

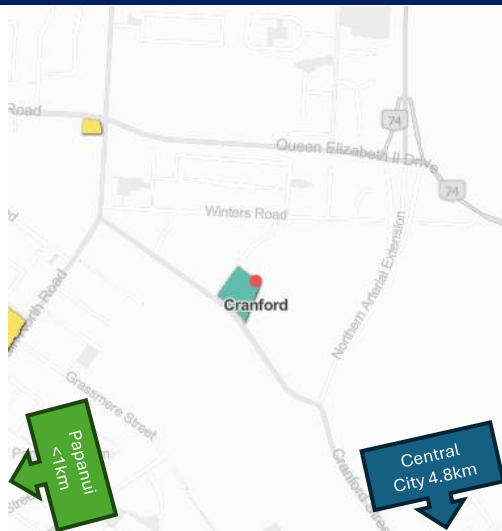
Cranford

District Plan: "Local"
Previous factsheets: "Neighbourhood"

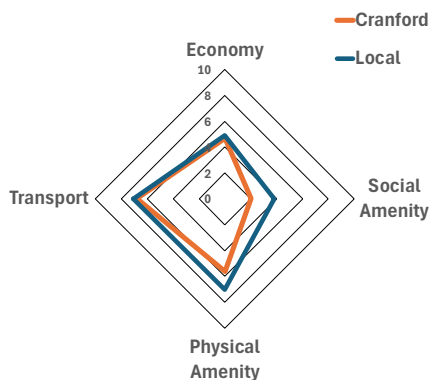
INTRODUCTION

This information sheet provides an objective appraisal of the Cranford commercial centre, drawing on statistical data sources, specialist advice and surveys.

LOCATION



CENTRE SUMMARY SCORES



CENTRE SUMMARY

Cranford Street is a neighbourhood centre configured as a large format retail centre. It was developed from the mid-2000s. The centre has one road frontage to Cranford Street. The built form is a series of two storey commercial buildings arranged around a large central car park area. It has a diverse range of tenancies including firearms supply, auto supplies and eateries.

Economic indicators show a modest fall in spending and employment numbers, however business count has increased and vacancy rates are low. The economic assessment notes the diversity of the centres offer and that the centre would benefit from investment in physical amenity to improve the shopping environment.

The centres isolation from the surrounding residential area is reflected in the limited range of social and community functions, scoring low overall for social amenity. The centre is functioning as a large format retail centre rather than its neighbourhood centre classification. Proposed residential development to the south of the centre, on the other side of Cranford Street, will increase the centres catchment population in an area more accessible to the centre.

The physical environment is dominated by the central car park with pedestrian space limited to outside shop frontages. There is landscaping along the road frontage but little within the site. The road fronting landscaping is mixed with visually dominating advertising and sign towers.

Access to the centre is primarily by car and access is good except for peak time congestion. A low frequency bus route serves the centre. Pedestrian and cycle access is limited. There are no cycle routes connecting to the centre and minimal cycle parking. The centre is isolated from the residential catchment to the north and pedestrian access, while possible, is indirect.

In summary, Cranford Street is currently functioning as a large format centre. It is however well placed to respond to population growth in the immediate catchment and for this reason could evolve into a neighbourhood centre role.

STRENGTHS

- Diversity of 'offer'.
- Car access and parking, passing traffic.
- Positioned to benefit from future greenfield housing growth.

WEAKNESSES

- Isolated from parts of walkable catchment.
- Lack of social amenity facilities and services.
- Vehicle dominated, low amenity environment.
- Poor access for active transport.

OPPORTUNITIES

- Catchment population growth.

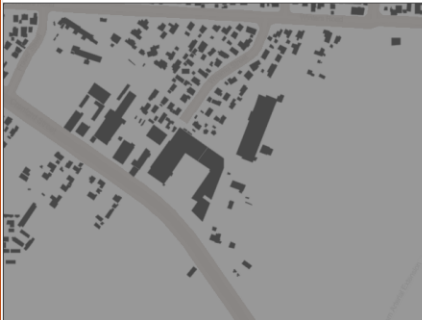
THREATS

- Competition from nearby Papanui (overlapping catchments).

