

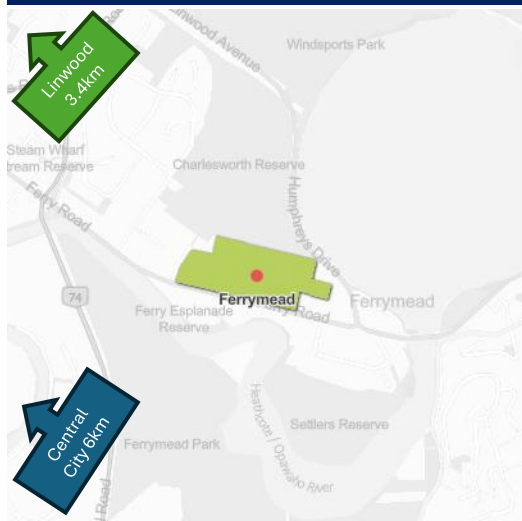
Ferrymead

District Plan: “Local (Large)”
Previous factsheets: “Neighbourhood”

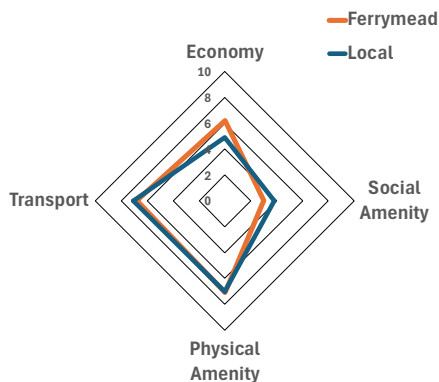
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



Ferrymead is a large retail park-style centre located within the wider industrial area adjacent to the Avon Heathcote Estuary. The centre was developed from the early 2000s with first a supermarket, then subsequent expansion to include a mix of large format and smaller retail and hospitality units.

The centre is geographically isolated from the local residential catchment, with only a few households within walking distance. Consequently, the centre is reliant on vehicle traffic but is otherwise well positioned on the route between the city and the eastern Port Hill suburbs.

Economic indicators show an increase in spending at the centre and a rise in employment, but with a fall in the number of businesses. The economic assessment notes the expanding choice of the retail offer at the centre and that vacant land offers further opportunity to grow floorspace.

For social amenity, the centre scores reasonably well for diversity of eateries and health facilities, but its lack of community facilities suppresses its overall score in this area. The centre is well served for open space, being close to the estuary and several reserves.

In respect to physical amenity, the shopping environment is car-dominated, with expansive areas of parking linked by access roads. Landscaping within the centre is limited, but what there is has now matured, which better softens the car parking areas. There remains an opportunity to better integrate with the surrounding estuary environment.

Access to the centre is strongly weighted towards car travel, however the centre is served by bus and connected to several cycleways, including a major cycle way (Rapanui Shag Rock). Cycle parking within the centre is plentiful. Pedestrian access from the nearest residential areas is generally poor, necessitating the navigation of several busy intersections.

In summary, Ferrymead continues to perform well but as a Large Format Retail centre, rather than the Neighbourhood centre classification. The diversity of the retail offer has improved. The centre is disjointed and would benefit from better defined links between its constituent parts to improve the pedestrian experience.

STRENGTHS

- Diversity of retail, service and hospitality ‘offer’.
- Well positioned to capture trade along a busy traffic corridor.
- Public transport and cycle access.

WEAKNESSES

- Car-dominated environment.
- Small local population catchment and poor walkable access.
- Disjointed layout.

OPPORTUNITIES

- Potential for future expansion.

THREATS

- Coastal location exposes centre to hazards.

