

ISSUE 01. MAY/JUNE 2016

Central Park NEWS

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with community heart”

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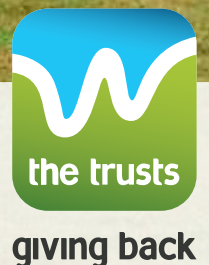
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FROM THE TOP



Let's keep it honest

It is with great excitement we bring you this, the first of our members' magazines

Greetings to you all. It is with great excitement we bring you this, the first of our members' magazines. Since our rebirth in December 2015, your elected executive has been meeting every month and working with the Rosebank Business Association to put our best foot forward in representing you, our stakeholders, in areas such as advocacy, member concerns and networking opportunities.

Around the advocacy role we have already sent a written submission to the Auckland City Council Governing Body and Henderson-Massey Local Board stating that CPBA is strongly opposed to businesses paying more towards Auckland Council's Interim Transport Levy. Dr Grant Hewison, who is an observer on the CPBA board, ably assists us. Grant monitors what council is up to and reports back to us monthly with suggestions of what will affect you, the members.

Transportation is a critical issue at the moment in Central Park Drive. In April, I met with list MP, Alfred Ngaro; Councillor

Linda Cooper; and Karthi Govindasamy and Rob Douglas-Jones representing Auckland Transport. We observed the traffic flow in Central Park Drive travelling to Lincoln Road during peak hour and they saw first hand how congested and dangerous it has become. Their remedy is to turn off the lights at the new intersection of Central Park and Soljan Drives, and to reinstate two lanes again by re-arranging the road markings. A time frame was not given but I will follow this up. We have also pinpointed Paramount Drive and Waipareira Avenue as critical danger spots. This is hard on the heels of Auckland City Council's survey stating Lincoln Road is the second busiest in New Zealand! Feel free to email me with any concerns you have.

We are also working on getting the Central Park Business Association (CPBA) website up and running and hopefully won't be too far away. We also have committee members working on developing a Facebook Page for members to have a social media forum.

We would also like to start having informal gatherings once a month either at The

Hangar or The Falls restaurant to get to know each other and our businesses - watch for dates and times. We look forward to meeting with you all.

Garry Bates, who is looking after new memberships, informs us we now have 67 fully paid members, a fantastic result and this tells me CPBA is the voice you have been looking for, and I'm sure one that will represent you well.

In closing I'd like to thank Mike Gibson, CEO of RBA, for his patience and guidance with getting us up and running over the past five months. Also Lawrence Ponniah and Tim Livingstone for their invaluable input and help given to me thus far. Remember, this is **YOUR** association and we **NEED** your input to succeed. One of my favourite quotes is "Truth builds trust," from Marilyn Suttle, so... let's keep it honest!

John Schipper
Chair CPBA
johns@davisfunerals.co.nz



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An historical look at Central Park by
Bayleys Real Estate

Cover:

The Trusts CEO, Simon Wickham



Your Central Park Business Association Executive

The following CPBA Committee members were elected at the AGM in December 2015. We thank them for their commitment to economic development in Central Park:



John Schipper
Davis Funerals



Nick Thompson
BNZ Partners



Lawrence Ponniah
Corban Revell



Kelvin Armstrong
KAAR



Mike Gibson
RBA Observer



Nicole Snook
NZ Performance Tuning



Tim Livingstone
UHY Haines Norton



Scott Trask
Western Computers



Observer:
Grant Hewison



Garry Bates
Business Sales

EDITORIAL ENQUIRIES:

Cynthia Crosse, Marketing Manager
Mobile: 027 403 0982
E: cynthia@rosebankbusiness.co.nz

ADVERTISING ENQUIRIES:

Phil Clode, Sales Manager
Mobile: 027 448 7009
E: phil@rosebankbusiness.co.nz

CENTRAL PARK BUSINESS ASSOCIATION

C/- RBA, Unit C, level 1/485 Rosebank Rd,
Rosebank. PO Box 151190,
New Lynn, 0640, Auckland
Phone: 09 820 0551

MEMBERSHIP ENQUIRIES:

Garry Bates, Business Development
Mobile: 0274 904 260
E: garry@centralparkbusiness.org.nz

The Central Park News is published by the Rosebank Business Association Inc for the Central Park Business Association. 4000 copies are distributed free to approximately 1200+ businesses in the Rosebank and Central Park business districts. Editorial included in this publication reflects the opinions of the contributing authors and does not necessarily represent the views of either Association.



There's nothing like thinking positive!

Penny Hulse
Deputy Mayor, Auckland City

My fellow West Auckland councillor, Linda Cooper, and I are utterly committed to supporting the growth of business and jobs in the West. Our area is critical for Auckland's general development and success - we want to see it thrive.

