

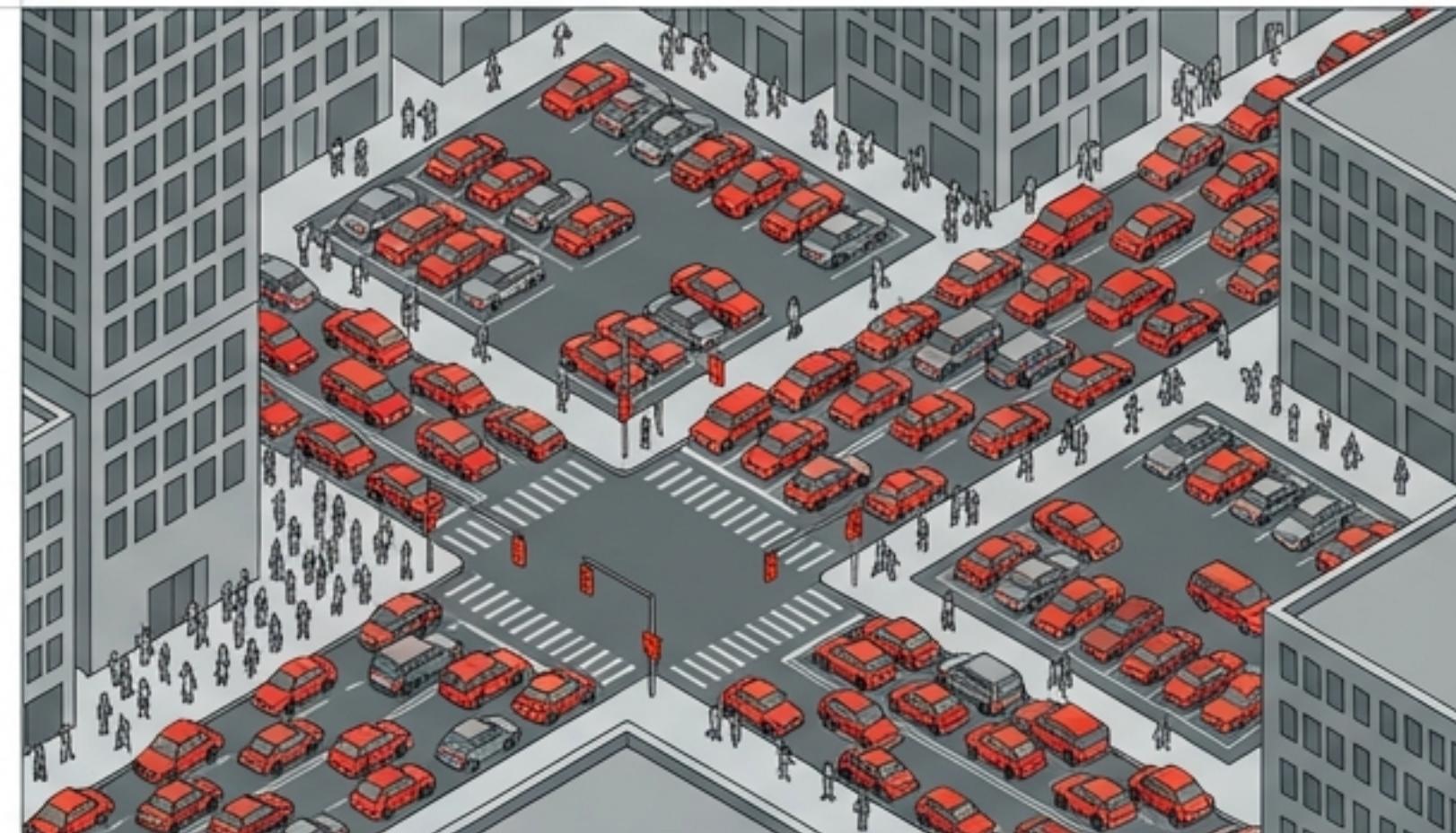
# From Asphalt to Arteries: Reimagining Manukau's Urban Heart

