

Linwood (Linwood-Eastgate)

District Plan: "Town Centre"
Previous factsheets: "District"

INTRODUCTION

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

LOCATION



CENTRE SUMMARY

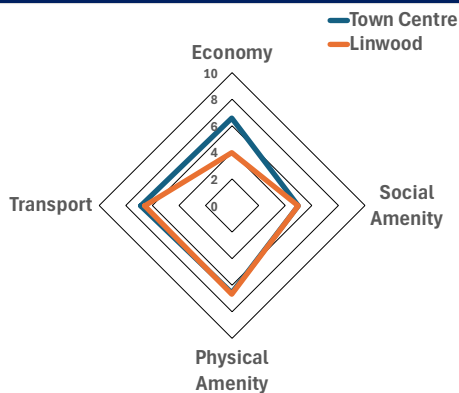
Linwood's commercial centre was established in the early 1900s as a traditional street fronting shop format. Linwood City was developed to the east of Buckleys Road in the 1980, with further investment in the 1990s and rebranding as Eastgate Mall. Decked parking was added in the mid 2000s (and demolished post-2011 due to earthquake damage). The remainder of the centre has undergone less development.

Across most measures the centre has shown largely static performance since the 2018 assessment. There has been a rise in spending, reducing the spending gap between the centre and its closest peer (Shirley). Overall spending remains the lowest among the District Centres. The centre continues to face local competition from Woolston and from Ferrymead, both have expanded. The mall and other parts of the centre have some vacant premises.

The physical environment, focused on a busy intersection, is noisy and car dominated. There are few active frontages; covered shop fronts, or set-back shopping arcades dominate. The Eastgate Mall has a more welcoming interior; it is clean and appears well managed.

The social function of the centre is similar to other District Centres. Facilities and services including a library are concentrated in the Eastgate Mall and along Linwood Avenue and Buckleys Road. Te Pou Toetoe Linwood Pool opened in 2021 and is a significant addition to the centre.

CENTRE SUMMARY SCORES



Linwood is highly accessible by car and well served by bus. The pedestrian and cycling environment is less welcoming due to high traffic volumes and wide roads to cross. The Rapanui Shag Rock cycle way has improved cycle access to the centre. Although it bypasses the core of the centre via Linwood Park, it does connect directly with Linwood Pool facility.

In summary, while Linwood continues to face challenges to match the offering of the other District Centres, it has maintained a consistent performance since 2018. The centre does offer a wide range of retail, services, and community functions but vacancies and a generally unwelcoming physical environment (outside of the mall interior) remain significant issues. The continues to be a need for more investment in the centre to boost revitalisation.

The centre is alternatively referred to as Linwood-Eastgate.

STRENGTHS

- Reasonable range of retail and anchor tenants.
- Clustering of community facilities close to centre - Linwood Pool, Linwood Park and the school.

WEAKNESSES

- Narrower retail choice than competing centres.
- Loss of pre-earthquake population catchment continues to have an impact.
- Lower performance than similarly sized town centres.

OPPORTUNITIES

- High and medium density zone expansion around centre allows for population growth.
- New mall owners (Wills & Bond) have signalled desire to invest in Eastgate.

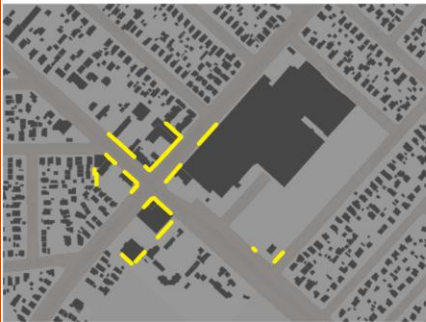
THREATS

- Natural hazard risk to catchment.

