

21 September 2022



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IN THE MATTER of the Resource Management Act 1991
AND
IN THE MATTER of the Proposed Plan Change 5 ("PC5") to the Hamilton City Operative District Plan

Summary of Evidence of John Sofo dated 16 September 2022

- The enablement of the Local Centre expansion to the west of Peacockes Road will in my view, ensure an effective, vital and vibrant connection from the residential areas, through the proposed expanded Local Centre, across Peacockes Road and to the river. The idea of "connection" is to recognise, support and enable the connection of people from where they live, to where they work, shop, learn and socialise (the Local Centre) and to the natural environment of the river for recreation.
- Architectural benefits for the inclusion of Woolworths' Site within the Local Centre Zone include:
 - Safer vehicle movements.
 - Connection to the primary school and the LC to the east.
 - Site is large enough.
 - Site can be configured so that thru site access as indicated in the structure plan can be achieved.
 - Supermarket and school will provide a well measured transition to adjacent residential.
 - Finer grained retail to the east will function more effectively without the need to cater for large truck loading and very high vehicle movements generated by the supermarket.
- The Woolworths development on its site can meet all the Plan Design Requirements. [John be ready to answer if you get asked any questions on this point]
- The Woolworths site can meet all the necessary operational requirements of the business.
 - Visible parking.
 - Adequate customer parking.
 - Parking centred around the customer entry.
 - Store proportions correct.
 - Loading opposite customer entry and of adequate size and properly separated from customer vehicles.
 - Glazing to face public zones.
 - Can accommodate On Line operation.
 - Allows future expansion for growing E Store business in future.
- The Woolworths site can be well connected to the eastern side of the LC across Peacockes Road.
- The architectural treatment of the Woolworths store can meet all the design requirements of the LC.
- Review of Adare Concept plans in the JWC;
 - Undersized carpark.
 - Loading is street facing.

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urban design

- Truck dock is practically difficult to operate.
- Store entry is not well located relative to parking.
- East west pedestrian connection is only possible by crossing the parking area.
- Response to S42A Report and Mr Munro's evidence;
 - I agree that Woolworths' site is a desirable place for a supermarket.
 - I disagree that Peacockes Road is a "significant barrier".
 - I disagree that a supermarket on Woolworths' land will fragment the LC. I would argue the reverse is true.
 - In my view, an effective pedestrian link across Peacockes Rd is a fundamental necessity in order for the LC to be successful. This is true regardless of whether a supermarket is built on Woolworths land. Both education and residential use of the land to the west of Peacockes Road will need to feature effective and convenient pedestrian connections to the LC for it to be well connected and well patronized by the whole community which it is designed to serve.
 - The school, Woolworths' site and the LC should all be well connected in order to achieve an integrated and well connected LC.

Responses to updated evidence of;

Hamish Anderson;

I agree with Mr Andersons conclusion in 29., that, "...it is important retail services are integrated, connected and easily accessible to surrounding and supporting medium density housing." In my opinion, this observation is at odds with his statements in 30 and 31 where he suggests the supermarket will only function properly if located on the eastern side of Peacockes Road. If pedestrians from the surrounding residential developments required to access the Local Centre across Peacockes Road for it to be a success, then it follows that a safe, effective and efficient pedestrianised access is integral to the success of the Local Centre and by extension any development on east or west of Peacockes Road will be well connected and successful if all other development requirements are met.

Richard Bowker;

I disagree with Mr Bowaker's statement in 20c of his evidence that "The Local Centre is large enough to cater for either one large (4500m²) supermarket, or two supermarkets, one medium and one small." The Concept Plan for the Proposed Local Centre appended to the Joint Witness Statement, 25 August 2022, reveals some significant impediments to realising this assertion. Among others, inadequate parking, insufficient service area and access, carpark and store entry not well connected, store shape factor for the supermarket not ideal, certainly not adequate space for two supermarkets, conflict of truck and loading with domestic shoppers and pedestrians.