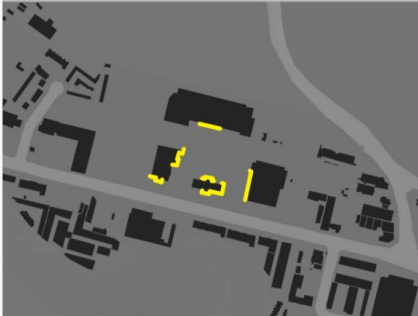
ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

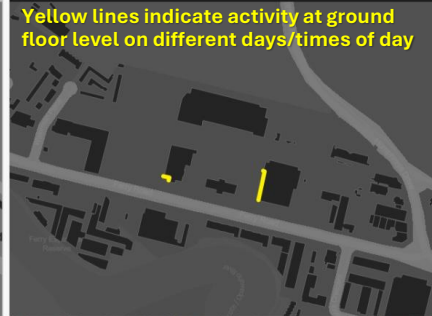
Weekdays: Daytime opening (9am-5pm)



Weekdays: Evening opening (5pm-9pm)



Weekdays: Nighttime opening (9pm on)

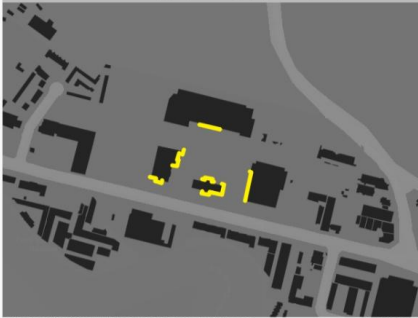


Yellow lines indicate activity at ground floor level on different days/times of day

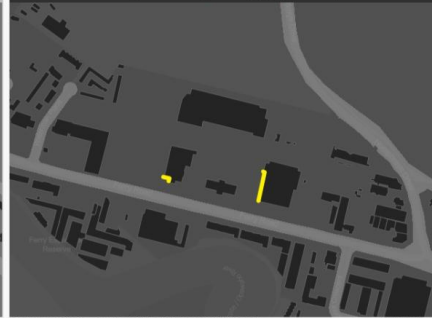
Weekends: Daytime opening (9am-5pm)



Weekends: Evening opening (5pm-9pm)

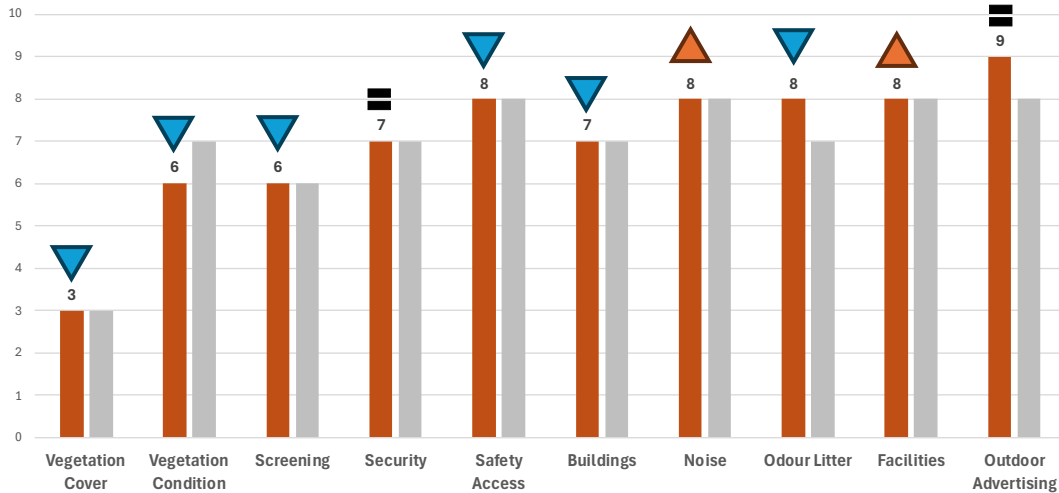


Weekends: Nighttime opening (9pm on)



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

Ferrymead



Key:

- ▲ Improved
- ▼ Declined
- No change
- Centre
- Centre Type average

CENTRE IMAGES (2023)

