

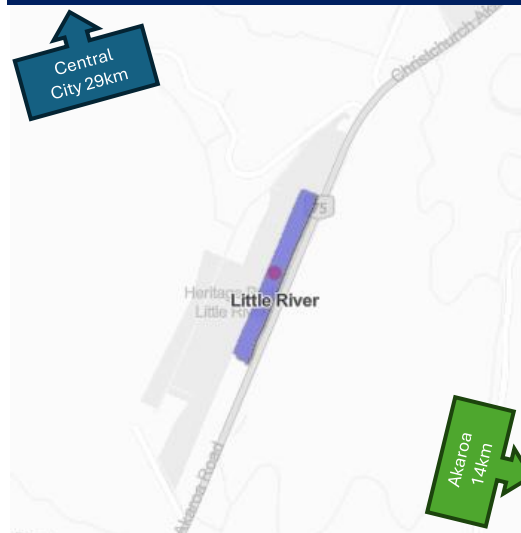
Little River

District Plan: “Commercial Banks Peninsula”
Previous factsheets: “Rural Centre”

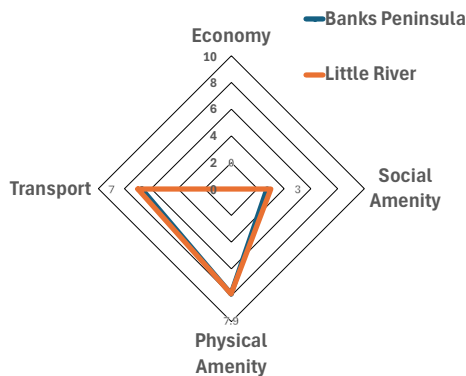
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



Little River is a service hub for a broad rural catchment and passing traffic along State Highway 75. Located approximately midway between Akaroa and Tai Tapu, this linear centre offers a limited range of retail, accommodation and hospitality. The centre is also the terminus of the Little River Rail Trail, a popular visitor attraction.

Economic indicators show growth in overall spending, the number of transactions and the spend per transaction since the 2018 assessment. The number of businesses in the centre is also consistent with the previous assessment.

The centre’s physical amenity is influenced by the location on the State Highway. The speed limit through the centre has been progressively lowered and is now 50km/hr (down from 70km/hr in 2012), reducing the impact of passing traffic and improving safety and the environment. Heritage buildings and features provide character and interest to the built environment.

Social wellbeing is catered for in the surrounding areas with a range of facilities, including: a primary school, Marae, Council Service Centre and library, campground and the rugby club.

Day to day transport choice is dominated by private motor vehicle, reflective of the remote rural location, however the rail trail provides an alternative cycling and walking access path to the centre, albeit mainly recreational. Investment in signage, new routes and safety measures have improved cycle access within the centre. There is no public bus service but the centre is connected by a private shuttle service linking the centre to Christchurch and Akaroa.

In summary, Little River continues to perform a strategic role in servicing a wide rural catchment and as a stop between urban Christchurch and the settlements of Akaroa Harbour. The commercial offer is largely unchanged since 2018. Population growth has been low.

STRENGTHS

- Strategic location as mid-way stop between Christchurch and Akaroa.
- Reasonable range of goods and services for rural location.
- Traffic calming has improved the environment.
- End point of popular rail trail cycle route.

OPPORTUNITIES

- Active community with ambitions for improvement of the centre.
- Developing local accommodation options.
- Some modest population growth potential.

WEAKNESSES

- Limited retail does not fully serve the small community.
- State Highway can be busy.
- Limited local population catchment, reliance on visitors and somewhat seasonal peaks in trade.

