

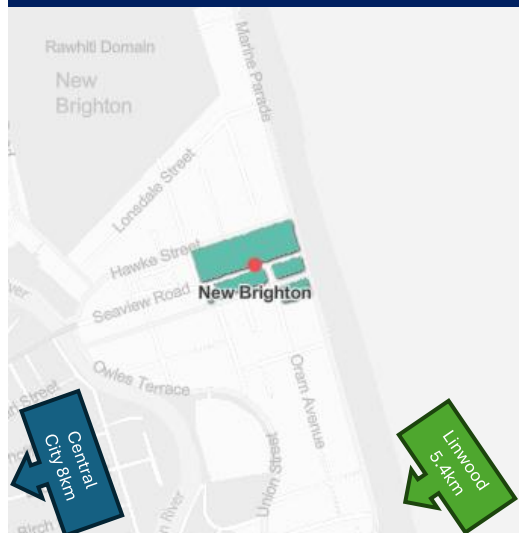
New Brighton

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

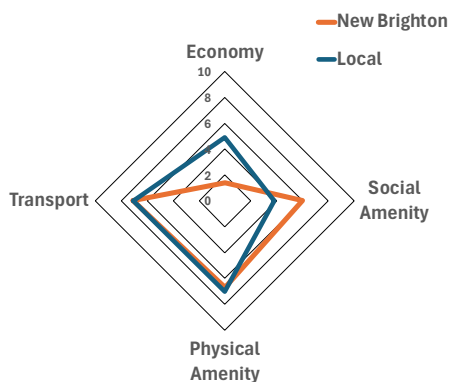
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



New Brighton is located on the coast serving both coastal and inland suburbs. Historically, the centre prospered in the up to and including the 1970s due to Saturday trading laws that uniquely allowed the centre to open when others were closed. This growth saw the centre expand to a size larger than may be anticipated to serve the local catchment. Post 1970s, with liberalisation of Saturday trading, the centre lost its unique draw and has declined in function since.

The bulk of the centre is laid-out either side of Seaview Road/Brighton Mall, with the latter being a pedestrianised area. There are also commercial frontages on Beresford Street to the south. The centre is next to the New Brighton Library, hot water pool complex and Pier. The centre contains a diverse mix of tenants, generally independent retailers with no significant national chain presence.

The impact of the 2011 earthquakes were significant for the centre with buildings damaged and demolished and a rapid loss of population within the catchment. Economic indicators show a slight increase in spending in the centre and consistent business and employment counts since 2018. The economic assessment noted that the centre has not shown improvement since the last assessment with concerns around the quality of the building stock and environment, vacancies, and the overall retail experience. More positively, population growth in the immediate catchment is anticipated with the development of several medium density housing projects (some already completed). The development of the hot water pools helps with making New Brighton a destination. In addition the Village Green project has also received resource consent and it is hoped construction on this will commence in 2025.

The centre scores well for social facilities, in particular indoor recreation, open space, child care and eateries. Some government services are also located within the centre. The physical environment has benefitted from some investment in the public realm. The hot water pools and playground have improved the eastern edge of the centre. Internally the centre has been pedestrianised in parts or traffic lanes reduced to single carriageways. This allows room for ample landscaping and mature trees. However, vacant sites and buildings, and a generally unkept appearance detract from the environment quality. The centre is well served by public transport and is readily accessible by car, with plenty of car parking and low congestion. The centre is connected to the cycle network, including the recreational Te Ara Ōtākaro Avon River Trail. The walking catchment to the centre is good to the north and south, and pedestrian access within the centre is good.

In summary, since the 2018 assessment, New Brighton has benefitted from investment in the hot water pools and new playground, and from private investment in new housing. The centre still requires further private and public investment to help fill vacant sites, restore buildings and improve the overall centre environment. Economic indicators have stabilised, but the economic assessment identifies the need for further work to improve the centre.

STRENGTHS

- Strong local community.
- An improving destination, strengthen by new facilities.
- Strong pedestrian access and amenity setting.

WEAKNESSES

- Vacant sites and empty buildings.
- Unkept buildings resulting in poor amenity in places.
- Loss of parts of residential catchment post 2011.

