

Ruakaka Travellers Centre - Catchment Analysis

DRAFT v0.2

June 2019



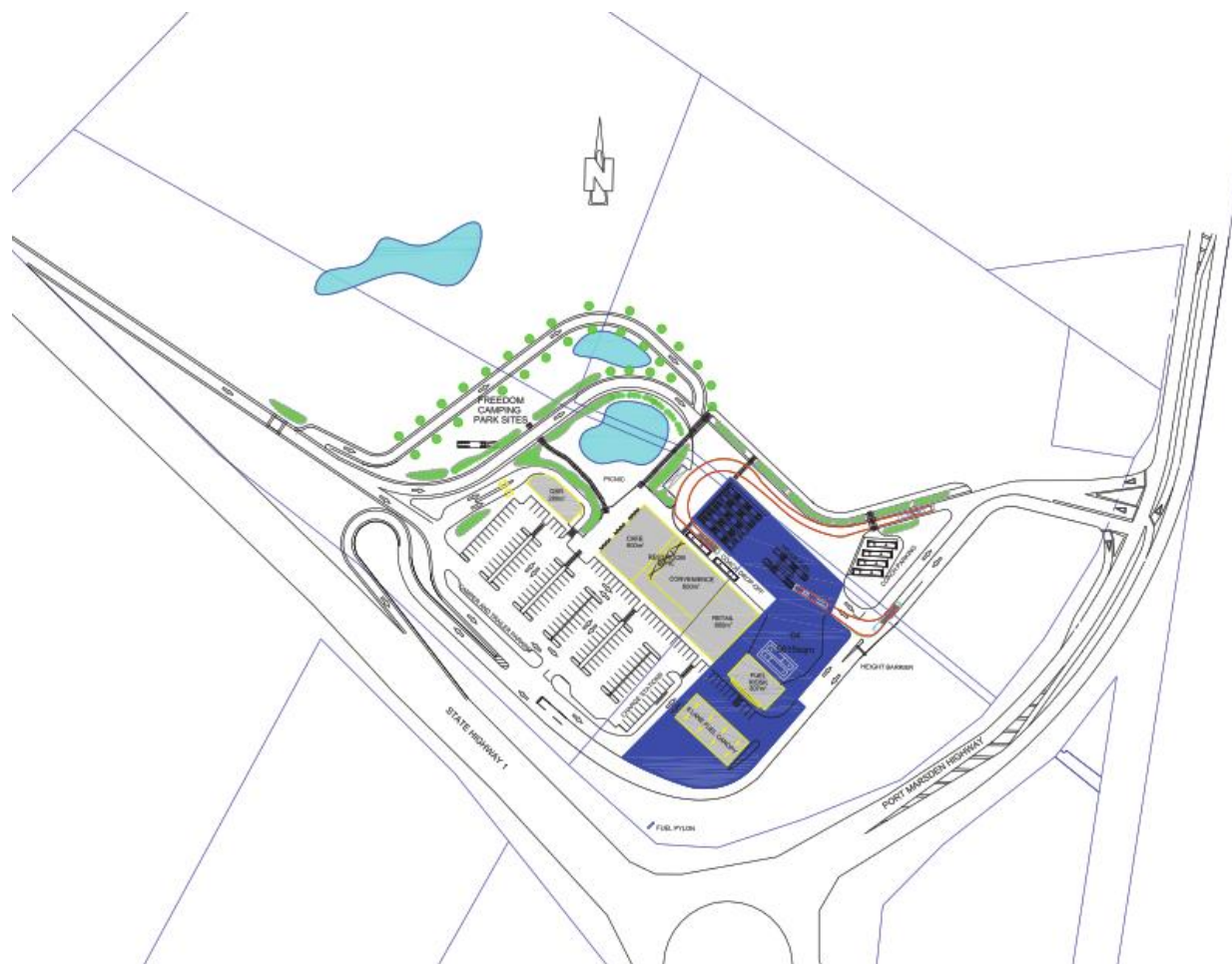
Introduction

We have been asked to assess the likely effect of the proposed Ruakaka Service Centre on existing businesses in the area.

In order to do this we look at the existing floorspace and employment in the relevant areas and industry groupings, and analyse what effect the proposed additional floorspace will have on these businesses.

We have been provided with concept plans prepared by Buchan.

The plans detail a small amount of convenience retail, general retail and a small café in addition to a fuel kiosk and truck fuel station. There are also rest stop amenities including camper and trailer parking and freedom camping sites.



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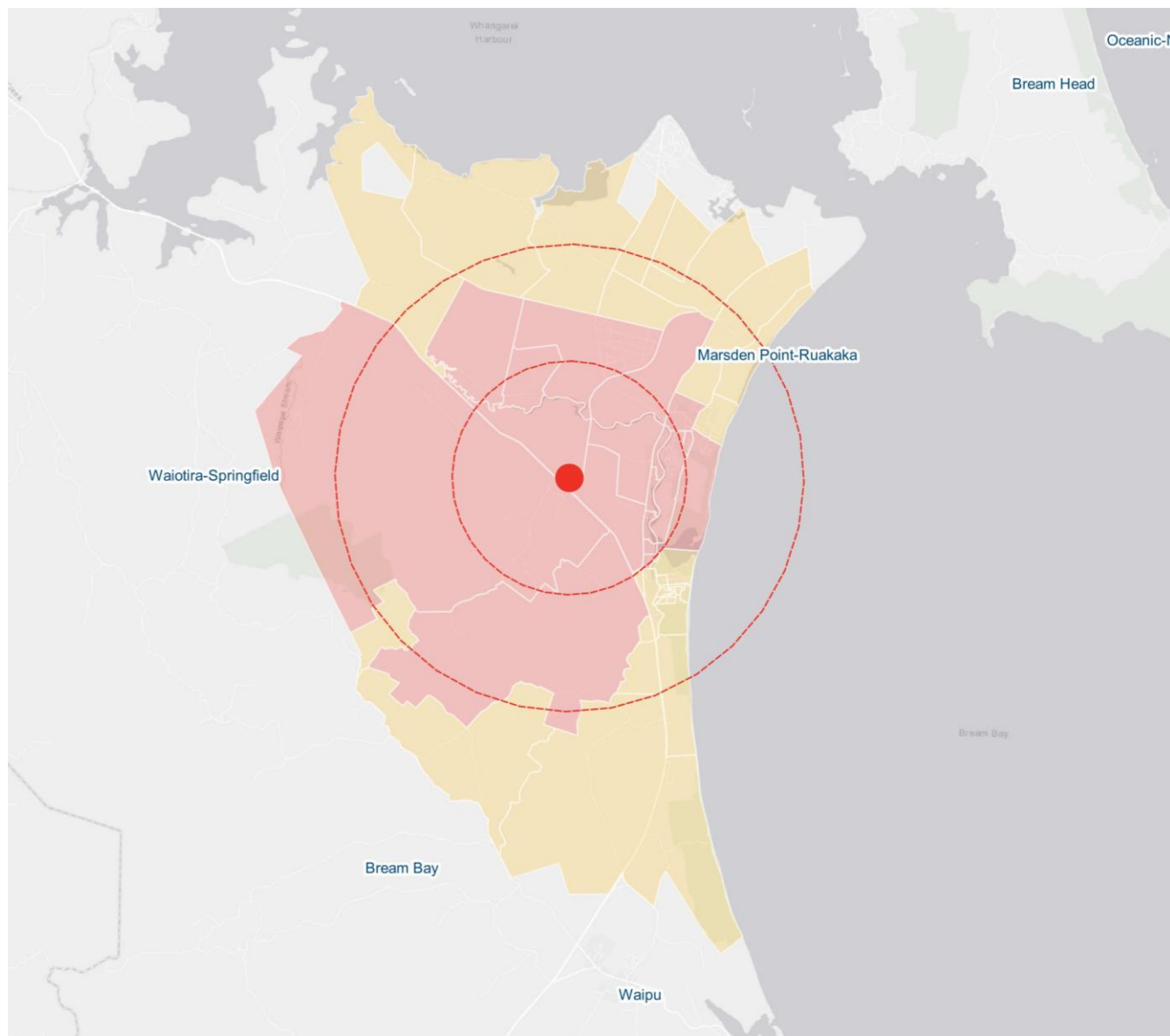
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Source: Colliers International Strategic Advisory, Stats NZ, ESRI. Census data area based on the Census 2013 meshblock units.