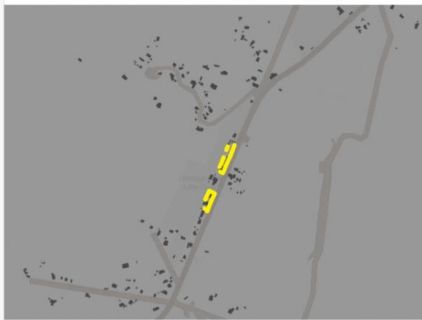
THREATS

- Reliance on visitors makes the centre vulnerable to disruptive events.

ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

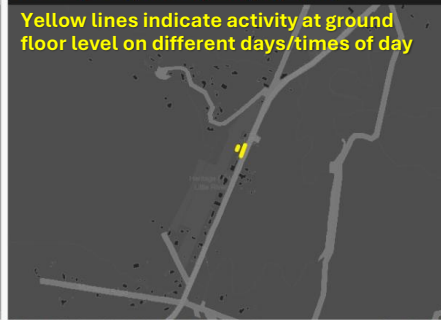
Weekdays: Daytime opening (9am-5pm)



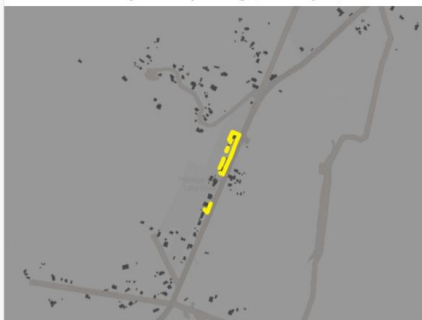
Weekdays: Evening opening (5pm-9pm)



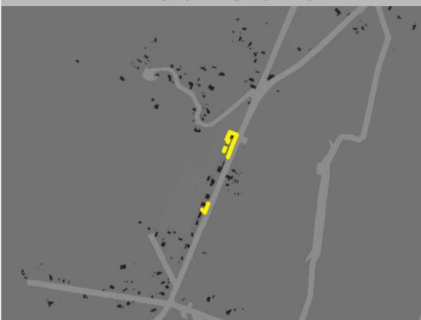
Weekdays: Nighttime opening (9pm on)



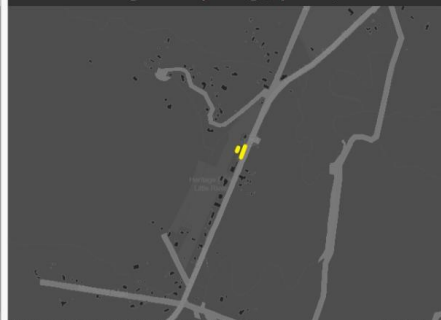
Weekends: Daytime opening (9am-5pm)



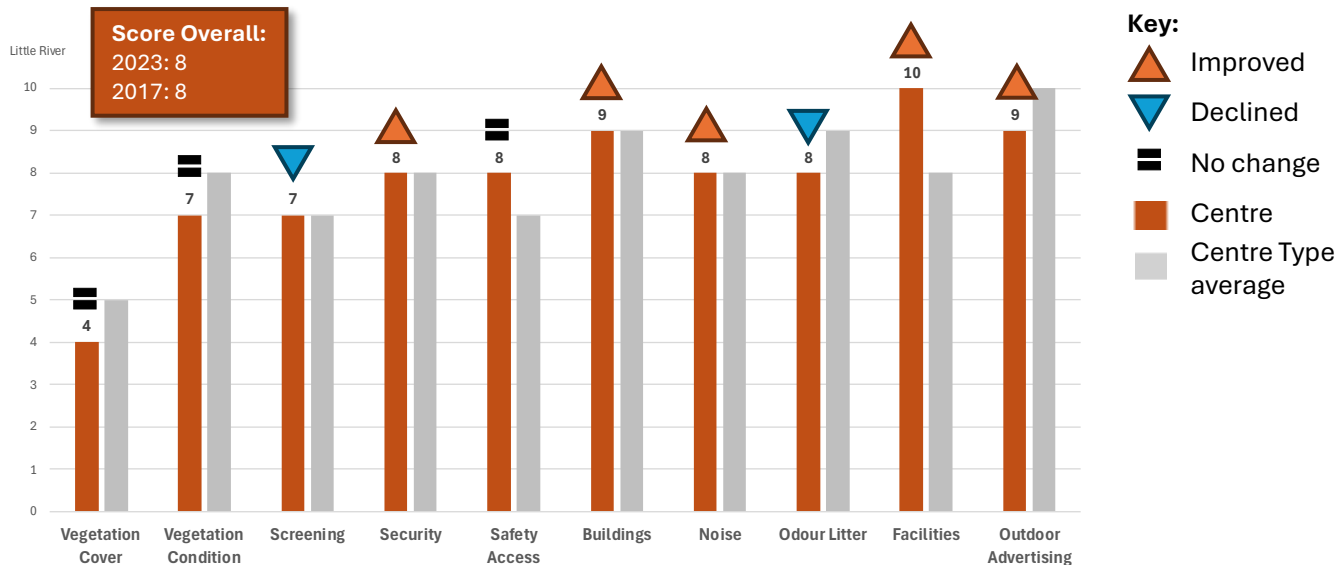
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