OPPORTUNITIES

- Build on destination success of new facilities.
- Well positioned to benefit from Ōtākaro/Avon River corridor regeneration.
- New housing.

THREATS

- Negative perceptions persist.
- Longer term, centre is more exposed to coastal hazards than inland centres.

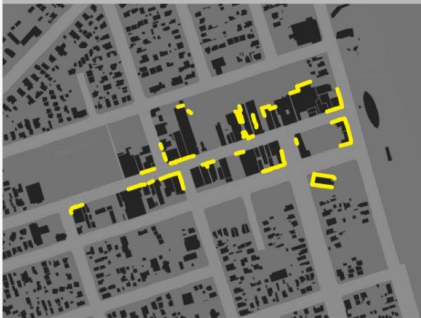
ENVIRONMENT AND AMENITY

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)



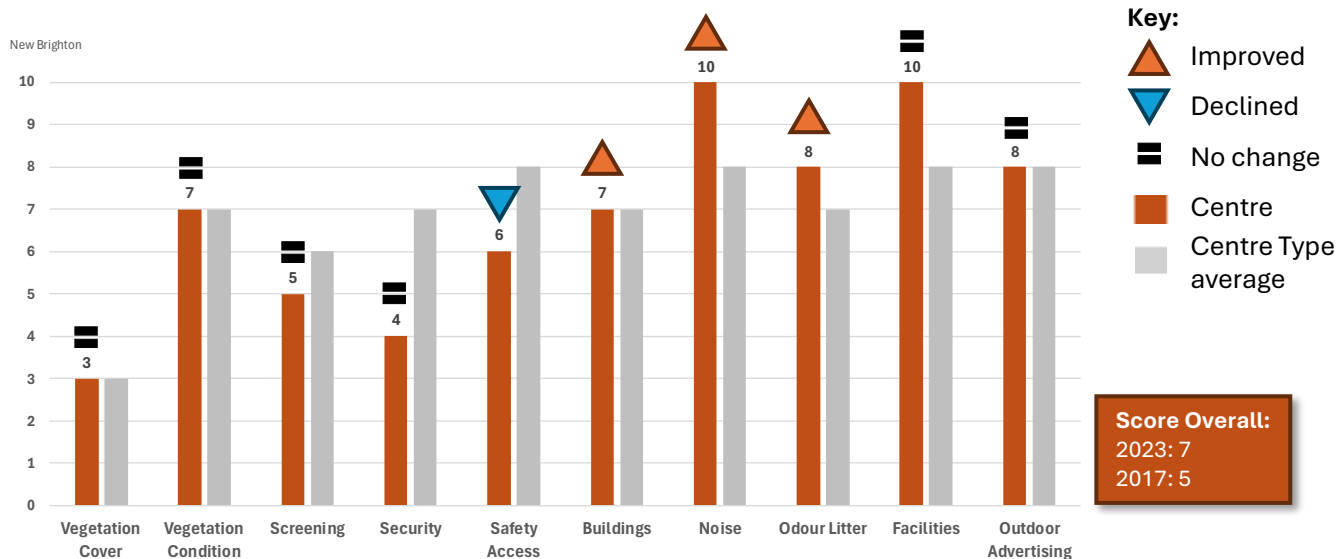
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

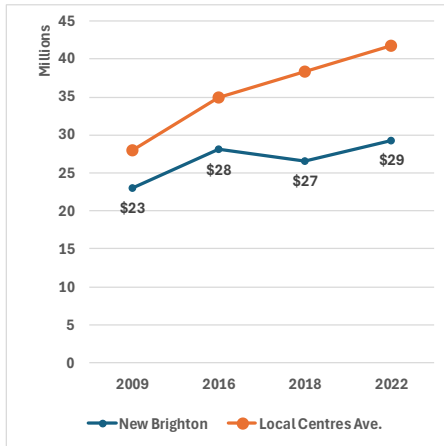


ECONOMIC PERFORMANCE

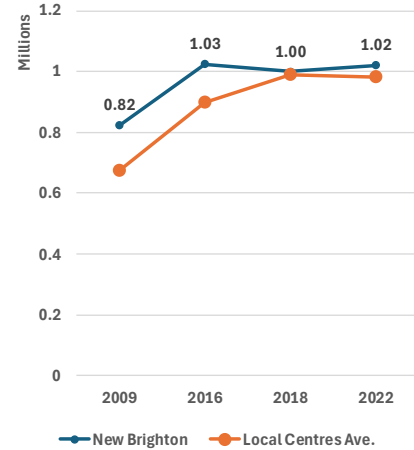
Economic survey score 2023	1.4
Economic survey score 2017	1.7
Centre type average economic survey score 2023	4.9
Vacant land in centre	23%
Centre type average vacant land	15%