Like the community, we believe the best way to do that is to get on top of the transport issues that slow us down in many different ways.

By the time you are reading this we will have completed the Te Atatu interchange. We have also successfully advocated for accelerating the most important project for the West, the NorWest busway and council has agreed to the budget to buy the land needed for the busways' enabling works. Priority lanes are under construction on the Western Ring Route and the enabling works are due to begin on Lincoln Road.

The NorWest cycleway (which I use most days) is just fantastic and other improvements have been brought forward due to the

Interim Transport Levy funds being applied to the project. Park and Ride areas for train and bus users are being built in Glen Eden and Westgate and new localised transport improvements.

As we are all painfully aware, big infrastructure costs big money and takes time and, in the meantime, Linda and I will continue to advocate strongly that the West gets its fair share. One day West Aucklanders won't have to go very far from home to get to work or to shop.

As well as sorting out transport challenges we are working hard to attract more jobs and the continuation of a great relationship between Council and our major business associations is key. Wouldn't it be great to see a resurgence of business pride in the West and some high quality residential development in Henderson and at our old Waitakere Council chambers? That would inject some life and vibrancy into Henderson. And maybe we could help to reinvigorate the West Auckland Business Awards to match the West's real spirit and achievements? There's nothing like thinking positive!

As always, I am really keen to know what's happening in your community and any events or issues that you would like me to be aware of; feel free to email me at any time at penny.hulse@aucklandcouncil.govt.nz.

Kind regards,
Penny Hulse
Deputy Mayor, Auckland City



The Rise and The Falls

After more than 35 years in the restaurant business in Henderson, well-known West Auckland restaurateur, Garry Bates, is sharpening his knife for a new role, in Business Development for the CPBA.

In his early career, Garry trained as a chef in the Royal New Zealand Air

Force for 10 years representing both New Zealand and the RNZAF in cooking, and winning awards at both. He regularly cooked for defence chiefs, ministerial officials, cabinet and state leaders being seconded at one point to the Prime Minister's residence and cooking for Her Majesty the Queen during her jubilee tour.

Restaurant ownership was a natural progression for Garry, his first venture being the iconic Michael's Restaurant in the early days of dining in the West. The restaurant ran for 30 years.

The Falls came next, in its historic Henderson setting. Both restaurants were award winning for food, service and popular choice. Garry developed a keen understanding of the needs of local business owners and has formed friendships with numerous West Auckland business leaders.

"I have enjoyed the West, the people and the business," says Garry, "and believe I can add value to this growing precinct with the many great relationships I have formed over the years."

Garry leaves The Falls in the capable hands of Sai and Gauri Kumar, owners of the Mikano and Tribeca restaurants.

Garry Bates M: 0274 904 260

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The Trusts - “A commercial mind, with community heart”

The Trusts' CEO, Simon Wickham

While a misconception persists about The Trusts (Portage and Waitakere licensing trusts) restricting restaurant licenses in West Auckland, they were indeed created out of the social temperance movement of the 1960s which enables our community to have a greater say over how alcohol is consumed in the area.

This exemplary community model has ensured the continued responsible use of alcohol in West Auckland, while also providing for “giving back” to its people in an extraordinary way.

Giving Back

The recent launch of a free toolkit for every West Auckland household is just such as example, which follows smoke alarms last year being provided free to fill these areas

of need. It is the elected members of The Trusts that determine what is given.

The Trusts' CEO of five years, Simon Wickham, believes it is an excellent model.

“The Trust has a ‘commercial mind, with a community heart,’” he says. “It’s about West Aucklanders making decisions about what’s best for West Auckland. The community can vote for change at any time, but the obvious advantages are first, the responsible sale of alcohol (such as never selling to minors), and second, that commercial profits are fed back into our community.”

There is a long list of meaningful ways The Trusts feed back into the community in such a way that acknowledges its diversity and demographic. By its astute

management of some 40 restaurants, bars, and bottle stores in West Auckland, The Trusts is able to devote over a million dollars of profits each year to four main areas:

1. The Giving Back programme that delivers free key items to West Auckland households
2. Sponsorship of facilities such as The Trusts Arena
3. Sponsorship of sports, arts and business
4. Rebates paid to local clubs and associations that trade with The Trusts.

Through legislation, the Elected Members (each of whom is well connected to the community) also have a say in how monies from gambling facilities raised in these

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venues are spent. They, make recommendations to The Trusts Community Foundation and this facility provides for a further \$8 million to be returned to West Auckland each year.

