

## 6. RETAILING

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The purpose of this report is to update Committee members on retailing in Christchurch, presenting recent retail floorspace findings and shop frontage survey results.

### Retail Floorspace 2000

A retailing study was conducted during 2000 investigating at the amount of retail floorspace in the City by City Plan zones. Retail floorspace is an indicator of the distribution of retail activity throughout Christchurch. The definition of retail for this study covered retail shops, supermarkets, petrol stations and cafes and restaurants.

**Table 1. Retail Floorspace in Christchurch City, 2000**

City Plan Zone	Retail Floorspace (sqm)	Floorspace %
Central City Zone (CC)	329,278	34.4
District Centres (B2 with adjoining B1)	342,527	35.7
Local Centres (other B1)	82,521	8.6
Suburban Industrial zone (B4 only - not B4T & P)	75,205	7.8
Retail in all other zones	128,776	13.4
<b>Christchurch City</b>	<b>958,307</b>	<b>100.0</b>

Source: Quotable Value NZ

### Some of the key findings were:

- Christchurch City has a total retail floorspace of 958,307 sqm (Table 1). This is a ratio of approximately 2.9 sqm per person<sup>1</sup>.
- Christchurch's Central City zone is the largest shopping precinct in the city with a total retail floorspace of 329,278sqm. This is equivalent to 34% of the City's total retail floorspace (Figure 1).
- Combined, the 28 District Centres identified in the City Plan have a similar proportion of retail floorspace to the Central City. Over 35 per cent of all retail floorspace in the City is distributed across malls and their adjoining shops ranging in size from Papanui/Northlands (the largest at 47,000 sqm), down to small centres (like Fendalton and Redcliffs) of around 1000sqm. The five largest centres by retail floorspace are identified in the table below (Table 2).

**Table 2. Five Largest District Centres by Retail Floorspace**

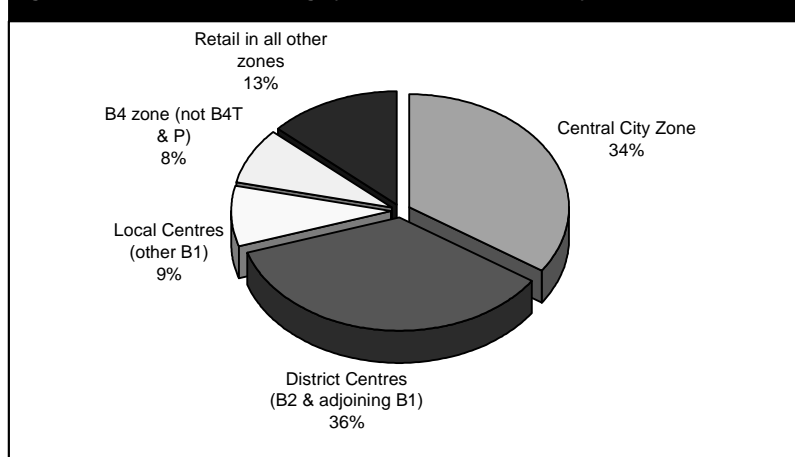
District Centre	Floorspace (sqm)
Northlands Mall and Papanui shops	46,951
Westfield ShoppingTown Mall and Riccarton shops	37,863
Bush Inn Centre and Church Corner shops	35,290
Eastgate Shopping Centre and Linwood shops	27,137
New Brighton Mall	25,870

Source: Retail Floorspace Study 2000

- Stand-alone local centres throughout the City (eg Bealey Ave/Papanui Rd corner shops) together comprise 8.6 per cent of the total retail floorspace (Figure 1).
- The suburban industrial zone (B4 only) has a similar proportion of retail to local centres, comprising 7.8 per cent of the City's total floorspace (Figure 1).

<sup>1</sup> By comparison Auckland City had 2.36 sqm per person, Manukau had 1.56 and Waitakere and North Shore had 1.30 and 0.97 respectively (source: Retail Consulting Group, 2000).

**Figure 1. Distribution of Retailing by Zone in Christchurch City**



Source: Retail Floorspace Study 2000

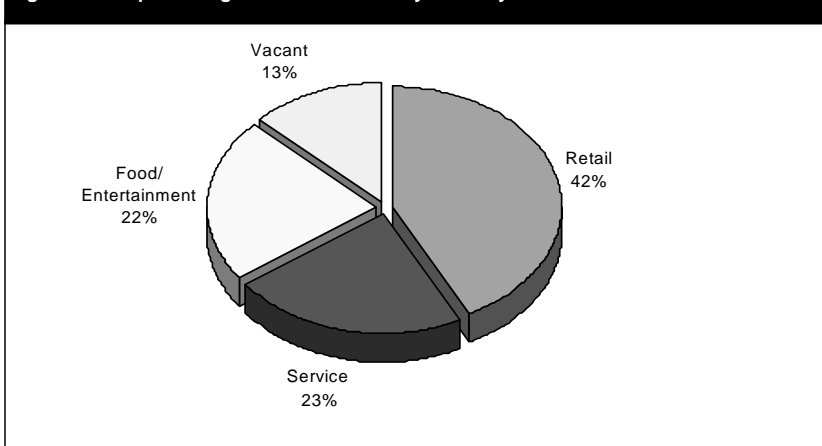
A number of proposed new developments will see the amount of retail floorspace in the City increase further in the next few years. Most development is intended for the existing suburban centres (B2) and the suburban industrial (B4) zone.

### Central City Ground Floor Land Use Survey 2001

The survey of Ground Floor Land Use is conducted annually and collects information on the type and amount of building frontage within the Central City Zone.

The 2001 survey results revealed that the Central City Zone contains approximately 30 kilometres of building frontage. Of the 17.4 kilometres of shop frontage, *retailing* accounted for nearly half, with 42.4 per cent (Figure 2). *Service* and *food/entertainment* accounted for 22.7 per cent and 22.1 per cent respectively. Nearly 13 per cent of shop frontage was identified as *vacant*. These figures are very similar to last year's survey, indicating that although there is some change in business demography (business births, deaths and moves), the overall proportions of shop frontage have remained stable within the Central City.

**Figure 2. Shop Frontage in the Central City Zone by Land Use**



Source: Ground Floor Land Use Survey 2001

### Chairman's

**Recommendation:** That the information be received.