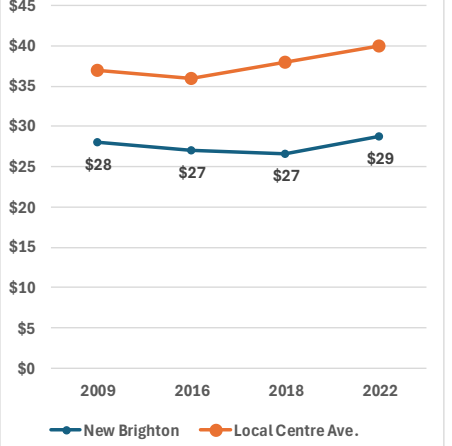
TOTAL SPEND (\$)



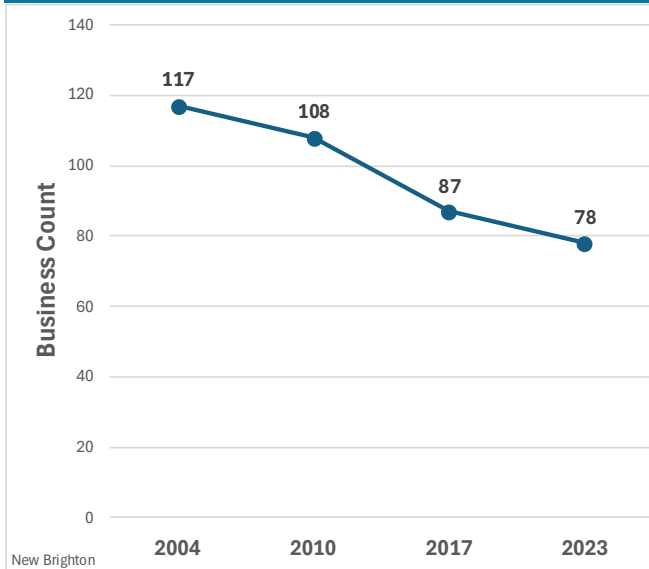
TRANSACTION COUNT



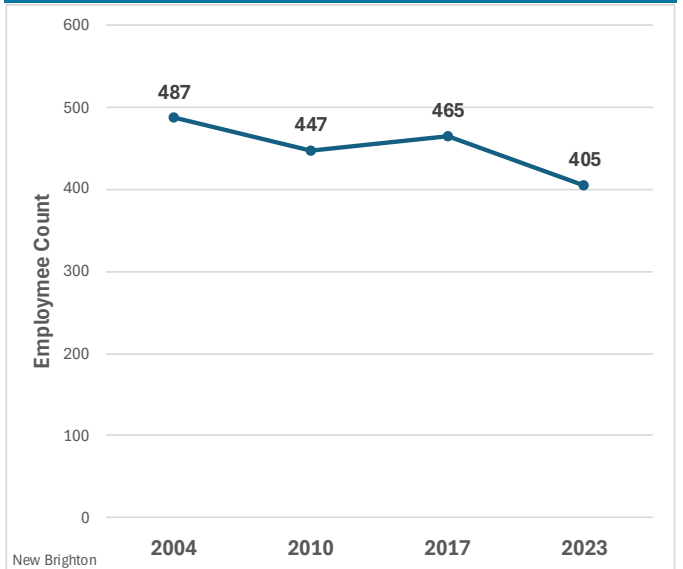
TRANSACTION AVERAGE (\$)