Demography

In this section we will focus on key individual and household demographic data to identify the characteristics of the residents currently dwelling in the catchment area.

The map opposite covers 48 meshblocks which make up the catchment area and have been categorised as primary and secondary based on a 2.5km and 5km radius respectively.

The individual and household demographic data is sourced from the 2013 Census.

Individual demographics

Observations:

- The total catchment has a population of 3,030, which is 3.9% of Whangarei District's population.
- The age distribution indicates a generally older population resides in the total catchment, with 60% being 35 years or over, higher than 54% for New Zealand overall.
- The average age of person in the total catchment is 44, which is higher than the median in Whangarei District.
- European (68%) and Maori (24%) make up the largest ethnic groups residing in the total catchment.
- The highest qualification attainment in the total catchment is Level 1-5 Certificate (or Level 6 Diploma) at 56%, which is higher than the national average of 52%. Overall however educational attainment is relatively low.

Key demographics – individual	Total Catchment	Whangarei District	New Zealand
General			
Population	3,030	76,995	4,442,100
Households	1,125	29,775	1,645,222
Person per dwelling ratio	2.5	2.5	2.7
Gender			
Male	51%	48%	49%
Female	49%	52%	51%
Age Distribution			
Average age of person	44	42	38
0-19 years	27%	28%	27%
20-34 years	13%	14%	19%
35-49 years	19%	19%	21%
50-64 years	22%	20%	19%
65+ years	19%	18%	14%
Ethnicity			
European	68%	70%	67%
Maori	24%	23%	13%
Pacific peoples	3%	3%	7%
Asian	3%	3%	11%
MELAA	0%	0%	1%
Other	1%	2%	2%
Qualification Attainment			
No qualification	30%	25%	21%
Level 1-5 certificate (or Level 6 Diploma)	56%	56%	52%
Bachelor degree and level 7 qualifications	7%	10%	14%
Postgraduate, honours, masters or doctrine degrees	3%	4%	6%
Overseas secondary school qualifications	4%	5%	7%

Source: Statistics New Zealand, Colliers International Strategic Advisory

Household demographics

Observations:

- Median household income in the total catchment is \$55,482, which is 13% lower than the New Zealand median (\$63,800).
- Households made up of couples without children comprise the largest percentage of the total catchment population (46%) which is higher than both the Whangarei District and national percentage.
- Household composition is typically a one-family household in the total catchment.
- Home ownership in the total catchment is lower than the Whangarei District and national percentage, at 46%. There is a high correlation between home ownership and retail spending.
- Labour force participation in the total catchment is 42%, which is lower than the Whangarei District and national percentages.

Key demographics – household	Total Catchment	Whangarei District	New Zealand
Household Income			
\$20,000 or less	15%	14%	11%
\$20,001-\$30,000	16%	14%	11%
\$30,001-\$50,000	21%	21%	18%
\$50,001-\$70,000	15%	15%	15%
\$70,001-\$100,000	16%	17%	18%
\$100,001+	16%	19%	28%
Median household income	\$55,482	\$52,000	\$63,800
Household Composition			
One-family household (with or without other people)	71%	68%	68%
Two-family household (with or without other people)	2%	2%	3%
Three or more family household (with or without other people)	0%	0%	0%
Other multi-person household	3%	3%	5%
One-person household	24%	26%	24%
Household Number of Vehicles			
No motor vehicle	5%	8%	8%
One motor vehicle	43%	40%	38%
Two motor vehicle	38%	38%	38%
Three or more motor vehicle	14%	14%	16%
Home Ownership			
Dwelling owned or partly owned	46%	52%	50%
Dwelling not owned and not held in a family trust	39%	33%	35%
Dwelling held in a family trust	15%	15%	15%
Household Structure			
Couples without children	46%	44%	41%
Couples with children	35%	35%	41%
One parent families	20%	21%	18%
Labour Force Participation			
Employed Full-time	42%	43%	48%
Employed Part-time	14%	14%	14%
Unemployed	6%	6%	5%
Not in the labour force	37%	37%	33%

Source: Statistics New Zealand, Colliers International Strategic Advisory

Population growth

Observations:

- Population and household growth in the total catchment are estimated to grow at a higher rate of 63% over the next 30 years compared to 28% for the wider Whangarei District, and 33% nationally.