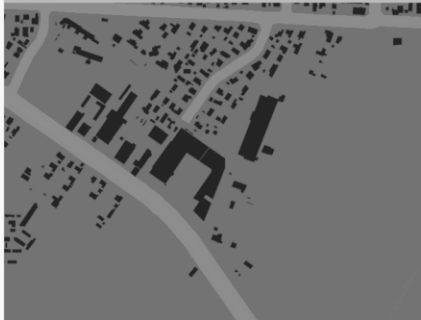
ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

Weekdays: Daytime opening (9am-5pm)



Weekdays: Evening opening (5pm-9pm)

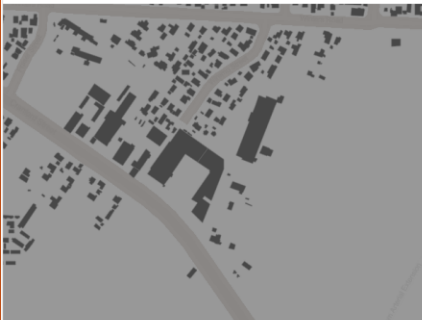


Weekdays: Nighttime opening (9pm on)

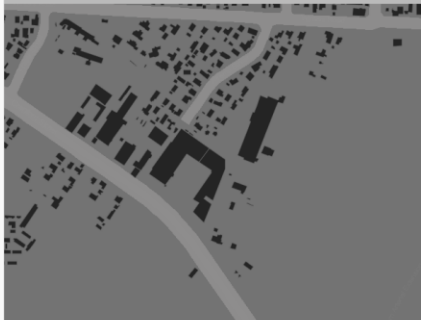


Centre not surveyed

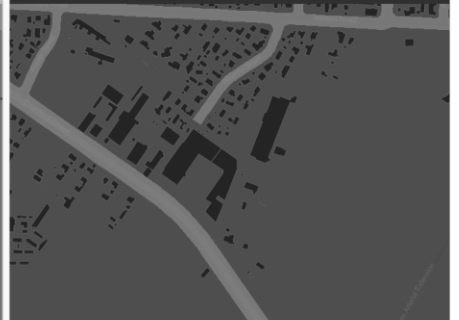
Weekends: Daytime opening (9am-5pm)



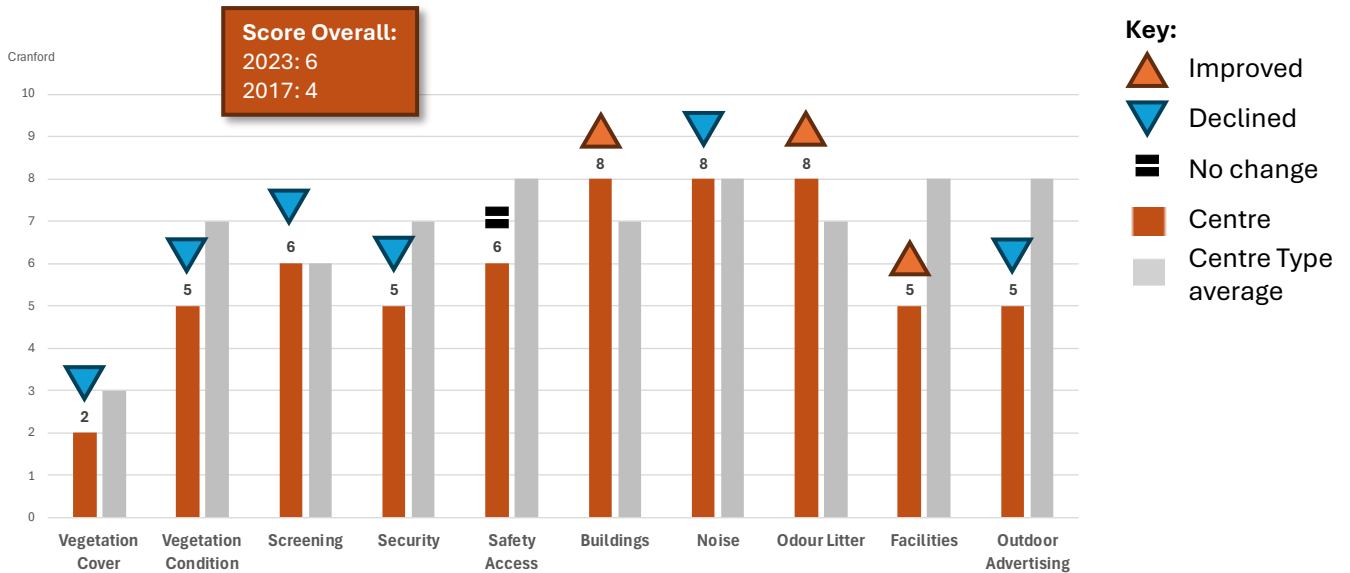
Weekends: Evening opening (5pm-9pm)