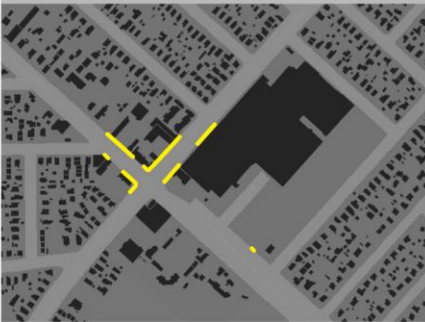
ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

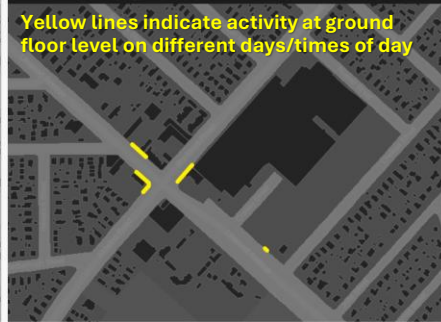
Weekdays: Daytime opening (9am-5pm)



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)



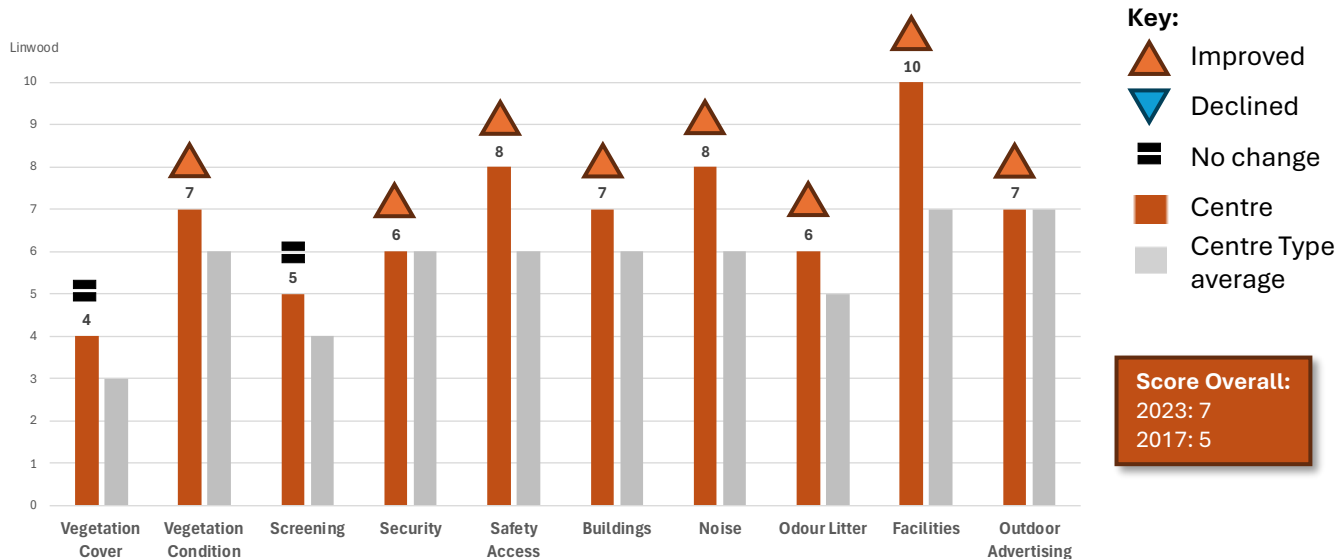
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

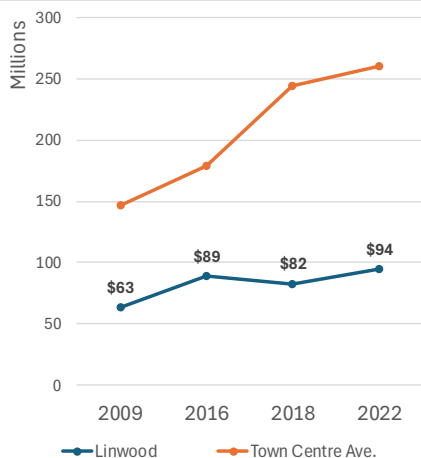


ECONOMIC PERFORMANCE

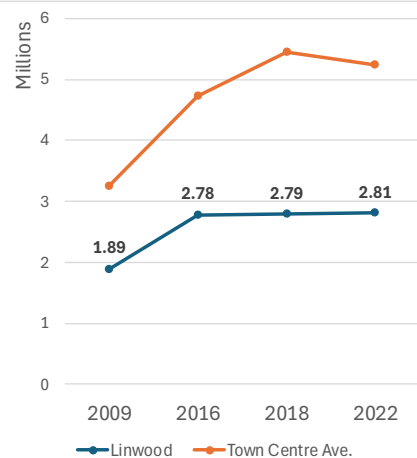
Economic survey score 2023	4
Economic survey score 2017	4.5
Centre type average economic survey score 2023	5.8
Vacant land in centre	6%
Centre type average vacant land	12%