Catchment population and household (medium projection)

Year	2013	2018	2023	2028	2033	2038	2043	2013-2043
Target Catchment								
Population	8,750	9,830	10,780	11,720	12,600	13,440	14,260	
Households	3,500	3,932	4,312	4,688	5,040	5,376	5,704	
Population Growth (p.a.)		12%	10%	9%	8%	7%	6%	63%
Whangarei District								
Population	83,700	90,600	95,500	99,200	102,400	105,000	107,300	
Households	33,480	36,240	38,200	39,680	40,960	42,000	42,920	
Population Growth (p.a.)		8%	5%	4%	3%	3%	2%	28%
New Zealand								
Population	4,442,100	4,864,600	5,157,900	5,389,700	5,595,000	5,769,800	5,923,100	
Households	1,776,840	1,945,840	2,063,160	2,155,880	2,238,000	2,307,920	2,369,240	
Population Growth (p.a.)		10%	6%	4%	4%	3%	3%	33%

Catchment population and household (high projection)

Year	2013	2018	2023	2028	2033	2038	2043	2013-2043
Target Catchment								
Population	8,750	10,140	11,440	12,730	13,990	15,250	16,530	
Households	3,500	4,056	4,576	5,092	5,596	6,100	6,612	
Population Growth (p.a.)		16%	13%	11%	10%	9%	8%	89%
Whangarei District								
Population	83,700	92,400	99,400	105,400	111,100	116,400	121,600	
Households	33,480	36,960	39,760	42,160	44,440	46,560	48,640	
Population Growth (p.a.)		10%	8%	6%	5%	5%	4%	45%
New Zealand								
Population	4,442,100	4,943,600	5,365,000	5,720,600	6,042,900	6,318,000	6,581,500	
Households	1,776,840	1,977,440	2,146,000	2,288,240	2,417,160	2,527,200	2,632,600	
Population Growth (p.a.)		11%	9%	7%	6%	5%	4%	48%

Source: Statistics New Zealand, Colliers International Strategic Advisory

Tourism



This section gives an overview of tourism trends in the Northland District. We use two main data sources, the Commercial Accommodation Monitor and Regional Tourism Estimates, both of which are produced by MBIE.

Although the proposed development and Ruakaka overall are not in the most tourism-focussed parts of Northland, we believe it is essential to provide some tourism context as the proposed development is located alongside State Highway 1, the main route for tourists in and out of the Northland region.

Our report focuses on the Northland Regional Tourism Organisation (RTO), as the proposed development falls into this area.

Commercial Accommodation

Guest nights are the number of nights stayed in commercial accommodation by visitors. The Commercial Accommodation Monitor (CAM) covers nights stayed in hotels, motels, holiday parks and backpackers.

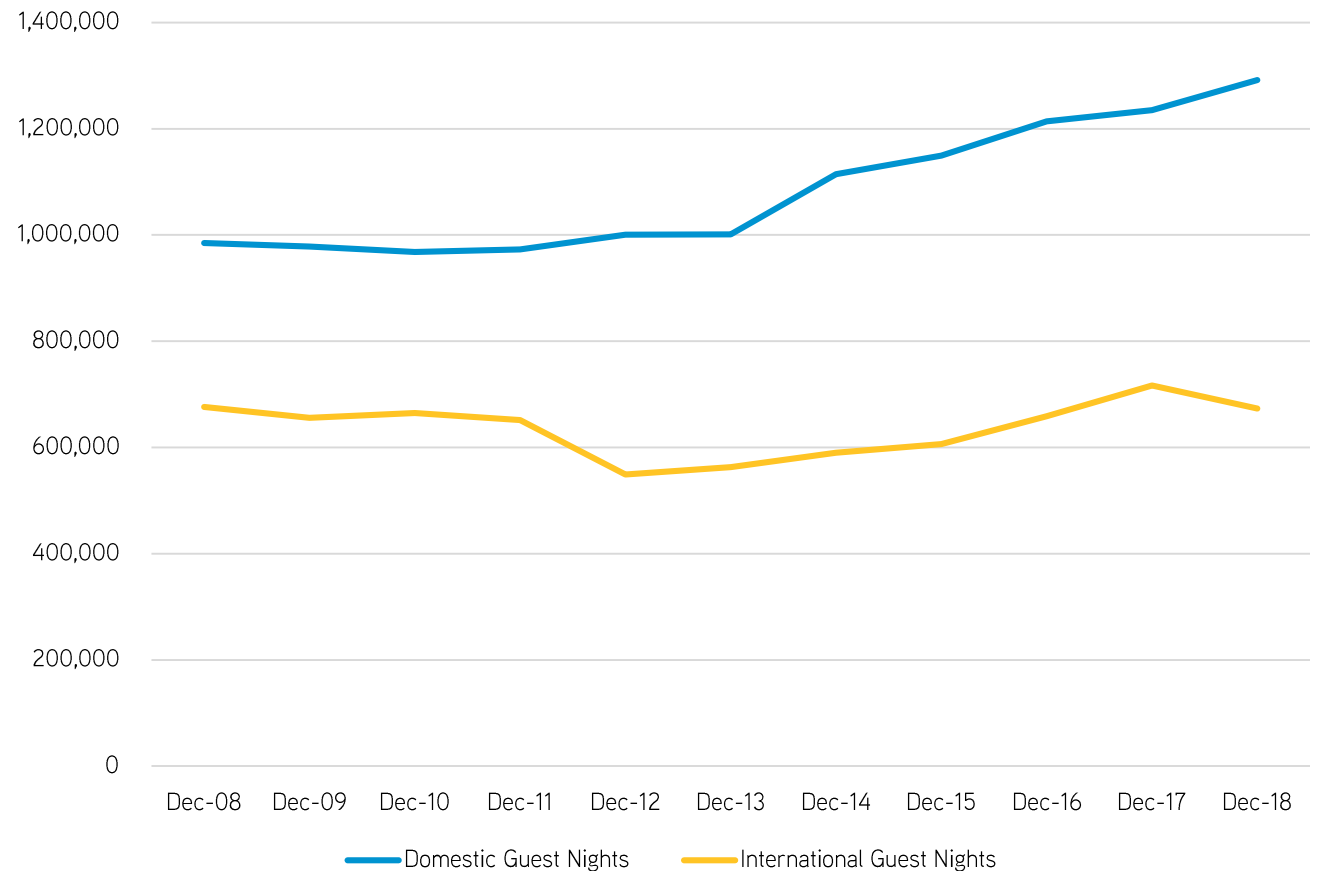
It is a good indicator of tourism activity, although it is less useful for areas where most visitors do not stay overnight, or where they tend to stay with friends or relatives rather than in commercial accommodation.

Most guest nights in the Northland RTO are from domestic guests, which have risen significantly in recent years from around 1M in 2013 to 1.3M in 2018.

Accommodation prices have increased substantially around the country in the last couple of years in New Zealand's main centres (such as Queenstown and Auckland), driving domestic tourism into historically second tier tourism markets (such as Northland and the Bay of Plenty).

Anecdotally, domestic visitors are more likely to use their personal vehicles when going on holiday, rather than flying into a small regional airport.