Wayne Bredemeijer;

33b; I agree that a pedestrianised north south connection to the LC is desirable but I see no logic in not extending this conceptually to the west where the MRZ is located. Arguably, that community should and could have equally safe and convenient pedestrian access to the eastern side of the LC thereby adding amenity and convenience. It seems that the arbitrary treatment of Peacockes Road as “impenetrable to pedestrians” is doubly problematic. It disconnects all pedestrian access from the MRZ to the west and by default means that access is only by car for which all the schemes presented in Appendix G are significantly under provided in parking.

36a; As previously noted in my evidence this option is unworkable for the following reasons;

- a) It under sizes the carpark. The Adare plan fails to take into account that the carpark is likely to service the other Local Centre stores, (not just the supermarket) therefore leaving inadequate parking space.
- b) The back of the supermarket is facing the main street which is sub-optimal. Ideally, carparking is visible from the main road.
- c) The positioning of the loading dock is an issue for several reasons. First, as previously discussed, a loading dock is ideally designed with a turning circle or drive through, allowing for efficient loading and delivery services. Secondly, this design would see heavy vehicles sharing the main road with Peacocke supermarket and other retail customers. Thirdly, the loading dock creates an outlook onto the back of a supermarket from the main road which is undesirable and will not contribute to the landscape of the local center.
- d) From a Woolworths perspective, the configuration illustrated would require the pedestrian store entry to be located at the northeast corner. This would result in the pedestrian entry being largely invisible from the carpark.
- e) This proposal excludes the pedestrian link from east to west south of the intersection as originally anticipated in Figure 1. This creates the undesirable outcome of separating pedestrians from east to west unless they cross a carpark.

36b; This scheme is for a total of 5200m² of supermarket across two sites. All the commentary for the southern supermarket apply as for Option 1 described above. This scheme is unlikely as the larger of the two operators would offer a greater range with more operational efficiency as a result of size.

36c; This scheme is unlikely as the larger of the two operators would offer a greater range with more operational efficiency as a result of size.

Response to rebuttal evidence of;

Ian Munro

13; While I agree that a Woolworths supermarket located on the western side of Peacockes road means a “linear movement pattern” from the supermarket to the LC, this is not necessarily inferior. The PC5 LC configuration as shown in Mr Munro’s evidence, would still require supermarket shoppers to park in the carpark on the southern edge of the site and then walk up to the entry on the Main Street. The movement pattern is not inferior, merely different.

17; Geographically speaking, a shopper might park at the north eastern edge of the Woolworths site and have a physically shorter distance to walk to the Main Street than a shopper parked at the southern edge of the LC on the east. In my view, it is important to recognise that pedestrian connectivity if delivered well, can function across Peacockes Road without it presenting an impenetrable or hugely inconvenient prospect for a shopper. The benefit of this perspective is that the Woolworths site is far superior for a supermarket development and will support the Main Street activity rather than detract from it, thereby also encouraging and supporting broader connection from the wider residential zone.

Wayne Bredemeijer

11; I don not agree with these conclusions for reasons as set out in my primary evidence at 5.2.

23; I can only respond to the diagrams as presented by Adare and reiterate my conclusion that these diagrams are spatially inadequate. While I agree the diagrams in Mr Bredemeijer's EIC does explain his ideas of how a supermarket might fit into the eastern side of Peacockes Road, in my view for the reasons set out in 5.2 of my evidence and as summarised in page 3 of this document, none of those options are practical or workable.

24; I don't follow the logic of this statement. If 240 carparks are shown for the supermarket at a size of 4800m² then if I look at the area of additional parking shown for the balance of all the LC areas, it is self-evident there is inadequate parking for the whole development. Other retail shoppers will be forced to use the supermarket parking as a result which would lead to a commercially unsustainable outcome for the supermarket.