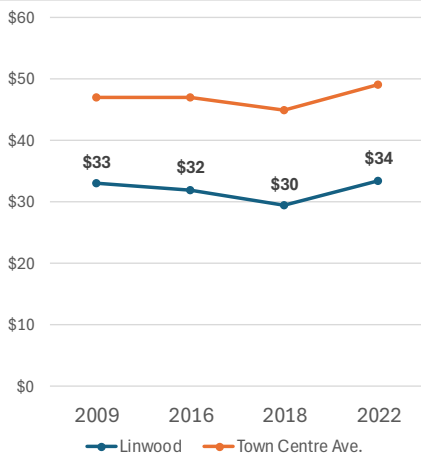
TOTAL SPEND (\$)



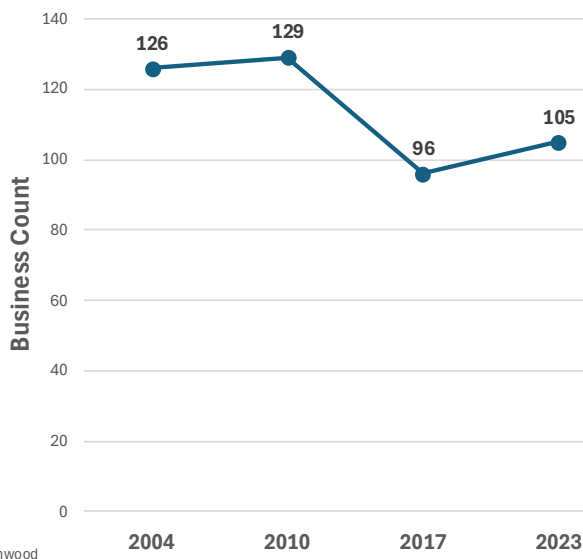
TRANSACTION COUNT



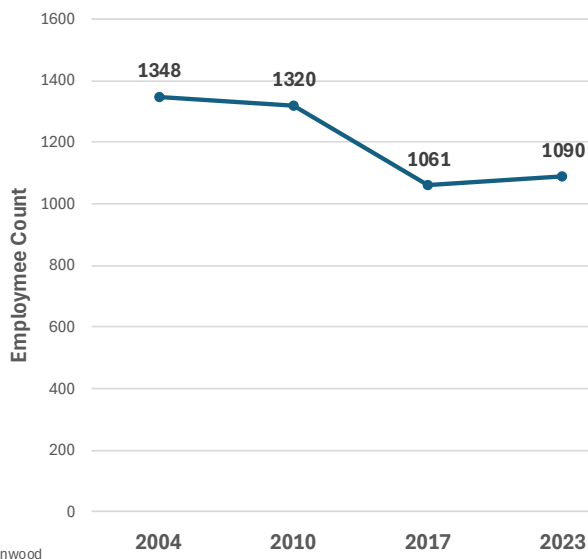
TRANSACTION AVERAGE (\$)