The Economic and Social Case for  
Market-Led Parking Reform

# The 'Day & Night' Test

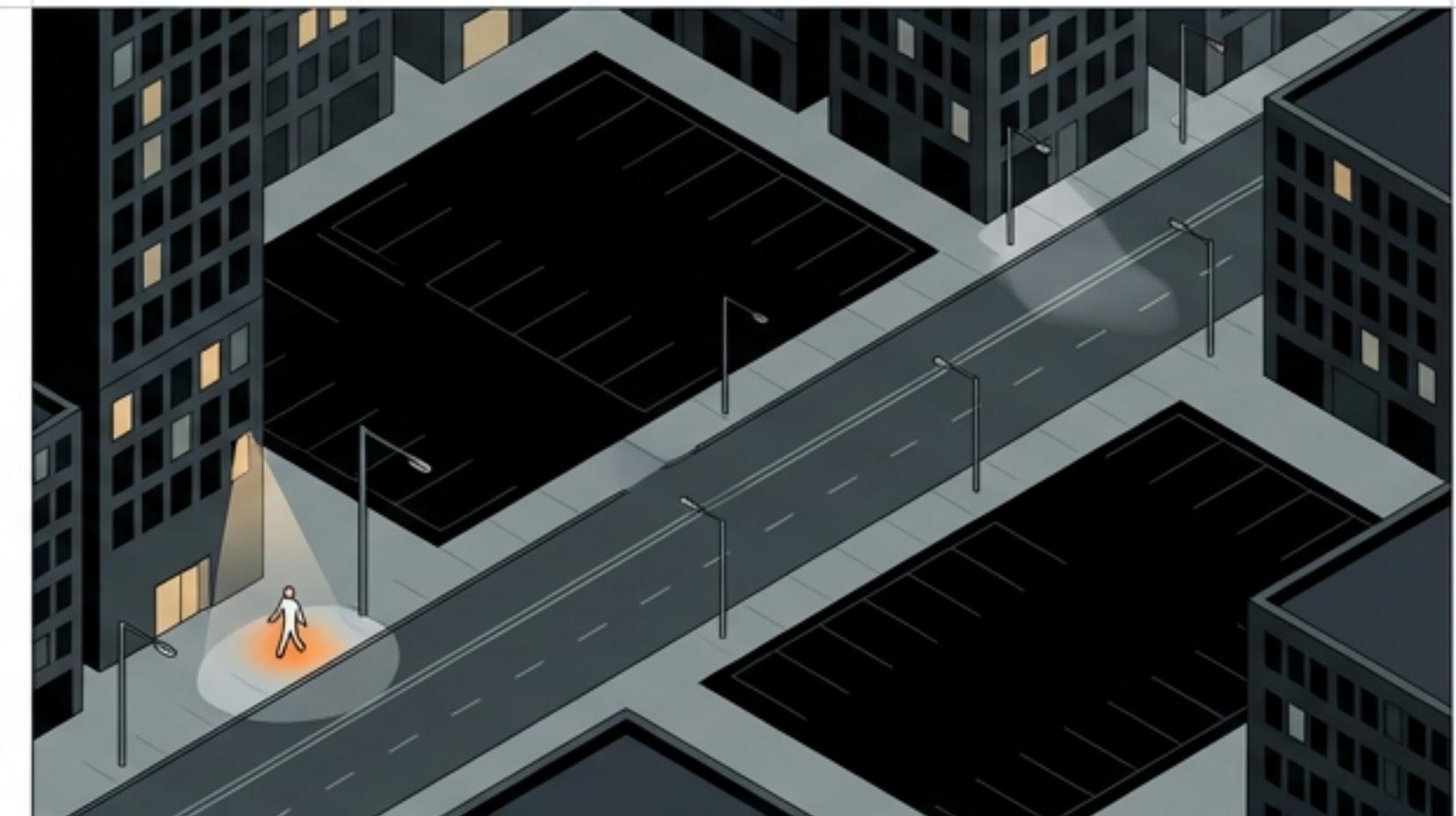
## Machine vs. Habitat

### Day Mode: The Machine



Optimized for Peak Storage (Black Friday Baseline)

### Night Mode: The Ghost Town



Economy Evaporates at Dusk. No "Linger Factor".

“Is it a habitat for people or is it a ghost town?”