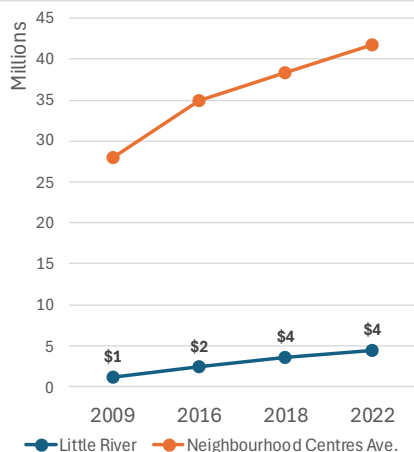


ECONOMIC PERFORMANCE

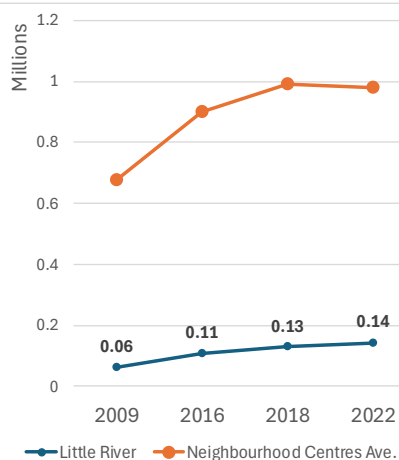
Economic survey score 2023	Not surveyed
Economic survey score 2017	Not surveyed
Centre type average economic survey score 2023	-
Vacant land in centre	7%
Centre type average vacant land	15%



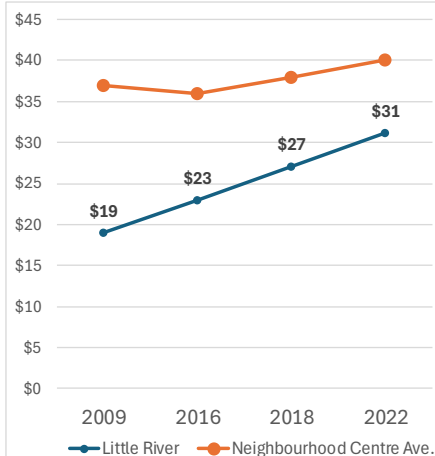
TOTAL SPEND (\$)