25; I think Mr Bredemeijer may have misunderstood my point. I am trying to articulate that from a supermarket operational perspective, the store entry needs to be near the centre of the carpark which serves it, (Sofo 4.1c). The Adare configuration cannot deliver this as the centre of the carpark is to the southeast, not the northeast. In fact, approximately one third of the carpark in the Adare plan will have no visual orientation to the supermarket entry.

26; I would disagree with this statement even at the concept level. Loading needs to accommodate many vehicles accessing at the same time including large articulated trailers to a variety of smaller service vehicles arriving and leaving all day long. The need to back all vehicles into the dock means that there is no opportunity to stack and load vehicles in a line off the road. The Adare configuration runs the risk of only servicing one vehicle at a time and others being forced to wait on the road or other surrounding streets.

27;

- a. This is addressed in b.
- b. I am not qualified to comment on this issue but only note that a successful design approach is feasible. This can equally be delivered with landscape elements such as was achieved in the Woolworths Pokeno project.
- c. The key difference is that all the parking on the Woolworths site can be centred around the main entry.
- d. Agreed.
- e. Mixing large delivery vehicles and shopper's vehicles is a last resort which brings serious H&S risks. Rototuna is not an exemplar in this respect and similarly, the Adare concept of having delivery trucks exiting the loading dock in the same

crossing as shoppers is undesirable. In contrast, the Woolworths site is able to separate service and shopper's vehicles.

- f. This is an incorrect conclusion. I assume that the east side of the proposed Woolworths supermarket could be sleeved with another activity.

28; I have addressed this point previously in the bottom of page 3 of this summary.

29; I have not checked the scale of the two diagrams but accept Mr Bredemeijer's statement that they are.

30;

- a. Agreed
- b. Agreed.
- c. Disagree as I assume the intention is for the entry to be located near the public space to the north near the Main Street. This means the entry is almost impossible to see from the road, difficult to find from the carpark, is not in the centre of the carpark and therefore not an equal travel distance from the entry and from an operational perspective in the wrong location as it needs to be adjacent the servicing side of the store.
- d. Agreed.
- e. I don't believe access from Bridge Street will be feasible as the acute left hand turn will more than likely require the truck to swing well past the centre of the road in order to make the turn if at all. Access from the Main Street is far more feasible from a truck tracking perspective.
- f. Agreed.
- g. Agreed.

I would also note my previous reservation that the indicated parking while large enough for the supermarket, appears not to take into account the requirement for the rest of the commercial and retail space shown in the LC.

31; In my view, as the supermarket is able to provide effective screening and separation from residential uses adjacent, any effects can be well managed and mitigated.

32; My point at 6.3 of my evidence is that the school is an integral part of the Local Centre whether this fact is recognised by Mr Bredemeijer or not. It is a community centre, it connects community, it is part of the life and social and commercial centre of that community. My point is that by connecting it physically both south and east, a far more connected and integrated LC can be formed.

33; I have responded to this point in 36 a to c of this summary.

34; Please note I have qualified my description and noted this requirement is to be balanced by providing visible connections for shoppers to orient themselves.

35; This is simply a matter of design development and balance but not an irreconcilable problem as Mr Bredemeijer appears to suggest.

36; I am unable to comment on how the time taken to cross Peacocke Road will affect a shoppers desire to do so. However, in my experience of designing many other similar stores for Woolworths, the quality of the amenity provided in that pedestrian journey, whether easily accessible and plentiful carparking is available at the supermarket site without competition by other shoppers and if the retail offering at the end of the journey is desirable then it is far more likely that shoppers will cross shop to the other retail from the supermarket. If a supermarket shopper cannot get the key amenity they require in

order to be drawn to a supermarket, then they will simply go elsewhere, no matter how attractive the rest of the Local Centre shopping offer is. The constrained and sub optimal solutions illustrated in the various Adare plans presented to date, clearly illustrate that a supermarket in this location will be significantly compromised and run the risk of not being commercially viable.

John Sofo
28 September 2022