The Trusts places heavy weight on community research to determine where sponsorship should lie. The Trusts Arena (formerly The Trusts Stadium where Simon previously held a CEO position), was its first such visible and long term sponsorship. It has enabled that organisation to cater for 900,000 people through its doors each year. With The Trusts' help, it has become the second most visited facility in Auckland (second only to the War Memorial Museum).

"We're very proud of this sponsorship," says Simon, "especially given the huge variety of people that use the facility. From young kids playing sport, to the celebration of Diwali and the annual Spooks & Sparks Fireworks display, we are able to reach a huge number of people."

Other major sponsorships include The Northern Mystics, the Portage Ceramic Awards, the Sport Waitakere Excellence Awards, The Trusts Arts & Sculpture Awards, The RBA, the Don Oliver Youth Sport Foundation and Business After 5, a local business networking initiative of the West Auckland Business Club.

"We tend to choose sponsorships based on where we think we can make a difference to the organisations we see are, in turn, making a difference in West Auckland. And we try and spread these across youth, sport, culture, arts, business."

Responsible use of alcohol

A 2003 referendum gauged West Auckland's appetite for continuation of The Trusts' model. The vote was 60:40 in favour,

the key reason being the responsible attitude towards alcohol. "We run 24 bottle stores across our region," says Simon. "The same size region in South Auckland has over 150 bottle stores. Our bars are better managed and opening hours reasonable to reduce the late night troubles with drunkenness typically found in the CBD."

In the last three years, The Trusts' venues have passed all 200 tests from NZ Police on not selling to minors whereas elsewhere, the failure rate has been as high as 32% in some weekend blitzes to test the responsibility of bar and bottle store operators. Add to this the tests for not serving intoxicated people and it's easy to see why



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these community-focused licensing trusts must stay.

WAT is The Trusts?

In the late 1990s, the Portage Licensing Trust and Waitakere Licensing Trust, (both of which had been operating as two separate units with separate management and separate cost structures), commissioned PricewaterhouseCoopers to report on the best way forward, and so, West Auckland Trusts Services Ltd (WATS) was established.

WATS brings together the management of both Trusts for economy of scale. It trades as The Trusts. With 28 staff in its office, it has managed to reduce The Trusts' operating expenses to less than 5% of total turnover and make huge gains for both Trusts in terms of procurement, warehousing and distribution.

What's new for West Auckland venues?

Excitingly, The Trusts is rolling out an aggressive hospitality plan over the next six months that will see six of its venues having major refurbishments and being early adopters of new product and industry

trends. It is part of a broader strategy to modernise and transform The Trusts and readers will have already been impressed by the new branding and refurbishment seen in The Trusts' West Liquor and Village Wine & Spirits bottle stores.

Once again, and given that it's a very trend-based industry, Simon relies heavily on UMR and AC Neilson research surveying 7,000 residents each year to determine what is most wanted by the demographic.

"It's important that we're not hospitality snobs," says Simon. "There's parts of the market that just want somewhere to go to enjoy a pint, enjoy some food and put a bet on their favourite sports team. We need to cater for the value end as much as for the premium end of our community."

At the premium end, however, we can expect to see some pretty exciting new bars opening soon!

Central Park Business Association

With The Hangar, West Liquor Lincoln Centre, Quality Hotel Lincoln Green, Bar 159, Central Park Village Wine & Spirits and

The Trusts Arena all falling under the aegis of the Central Park Business Association, Simon is pleased to see the Association being newly invigorated.

"There is a sense of community and belonging in West Auckland that you don't necessarily get in other parts of town. I think the CPBA can be really helpful for local businesses to give them a local voice but also just a local opportunity to get together.

When I was at the Stadium we were able to help establish the Business After 5 meetings and now there are 150-odd people come together to network at these events. That highlights to me the need and desire in the West for business people to get together. Most West Auckland businesses want to support each other and we've got some fantastic businesses out West."



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The network for doing business



Illuminated Street Name Signs - Lincoln Road/Central Park Drive

Dr Grant Hewison
Director,
Grant Hewison & Associates

In response to concerns of the Henderson-Massey Local Board regarding the illuminated street signs causing a distraction to drivers, this issue was raised by the Board with Auckland Transport.

The illuminated signage must not imitate a traffic signal or road sign that may confuse the driver. Therefore the signs must not contain directional arrows, flashing elements, or the colours green, amber or red similar to that of a traffic signal. These measures were put in place to mitigate the risk of driver and pedestrian distraction. The advertising panel of the device may contain a company logo, or company colours; however all directional arrows, points must be approved by an Auckland Transport representative.