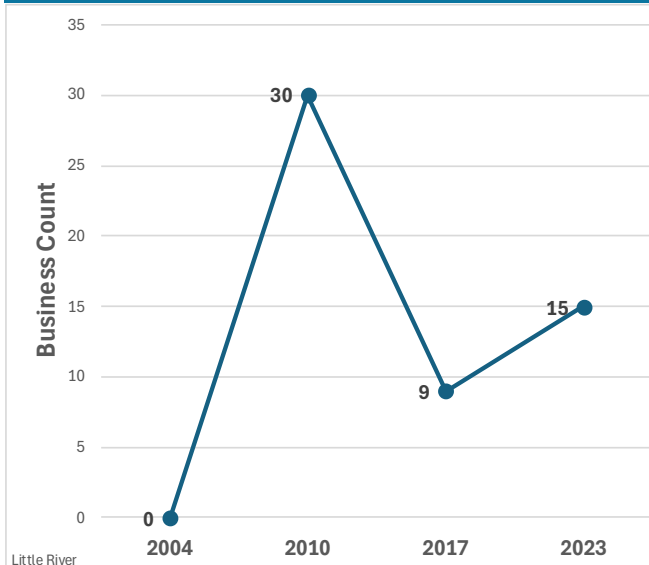
TRANSACTION COUNT



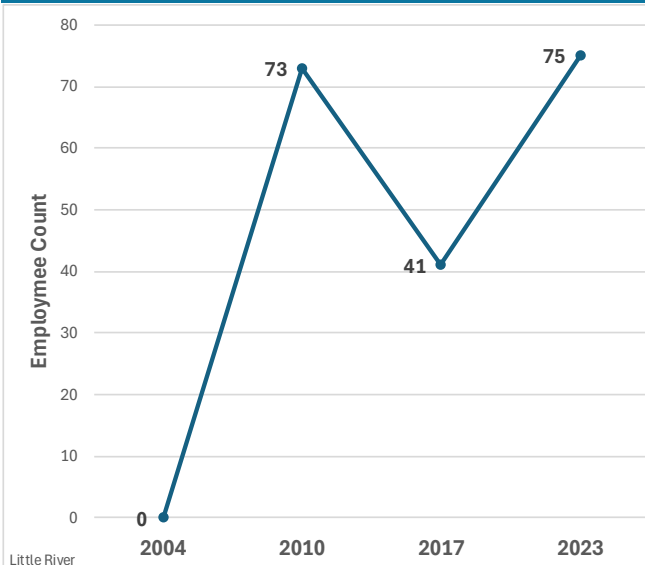
TRANSACTION AVERAGE (\$)



