

Moorhouse

District Plan: “Large Format Retail”
Previous Factsheet: “Retail Park”

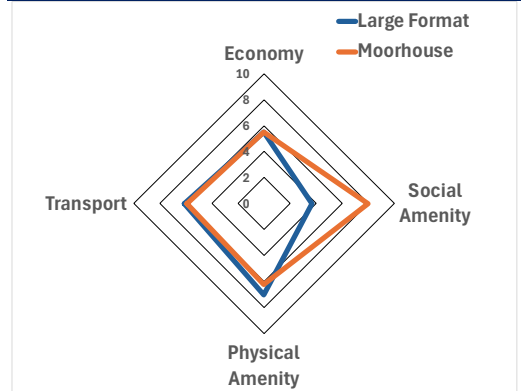
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



CENTRE SUMMARY

The Moorhouse Avenue centre is a long linear centre along the southern side of the arterial road Moorhouse Avenue, marking the southern edge of the Central City. It acts as an agglomeration of commercial activities rather than a coordinated centre. Former industrial land, individual sites have been incrementally redeveloped for retail and office use, with large format retail being the most common new activity. The occasional industrial use remains (e.g. the flour mill).

Economic indicators show increased spending activity and total spend across the centre since 2018, while business counts and employment remain similar. The economic assessment confirmed the centre to be a collection of destinations rather than a coordinated whole, while noting the ongoing investment in new buildings is gradually lifting the overall built environment quality. The centre faces competition from the Central City and growth of nearby competing centres such as Tower Junction and Sydenham.

The physical environment is dominated by Moorhouse Avenue, one of the main east-west traffic routes across the city. Most building are located back from the street to provide for car parking. The centre scored low for landscaping, which is inconsistently provided on sites within the centre. Overall, the amenity falls below that of peer centres.

Transport access is good for cars but unattractive for pedestrians and cyclists. The multiple vehicle access points to car parking create potential safety risks for pedestrian movement. Traffic speed and volume at peak times further erodes the environment for non-car users. The centre is well served by bus routes.

Social amenity of the centre is reasonable considering the function. The centre's catchment includes the southern part of the Central City with consequential high scores for eateries and indoor recreation facilities. The centre itself contains a number of hospitality or health related venues.

In summary, Moorhouse Avenue functions as a collection of destinations rather than a coordinated centre. Economically the centre is doing well. Further opportunities to aggregate and merge parking may create space for more landscaping to improve the amenity.

STRENGTHS

- Good car access and abundant parking suit the large retail focus of the centre.
- New buildings have improved overall environment.
- Housing growth close to the centre.

WEAKNESSES

- Some detachment between uses within the centre.
- Peak time traffic congestion.
- Car dominated environment.

OPPORTUNITIES

- Metro Sport facility likely to increase activity in the area.
- Potential for parking aggregation to allow space to improve landscaping.

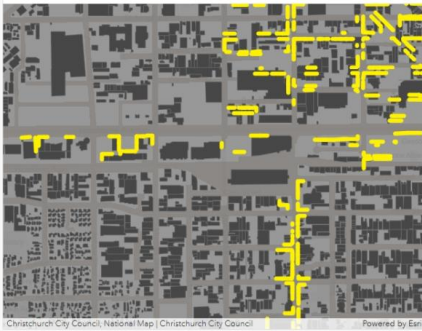
THREATS

- Competition from other large format centres.
- Continued growth of similar offerings in the Central City.