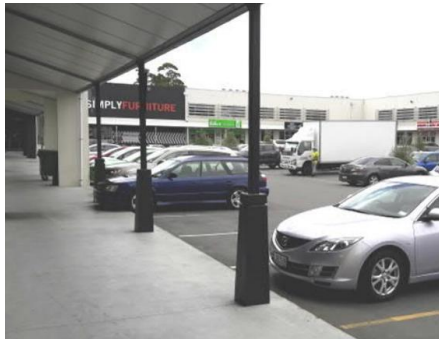
Weekends: Nighttime opening (9pm on)



PHYSICAL AMENITY ASSESSMENT (SURVEY RANGE LATE 2022/EARLY 2023)



CENTRE IMAGES (2023)

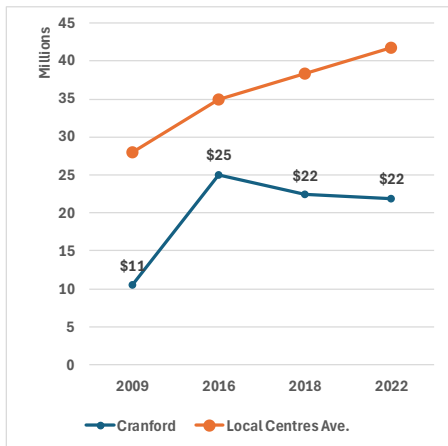


ECONOMIC PERFORMANCE

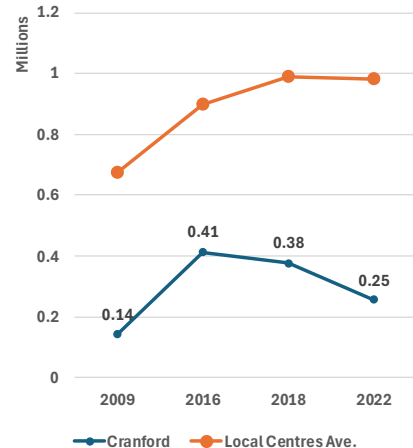
Economic survey score 2023	4.7
Economic survey score 2017	4
Centre type average economic survey score 2023	4.9
Vacant land in centre	6%
Centre type average vacant land	15%



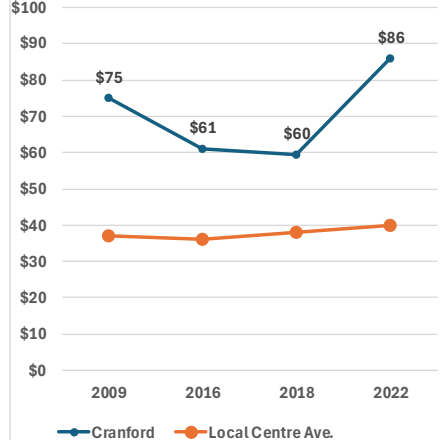
TOTAL SPEND (\$)