Northland guest nights by origin – year ended December



Source: MBIE

Visitor spend

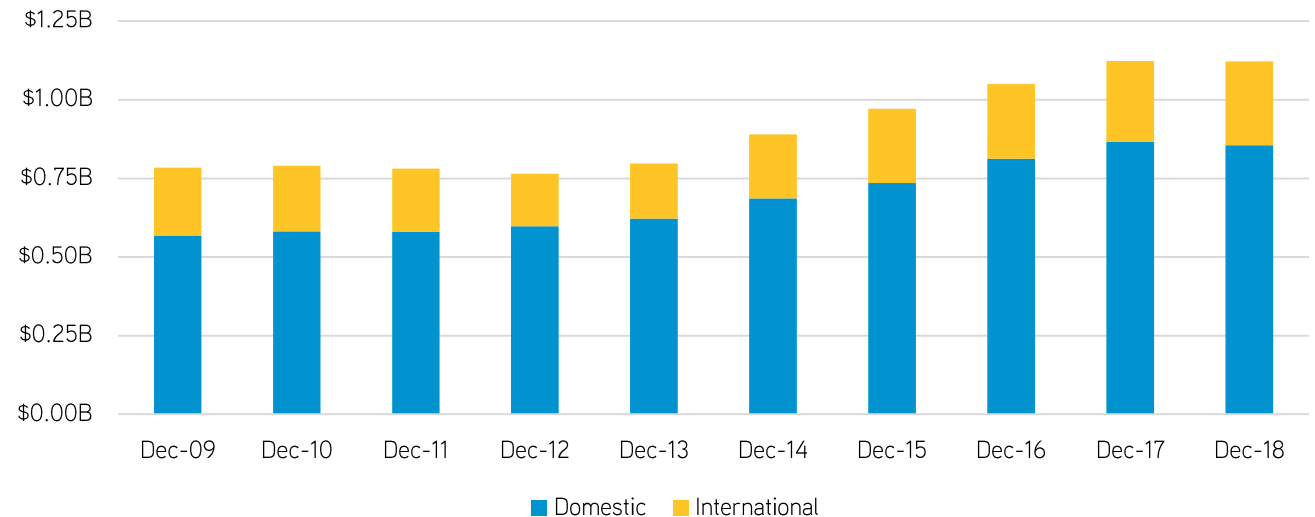
Northlands estimated tourism earnings in the year to December was \$1.12B, of which \$855.63M is attributed to domestic visitors.

Overall, tourists spent \$256.74M in retail sales, \$130.71M on fuel and other automotive products, \$177.07M in alcohol, food and beverages, \$153.99M in food and beverage serving services, \$164.39M on transport, \$99.15M on tourism products, and \$39M on cultural, recreation and gambling services.

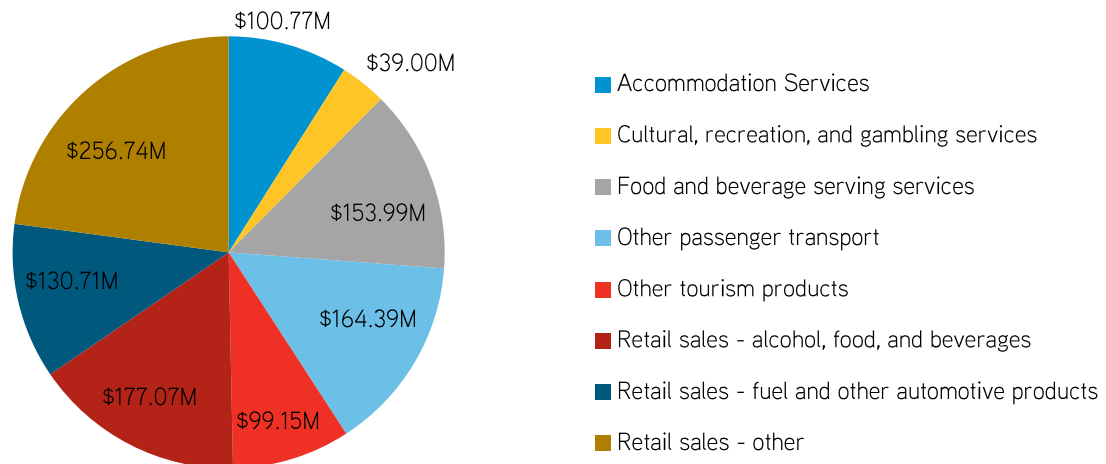
Northland lags behind only Auckland, Christchurch, Queenstown and Wellington in tourism earnings.

Overall, domestic visitors to Northland account for the majority of guest nights and tourism earnings, and spend a significant amount on food and beverage and fuel products. They are more likely to drive to their holiday destination, as there are no passenger train services to Northland, and the only destination served by Air New Zealand to and from the small airports at Whangarei and Bay of Islands is Auckland.

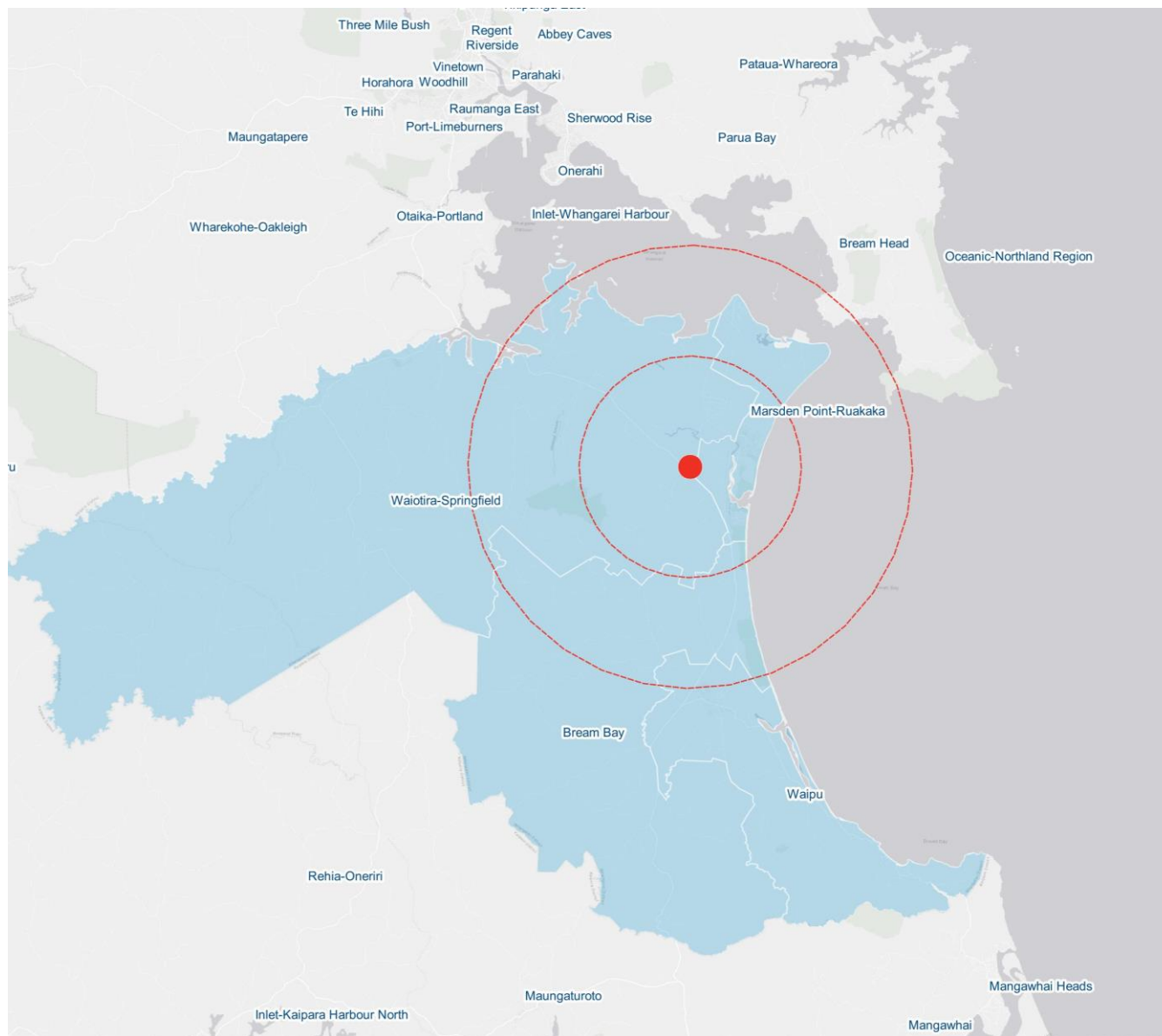
Total Northland visitor spend by origin – year ended December



