

Redcliffs

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

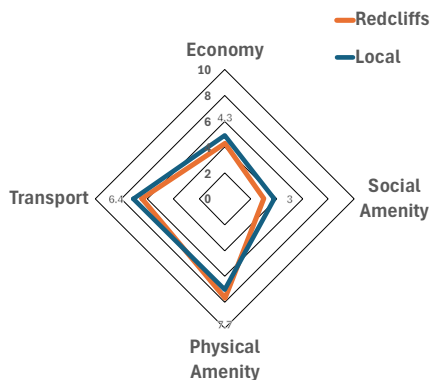
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



Redcliffs is a small coastal centre located between Ferrymead and Sumner. The centre is a linear format, with shop fronts along the Main Road corridor. The centre offers a small range of independent stores, eateries and community facilities.

Formally a supermarket anchored centre, the centre has undergone a significant change since the 2018 assessment with the permanent closure of the supermarket. This change is reflected in the economic indicators which show drops in spending and employment. More positively, redevelopment of the petrol station has been completed and this offers a refreshed convenience shopping function, partly mitigating the supermarket loss.

Overall, the economic assessment is that the centre is possibly transitioning from a neighbourhood centre to one that performs more as a local convenience centre, however this may depend on how the centre and its catchment grow. Social amenity in the centre is about average.

The centre provides a health facility, community library and good recreation options. The centre is well positioned to capture passing trade along the coastal route, however the proximity to Ferrymead and Sumner limits the potential gain.

The centre has a tidy appearance with much of the building stock having been renovated. The buildings are a mix of newer buildings and character buildings. The library adds a modern architectural style. The quality of the street environment is acceptable with some good landscaping and mature trees in places. The setting between the coast and hills adds interest.

As a corridor centre, accessibility by car is good, but parking is limited and reduced following the supermarket closure. Pedestrian and cycle access are good thanks to the coastal pathway. Within the centre the pedestrian environment is acceptable, with signalised crossings across the main road. The centre is served by a regular bus route.

In summary, Redcliffs is a small compact centre with relatively high amenity. The loss of the supermarket has impacted on the spending in the centre and has potentially initiated a shift towards a local centre classification. The completion of the coastal pathway is a positive for the centre.

STRENGTHS

- New Community library.
- High value amenity setting.
- Positioned to capture passing foot and cycle traffic on coastal pathway, and vehicle traffic to/from coastal suburbs.

WEAKNESSES

- Loss (permanent) of full-service supermarket
- Strong competition from centres on same coastal coast route.
- Prominent large vacant supermarket building.

OPPORTUNITIES

- Attraction of coastal pathway.

THREATS

- Longer term uncertainty over impact of coastal hazards on centre and catchment.

ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

Weekdays: Daytime opening (9am-5pm)

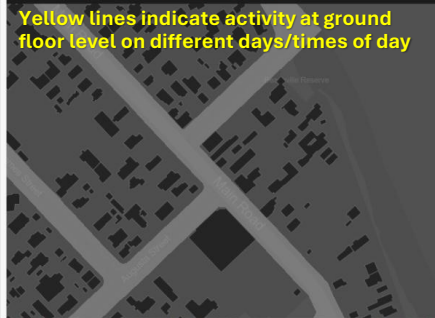


Weekdays: Evening opening (5pm-9pm)



Weekdays: Nighttime opening (9pm on)

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



Weekends: Daytime opening (9am-5pm)