# The Concrete Wasteland

## Visual Evidence of Land Use Inefficiency



**33-45%**

of Manukau City Centre land is dedicated to surface parking.

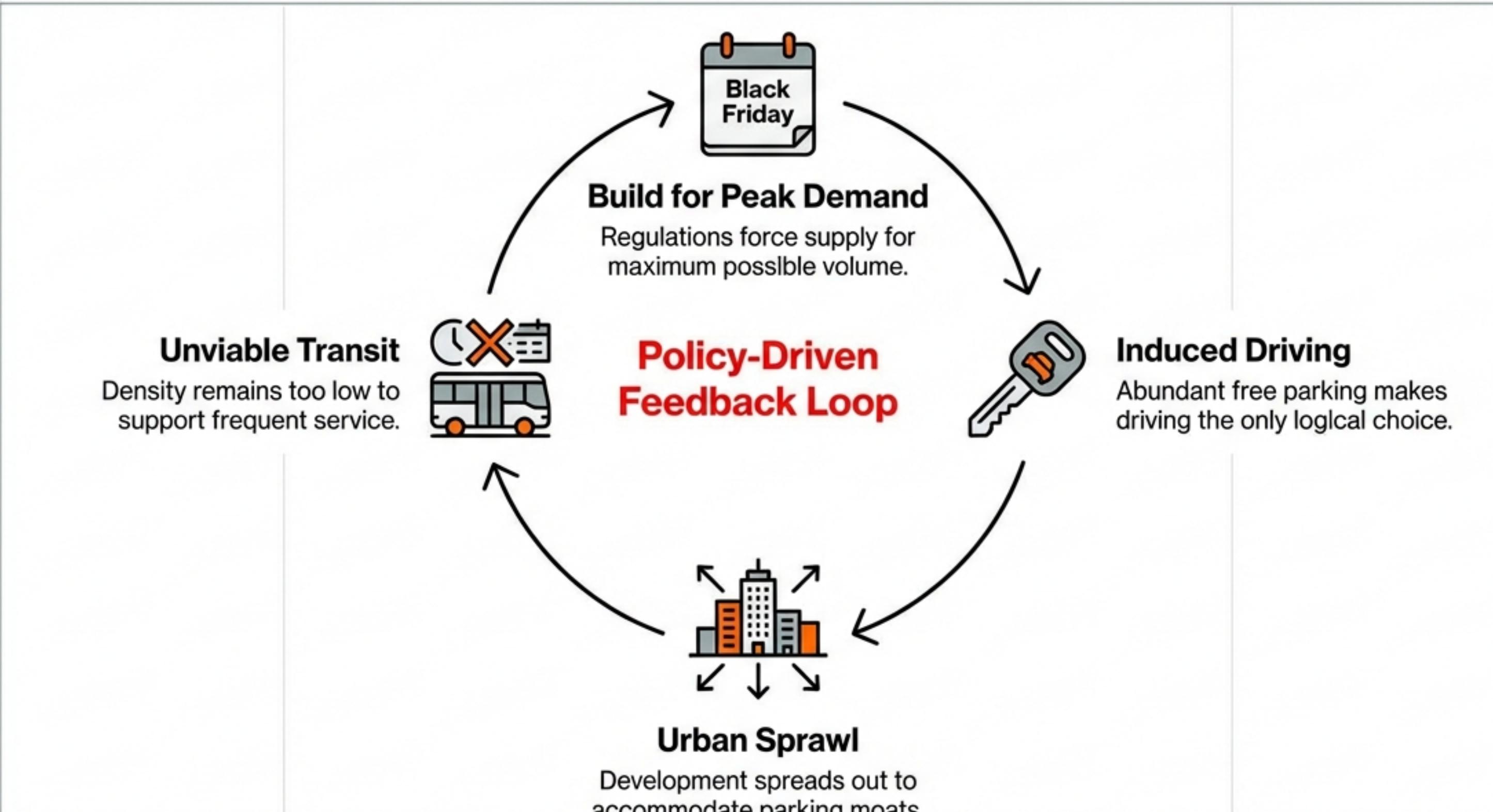
### **The Walkability Paradox**

Distances between buildings are short (approx. 200m), but the hostility of the environment forces users to drive.