Total Northland visitor spend by category – year ended December 2018



Source: MBIE



Business demography

We have analysed employee count and employment growth forecast data sourced from Statistics New Zealand and Ministry of Business, Innovation and Employment (MBIE) respectively to derive forecasts for the likely employment and industry growth in the catchment area.

The map opposite covers four area units that make up the catchment area. Note that the boundaries vary slightly from the catchment analysis data. This allows us to better compare employee data against the floor area data provided by Corelogic, which uses different area boundaries to Statistics New Zealand.

The area units analysed are Marsden Point-Ruakaka, Waiotira-Springfield, Bream Bay, and Waipu.

Source: Colliers International Strategic Advisory, Stats NZ, ESRI. Census data area based on the Census 2013 area units.

Employee count Catchment

Observations:

- Employee count in the catchment area has increased 27% over the five year period between 2012 and 2017, which is higher than the Northland region and national averages, both at 12%.
- Business demography data shows that industries which typically require industrial property, is the largest grouping in the catchment area, making up 57% of the employees there. This is followed by 17% in industries which typically require retail property.
- This 17% increase reflects an increase of 71 people from 409 to 480 from 2012-2017.

Employee Count (2002-2017) – Catchment Area

	2002	2007	2012	2017	2002-2017
Catchment area	1,727	2,301	2,275	2,894	68%
Northland Region	46,000	54,500	52,400	58,800	28%
New Zealand	1,673,500	1,934,100	1,936,300	2,161,500	29%

Employee Count by Industry (2002-2017) – Catchment Area

	2002	2007	2012	2017
Industrial				
B Mining	15	18	3	3
C Manufacturing	679	819	850	969
D Electricity, Gas, Water and Waste Services	0	0	0	0
E Construction	191	252	180	332
F Wholesale Trade	12	9	0	3
I Transport, Postal and Warehousing	30	138	200	356
Total Industrial	927	1,236	1,233	1,663
Office				
J Information Media and Telecommunications	0	3	0	3
K Financial and Insurance Services	3	6	6	9
L Rental, Hiring and Real Estate Services	12	42	39	45
M Professional, Scientific and Technical Services	80	136	127	137
N Administrative and Support Services	3	39	27	88
O Public Administration and Safety	3	12	18	9
Total Office	101	238	217	291
Retail				
G Retail Trade	90	134	164	175
H Accommodation and Food Services	103	215	188	223
R Arts and Recreation Services	24	30	27	46
S Other Services	27	45	30	36
Total Retail	244	424	409	480
Other				
A Agriculture, Forestry and Fishing	264	195	197	197
P Education and Training	111	110	118	172
Q Health Care and Social Assistance	80	98	101	91
Total Other	455	403	416	460
Total Employee Count	1,727	2,301	2,275	2,894

Source: MBIE, Colliers International Strategic Advisory

Employment forecasts Northland

Observations:

- Northland's recent growth in employment in industries requiring office property is forecast to continue, up by 17.9% over the three year period (2017-2020), the highest growth of these industry groupings.
- In contrast, industries requiring industrial and retail property are forecast to have weaker growth with 1.6% and -1.5% respectively in Northland over the same period.

Short-term Employment Annual Growth Forecast – Northland

	2017	2018F	2019F	2020F	2017-2020
Industrial	2.2%	-0.1%	-0.4%	2.1%	1.6%
Office	26.5%	7.4%	5.2%	4.3%	17.9%
Retail	-1.5%	0.0%	-0.2%	-1.3%	-1.5%
Other	23.1%	1.9%	2.0%	1.3%	5.3%
Annual Employment Growth	12.6%	2.2%	1.7%	1.7%	5.7%

Short-Term Employment Annual Growth Forecast by Industry – Northland

	2017	2018F	2019F	2020F	2017-2020
Industrial					
B Mining	-29.1%	-6.8%	-7.5%	-7.9%	
C Manufacturing	5.0%	1.8%	1.7%	1.1%	
D Electricity, Gas, Water and Waste Services	28.0%	6.7%	4.2%	2.3%	
E Construction	-6.0%	-6.0%	-6.7%	1.1%	
F Wholesale Trade	2.3%	-0.1%	1.9%	6.6%	
I Transport, Postal and Warehousing	9.2%	5.4%	3.4%	3.1%	
Total Industrial	2.2%	-0.1%	-0.4%	2.1%	1.6%
Office					
J Information Media and Telecommunications	5.5%	3.9%	-1.5%	-1.7%	
K Financial and Insurance Services	19.4%	4.0%	4.9%	2.3%	
L Rental, Hiring and Real Estate Services	-6.2%	4.2%	0.3%	0.2%	
M Professional, Scientific and Technical Services	57.9%	11.5%	7.8%	7.0%	
N Administrative and Support Services					
O Public Administration and Safety	1.8%	1.8%	1.8%	0.8%	
Total Office	26.5%	7.4%	5.2%	4.3%	17.9%
Retail					
G Retail Trade	-6.2%	2.9%	-1.1%	-2.3%	
H Accommodation and Food Services	-1.2%	-5.9%	0.1%	-0.9%	
R Arts and Recreation Services	-11.9%	3.2%	0.9%	-0.6%	
S Other Services	16.6%	0.4%	0.7%	-0.2%	
Total Retail	-1.5%	0.0%	-0.2%	-1.3%	-1.5%
Other					
A Agriculture, Forestry and Fishing	17.0%	2.1%	1.6%	1.8%	
P Education and Training	21.8%	2.0%	1.8%	0.9%	
Q Health Care and Social Assistance	30.9%	1.8%	2.5%	1.2%	
Total Other	23.1%	1.9%	2.0%	1.3%	5.3%
Annual Employment Growth	12.6%	2.2%	1.7%	1.7%	5.7%

Source: MBIE, Colliers International Strategic Advisory

Employment forecasts Catchment

Observations:

- Employment in industries using office and industrial property are forecast to grow by 15% and 5% respectively over the three year period (2017-2020).
- Employment in the retail sector is forecast to fall slightly in the period 2017-2020, but by only 14 people compared to the increase of 71 in 2012-2017.

