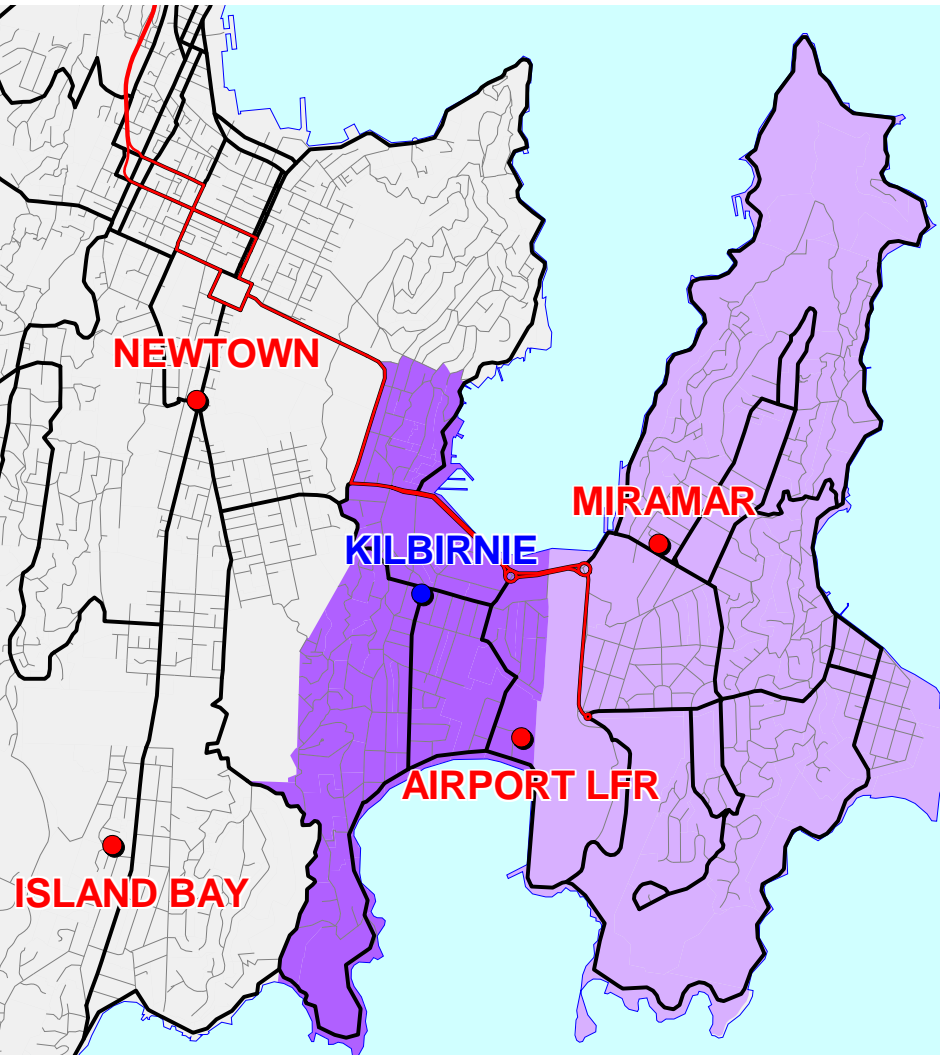


KILBIRNIE TOWN CENTRE ASSESSMENT

Tim Heath

Core Catchments

- Primary Catchment in dark purple
- Secondary Catchment in light purple
- Both have local convenience retailing
- Kilbirnie TC serves both catchments
- Island Bay may use Kilbirnie over Newtown Pak N Save sub-regional 'pull'



