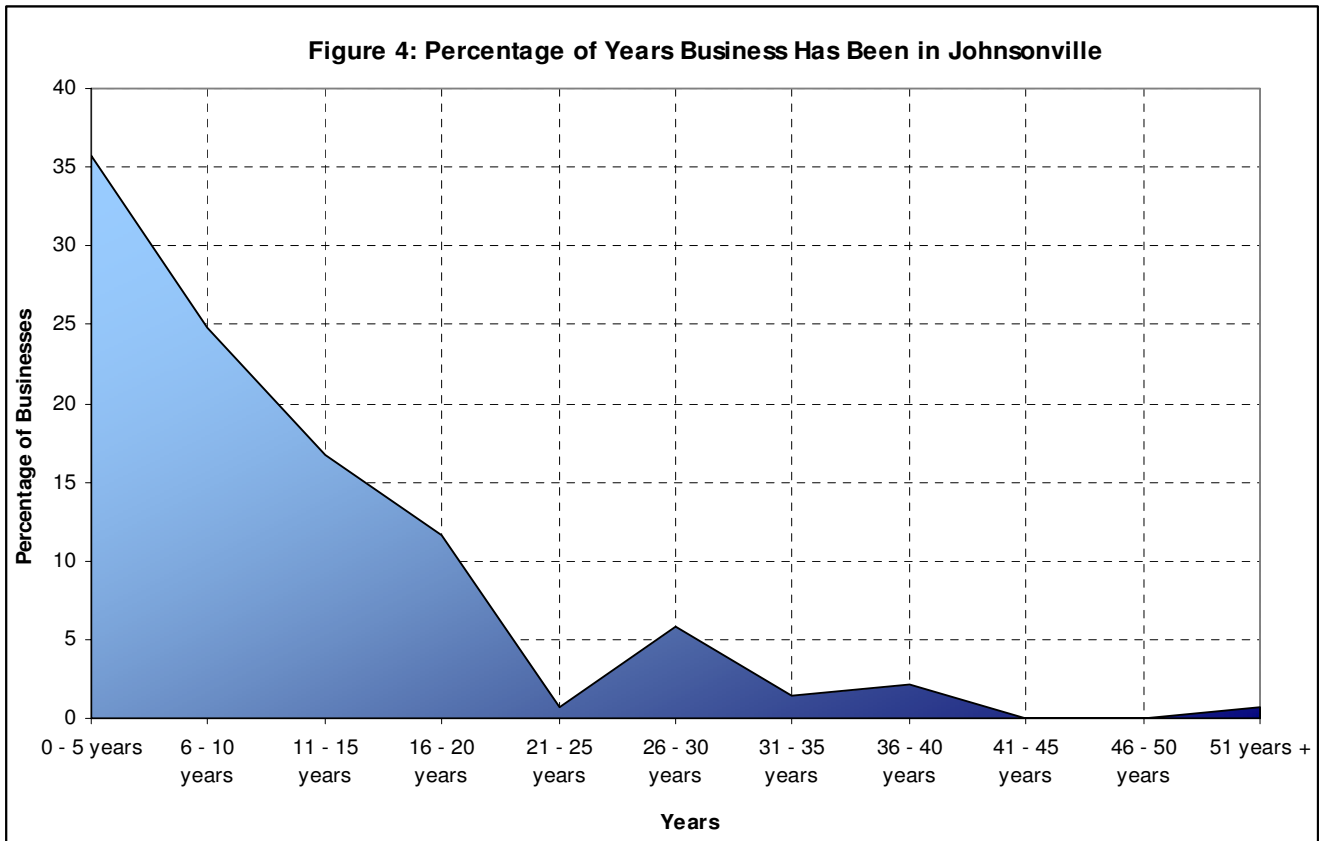
Figure 3: Percentage of Division of Businesses in Johnsonville Town Centre