Short-term Employment Annual Growth Forecast – Catchment Area

	2018F	2019F	2020F	2017-2020
Industrial	1.0%	0.5%	1.5%	3.1%
Office	6.3%	4.1%	3.7%	14.7%
Retail	-1.4%	-0.2%	-1.3%	-2.9%
Other	2.0%	1.8%	1.3%	5.2%
Annual Employment Growth	1.3%	1.0%	1.3%	3.6%

Short-Term Employment Annual Growth Forecast by Industry – Catchment Area

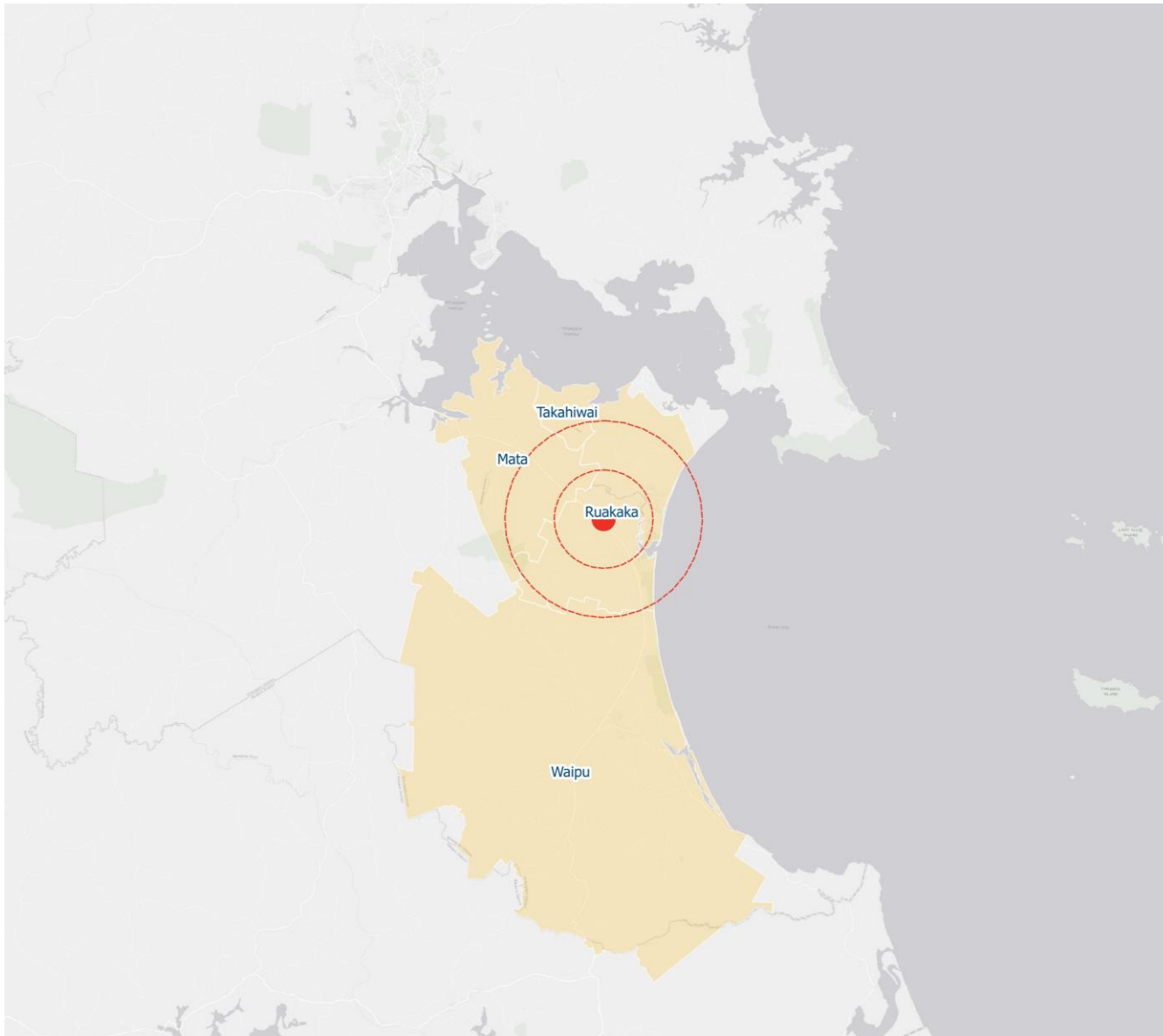
	2017	2018F	2019F	2020F
Industrial				
B Mining	3	3	3	2
C Manufacturing	969	986	1,003	1,014
D Electricity, Gas, Water and Waste Services	0	0	0	0
E Construction	332	312	291	294
F Wholesale Trade	3	3	3	3
I Transport, Postal and Warehousing	356	375	388	400
Total Industrial	1,663	1,679	1,688	1,714
Office				
J Information Media and Telecommunications	3	3	3	3
K Financial and Insurance Services	9	9	10	10
L Rental, Hiring and Real Estate Services	45	47	47	47
M Professional, Scientific and Technical Services	137	153	165	176
N Administrative and Support Services	88	88	88	88
O Public Administration and Safety	9	9	9	9
Total Office	291	309	322	334
Retail				
G Retail Trade	175	180	178	174
H Accommodation and Food Services	223	210	210	208
R Arts and Recreation Services	46	47	48	48
S Other Services	36	36	36	36
Total Retail	480	473	472	466
Other				
A Agriculture, Forestry and Fishing	197	201	204	208
P Education and Training	172	175	179	180
Q Health Care and Social Assistance	91	93	95	96
Total Other	460	469	478	484
Total Employee Count	2894	2,931	2,960	2,998

Source: MBIE, Colliers International Strategic Advisory

Floor area provision

This section aims to identify the likely demand for additional floor space over the next few years, based on employment growth forecasts from MBIE.

The map opposite uses CoreLogic property boundaries, which are sourced from the New Zealand Fire Service. Note that the boundaries vary slightly from the individual and business demographic data which are based on meshblock or area units, however this has no bearing on the trends identified.