PROPERTY & RETAIL ECONOMICS

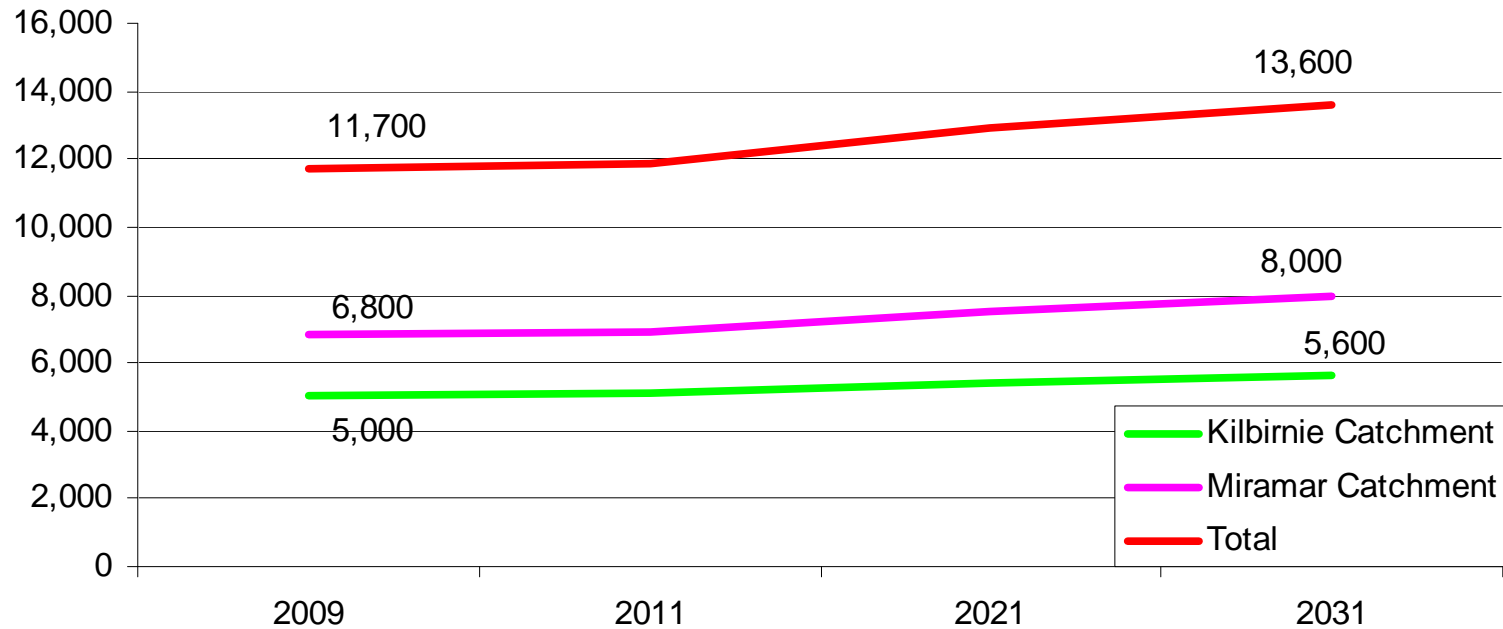
PROPERTY ECONOMICS

URBAN & STRATEGIC PLANNING

CONSUMER & SOCIAL RESEARCH

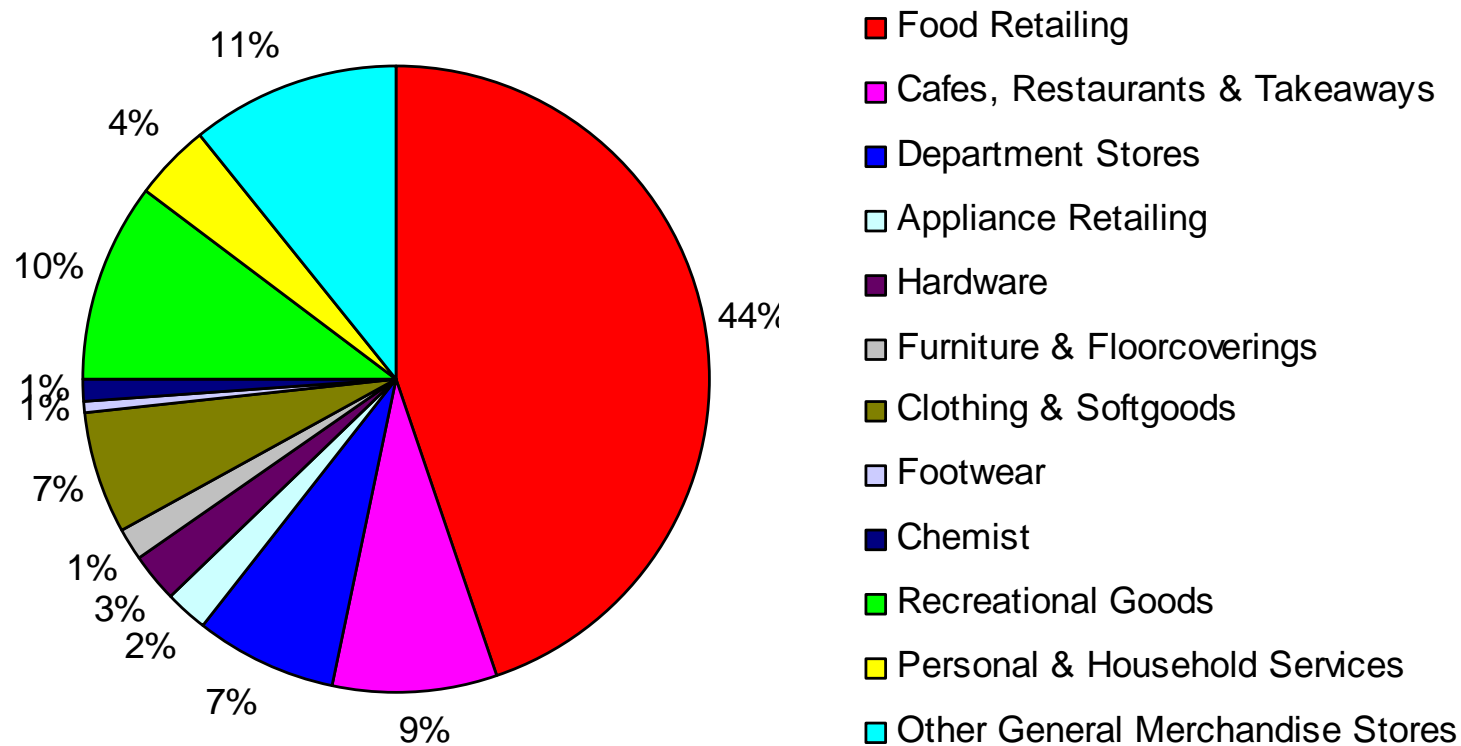
ECONOMIC MODELLING & RESEARCH

Household Growth



- Moderate nominal growth – around 100 new households annually
- Ongoing performance of KTC is about capturing more of existing market rather than relying on market growth

Retail Floorspace Kilbirnie 15,000 sqms



Retail Supply

Category	Kilbirnie	Airport LFR	Miramar	Total
Food Retailing	6,500	0	1,600	8,100
Footwear	100	0	0	100
Clothing and Softgoods	1,000	300	0	1,300
Furniture and Floorcoverings	300	300	100	700
Appliance Retailing	400	2,900	0	3,300
Hardware	400	300	0	700
Chemist	1,300	0	200	1,500
Department Stores	1,100	7,000	0	8,100
Recreational Goods	200	1,200	0	1,400
Cafes, Rest. and Takeaways	1,500	300	500	2,300
Personal and Hhld Services	600	300	900	1,800
Other Stores	1,600	300	300	2,200
Total	15,000	12,600	3,600	31,500

Source: Property Economics, Statistics NZ

- Large Pak’N Save 4,000 sqms attracting spend in to catchment
- 2,300 sqms café & restaurant f/s, most of which is in Kilbirnie
- Room to improve quality of café & restaurant offer, needs better urban environment
- 31,500 sqms total supply, nearly 50% in Kilbirnie.
- Airport LFR attracts shoppers into catchment
- Kilbirnie considered a ‘town centre’ at 15,000 sqms

Retail Demand

- 2009 – 50,000 sqms - 2021 63,000 sqms - 2031 73,000 sqms
- Demand forecast for **additional 23,000 sqms of retail** over next 22 years
- Current net retention of sustainable floorspace is 63% (47% leakage)
- Supermarkets well provided – high retention
