

Summary of proposal – Extensions of the Jackson Street Programme targeted rate

Council received a request from Jackson Street Programme (JSP) to extend the area covered by the targeted rate to the area bounded by Cuba Street, Old Hutt Road, Jackson Street and The Esplanade. The Local Government Act 2002 requires Council to undertake a Special Consultative Procedure in order to make an amended or new targeted rate.

The proposed extension area that will be subject to the Jackson Street Programme targeted rate

In 1991, residents and members of the business community in Petone formed an incorporated society known as the Jackson Street Programme (JSP) Incorporated, to implement a plan to economically revitalise and promote Jackson Street and through this “uplift and enhance”¹ the business area generally. The area covered all 220 businesses along Jackson Street – from the Railway Station to Cuba Street.

Since then Council has supported and encouraged JSP and has been committed to help finance JSP’s activities by way of a special targeted rate. The terms and conditions under which the fund was raised and used were set out in a legal agreement between Council and the JSP that commenced on 1 July 1992. Originally the special rate was established to raise \$60,000 per annum to be used by JSP to achieve its objectives.

JSP promotes Jackson Street as a destination for shopping, eating out, professional services, commercial services and socialising. It also organises promotional and community events. Three part time staff run the JSP activities. The JSP Board is elected at an Annual General Meeting held each spring.² The Board is made up of business owners, managers and business people with the governance skills required for Boards in New Zealand.

Currently JSP receives \$156,000 (which includes GST) via the targeted rate. This amount is adjusted annually by CPI. The extended area will enable the targeted rate to raise a further \$74,000 with the rate set to collect a total of \$230,000. The current rate is 0.0008032 cents in the dollar.

Based on the new footprint, to collect \$230,000 (which includes GST) equates to 0.0004154 cents in the dollar. So a property worth \$100,000 pays \$41.54, one worth \$1M pays \$415.41 and a property worth \$10M pays \$4,154.11.

Why extend the targeted rate area?

Currently JSP is performing at the maximum level possible with the funding available to it. Increased funding will bring greater benefits for all businesses in the targeted rate area from the increased ability of JSP to run events, seminars, work with Council to attract larger numbers of visitors to Petone and ultimately to wider Lower Hutt. For example JSP will be able to expand the work they are currently doing with Council’s Events and Promotions team, the Great Harbour Way promotion and the provision of information about other attractions in wider Hutt Valley.

¹ 26 July 1994, Policy and Finance Committee paper

² <https://www.jacksonstreet.co.nz/the-jackson-st-programme/> for Board members

Conclusion

Council is seeking submissions on this proposal. The full statement of proposal to amend the Jackson Street targeted rate as noted above along with a submission form are attached to this document and are available on the Council website www.huttcity.govt.nz/jacksonstreet or at the Hutt City Council Administration Building, 30 Laings Road, Lower Hutt, and at all Hutt City Council libraries.

Submissions open on 3 May 2019 and close at 5:00pm on 4 June 2019