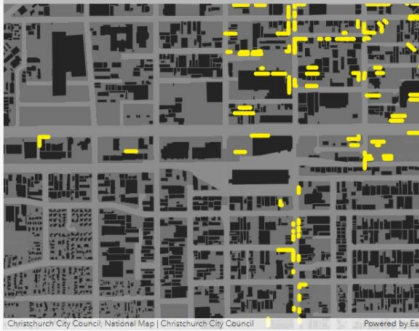
ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

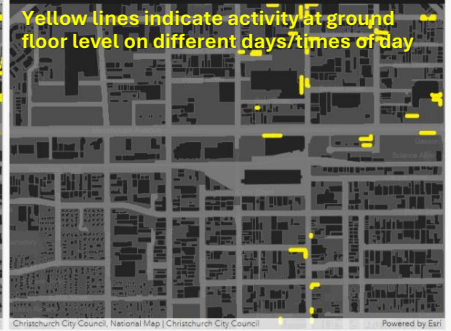
Weekdays: Daytime opening (9am-5pm)



Weekdays: Evening opening (5pm-9pm)

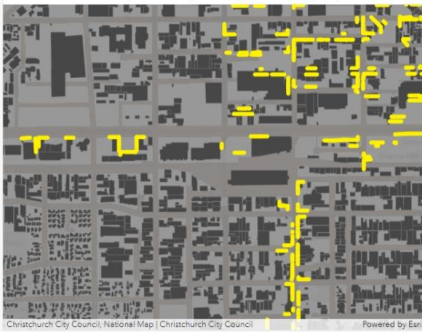


Weekdays: Nighttime opening (9pm on)

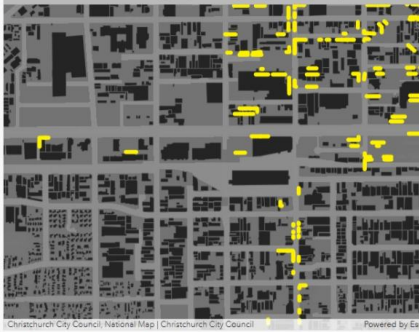


Yellow lines indicate activity at ground floor level on different days/times of day

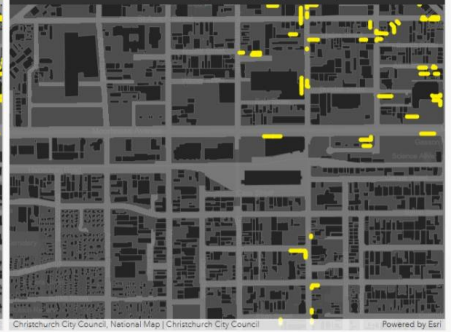
Weekends: Daytime opening (9am-5pm)



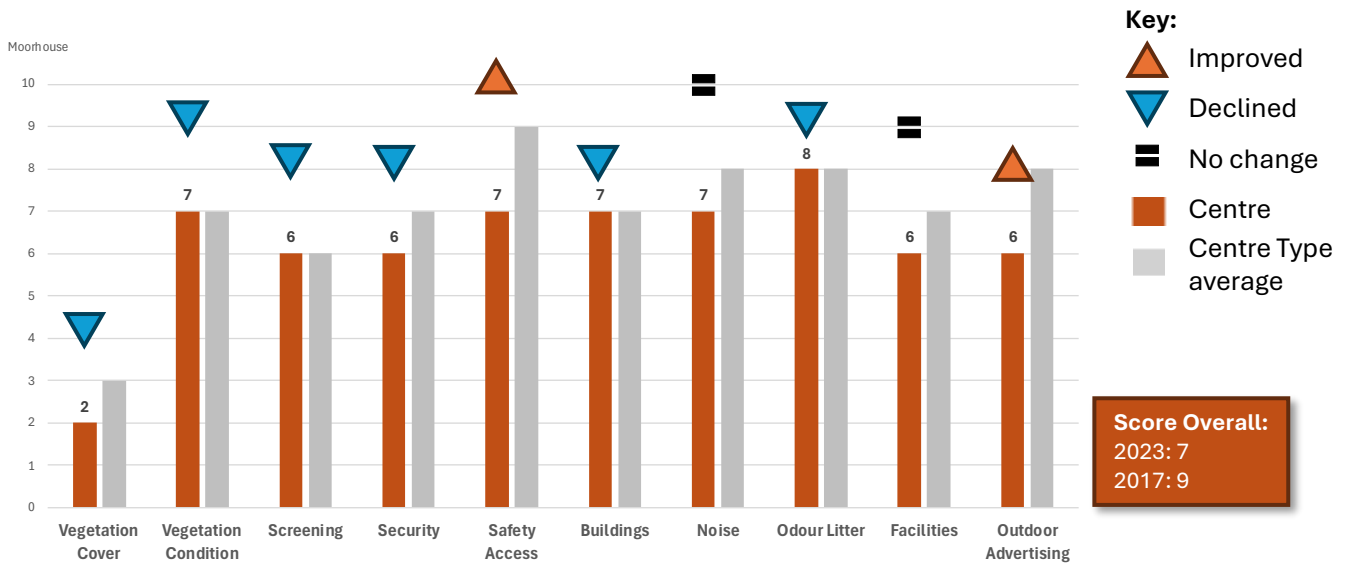
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