- Café & Restaurant 44% retention, room for 5-10 new businesses over next decade
- Demand for Hardware Store exists – will locate at Airport LFR

Employee Distribution

Category	Total			Kilbirnie		
	2000	2008	Grwth	2000	2008	Grwth
Office	940	1,410	470	160	230	80
Industrial	3,310	2,950	-370	430	510	80
Retail	980	1,370	400	560	550	-10
Accomodation	520	620	100	110	80	-30
Recr. / Health / Other	1,340	1,920	590	120	230	110
Total All Industries	7,080	8,260	1,180	1,360	1,580	220

Source: Statistics NZ

- Retail in KTC static at 550 retail employees
- Office in KTC increased from 160 to 230 over the 2000-2008 period
- Industrial activity still a major sector in KTC with 510 employees – bus depot redevelopment will change this
- KTC has 40% of all retail employees in the Total catchment
- Strong retail growth in catchment outside of Kilbirnie (Airport Park) - suggests Kilbirnie is losing its market position within the identified catchment's

Preliminary Conclusions

- Cafes and Restaurants underprovided - ***lacking quality environment*** - becoming critical to attracting retailers and shoppers, and providing a good experience
- KTC is likely achieve maximum size of 25-30,000 sqms (retail) over the medium to long term - unless major retail destination developed, i.e. mall, which attracts shoppers from wider area
- Continued retail growth in comparison retail sectors in other primary and secondary catchment locations, particularly Miramar/Airport, will undermine expansion of the KTC – limited market growth
- Need to create better vehicular access, parking, and built form to attract shoppers
- ***Need catalyst developments***, and more non-retail activity – i.e. KTC solution is not just a retail solution