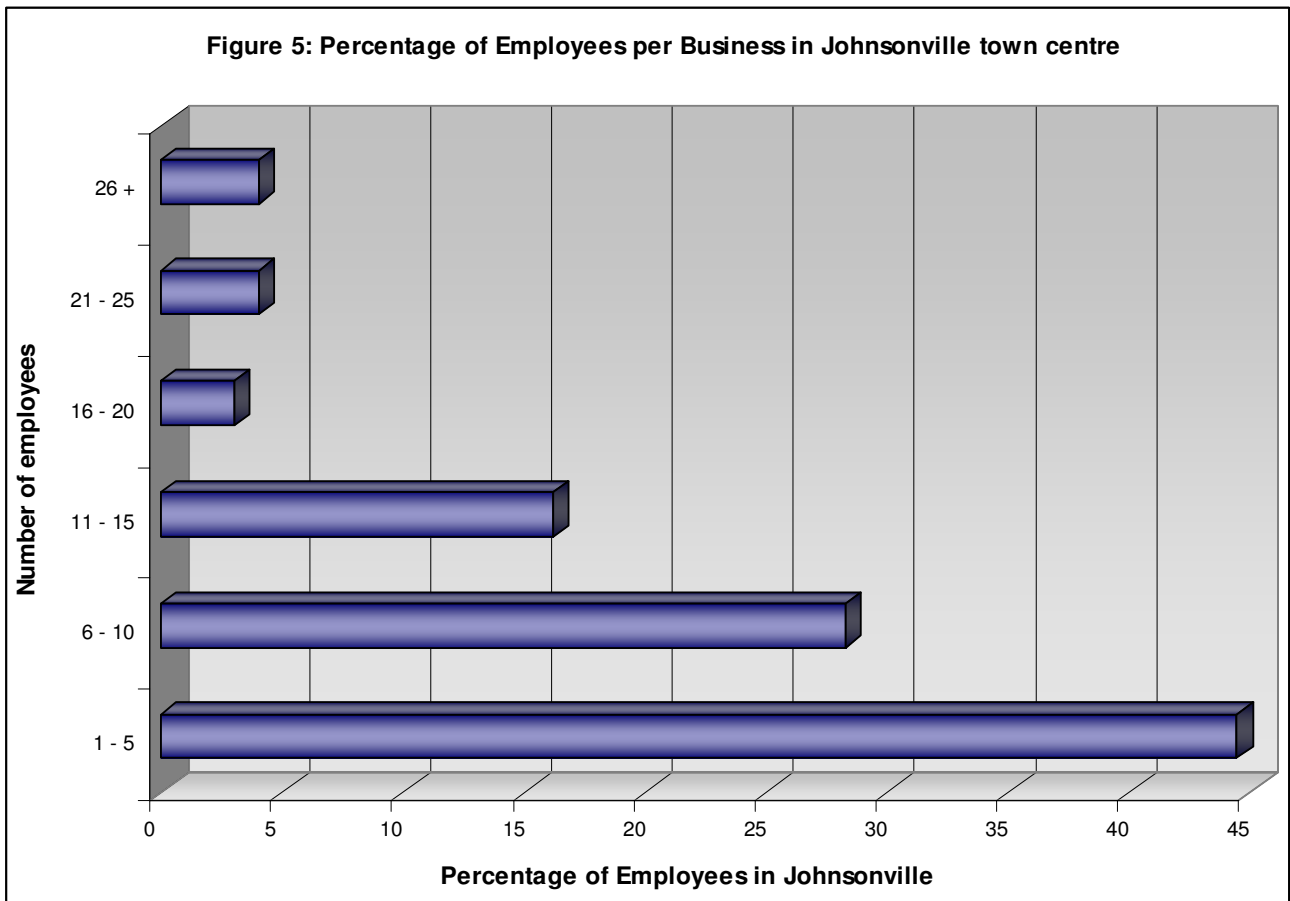
3.4 Businesses were asked to describe the approximate length of time they have been in Johnsonville. The graph below illustrates this. Table 4 takes into account the businesses that did not answer, were unsure of the length of time they have been in Johnsonville, wouldn't take part and vacant sites. The graph therefore only illustrates the results according to data received.

Table 4: Variables removed from graph data

Answer	Percentage
Not answered	25.13%
Unsure	3.59%
Vacant site	0.51%
Wouldn't take part	0.51%



3.5 The majority of businesses in Johnsonville have been in the town centre between 6 months and 20 years. One business has been in Johnsonville town centre for 88 years.



- 3.6 The number of employees per business is shown in Figure 5 above⁵. This illustrates that the majority of businesses in Johnsonville town centre have between one to five employees. One of the supermarkets had approximately 220 employees at the time of this land use survey, and therefore makes it the largest employer in the Johnsonville town centre¹. The 195 businesses employed 1440 employees.
- 3.7 Businesses were asked whether they provide car parks for their employees. 30% did not answer, 23% stated that they do provide car parks for their employees, and 47% do not.
- 3.8 The following are statements as a result of asking businesses “What do you like about being located in Johnsonville town centre?”

List 1: What do you like about your business being located in Johnsonville town centre?