### **Result:**

Manukau functions as a series of isolated 'Urban Islands' rather than a cohesive center.

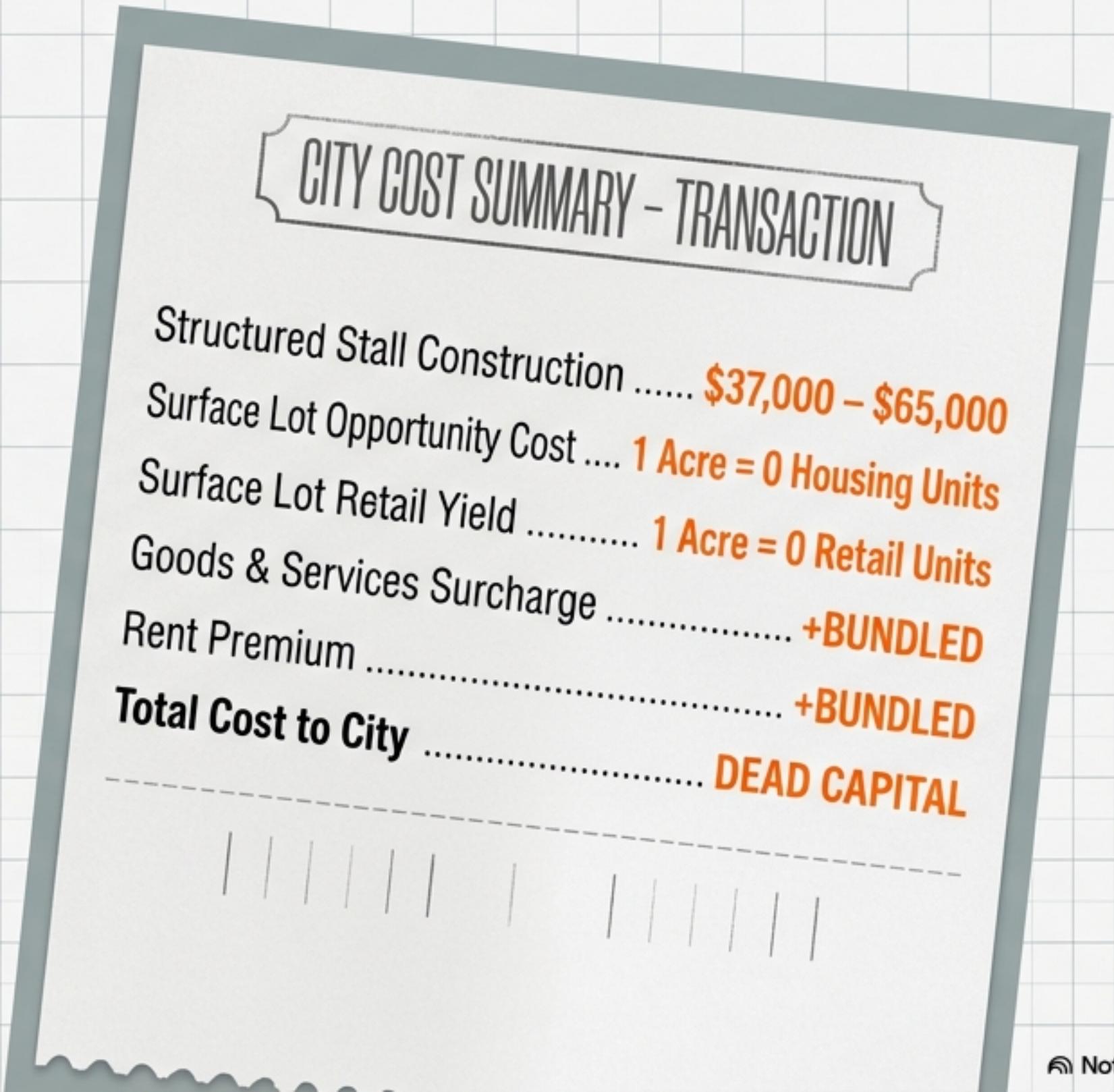
# The Vicious Cycle of Auto-Dependency



# The High Cost of ‘Free’ Parking

## The Cross-Subsidy Reality

- Free parking is never truly free. The costs are bundled into the price of goods, services, and rent.
- This forces non-drivers to subsidize the storage of private vehicles.
- Land used for storage generates minimal economic velocity compared to active retail or residential use.