All sign panels must be internally illuminated and must not flash or provide non-static messages or images, nor be made of reflective, fluorescent or phosphorescent materials. Devices may not include graphic design details in the advertising component that could be mistaken for a traffic control device.

The dimensions of the illuminated street signs and their location ensures the devices don't obstruct, obscure or impair the safe line of sight of any corner, bend, intersection, pedestrian crossing or vehicle crossing.

The crash history of the past five years at two intersections with

existing illuminated street signs (Central Park Drive-Lincoln Road and Universal Drive-Lincoln Road) indicate there have been no recorded crashes related to signs distracting a driver.

Auckland Transport has a responsibility to ensure safety on our roads, but also has the responsibility to deal fairly with businesses. Therefore, all claims relating to the safety concerns of illuminated street signs must be backed up with clear evidence, otherwise Auckland Transport say that it could simply be a breach of contract.

It is noted that as Lincoln Road is planned to be upgraded in a few years, Auckland Transport will request to add in a condition (for the proposed illuminated signage at Central Park Drive/Lincoln Road intersection) that states that Nu-Lite is to cover all costs of removal, relocation and/or reinstallation of the signage when Lincoln Road is being upgraded.



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When Auckland's North Western Motorway began creeping out towards Henderson in the mid-1950s, winemaker Tony Soljan's father climbed the radio mast at the end of Lincoln Rd overlooking the motorway to take some photos.

"There's not even a car on Lincoln Rd," recalls Soljan of the shots from the aerial – which is still there today.

"Massey was just all farms, Te Atatu was farms... so the changes are 'ginormous'," he added.

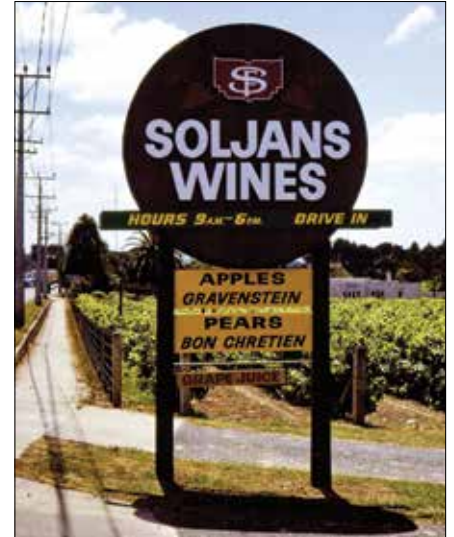
Of the 50-odd wineries that once studded West Auckland emanating out from Lincoln Road, only a couple remain. On Lincoln Road itself Lincoln Vineyards and Mazuran's are the sole survivors - and of those, Lincoln

Rado Hladilo is still on the original plot purchased by his father-in-law George Mazuran in 1938. Hladilo, who lives on-site in the family home, says nothing has changed since the vineyard was established. The Mazuran product is still produced from the vines around the winery - "just enough to keep this door open."

"I have vines here, everything from earth to bottle, the lot."

Tony Soljan's grandfather Bartul was one of a wave of immigrant families, mainly Croatian like him, who fled troubles in Europe to make a better life for themselves in West Auckland, although the history of commercial development in the area goes back more than 40 years before Bartul's arrival.

In the latter part of the 19th century



land in Henderson in 1919, and continued by his Croatian compatriots when they settled in the area during the first half of the 20th century. Income from the winery was supplemented with orchards and market gardens.

The vineyards planted by George Mazuran and Auckland's other European arrivals helped established a wine industry in New Zealand, with some of the names – Babich, Selak, Yukich (Montana), Nobilo and Delegat - still a major presence today.... at least from a brand perspective.

Although not on the same scale, families including Talijanich, Fredatovich, Balich, Mazuran, Brajkovich, Sapich, Vodanovich, Jelas and Soljan also formed the backbone of the West Auckland wine scene.



Vineyards has sold its grape growing land, so while the vines remain at present, their future is now finite as commercial property activity expands.

The 'world-famous in Auckland Mother's Cellars' closed its doors in 2008 although the family, including brother and sister team Anita Butkovic and Nick Farac, plus father Michael Farac, run a successful deli' business, Euro-Dell, on the site.

Further up Lincoln Rd, Mazuran's director

developers bought was then an 898 acre block dubbed Pomaria and surveyed it up into 10 and 15 acre blocks suitable for orchards.

It was around this time that the Lebanese-born patriarch of the Corban family, Assid Abraham, put down roots in Henderson, buying a 10-acre block on which he planted grapes to establish Mt Lebanon Vineyards.

It was the same model used by Josip Babich when he and his three brothers purchased



Commercial Property

Now, of course, many of the original residential dwellings along Lincoln Road – which were built on what were the ground-breaking market gardens and vineyards - have been converted into small company offices.