- Johnsonville has a sophisticated market of customers who are well educated
- The sense of community
- The type of people
- Good walkability in the town centre
- Range of socio-economic incomes
- Public Transport, easy commute
- Prime location
- High foot traffic and customer levels
- Proximity to Wellington central business district
- Service a big catchment of population
- Developing suburb
- A lot of car parking
- Johnsonville is a ‘one stop shop’
- Rental prices of shops
- Access to local facilities – library, community centre, swimming pool
- Close to home
- 10 minutes from Lower Hutt, Porirua and the central city
- More relaxed than Wellington CBD, slower pace (but not too slow)
- Busy entrance to Johnsonville Mall
- Shopping centre is visible from the motor way

- 3.9 Businesses were then asked to describe what they dislike about having their business located in Johnsonville town centre. See List 2 for details below.

List 2: What do you dislike about having your business located in Johnsonville town centre?

- Not enough car parking
- General need for upgrade – particularly the Johnsonville Mall
- Traffic problems
- Noisy
- Mall is too small
- Trains need upgrading
- More rental premises needed
- High rates/monopoly on rents – bad for small businesses
- Not a big enough destination at present for outsiders to make regular visits
- No coffee shops
- Nowhere to eat lunch
- 2 hour parking limit too restrictive

⁵ 37 businesses out of 195 did not answer this question.

- Too hot or too cold in the mall
- Not enough foot traffic

3.10 The following comments were made when businesses were asked “*What do you think can be improved in Johnsonville town centre?*”

List 3: What do you think can be improved in Johnsonville town centre?

- Good design
- More shops
- More car parking – commuters and shoppers, longer time frame (2 hours too short), make it multi-storey, car parking for employees
- More entertainment for youth
- Have more boutique-style development e.g. Old Bank Arcade in Wellington CBD
- More mainstream businesses investing in the area
- Renovate the mall
- Improved lighting
- Improved pedestrian flows
- Upgrade the swimming pool
- Roading – roundabouts dangerous, have better access from Churton Park, one way road system around the triangle
- More ‘green’ areas, more trees
- Cycle lanes
- Well developed main streets
- Vandalism
- Movie theatre
- Play ground for children in the mall
- More recreational activities in Johnsonville town centre to attract people
- Parking on Johnsonville Road a problem
- Divert the through traffic
- Johnsonville Road very dangerous for pedestrians. Is exposed and in poor weather conditions is extremely unpleasant. Covered walkways needed.
- Better overall security of the town centre
- Don’t want to see rates increased as a result of redevelopment
- Upgrade public toilets
- More store variety
- Better linkages between Johnsonville and Moorefield Roads
- Need recycling
-

3.11 The majority of businesses were supportive of the expansion of Johnsonville town centre for redevelopment.

3.12 Many business managers and owners felt strongly that the redevelopment must take place soon.

For queries about the above information, please contact Dougal List on 04 499 4444 or Dougal.List@wcc.govt.nz

Appendix 1 – Figure 1
Approximate Location of Land Use Survey Area for Johnsonville Town Centre

October/November 2006
Scale: 1:4000



Appendix 2 – Business Demographic Statistics

Statistics New Zealand: www.stats.govt.nz

Geographic Units and Employee Count
<i>By All 1-digit, 2-digit, 3-digit and 4-digit ANZSIC96 (v 4.1) Industry Codes</i>
<i>For All Area Units in Wellington City and Total, and Wellington Region (2001 Census Area Boundaries)</i>
<i>Data as at February 2006 at 2004 Survey Coverage (i.e. Includes ANZSIC A01 Agriculture)</i>