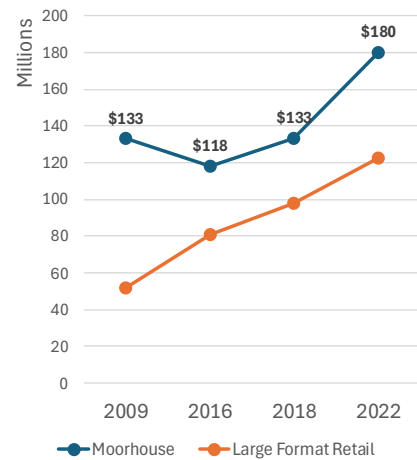


ECONOMIC PERFORMANCE

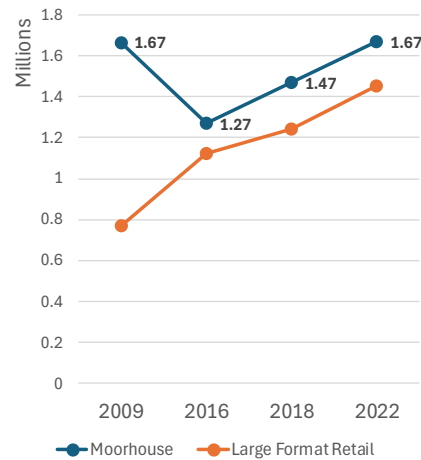
Economic survey score 2023	5.5
Economic survey score 2017	5.2
Centre type average economic survey score 2023	5.5
Vacant land in centre	7%
Centre type average vacant land	15%



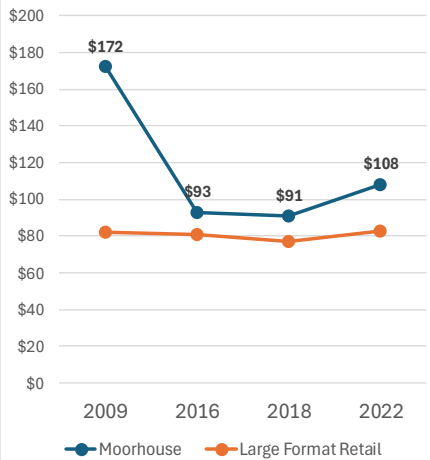
TOTAL SPEND (\$)