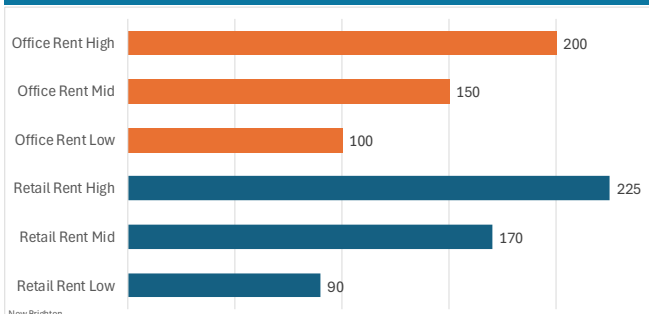
BUSINESS COUNT



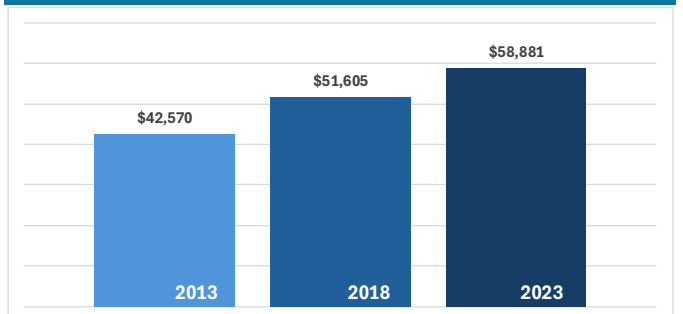
EMPLOYMENT COUNT



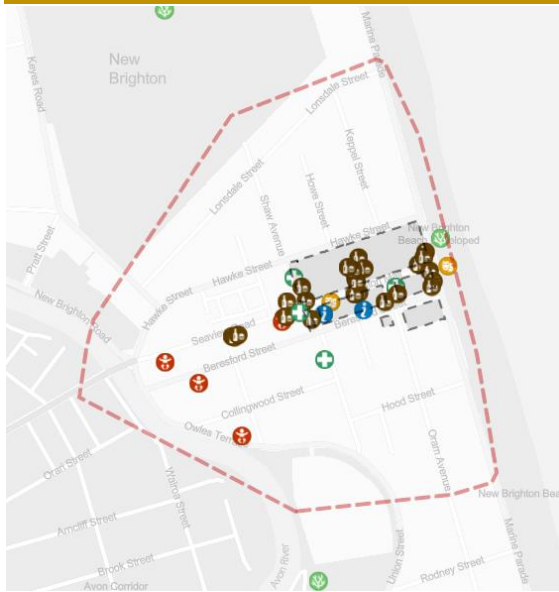
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

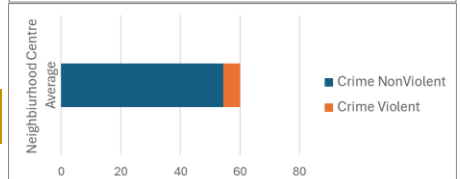
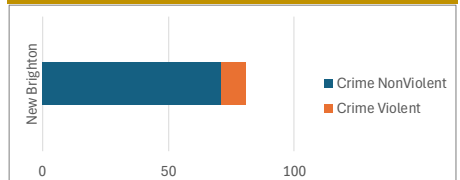


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	16%	17%	14%
Residents 65yrs and over	15%	16%	19%
Residents on Social welfare	7%	11%	11%
Average % of hh with no car	12%	5%	6%
Average number of vehicles/hh	1	1	1