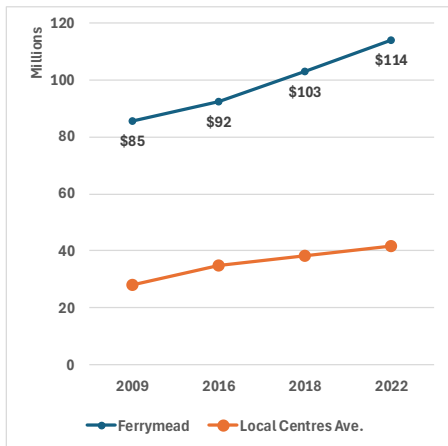


ECONOMIC PERFORMANCE

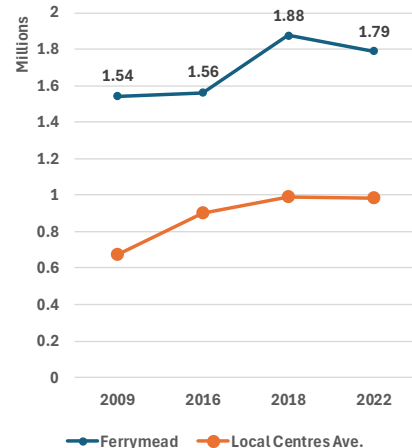
Economic survey score 2023	6.2
Economic survey score 2017	6.6
Centre type average economic survey score 2023	4.9
Vacant land in centre	12%
Centre type average vacant land	15%



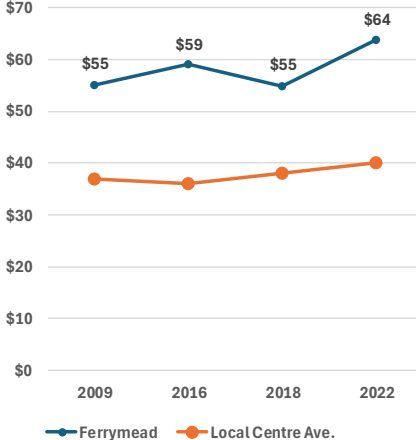
TOTAL SPEND (\$)



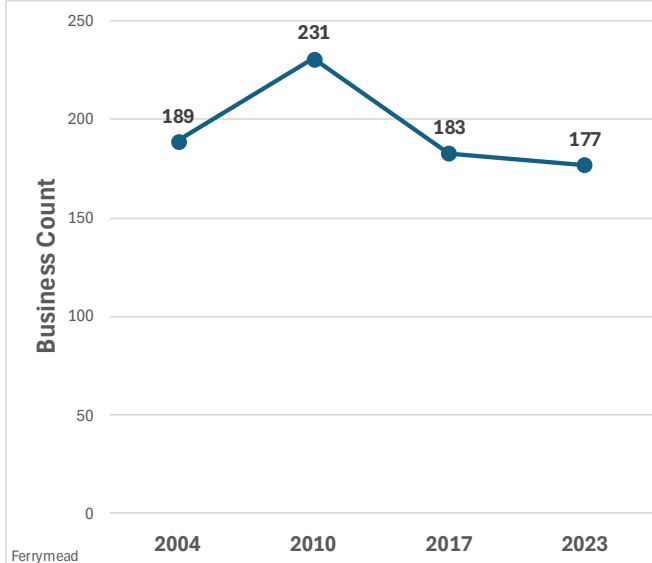
TRANSACTION COUNT



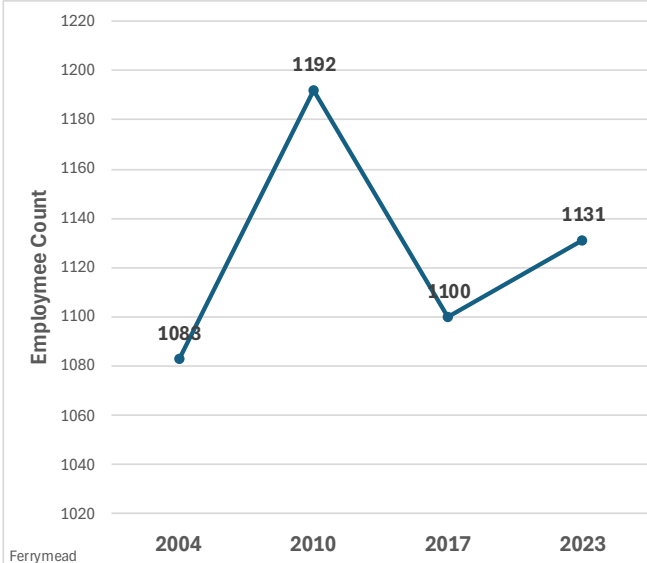
TRANSACTION AVERAGE (\$)



