

# Retail impact summary

Transformation of the Golden Mile will create vibrant and attractive public spaces with long-term benefits to businesses and retailers in the area.

This summary provides an overview of research commissioned into the long-term effects, benefits and risks to the local retail industry by redeveloping the Golden Mile.



## Golden Mile retail at a glance

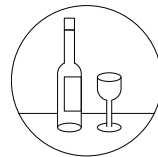
Of total retail in Wellington city, the Golden Mile provides:



**54%**  
of retailing



**27%**  
of daytime/dining hospitality



**47%**  
of evening hospitality  
(like bars and clubs)

In 2020, the area included over **98,000 sqm** of floor space within **554 stores**.

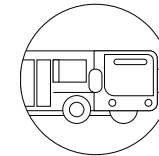
Retail types fall into three groups:

- Large, established brands/high quality retail mostly along Lambton Quay.
- Evening hospitality mainly in Courtenay Place.
- General/smaller retailers throughout the area.

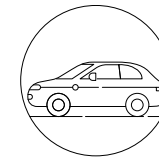
## For shoppers travelling to the Golden Mile:



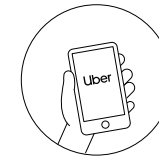
**35%**  
walked/jogged/cycled/  
scooter to their destination



**32%**  
travelled by bus or train



**27%**  
drove or were passengers  
in a private vehicle



**6%**  
used taxis or rideshare apps

Positively  
**Pōneke**

Absolutely Positively  
**Wellington City Council**  
Me Heke Ki Pōneke

## Overall impacts

Research by Ernst & Young in 2020 found that transforming the area will have positive impacts for retailers.

It's expected that the widened footpaths, together with more space for bikes and scooters will increase access and lead more customers to the Golden Mile.

Landlords can expect greater lease demand, lower vacancy rates and increased rental appreciation. For tenants, this means increased rents and competition for space, but higher sales volumes.

A survey of Wellingtonians using the Golden Mile showed that:

**45%**

of respondents would visit the Golden Mile more frequently post improvements

**48%**

would visit as frequently as they do now

**5%**

thought they would visit less frequently

## Parking

Case studies of cities such as Toronto, where central areas were redesigned for dedicated cycle and bus lanes, showed that retailers sometimes overestimate the value of private car transport on revenue generation.

This finding is supported by Wellington's shopper demographics as well as surveys of Golden Mile shoppers which showed that:

**3%**

of respondents used on-street parking within the Golden Mile

**12%**

used off-street parking

**79%**

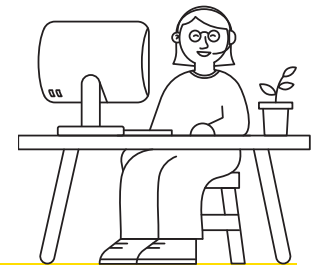
did not use car parking

## Space to shop

Revitalised shopping areas in other cities have shown that lowering the speed of traffic passing through an area and providing wider footpaths, landscaping, and streetscape improvements, pays off in terms of customer numbers and sales figures.

**i**

Ernst & Young (2020) research has shown that people who walked, bused or cycled to the Golden Mile spent about an hour more in the area on average than those who used on-street parking.



## Sources and further reading

If you're interested in the full research reports, you can find them on the project history of the Golden Mile section of our **website**.