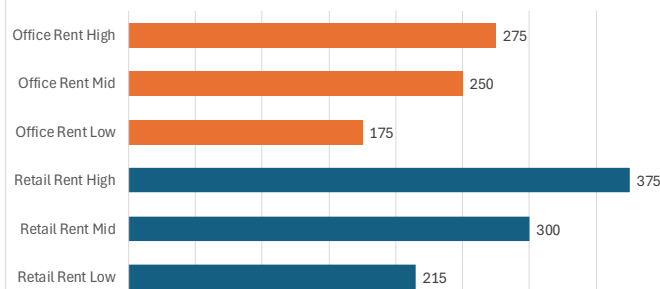
BUSINESS COUNT



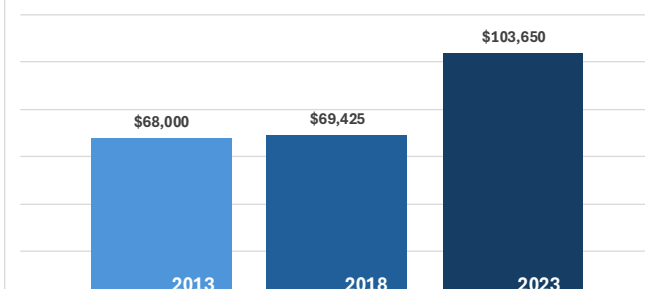
EMPLOYMENT COUNT



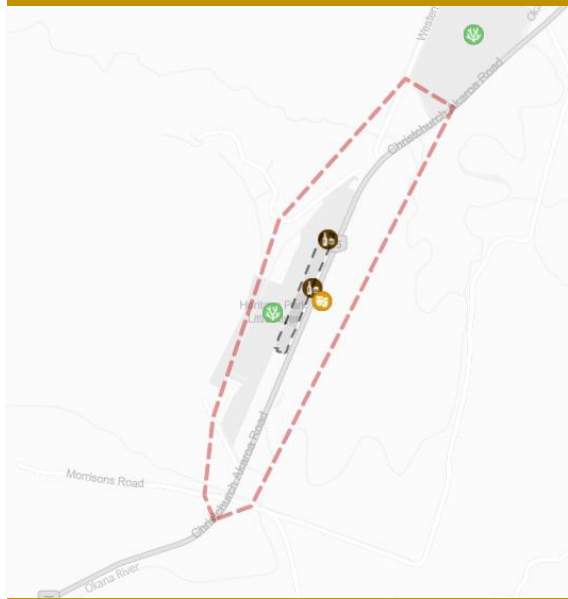
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

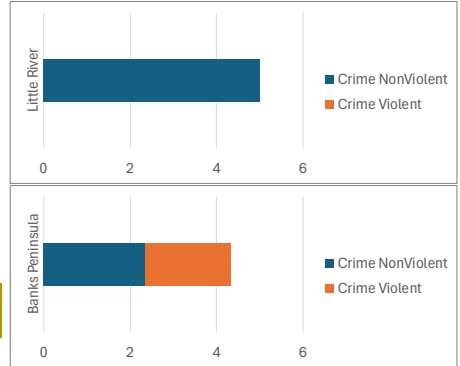


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	23%	25%	16%
Residents 65yrs and over	9%	10%	11%
Residents on Social welfare	0%	0%	4%
Average % of hh with no car	0%	0%	0%
Average number of vehicles/hh	2	2	1

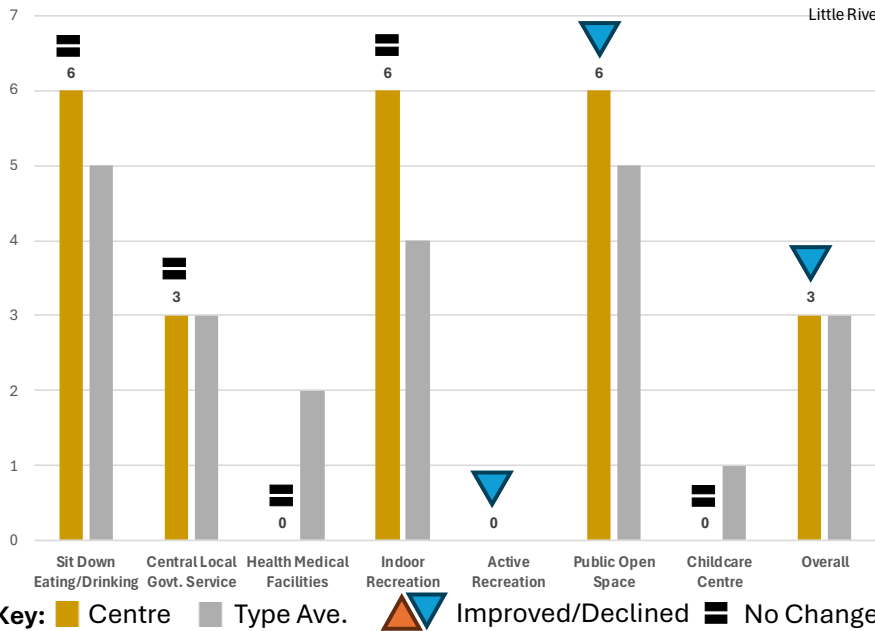
CATEGORY

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

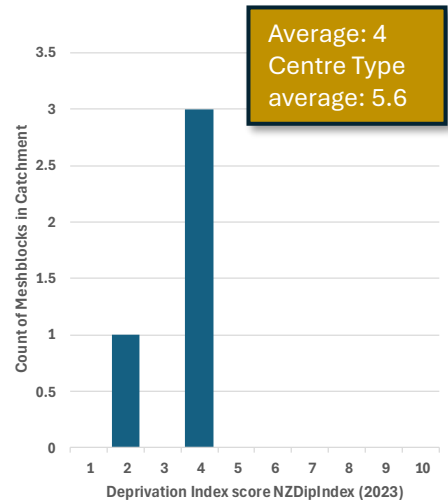
CRIME (2022)