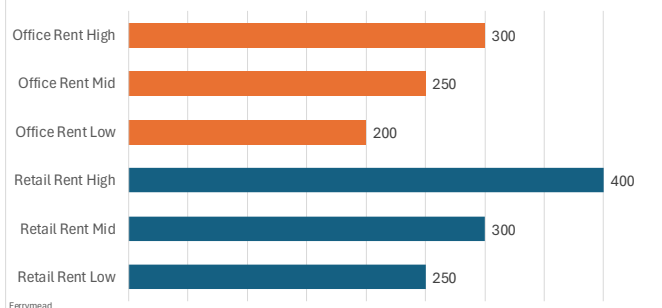
BUSINESS COUNT



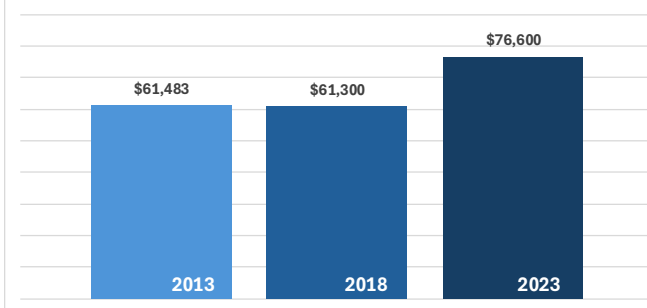
EMPLOYMENT COUNT



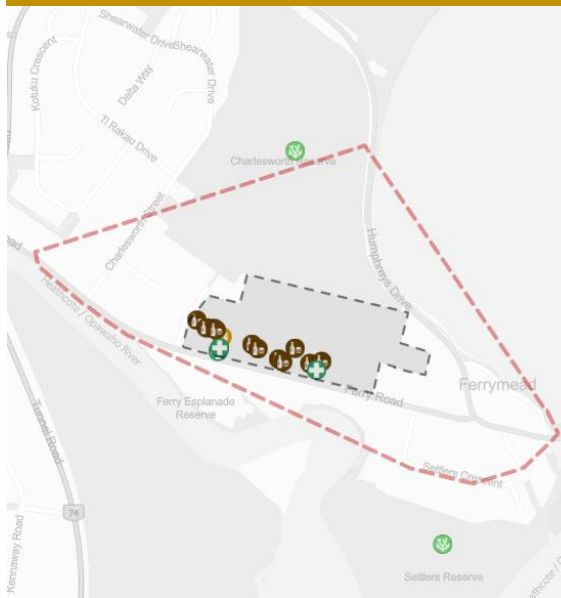
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

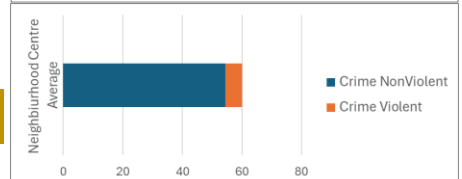
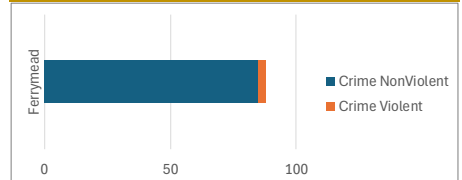


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	12%	19%	19%
Residents 65yrs and over	12%	15%	14%
Residents on Social welfare	4%	6%	4%
Average % of hh with no car	0%	0%	0%
Average number of vehicles/hh	1	1	1