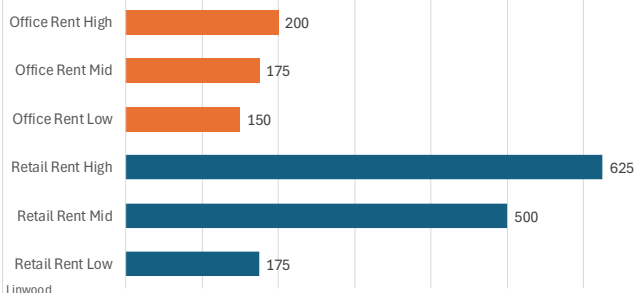
BUSINESS COUNT



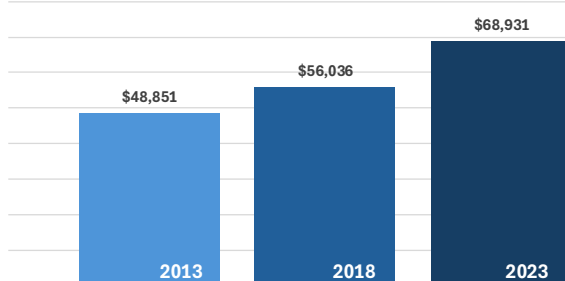
EMPLOYMENT COUNT



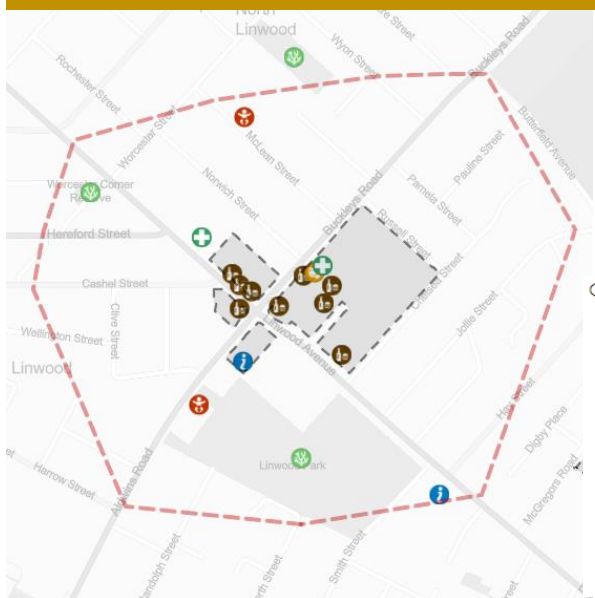
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

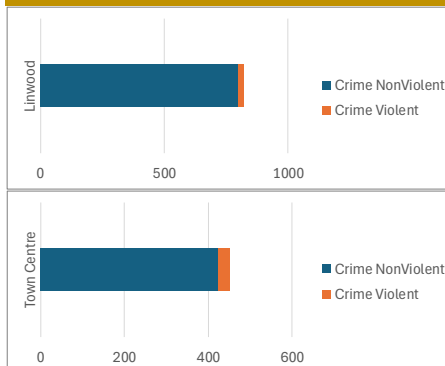


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	19%	19%	19%
Residents 65yrs and over	10%	10%	11%
Residents on Social welfare	13%	13%	17%
Average % of hh with no car	12%	11%	10%
Average number of vehicles/hh	1	1	1

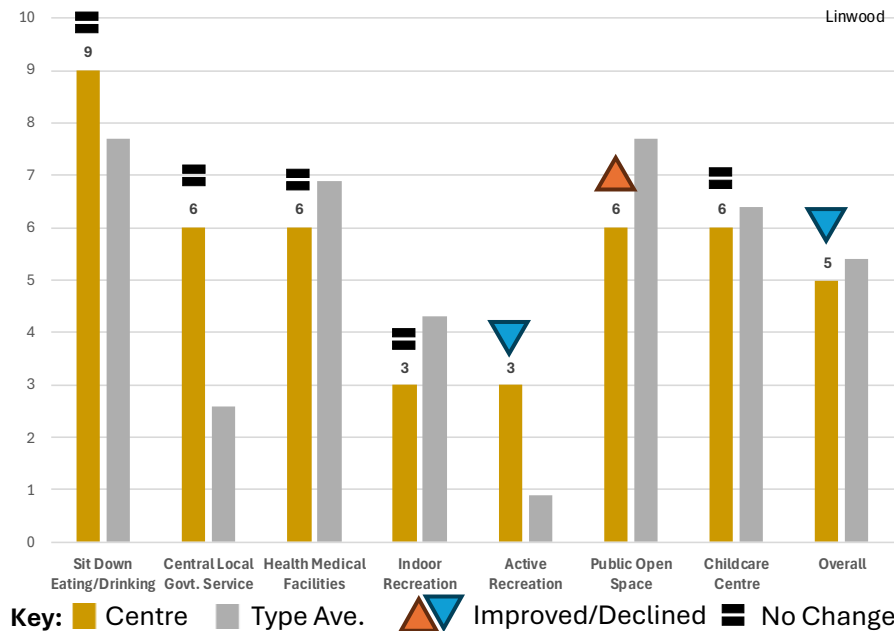
CATEGORY

- 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)