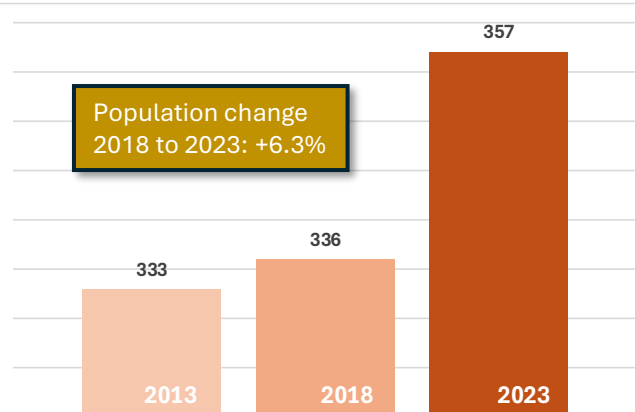
SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)



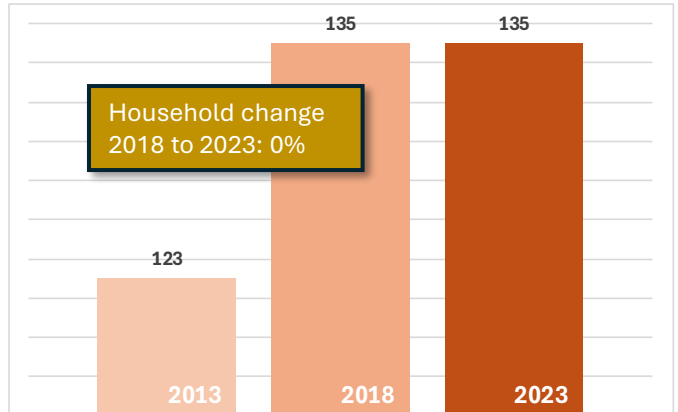
DEPRIVATION RANGE (2023)