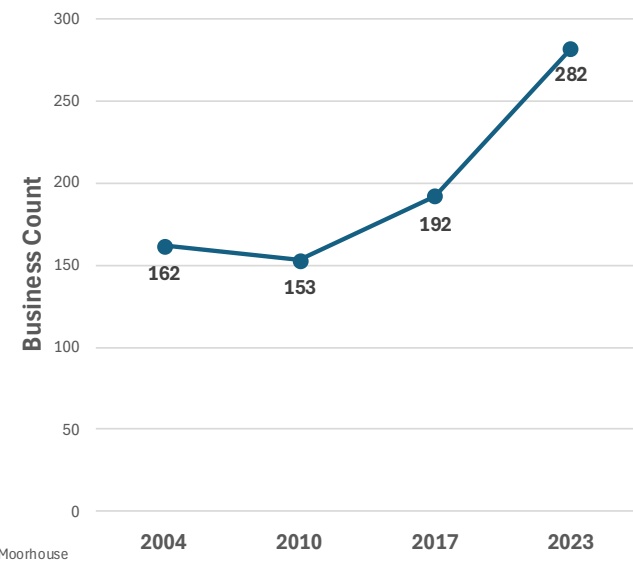
TRANSACTION COUNT



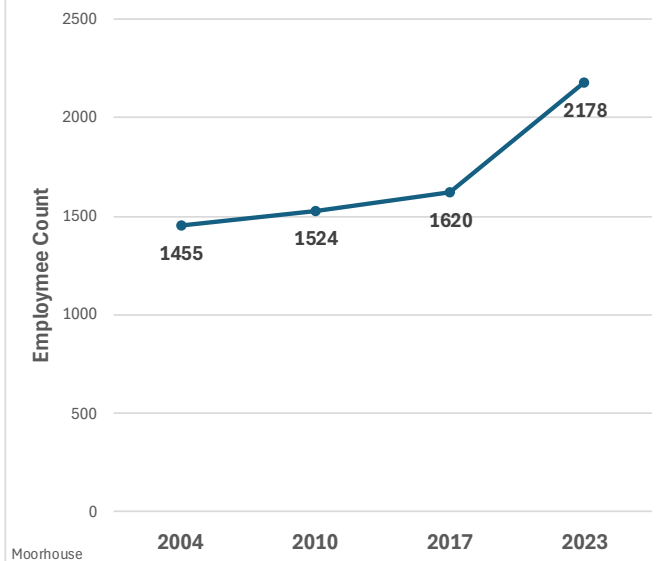
TRANSACTION AVERAGE (\$)



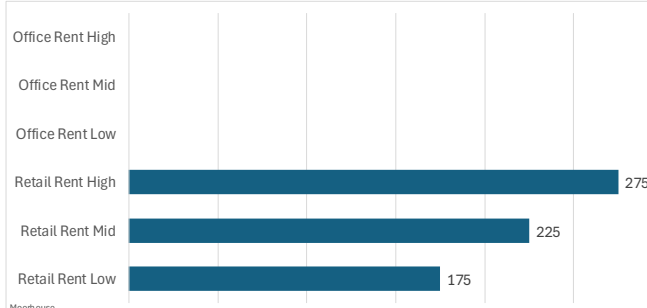
BUSINESS COUNT



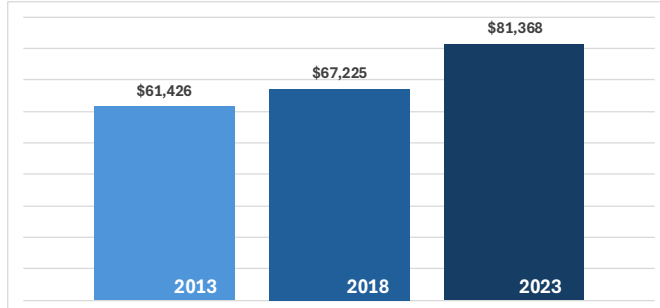
EMPLOYMENT COUNT



OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



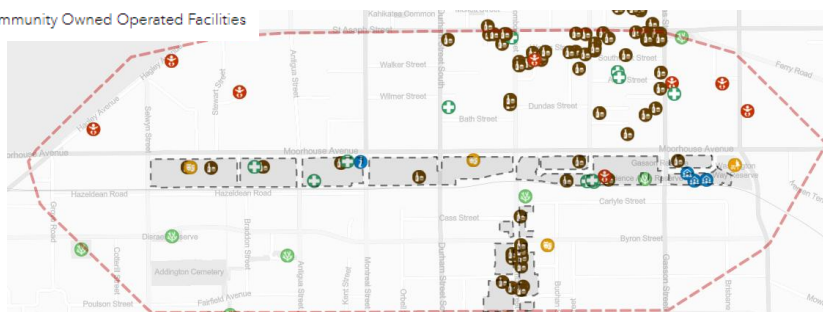
SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