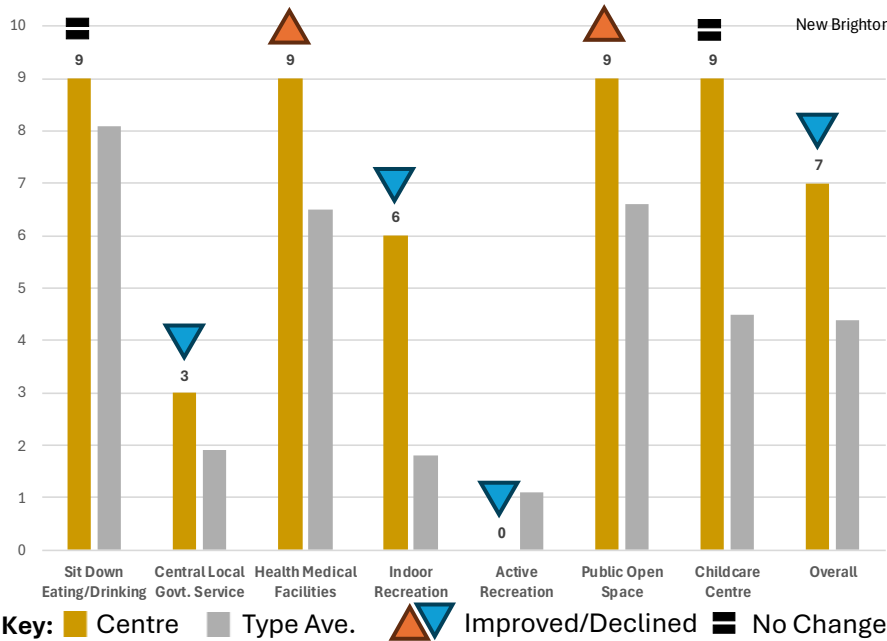
CATEGORY

-  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)

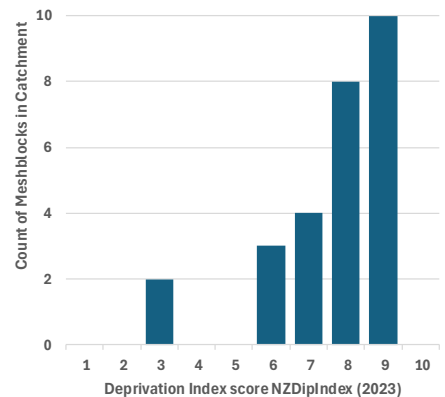


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

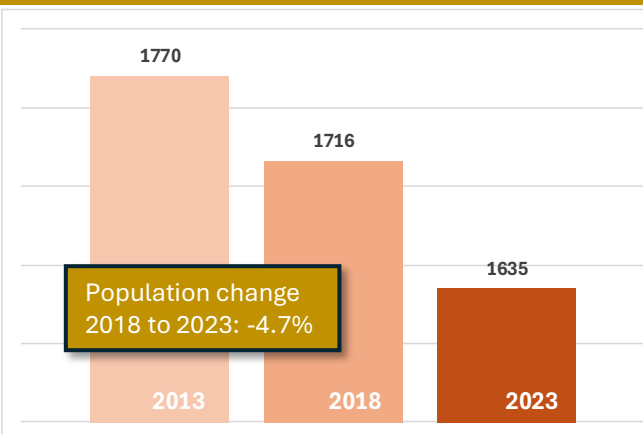


DEPRIVATION RANGE (2023)

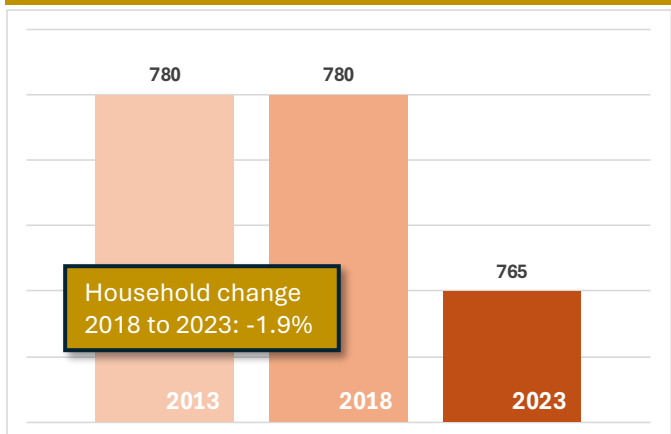
New Brighton Average: 8
Centre Type average: 5.6



