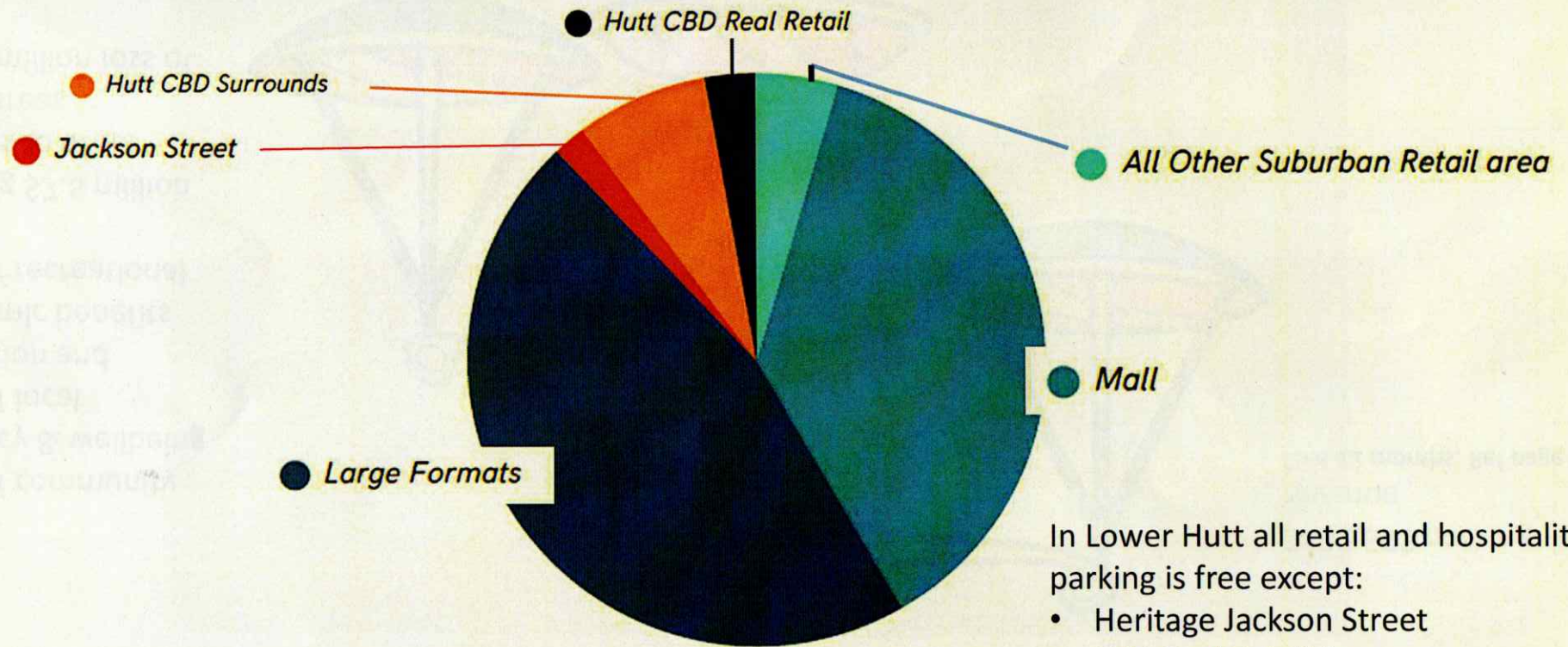


An overview of retail shopping trips in Lower Hutt

Ref #1



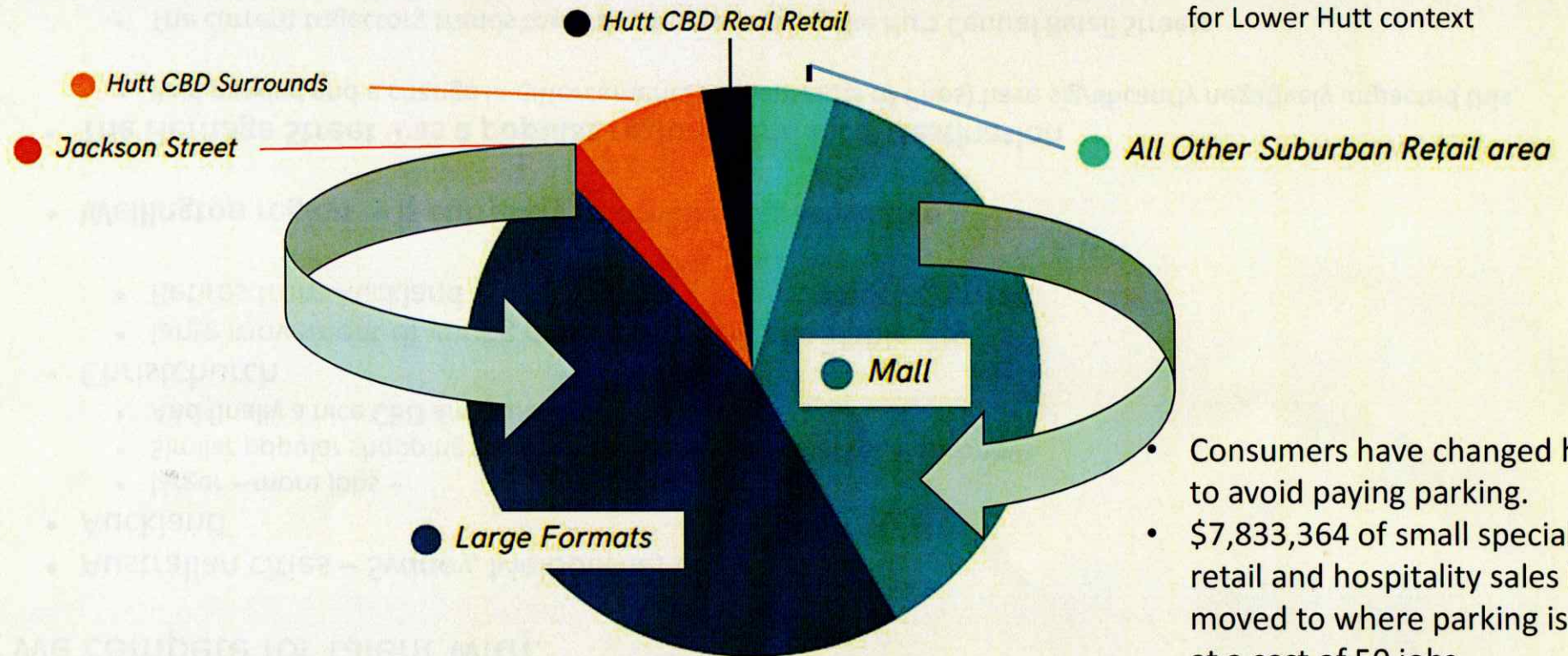
Parking areas:

- Captured Driving Trips

In Lower Hutt all retail and hospitality parking is free except:

- Heritage Jackson Street
- CBD Real Retail Area
- CBD other paid parking areas
- **This is how the community see parking.**

Consumer Behaviour as a result of introducing Paid Parking Ref #1



The Mall and CBD are added for Lower Hutt context

Parking areas:

- Captured Driving Trips

- Consumers have changed habits to avoid paying parking.
- \$7,833,364 of small speciality retail and hospitality sales have moved to where parking is free, at a cost of 50 jobs.
- If this revenue loss continues it threatens the viability of the heritage street.
- Which is working against the HCC statement of community support