CATEGORY

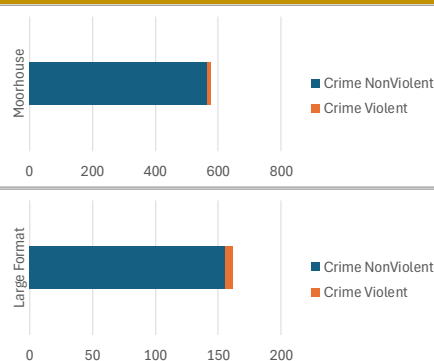
- Cafe Bar Restaurant
- Public Open Space
- Health Medical Facilities
- Childcare Centre
- Indoor Recreation
- Central Local Government Service
- Active Recreation
- Community Owned Operated Facilities

CATCHMENT PROFILE

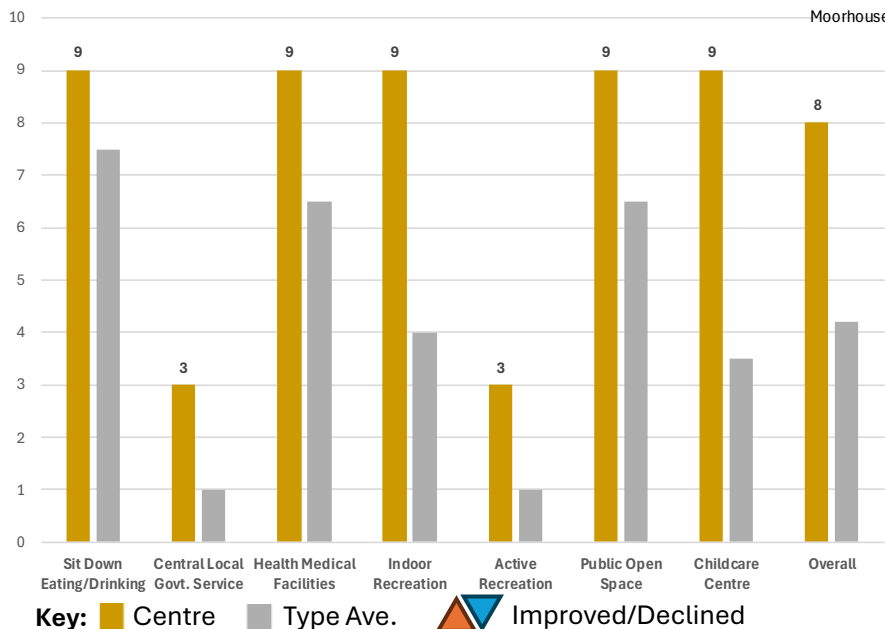
	2013	2018	2023
Residents under 15yrs	12%	12%	11%
Residents 65yrs and over	5%	4%	5%
Residents on Social welfare	8%	11%	15%
Average % of hh with no car	9%	9%	12%
Average number of vehicles/hh	1	1	1



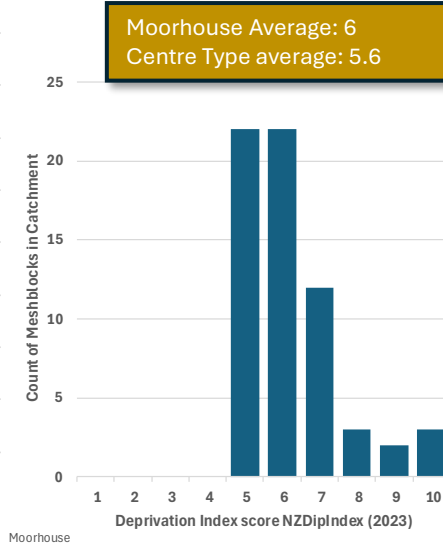
CRIME (2022)