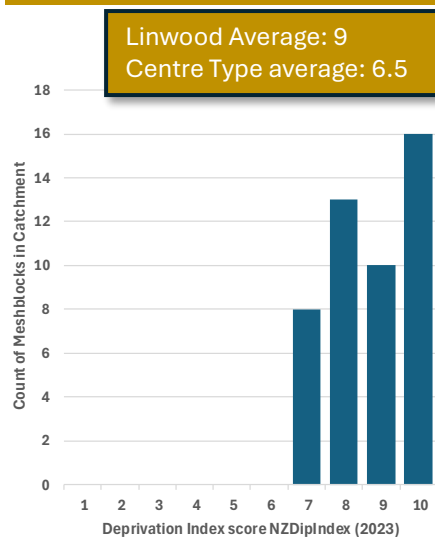


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

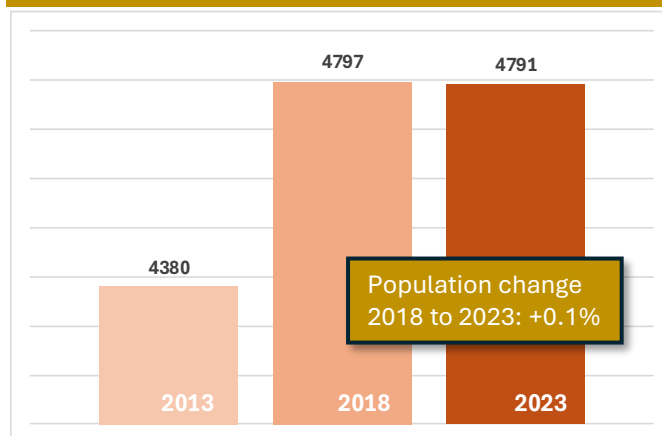


Key: Centre Type Ave. Improved/Declined No Change

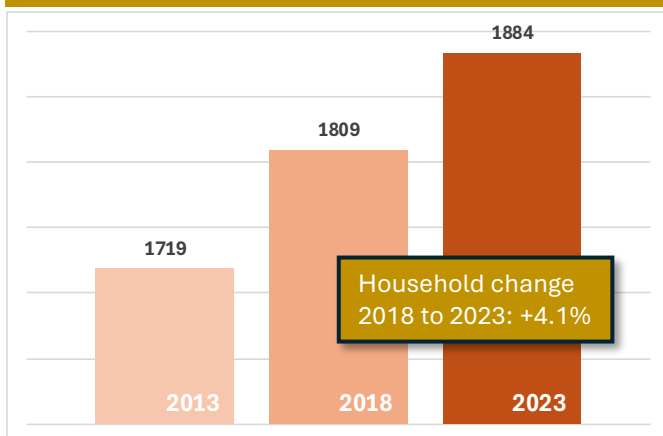
DEPRIVATION RANGE (2023)