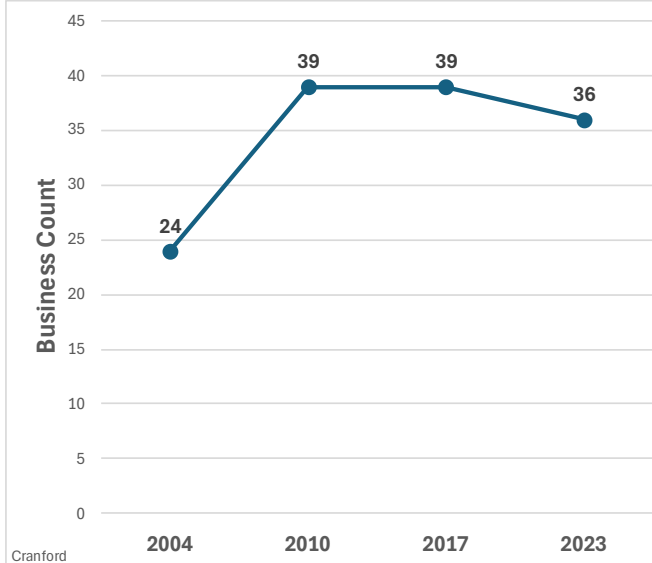
TRANSACTION COUNT



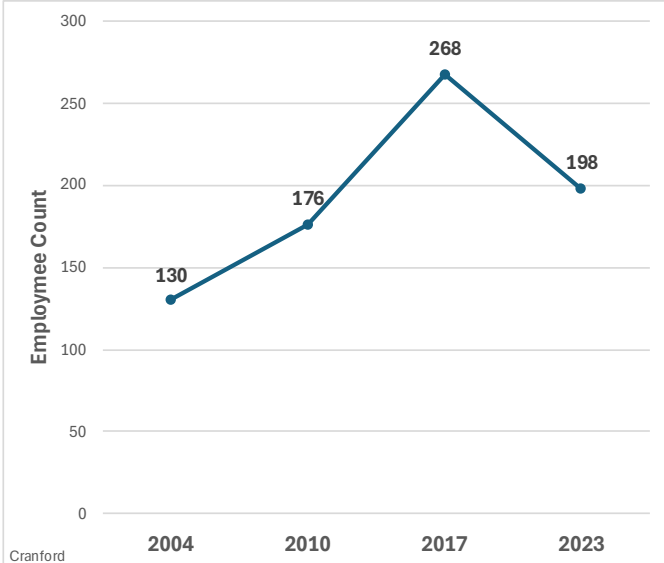
TRANSACTION AVERAGE (\$)