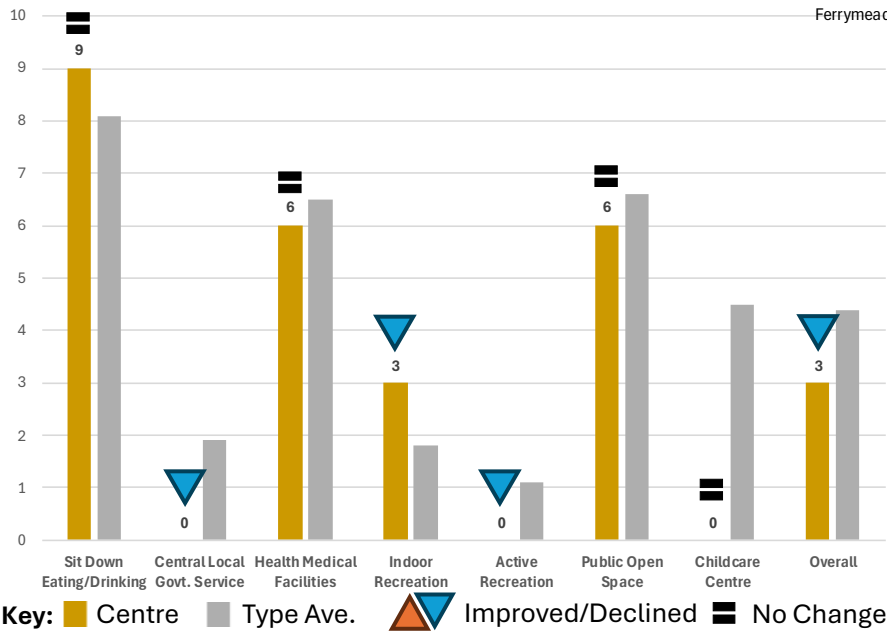
CATEGORY

- 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)

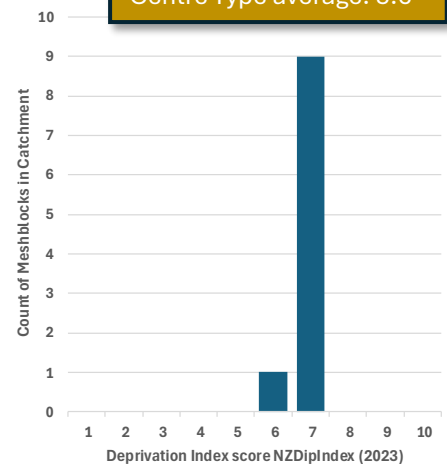


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

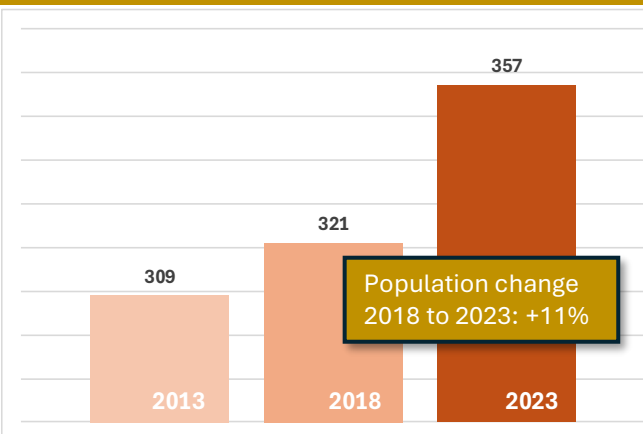


DEPRIVATION RANGE (2023)

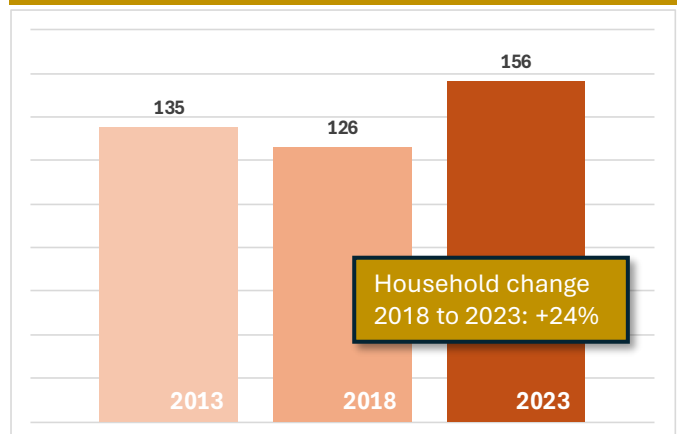
Fendalton Average: 7
Centre Type average: 5.6