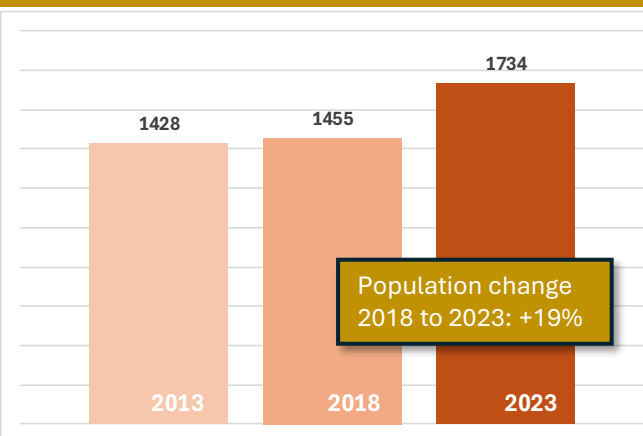
SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)



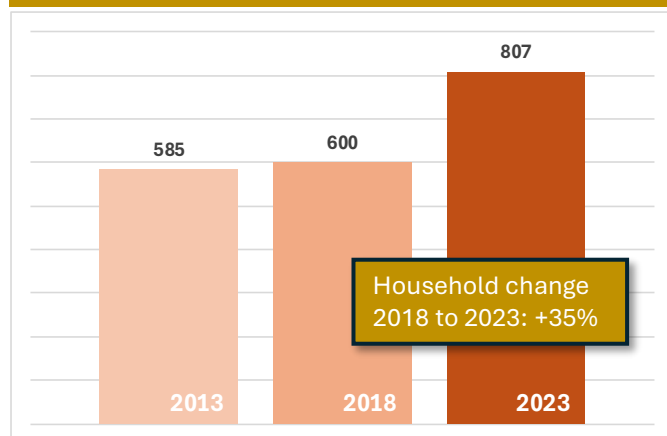
DEPRIVATION RANGE (2023)