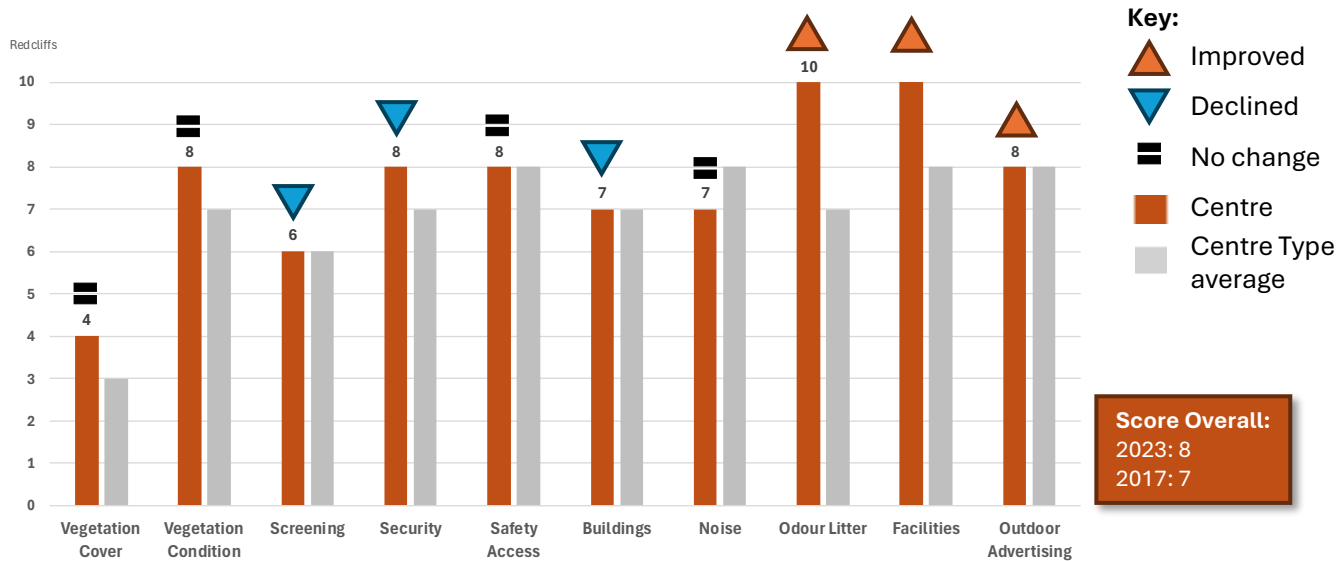
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

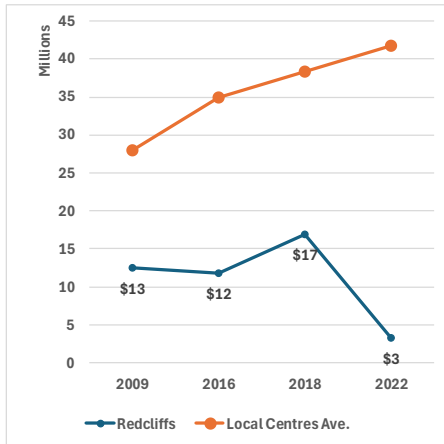


ECONOMIC PERFORMANCE

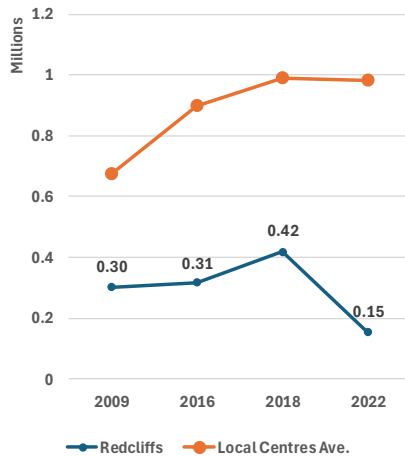
Economic survey score 2023	4.3
Economic survey score 2017	7
Centre type average economic survey score 2023	4.9
Vacant land in centre	14%
Centre type average vacant land	15%



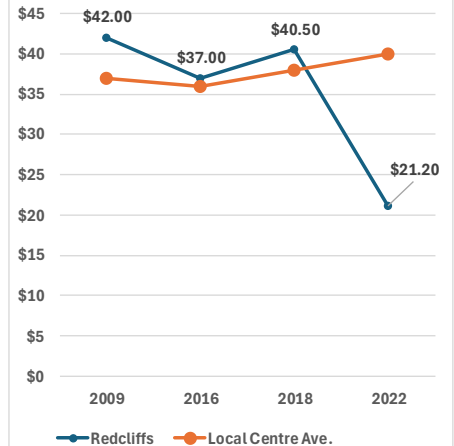
TOTAL SPEND (\$)