CATCHMENT POPULATION 2018-2023



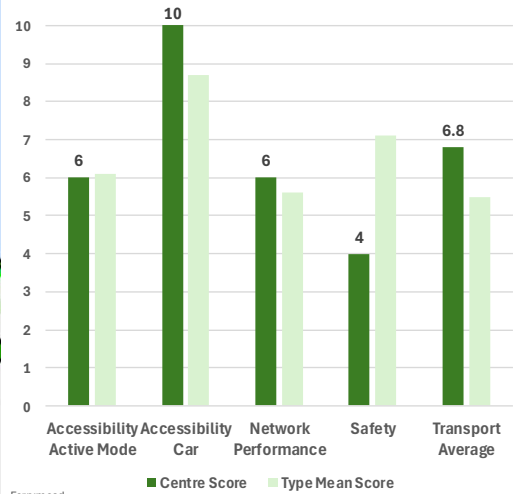
HOUSEHOLD COUNT 2018-2023



TRANSPORT



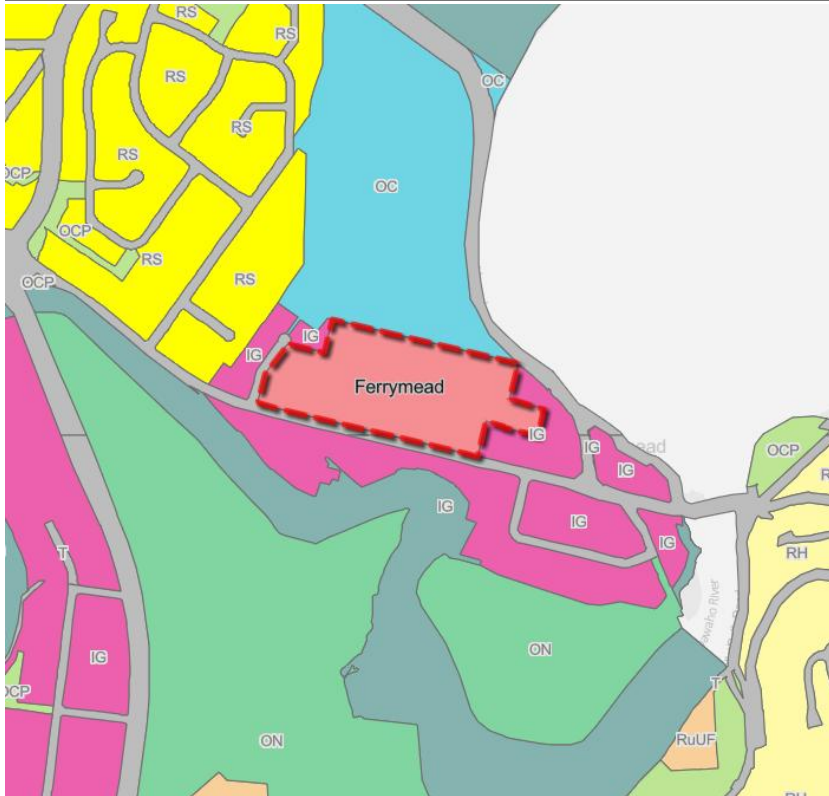
TRANSPORT SURVEY



Ferryhead

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

LAND USE ZONES (OPERATIVE NOVEMBER 2025)



Planning zones legend and detail

	Local Centre Zone (commercial activity)
	Rural Urban Fringe (rural and low density housing)
	Industrial (businesses and factories)
	Residential Suburban Zone (low density houses)
	Open Space Zone (parks and recreation)
	Open Space Natural Zone (open space)
	Open Space Coastal Zone (tidal waters)

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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