Source: Colliers International Strategic Advisory, NZFS, ESRI.

Property floor area

We have calculated total property floor area in the catchment by industrial, office, retail and other categories derived from data provided by Corelogic. The total floor area is divided by the employee count to establish a per sqm rate of employees, which we use to form the basis of our forecast for floor space.

A summary of our analysis is as follows:

Breakdown of property types – Catchment area

Property Type	Floor Area	Employee Count	Sqm per Employee
Industrial	31,565	1,663	19
Office	0	291	0
Retail	17,396	480	36
Total	48,961	2,143	23

- Industrial property makes up the largest proportion of property type in the catchment area, totalling 31,565 sqm or 64%.

Breakdown of retail types – Catchment area

Retail Type	Area (sqm)
Accommodation	2,151
Education Uses	590
Elderly	5,516
Liquor Store	623
Retail Office	60
Retail (Provincial)	2,451
Retail (Suburban)	4,497
Service Station	1,508
Total	17,396

- The catchment area is characterised by suburban or provincial retail, which comprises small scale local retail outlets.
- There are three local petrol stations, located alongside SH1, in Ruakaka, and in Marsden Cove.

Provision of retail property

Area	Floor Area	Population	Sqm per Person
Catchment	17,396	8,103	2.1 sqm
Whangarei	318,885	58,800	5.4 sqm
Auckland	3,863,000*	1,415,550*	2.7 sqm

- The catchment area is underserved (2.1 sqm per person) in comparison to the wider Whangarei (5.4 sqm per person) and Auckland markets (2.7 sqm per person).

Demand for floor space

Data in the previous sections demonstrated that growth in employment in industries which require retail property is low or negative.

Translating that into property demand, to the right, utilising existing local floorspace usage benchmarks, suggests that there is no demand for additional retail floorspace specifically to service the local population currently and in the next few years.

However, the proposed development is different in type to the existing retail offers summarised on page 16.

The proposed development is geared entirely to the traveller. The key elements are:

- A full service station including truck stop
- A café
- Convenience retail

Our contention is that currently few if any travellers on State Highway 1 will leave the Highway around Ruakaka to seek out the existing retail provision. Customers of the existing local retail are likely to consist largely of local residents and others with a reason to leave the Highway such as people with business at the Oil Refinery or Port, or with holiday accommodation nearby.

Employee Count Forecast by Industry – Catchment Area

	2017	2018F	2019F	2020F
Industrial	1,663	1,679	1,688	1,714
Office	291	309	322	334
Retail	480	473	472	466
Other	460	469	478	484
Total Employee Count	2,894	2,931	2,960	2,998

Demand for Floor Space Forecast – Catchment Area

	2017	2018F	2019F	2020F
Industrial	31,565	31,877	32,042	32,529
Office	0	0	0	0
Retail	17,396	17,396	17,396	17,396
Other	0	0	0	0
Total	48,961	49,273	49,438	49,925

Estimated Additional Floor Space Required – Catchment Area

	2018F	2019F	2020F
Industrial	312	477	964
Office	0	0	0
Retail	0	0	0
Other	0	0	0
Total	312	477	964

Source: Corelogic, MBIE, Colliers International Strategic Advisory

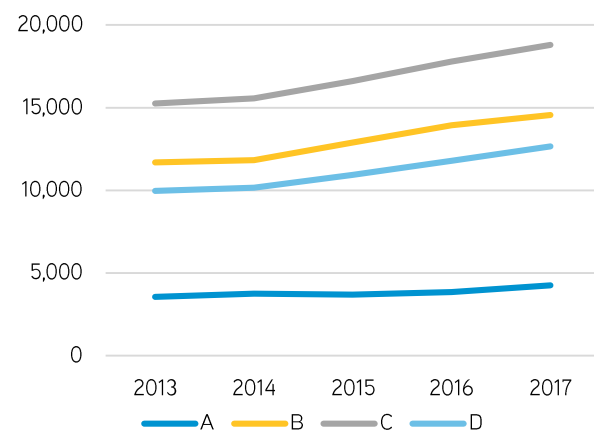
Traffic counts

The graph below illustrates average annual daily traffic (AADT) counts at several measurement sites near the subject site (shown on the map opposite).

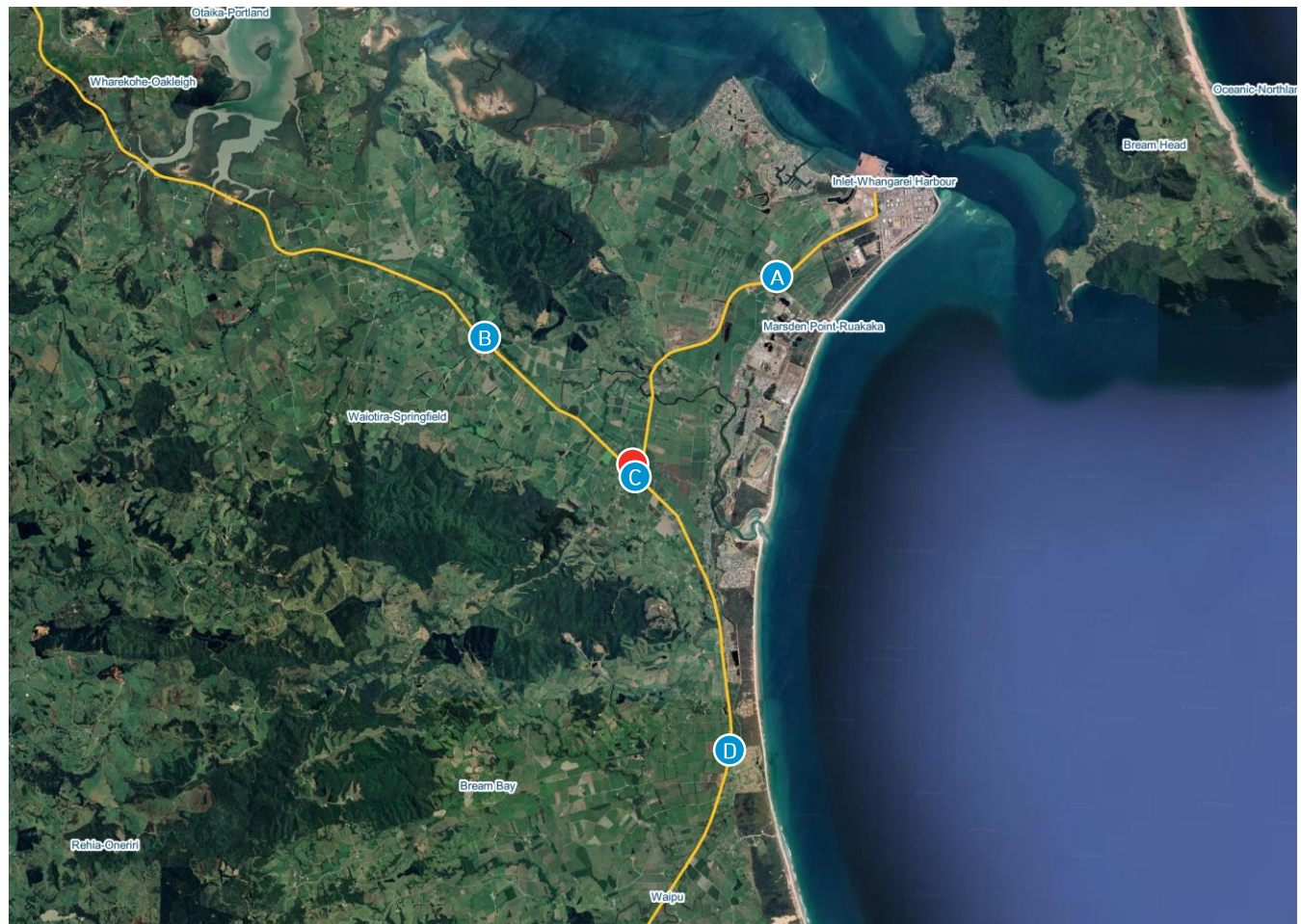
One in particular (site C) is located on the roundabout adjacent to the subject site and provides a good indication of through traffic in the area.