Bayleys National Commercial Manager, John Church, says a new trend could soon develop with demand for housing in Auckland at an all time high, and changes to land-use zones allowing for higher density

developments in the area.

According to the Auckland Council Unitary Plan, residential zoning is concentrated at the southern end of Lincoln Road towards Waitakere Hospital, allowing for terraced housing and apartments of up to six storeys, and some single housing.

Much of the former housing stock now contains professional services such as lawyers' chambers and accounting firms as well as the health care sector - serving as premises for acupuncture, dental, audiology, radiology, herbal, chiropractor and physiotherapy practitioners.

Church said that with two hospitals on the route - Waitakere and Carnarvon - combined with a high traffic flow, Lincoln Road was a natural choice for establishing private health care premises.

Lincoln Road is one of the busiest arterial roads in Auckland - carrying around 46,000 cars daily. The high traffic volume has attracted intensive retail development and earned Lincoln Road a reputation as the retail and convenience food hub of the West now nicknamed "heart attack alley."

The location of Lincoln Road, adjacent to the North Western Motorway, means it serves as more of a transit route, rather than as a destination.

"Convenience and amenity is driving the tenant mix along this arterial route with those that can offer readily available products and

Pak'n'Save, Countdown, Spotlight, The Warehouse and Warehouse Stationery have also taken up tenancies on the Lincoln Road strip, anchoring a handful of individual smaller retail hubs peppered throughout the area.

Ownership of these sites was largely spread between smaller, independent property investors, Mr Church said. However, there was a handful of larger players with interests in the area.

"Oyster Group owns the 14,000sqm Mitre 10 Mega site that was once the home of Penfolds Wines and an additional 5,638sqm plot split into nine tenancies at 131 Lincoln Road," Mr Church said.

"Foodstuffs has a holding, and the Waitakere Licensing Trust owns a large chunk of around 16,700sqm valued at around \$12.8 million."

The biggest redevelopment currently being undertaken on Lincoln Road is the '301' hub which will contain more convenience food outlet tenancies ranging in size from 45 square metres to 400 square metres. Construction of the centre is scheduled to be completed soon with the anchor tenant being yet another childcare facility. One of the fast food outlets, Texas Chicken, has opened already.

Being the transition point between work and home for many West Auckland commuters - thereby allowing the convenience of dropping off pre-schoolers on the way to

Auckland Unitary Plan as a "growth corridor" - with plans afoot to significantly improve traffic flows in the area. Auckland Transport has announced a major upgrade between Te Pai Place and the North Western Motorway to address congestion and safety issues. The upgrade will include a T3 bus lane, an on-road kerbside cycle way on each side, and four lanes of general traffic.

"The property acquisition phase has begun, and work is estimated to start in 2017, then stretching out to 2020. This is likely to facilitate ancillary growth in the area and is welcome news for existing tenants who will benefit from more fluid traffic movement along the route," Mr Church said.

Mr Church said there was less than a handful of large scale bare land or residential brownfield development sites now left on Lincoln Road. He said the two biggest were the four neighbouring section configuration adjacent to Laidlaw College, and the 2150 square metre vacant land on the corner of Sel Peacock Drive.

The Henderson-Massey Local Economic Development Action Plan compiled under the auspices of Auckland Council and released in October 2015, says the area is home to rapid growth which will see employment numbers and population increase over the next five years.

Residential intensification provides a number of opportunities to the area - including reducing reliance on cars and improving the



services to commuters staking their claim, particularly at the northern end nearest the motorway," Mr Church said.

Examples include ASB Bank which offers a drive-through lane enabling customers to do their banking from the driver's seat of their car, and drive-through coffee booths meaning people can get their morning caffeine fix without losing too many spaces in the traffic.

Big box retailers such as Mitre 10 Mega,

work, then picking them up again on the way home - five big child care centres already proliferate the strip.

Kindercare is just a few doors down from the new competition, while there are multiple other operators such as 4 Fit Fun at 199 Lincoln Road, Rising Stars at 168 Lincoln Road, Lincoln Road Childcare and Kindergarten at 64 Lincoln Road, and Kelly's Playschool at number 41 Lincoln Road.

Lincoln Road has been identified in the

quality of the hospitality, retail and cultural offerings in the centres.

Despite virtually all of the original Lincoln Road pioneers now long gone, winemaker Rado Hladilo says he'd never dream of leaving Mazuran's Lincoln Road location.

"Why have we stayed? Because I love this place," he says. "In this sort of business you can't just pack it up in a bag and go somewhere else."

Courtesy of Mike Adams, Bayleys Real Estate