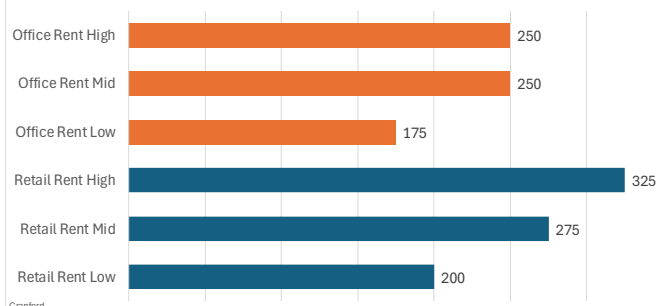
BUSINESS COUNT



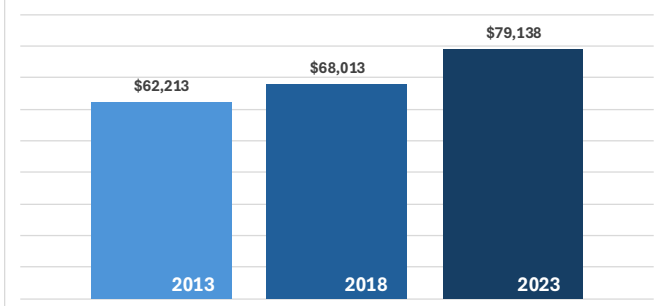
EMPLOYMENT COUNT



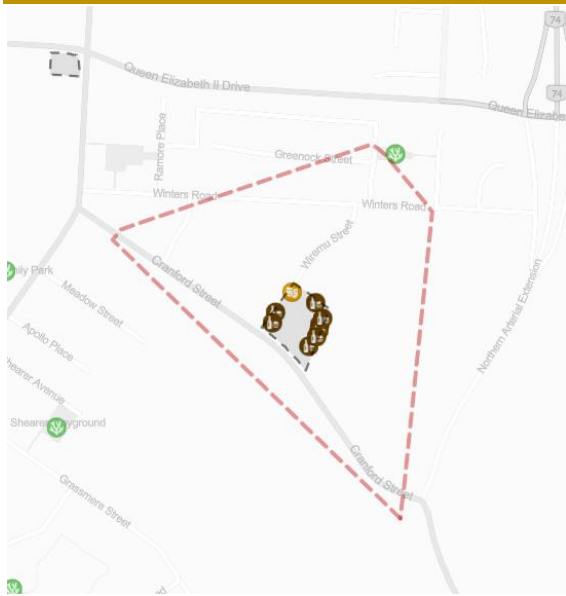
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

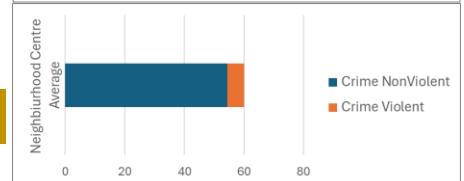
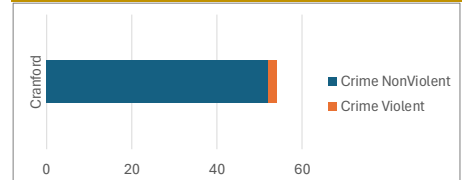


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	21%	19%	17%
Residents 65yrs and over	17%	15%	16%
Residents on Social welfare	0%	2%	6%
Average % of hh with no car	0%	2%	3%
Average number of vehicles/hh	2	1	1

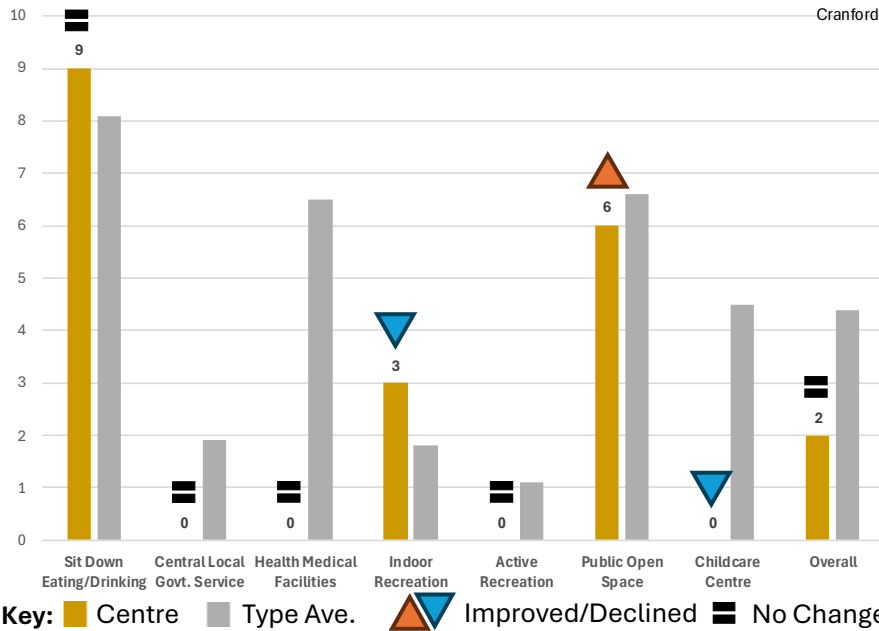
CATEGORY

- Cafe Bar Restaurant
- Public Open Space
- Health Medical Facilities
- Childcare Centre
- Indoor Recreation
- Central Local Government Service
- Active Recreation
- Community Owned Operated Facilities

CRIME (2022)