# Efficiency Paradox: Trader Joe's vs. The Big Box

## The Big Box Model (Manukau)



**Parking:** Excessive (Storage Focused)

**Sales Density:** ~\$930 / sq ft

**Dwell Time:** Long / Low Turnover

## The Trader Joe's Model



**Parking:** Tight (Turnover Focused)

**Sales Density:** ~\$1,734 / sq ft

**Strategy:** 'Park Once' & Shop

**Insight:** 'Sufficient' parking for turnover is more profitable than 'Excessive' parking for storage.

# The Tokyo Model: A Market-Led Alternative

## Core Mechanism: Proof of Parking (Shako Shomeisho)

- **Rule:** You cannot register a car without proving you own or rent a private off-street space.

**Philosophy:** The street is for MOVEMENT, not STORAGE.

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## The Result:

1. **Privatized Cost:** Users pay the true market rate for storage.
2. **Urban Form:** High density, walkable laneways, “Pokemon House” aesthetic.
3. **Market-Led:** Developers build parking only if the market demands it, not because of mandates.



# Safety, Surveillance & The Night Economy



## The Myth

**The Protective Bubble:** The belief that cars provide door-to-door safety leads to designing cities as isolated points.

## The Reality

Empty parking lots at night create desolation and perceived danger. They kill the “Linger Factor”.

## The Solution

**Eyes on the Street:** Vibrant transit hubs and pedestrian activity create passive surveillance. Transit users stay longer and spend more.

# The Paradigm Shift: Market-Led Supply

## Unbundling the Cost of Housing from Storage



**Unbundling:** Removing government mandates allows developers to “Right-Size” supply.

- Transparency in pricing.
- Lowers housing entry costs.
- Encourages active transport.

# The Auckland Parking Strategy: The Tiered System

## Tier 3: City Centre & Manukau (High Readiness)

**Approach:**  
Proactive  
Management.

**Action:** Shift long-stay to short-stay.  
Repurpose parking for bus lanes and  
public space. Prioritize mode shift.

Side Note: Manukau  
City Centre is  
designated as a Tier  
3 Metro Centre,  
mandating active  
reduction in private  
vehicle dominance.