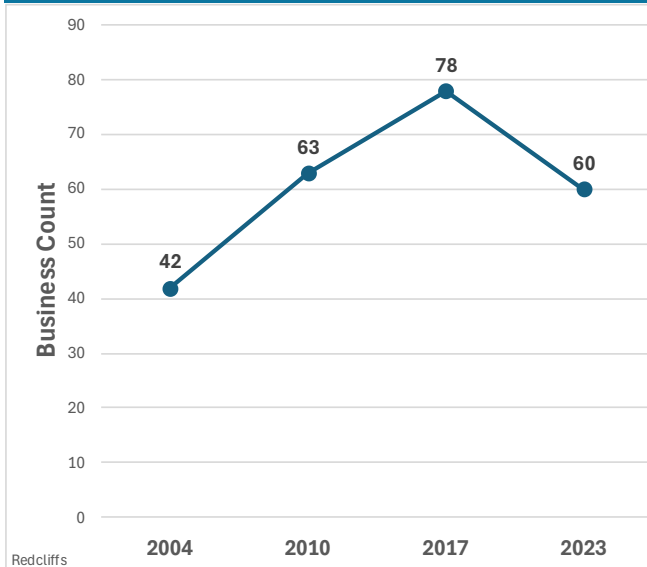
TRANSACTION COUNT



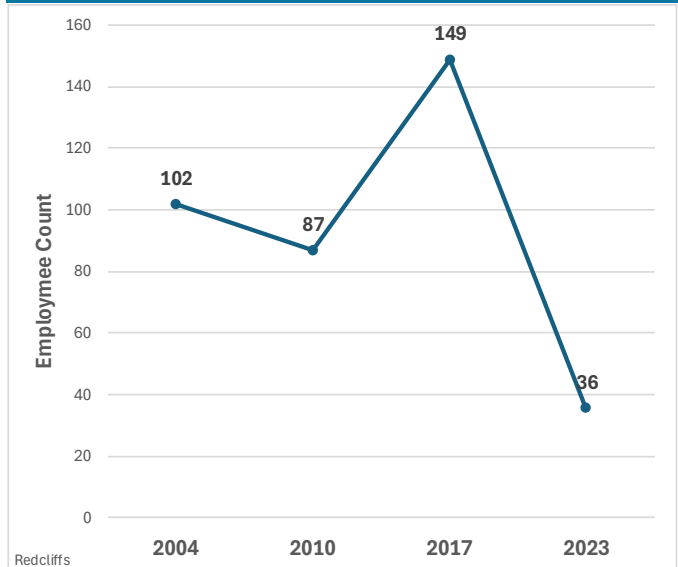
TRANSACTION AVERAGE (\$)



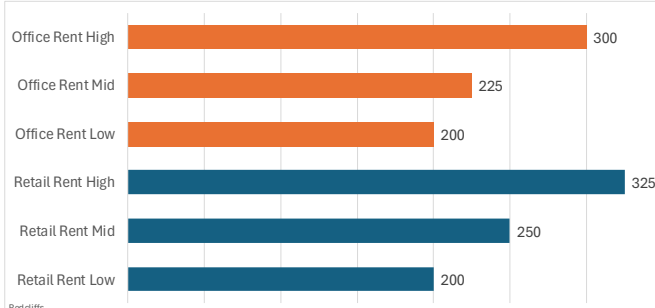
BUSINESS COUNT



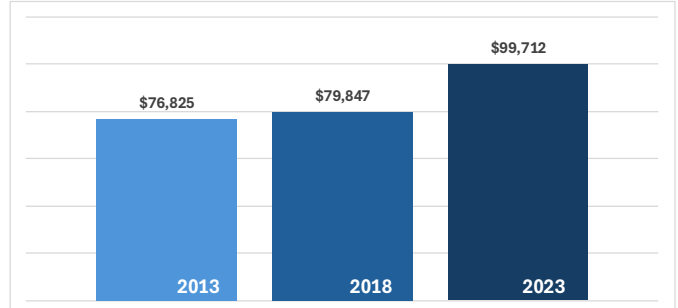
EMPLOYMENT COUNT



OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

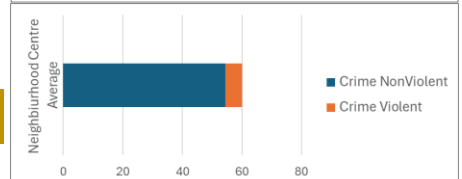
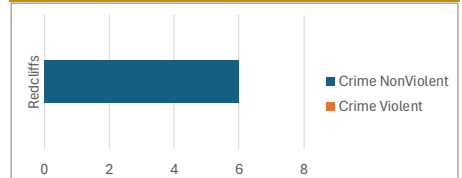


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	19%	15%	14%
Residents 65yrs and over	21%	23%	24%
Residents on Social welfare	0%	1%	0%
Average % of hh with no car	3%	0%	0%
Average number of vehicles/hh	1	1	1