Of the sites surveyed, site C has the highest AADT across the four year period.

Average annual daily traffic – Catchment area



Source: NZTA, Colliers International Strategic Advisory



Traffic counts (cont.)

The data are significant and merit further analysis.

Firstly, growth of the counts at points B, C and D since 2013 are quite similar at 25%, 23% and 27% respectively. This suggests that there has not been significant growth in the number of vehicles leaving point C in either direction to travel along towards point A and the local retail offerings.

The higher numbers at point B compared to D may well be explained by workers heading to and from Ruakaka or Marsden Point workplaces leaving or joining State Highway 1 at point C. The consistency of the difference between point B and D each year supports this conclusion.

In comparison to the others, traffic counts at point A have grown only 19% in the period.

Looking at each year, the difference between traffic numbers at B and D is consistent, with point B (the northern location) being between 15% and 17% higher each year. This again makes the point that there is no evidence of any increasing number of travellers leaving SH1 to seek out local retailers.

Given that the counts are similar at B and D, with D consistently 85% to 87% of B, then it is apparent that the vast majority of travellers passing one of these points also pass the other. This assertion is supported by the much lower count at A.

It is logical that if additional retail and food and beverage facilities are developed as proposed, then potentially even fewer travellers will leave SH1 seeking a café or service station.

Summary

The Development

- The plans for the proposed development detail a small amount of convenience retail, general retail and a small café in addition to a fuel kiosk and truck fuel station. There are also rest stop amenities including camper and trailer parking and freedom camping sites.

Demography

- The total catchment has a population of 3,030, which is 3.9% of Whangarei District's population.
- Median household income in the total catchment is \$55,482, which is 13% lower than the New Zealand median (\$63,800).
- Home ownership in the total catchment is lower than the Whangarei District and national percentage, at 46%. There is a high correlation between home ownership and retail spending.
- Population and household growth projections in the total catchment are estimated to grow at a higher rate of 63% over the next 30 years compared to 28% for the wider Whangarei District, and 33% nationally.

Tourism

- Most guest nights in the Northland RTO are from domestic guests, which have risen significantly in recent years from around 1M in 2013 to 1.3M in 2018.
- Anecdotally, domestic visitors are more likely to use their personal vehicles when going on holiday, rather than flying into a small regional airport.
- Overall, tourists spent \$256.74M in retail sales, \$130.71M on fuel and other automotive products, \$177.07M in alcohol, food and beverages, \$153.99M in food and beverage serving services, \$164.39M on transport, \$99.15M on tourism products, and \$39M on cultural, recreation and gambling services.

Business Demography

- Employee count in the catchment area has increased 27% over the five year period between 2012 and 2017, which is higher than the Northland region and national averages, both at 12%.
- Employment in the retail industry in the catchment area is forecast to have weak growth of -3% between 2017 and 2020, following a period of strong growth in the previous five years.

Floor Area Provision

- Industrial property makes up the largest proportion of property type in the catchment area, totalling 31,565 sqm or 64%. Retail accounts for 17,396sqm, or 36%.
- The wider catchment area, see map page 21, is under served by retail floorspace at (2.1 sqm per person) in comparison to the wider Whangarei (5.4 sqm per person) and Auckland markets (2.7 sqm per person).

Summary (cont.)

Floor Area Provision (cont.)

- Adding the proposed Travellers Centre floorspace at say 1,800sqm will only increase that to 2.3sqm per person, still well under the equivalent measures for Whangarei and Auckland.
- This confirms that development of the proposed floorspace will not lead to an overprovision of retail space in the catchment area.
- Existing local floorspace usage benchmarks suggests that there is no demand for additional retail floorspace specifically to service the local population currently and in the next few years. However, the proposed development is different in type to the existing retail offers and is geared entirely to the traveller instead of the resident population.
- Our contention is that currently few if any travellers on State Highway 1 will leave the Highway around Ruakaka to seek out the existing retail provision. Customers of the existing local retail are likely to consist largely of local residents and others with a reason to leave the Highway such as people with business at the Oil Refinery or Port, or with holiday accommodation nearby.

Traffic Counts

- Traffic measurement sites in proximity to the proposed development show that the roundabout location on State Highway 1 has the highest average annual daily traffic in the area at 18,796.
- The counts show that while traffic has grown strongly along State Highway 1, there has not been significant growth in the number of vehicles leaving State Highway 1 to travel towards Ruakaka and the local retail offerings.

Economic Benefits

- It provides improved access to convenience retail and automotive services for passing traffic, improving safety by providing a suitable rest stop location.
- The scale of the retail will sustain a functional mix of businesses while limiting the development's role to that of a rest stop location and ensuring that the core role of the Ruakaka town centre is not adversely affected. It therefore complements the town centre while not detracting from it.

Economic Benefits (cont.)

- The new businesses will create employment and business opportunities within the Ruakaka area, which contributes to both social and economic wellbeing for resident households.
- The new businesses will have positive flow-on effects for other suppliers in the district economy, leading to an increase in GDP.
- Utilising the existing catchment's retail floorspace per employee ratio of 36sqm illustrated on page 16 suggests that 50 new retail jobs could be accommodated in the new development.
- Our traffic count analysis suggests that this will not have a significant detrimental effect on existing retail facilities nearby, as few vehicles currently leave this location on SH1 to visit those facilities.

Economic Costs

- Loss of rural productive land (although not intensively used at present).