## Tier 2: Town Centres (Moderate Readiness)

**Approach:**  
Transition.

**Action:** Manage commuter parking.  
Prioritize short-stay for retail. Intervene  
to support transit.

## Tier 1: Suburban (Low Readiness)

**Approach:**  
Responsive.

**Action:** Intervention only when safety  
or demand issues arise.

# Strategic Transport Network: Movement > Storage

## People Moved Per Hour



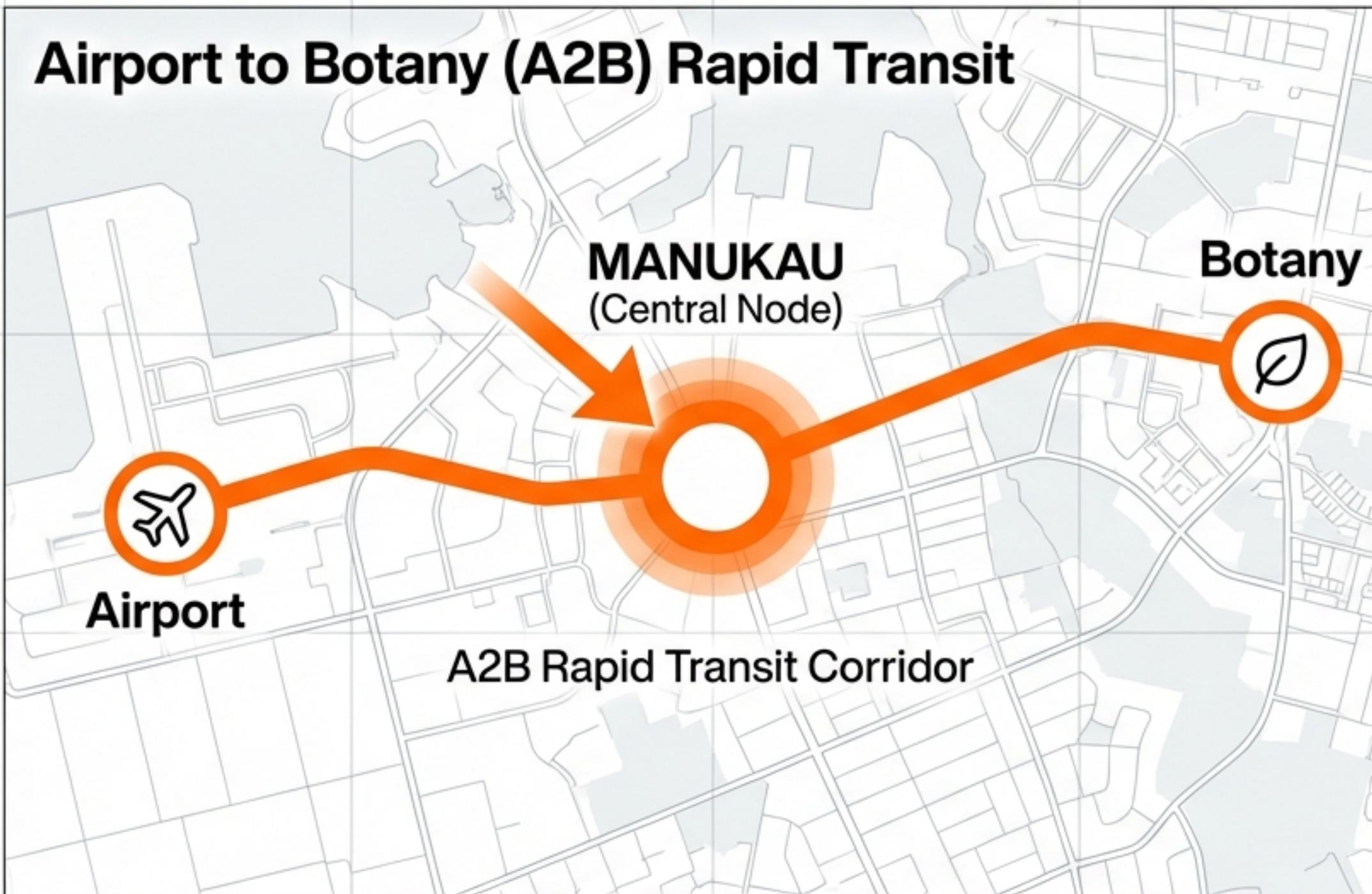
### Hard Truth:

**A bus lane moves 4x more people than a traffic lane.**

- On arterial routes, parking is the lowest priority use of space. Removal is automatic for strategic projects (safety, freight, transit).

# Managing the Transition

## Breaking the Egg to Build the Incubator



### The Catalyst: A2B Rapid Transit

The backbone for density, connecting the Airport, Manukau, and Botany.

### The Spatial Strategy: “Park Once” Districts

- Consolidate parking into paid structures (e.g., Ronwood Ave).
- Eliminate the “shuffle” of driving shop-to-shop.
- Free up surface land for high-density living and incubator retail.

# Revitalizing the Environment: From Gray to Green



## Key Projects:

- Puhinui Stream Restoration
- Hayman Park Playground

## The Payoff: The 'Linger Factor'

Replacing heat-radiating asphalt with 'Green Lungs' drastically improves dwell time.

People stay longer and spend more in beautiful environments than they do in parking lots.

# The Decision Maker's Dilemma



Option A: The Storage Facility (Dead Capital)



Option B: The Habitat (Golden Triangle Potential)

Call to Action: Support the Tier 3 Proactive Strategy to unlock Manukau's true economic potential.

# Sources & References

- Auckland Parking Strategy (April 2022)
- Talking Southern Auckland: 'The Day & Night Test' & 'Parking Fallacies'
- Strong Towns: 'The High Cost of Free Parking' & 'Trader Joe's Economics'
- Infometrics: Manukau Key Note Economic Data
- Global Street Design Guide: Parking and Curbside Management
- Auckland Transport: Parking Management Tier and Policy Overview