Area	ANZSIC Industry Code	Geographic Units	Employee Count
573600 Johnsonville North	A Agriculture, Forestry and Fishing	3	0
573600 Johnsonville North	B Mining	0	0
573600 Johnsonville North	C Manufacturing	2	3
573600 Johnsonville North	D Electricity, Gas and Water Supply	1	0
573600 Johnsonville North	E Construction	27	45
573600 Johnsonville North	F Wholesale Trade	1	3
573600 Johnsonville North	G Retail Trade	9	20
573600 Johnsonville North	H Accommodation, Cafes and Restaurants	1	0
573600 Johnsonville North	I Transport and Storage	4	0
573600 Johnsonville North	J Communication Services	1	0
573600 Johnsonville North	K Finance and Insurance	1	0
573600 Johnsonville North	L Property and Business Services	31	15
573600 Johnsonville North	M Government Administration and Defence	0	0
573600 Johnsonville North	N Education	3	20
573600 Johnsonville North	O Health and Community Services	3	45
573600 Johnsonville North	P Cultural and Recreational Services	4	0
573600 Johnsonville North	Q Personal and other Services	2	0
573600 Johnsonville North	Total All Industries	93	160
573700 Johnsonville South	A Agriculture, Forestry and Fishing	3	0
573700 Johnsonville South	B Mining	0	0
573700 Johnsonville South	C Manufacturing	9	20
573700 Johnsonville South	D Electricity, Gas and Water Supply	2	0
573700 Johnsonville South	E Construction	35	80
573700 Johnsonville South	F Wholesale Trade	10	25
573700 Johnsonville South	G Retail Trade	94	960
573700 Johnsonville South	H Accommodation, Cafes and Restaurants	17	230
573700 Johnsonville South	I Transport and Storage	15	20
573700 Johnsonville South	J Communication Services	3	30
573700 Johnsonville South	K Finance and Insurance	26	100
573700 Johnsonville South	L Property and Business Services	143	370
573700 Johnsonville South	M Government Administration and Defence	2	20
573700 Johnsonville South	N Education	7	35
573700 Johnsonville South	O Health and Community Services	30	190
573700 Johnsonville South	P Cultural and Recreational Services	16	90
573700 Johnsonville South	Q Personal and other Services	32	190
573700 Johnsonville South	Total All Industries	444	2360
573800 Johnsonville East	A Agriculture, Forestry and Fishing	2	0
573800 Johnsonville East	B Mining	0	0
573800 Johnsonville East	C Manufacturing	2	0
573800 Johnsonville East	D Electricity, Gas and Water Supply	0	0
573800 Johnsonville East	E Construction	18	12
573800 Johnsonville East	F Wholesale Trade	7	9

573800 Johnsonville East	G Retail Trade	5	3
573800 Johnsonville East	H Accommodation, Cafes and Restaurants	1	6
573800 Johnsonville East	I Transport and Storage	8	15
573800 Johnsonville East	J Communication Services	2	0
573800 Johnsonville East	K Finance and Insurance	0	0
573800 Johnsonville East	L Property and Business Services	35	15
573800 Johnsonville East	M Government Administration and Defence	0	0
573800 Johnsonville East	N Education	2	18
573800 Johnsonville East	O Health and Community Services	5	95
573800 Johnsonville East	P Cultural and Recreational Services	5	0
573800 Johnsonville East	Q Personal and other Services	5	0
573800 Johnsonville East	Total All Industries	97	160