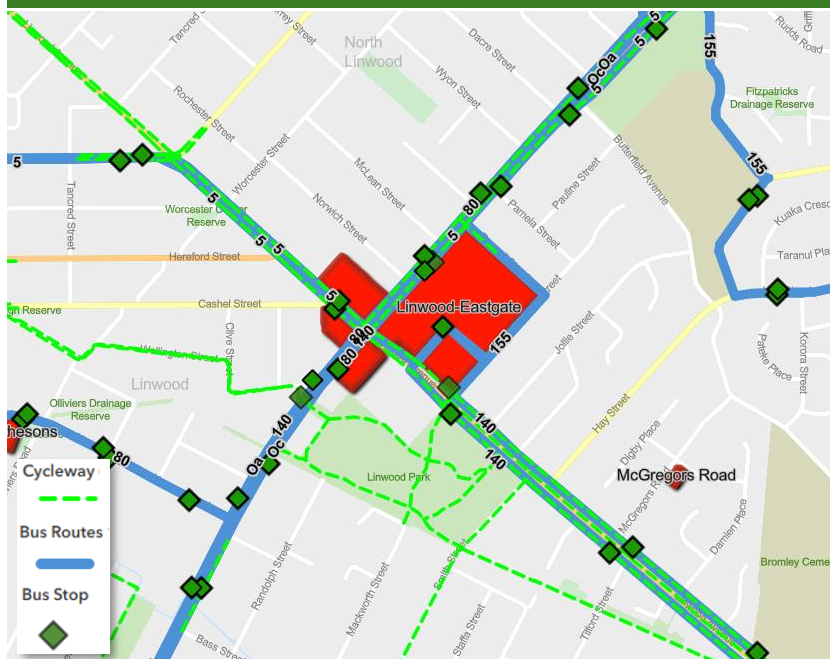
CATCHMENT POPULATION 2018-2023



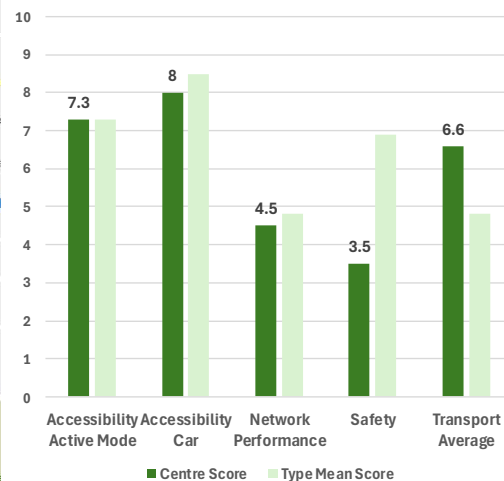
HOUSEHOLD COUNT 2018-2023



TRANSPORT

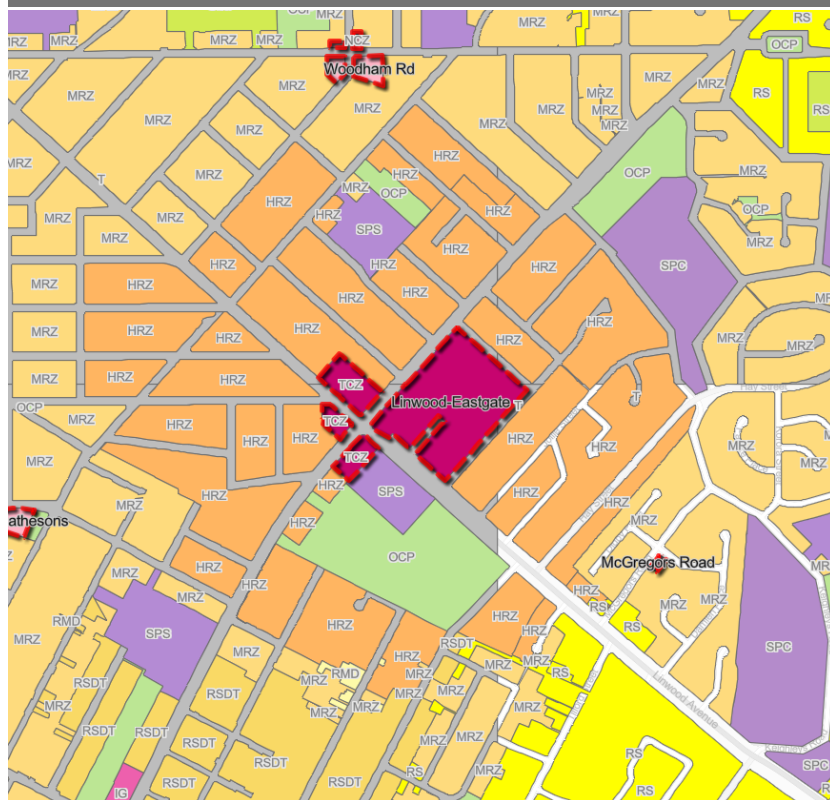


TRANSPORT SURVEY



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

LAND USE ZONES (OPERATIVE NOVEMBER 2025)



Planning zones legend and detail

	Town Centre Zone (commercial activity)
	High Density Zone (townhouses and apartments)
	Medium Density Zone (townhouses)
	Residential Suburban Zone (low density houses)
	Open Space Zone (parks and recreation)
	Industrial (businesses and factories)
	Special Purpose School (schools and facilities)
	Special Purpose Cemetery (graves)

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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