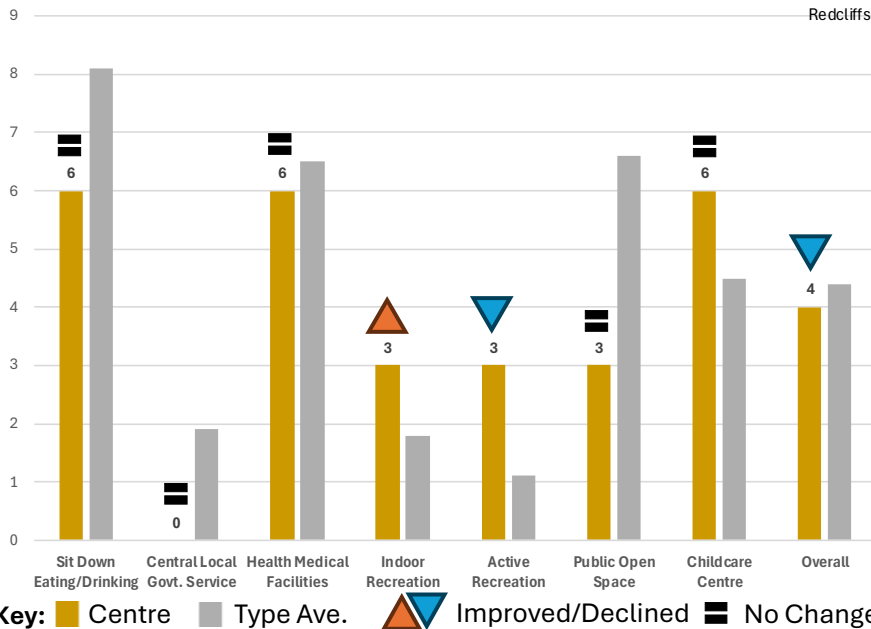
CATEGORY

- 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)

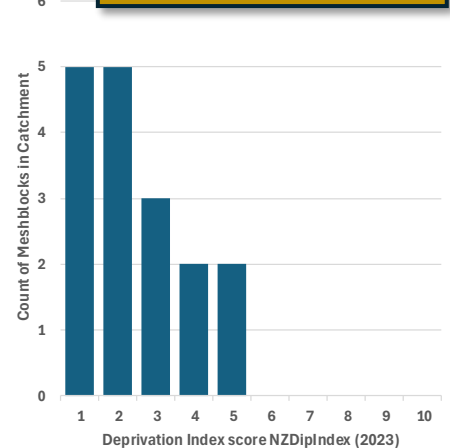


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

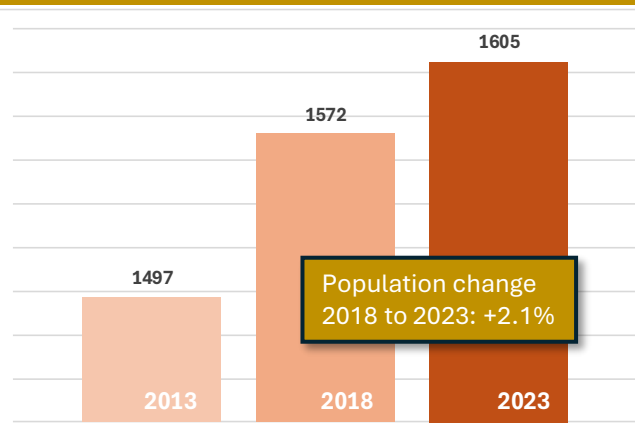


DEPRIVATION RANGE (2023)

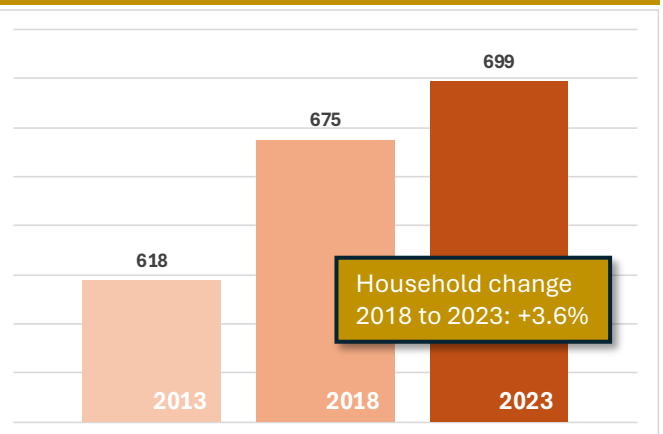
Redcliffs Average: 2
Centre Type average: 5.6