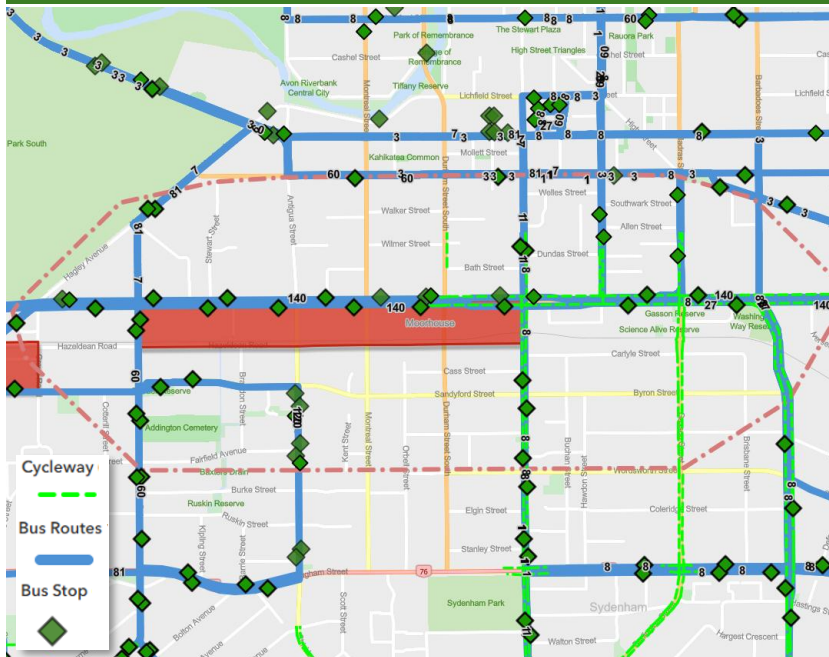
CATCHMENT POPULATION 2018-2023



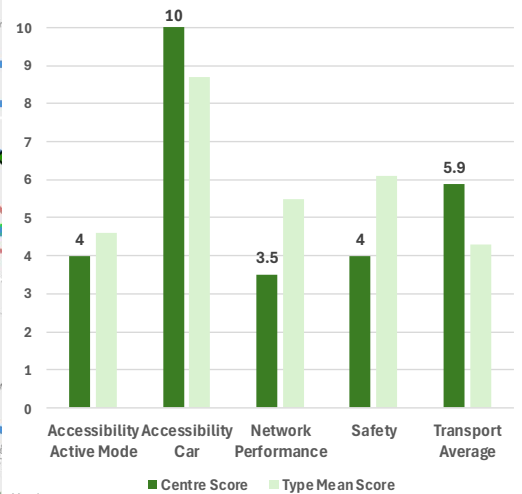
HOUSEHOLD COUNT 2018-2023



TRANSPORT



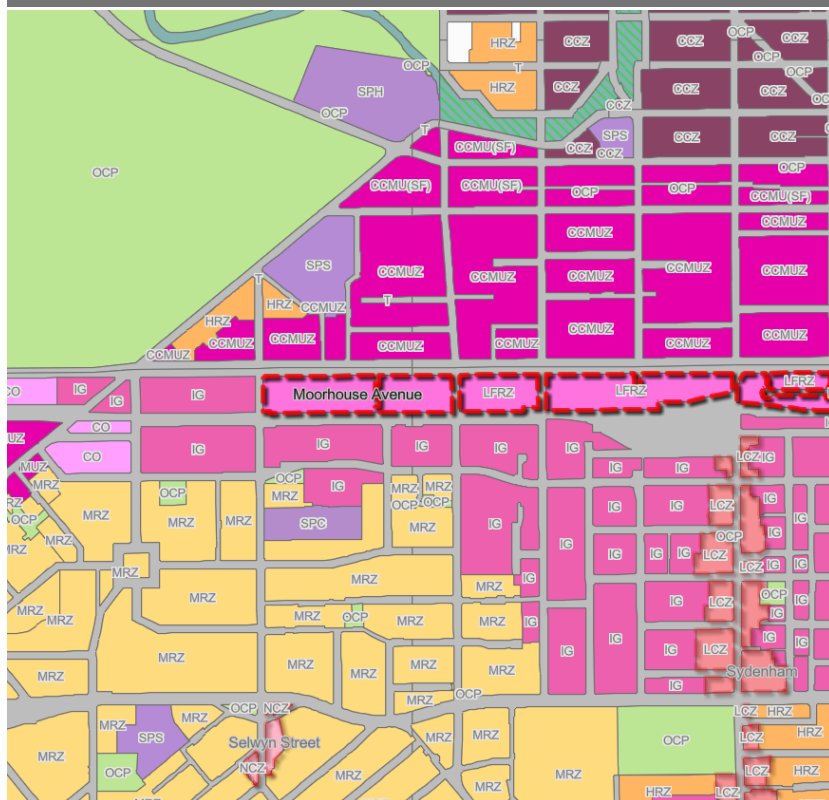
TRANSPORT SURVEY



Moorhouse

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

LAND USE ZONES (OPERATIVE NOVEMBER 2025)



Planning zones legend and detail

LFRZ	Large Format Retail (commercial activity)
HRZ	High Density Residential (townhouse and apartments)
MRZ	Medium Density Zone (townhouses)
CCZ	Central City Zone (commercial and office)
IG	Industrial General (commercial activity)
OCP	Open Space Zone (parks and recreation)
SPS	Special Purpose Zone (schools and facilities)
LCZ	Local Centre Zone (commercial activity)

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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