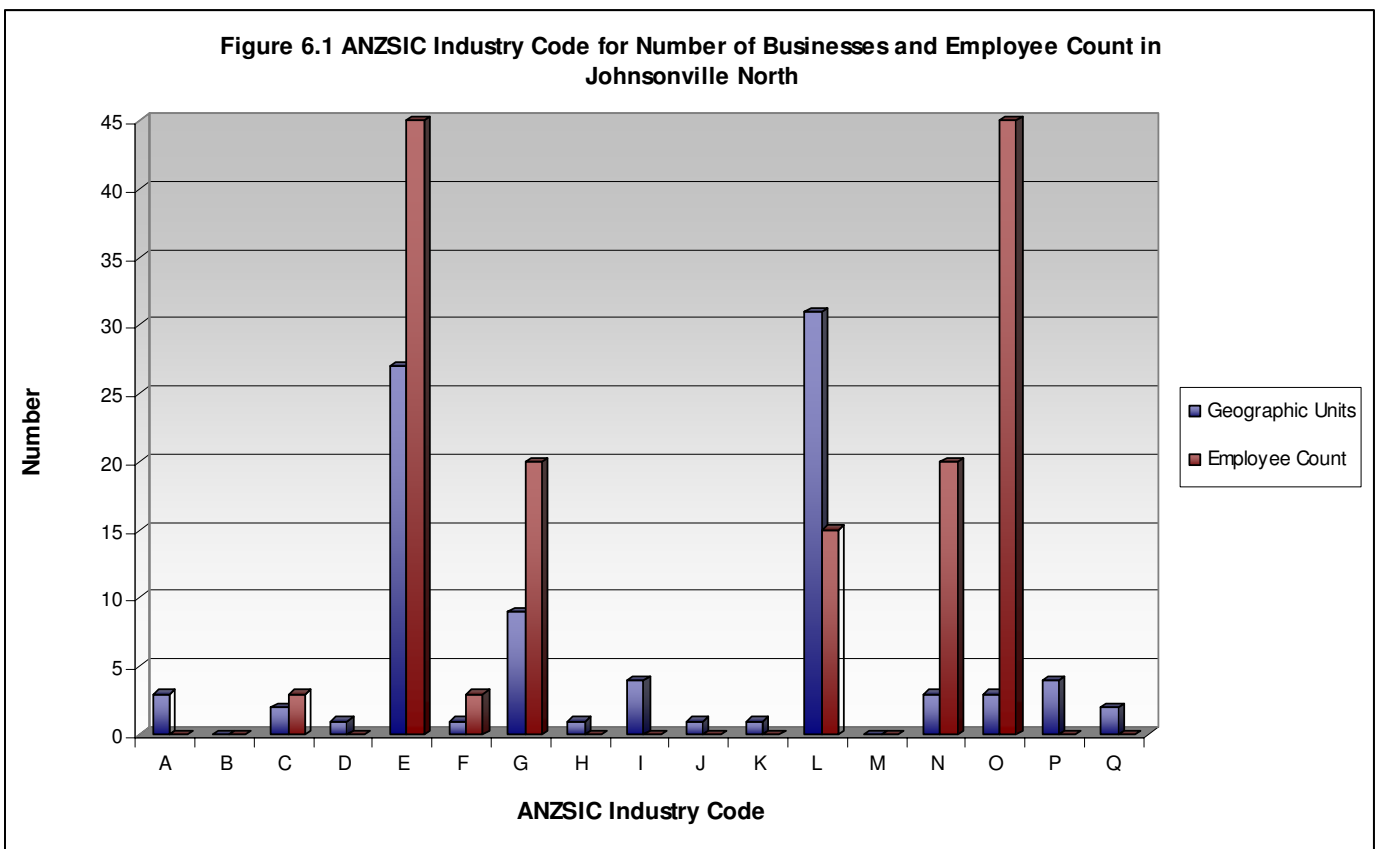


Figure 6.2: ANZSIC Industry Code for Number of Businesses and Employee Count in Johnsonville South

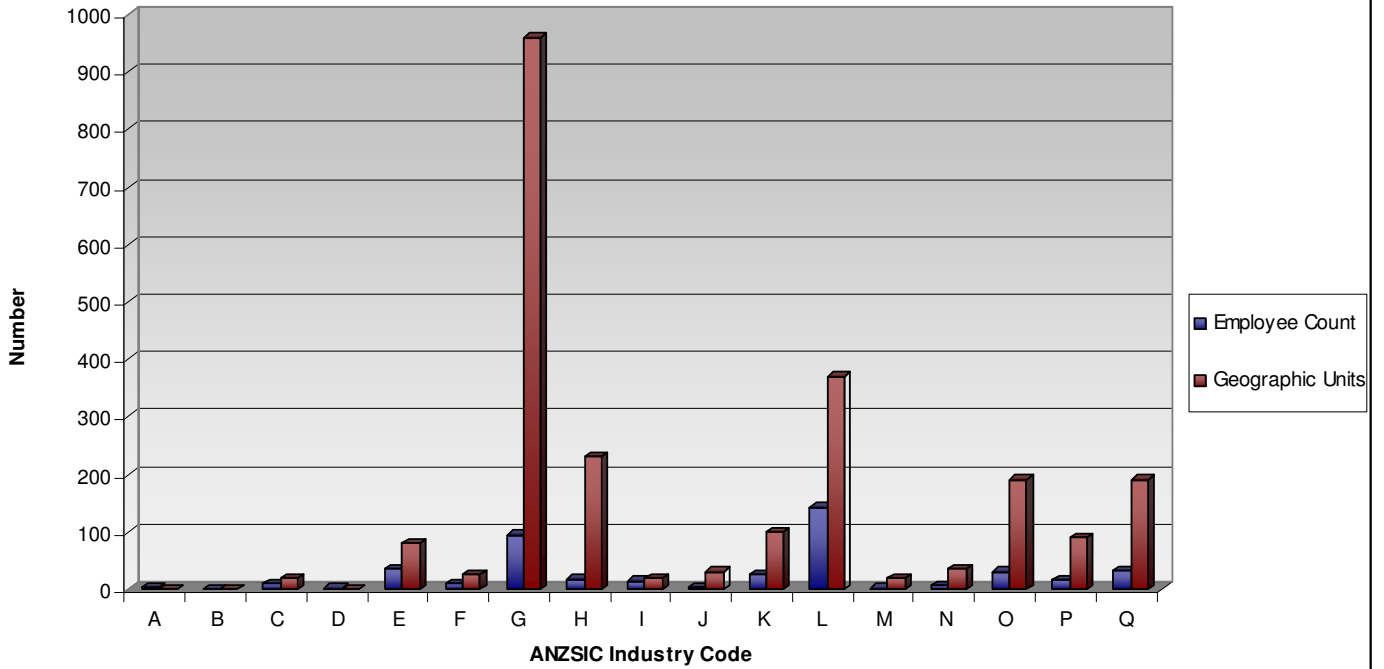


Figure 6.3: ANZSIC Industry Code for Number of Businesses and Employee Count in Johnsonville East