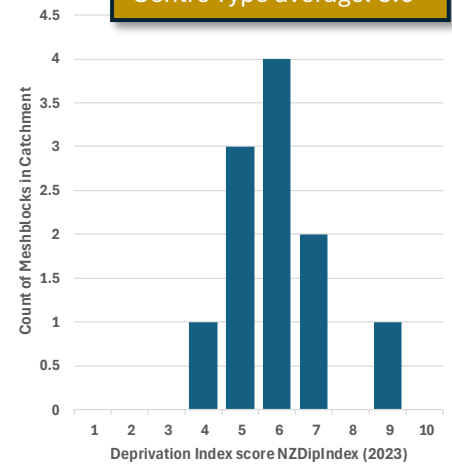


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

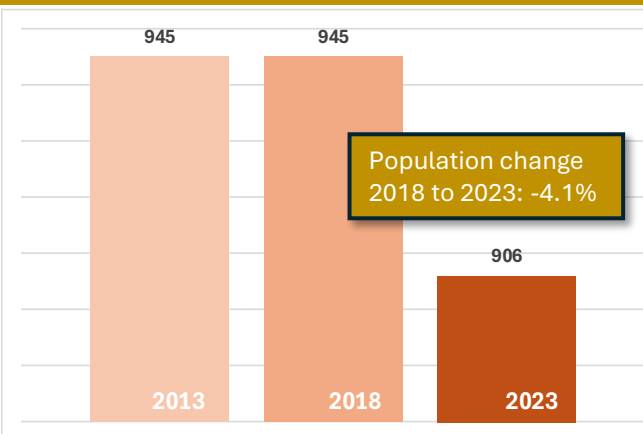


DEPRIVATION RANGE (2023)

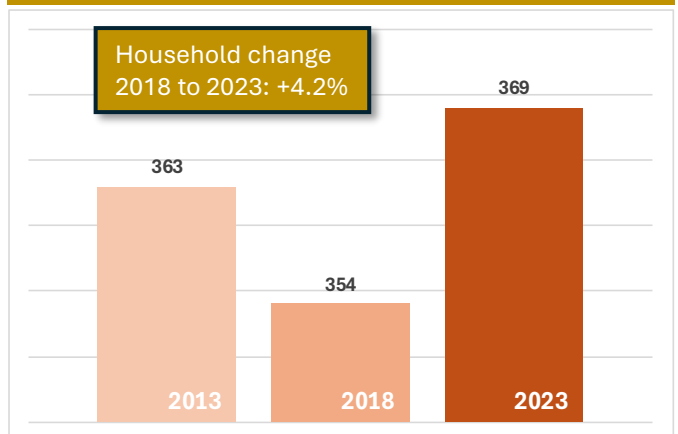
Cranford Average: 6
Centre Type average: 5.6