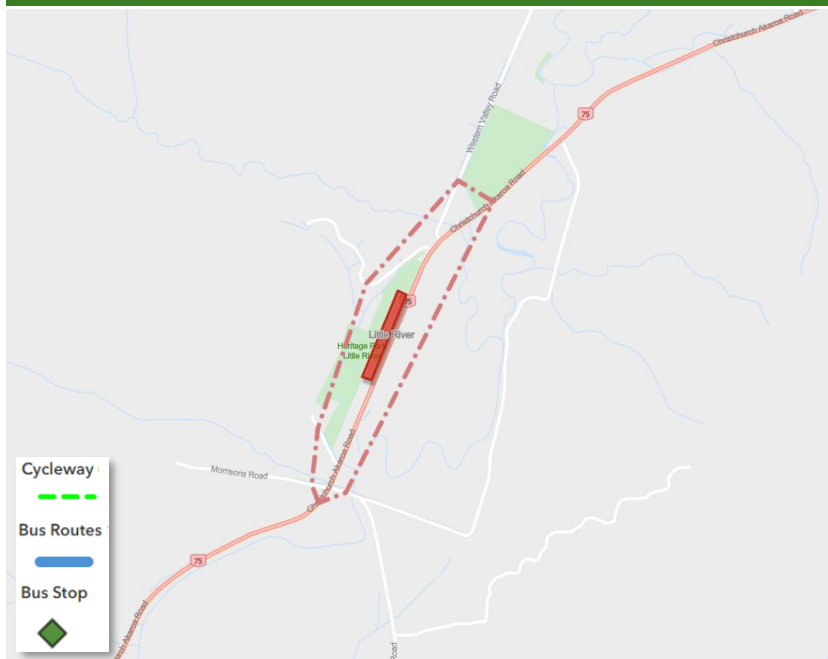
CATCHMENT POPULATION 2018-2023



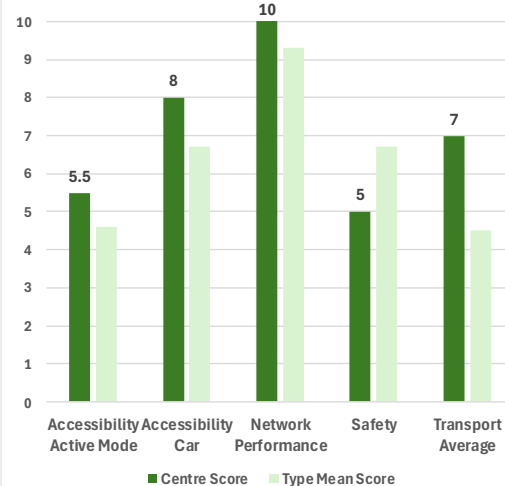
HOUSEHOLD COUNT 2018-2023



TRANSPORT



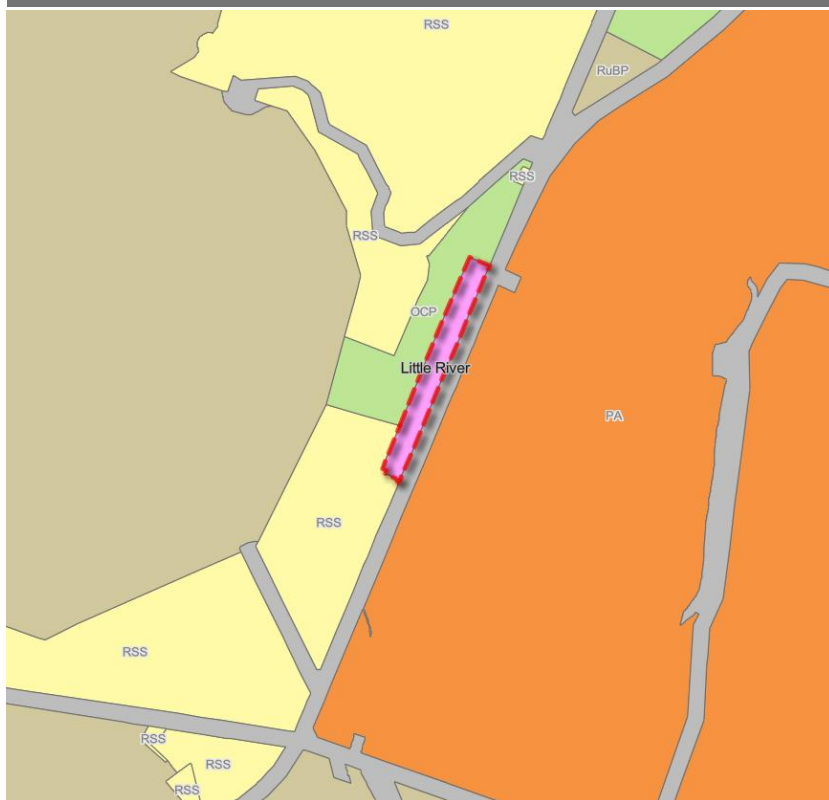
TRANSPORT SURVEY



Little River

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

LAND USE ZONES (OPERATIVE AS OF NOVEMBER 2025)



Planning zones legend and detail

CBP	Commercial Banks Peninsula (commercial activity)
RSS	Residential Small Settlement (Low density houses)
RuBP	Rural Banks Peninsula (farming and low density houses)
PA	Papakainga Kainga Nohoanga (Specific purpose)
OCP	Open Space Zone (parks and recreation)

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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