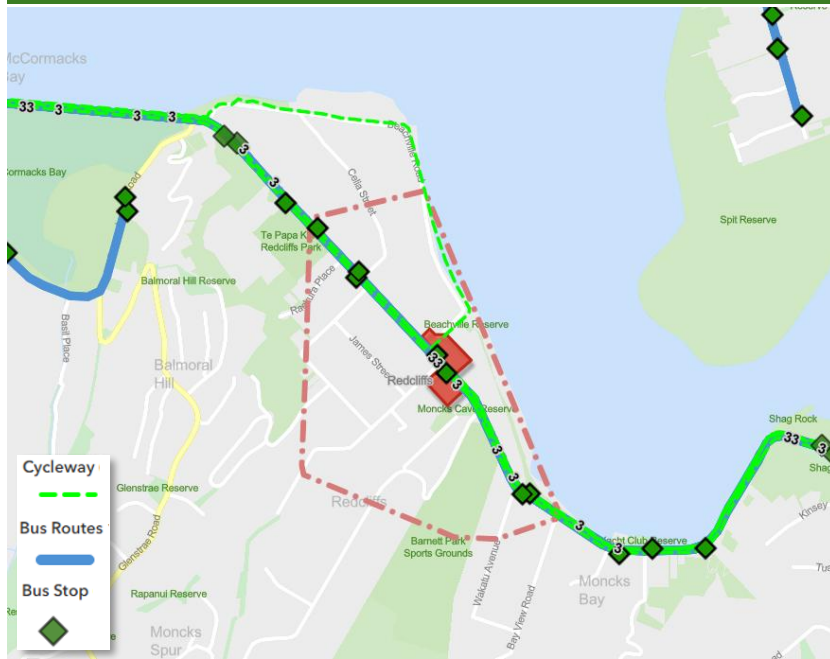
CATCHMENT POPULATION 2018-2023



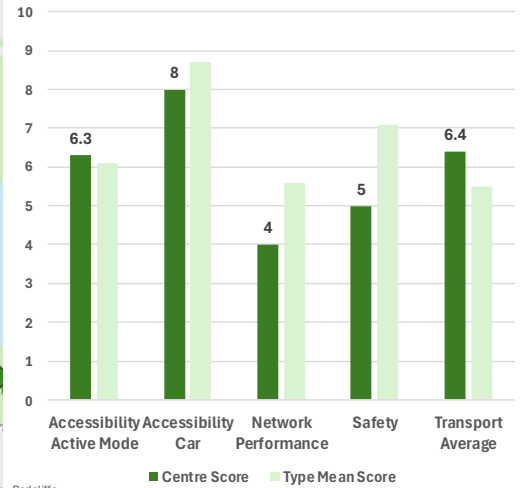
HOUSEHOLD COUNT 2018-2023



TRANSPORT

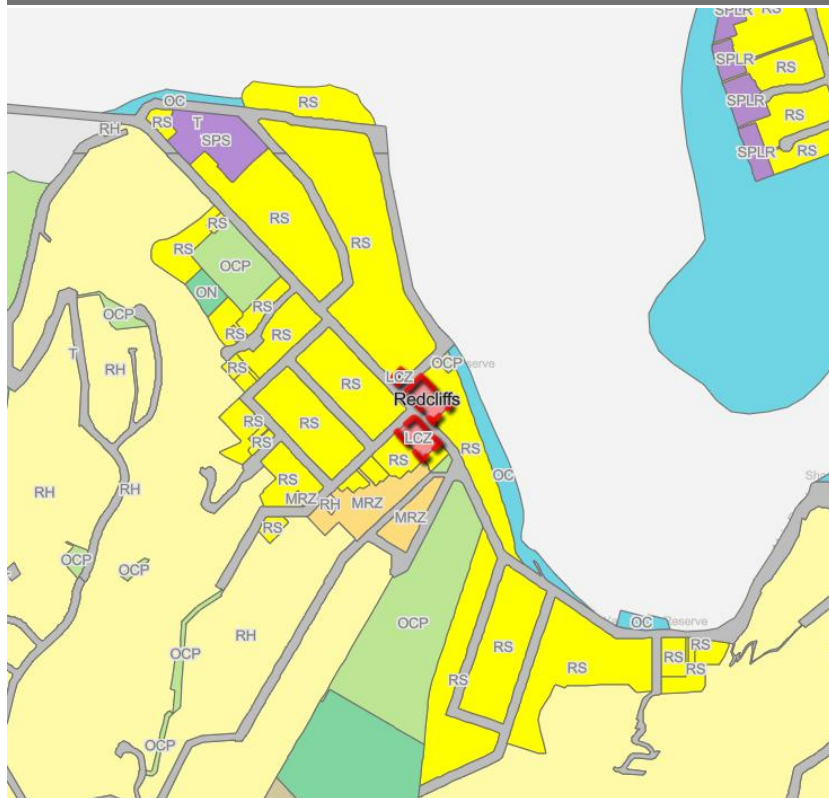


TRANSPORT SURVEY



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

LAND USE ZONES (OPERATIVE NOVEMBER 2025)



Planning zones legend and detail

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)
RH	Residential Hills (low density houses)
SPS	Special Purpose Zone (schools and facilities)
SPLR	Special Purpose flat Land Recovery (open land)

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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