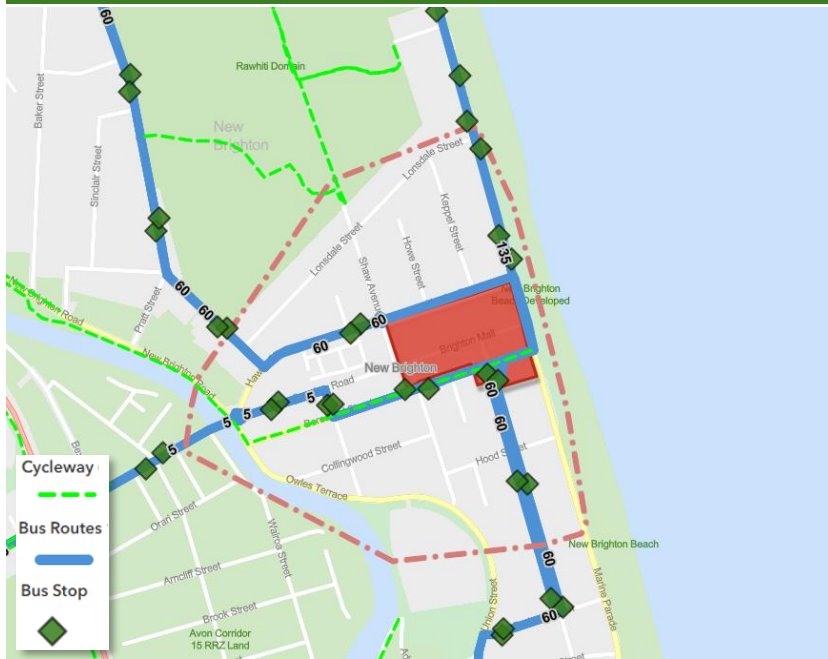
CATCHMENT POPULATION 2018-2023



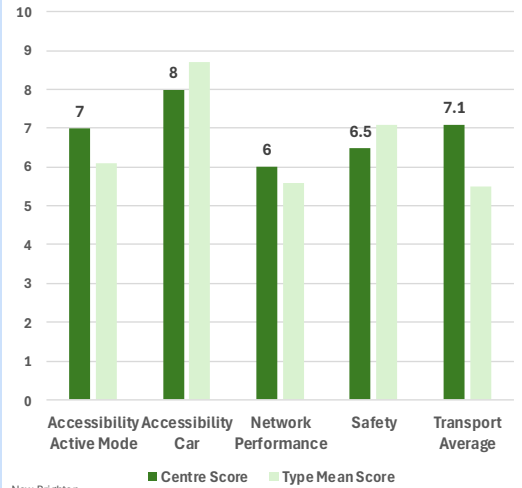
HOUSEHOLD COUNT 2018-2023



TRANSPORT



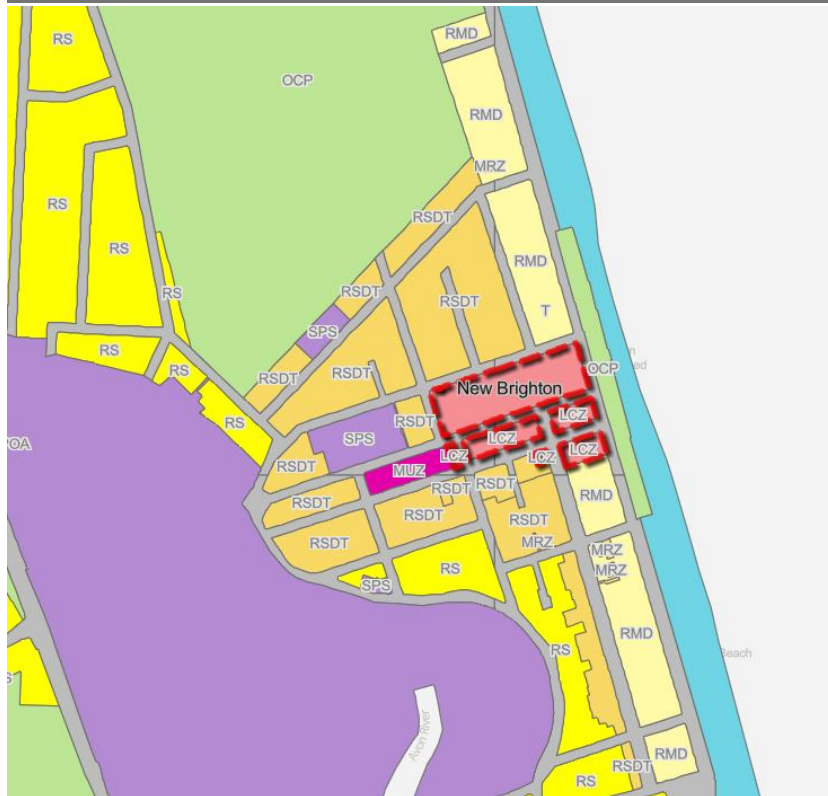
TRANSPORT SURVEY



New Brighton

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)

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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