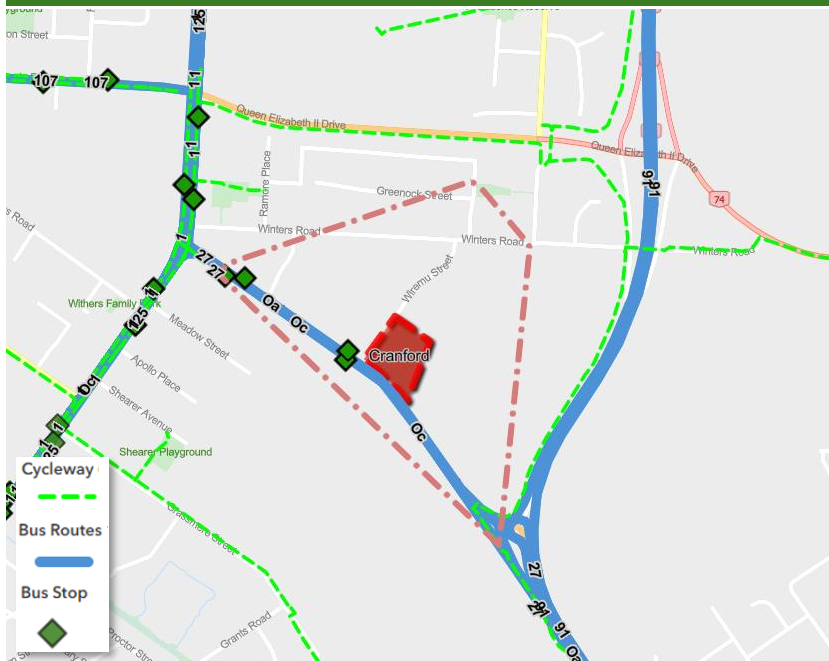
CATCHMENT POPULATION 2018-2023



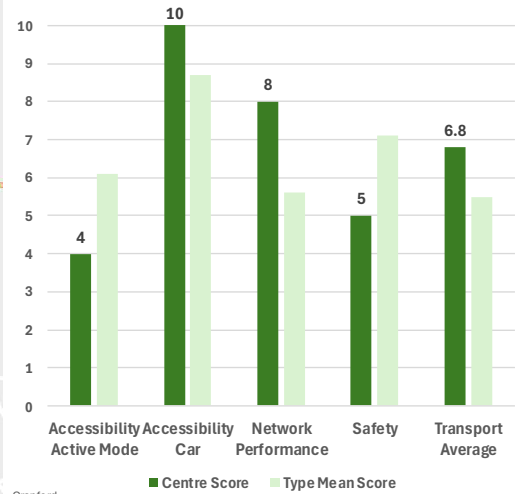
HOUSEHOLD COUNT 2018-2023



TRANSPORT



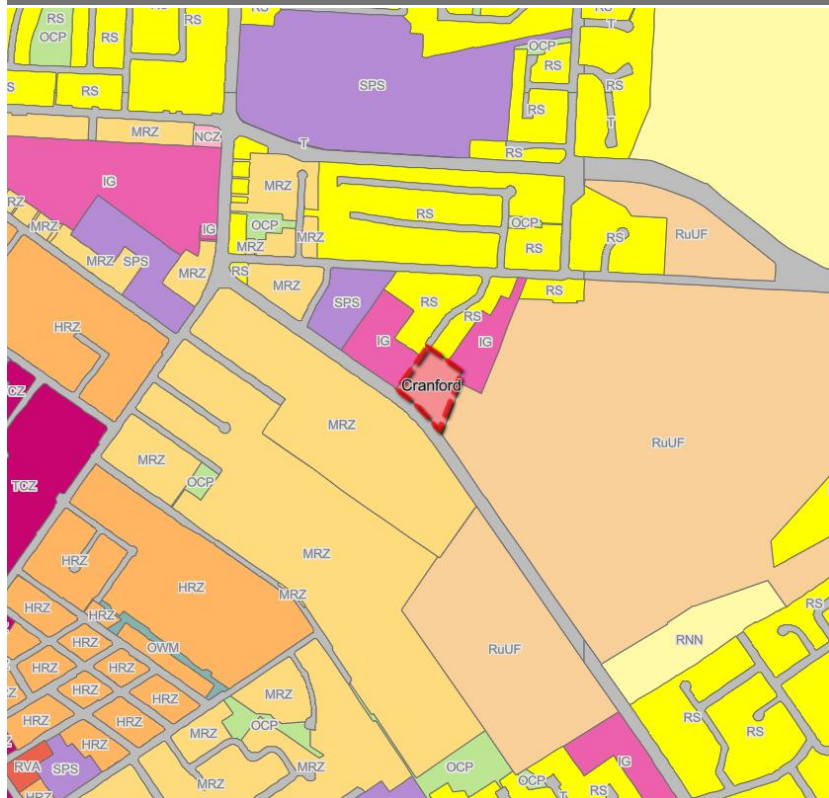
TRANSPORT SURVEY



Cranford

Survey approach changed for 2023. Results not comparable to previous factsheets

LAND USE ZONES (OPERATIVE NOVEMBER 2025)



Planning zones legend and detail

LCZ	Local Centre Zone (commercial activity)
HRZ	High Density Zone (townhouses and apartments)
MRZ	Medium Density Zone (townhouses)
RS	Residential Suburban Zone (low density houses)
OCP	Open Space Zone (parks and recreation)
IG	Industrial (businesses and factories)
SPS	Special Purpose Zone (schools and facilities)
RuUF	Rural Urban Fringe (low density activity)
TCZ	Town Centre Zone (commercial activity and housing)

Refer to 2017 CCFS for the pattern of zones from the District Plan prior to Plan Change 14.

GUIDANCE – See guidance sheet for further information on the Commercial Centre Factsheet purpose, the data presented and the data sources.

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