

Shirley

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

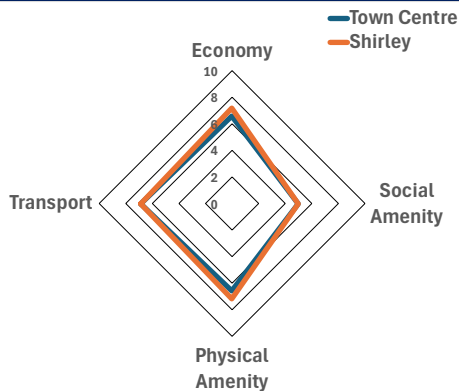
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



CENTRE SUMMARY

Shirley was first developed in the 1960s as a collection of shops on the corner of Marshlands Road and Shirley/New Brighton Road, with a supermarket and department store added later. In the 1990s the centre was transformed with the development of the Palms shopping centre and the addition of a library and service centre.

The Palms was subsequently expanded with a multilevel car park, a second retail level, a cinema and food court/hospitality area. The centre also includes a linear strip of shops and services along the western side of Marshlands Road.

The economic indicators show a drop in spending, businesses, and employment since 2018. The economic survey identified several vacancies in the centre. The loss since 2018 of some anchor tenants (including Kmart) does appear to have had an impact. Otherwise, the centre continues to offer reasonable range of goods and service, and continues to adequately perform the functions of a District Centre.

The physical amenity of the centre is generally good, the survey score being higher than average across most measures. The issues identified in previous assessments remain valid, principally the lack of engagement of the mall interior with the street except for at the south-western corner.

The range of social and community facilities is adequate but not as expansive as with other District Centres.

Accessibility is generally good across all transport modes. The pedestrian environment is mostly contained within the mall interior and is good. Outside the mall the environment is acceptable, but in common with most District Centres, the high traffic volumes lower the quality of the pedestrian and cycle experience.

The centre is less well connected for cycling. Currently there is no major cycle route to the centre.

In summary, Shirley continues to serve the role of a District Centre in terms of breadth of goods and services on offer. Some economic indicators show a decline, but otherwise the centre remains well placed to service the north-western suburbs.

Shirley is often referred to as the Palms.

STRENGTHS

- Reasonable range of retail and anchor tenants.
- Close integration with library and service centre.

WEAKNESSES

- Narrower retail choice than competing centres.
- Loss of pre-earthquake population catchment continues to have an impact.
- Not connected by a major cycle route.

OPPORTUNITIES

- High and medium density zone expansion around centre allows for population growth.
- New greenfield areas to the east of the centre.

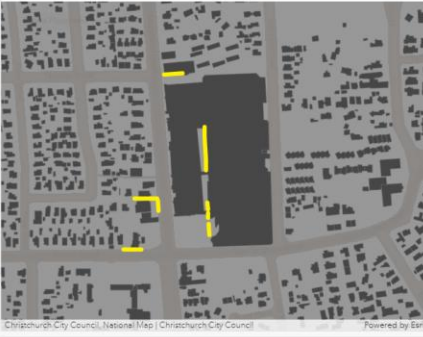
THREATS

- Dilution of spending to the adjacent large format retail centre and other town centres.

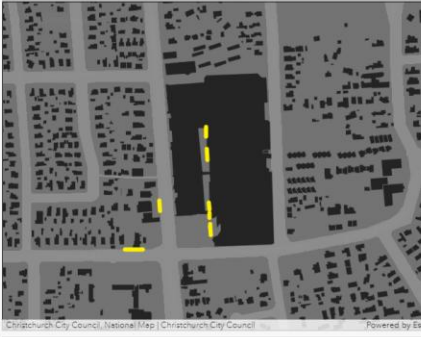
ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

Weekdays: Daytime opening (9am-5pm)



Weekdays: Evening opening (5pm-9pm)

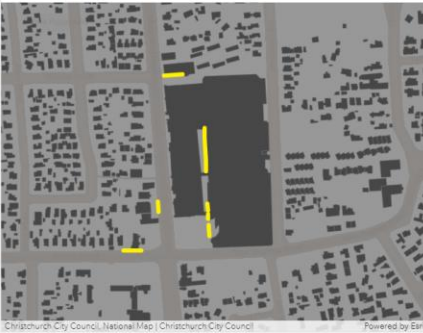


Weekdays: Nighttime opening (9pm on)

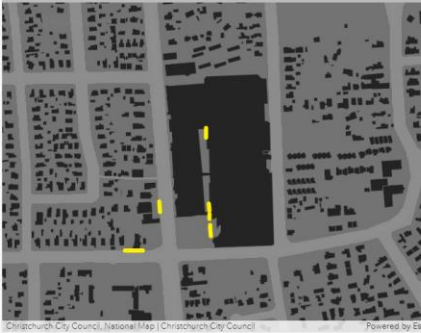


Yellow lines indicate activity at ground floor level on different days/times of day

Weekends: Daytime opening (9am-5pm)



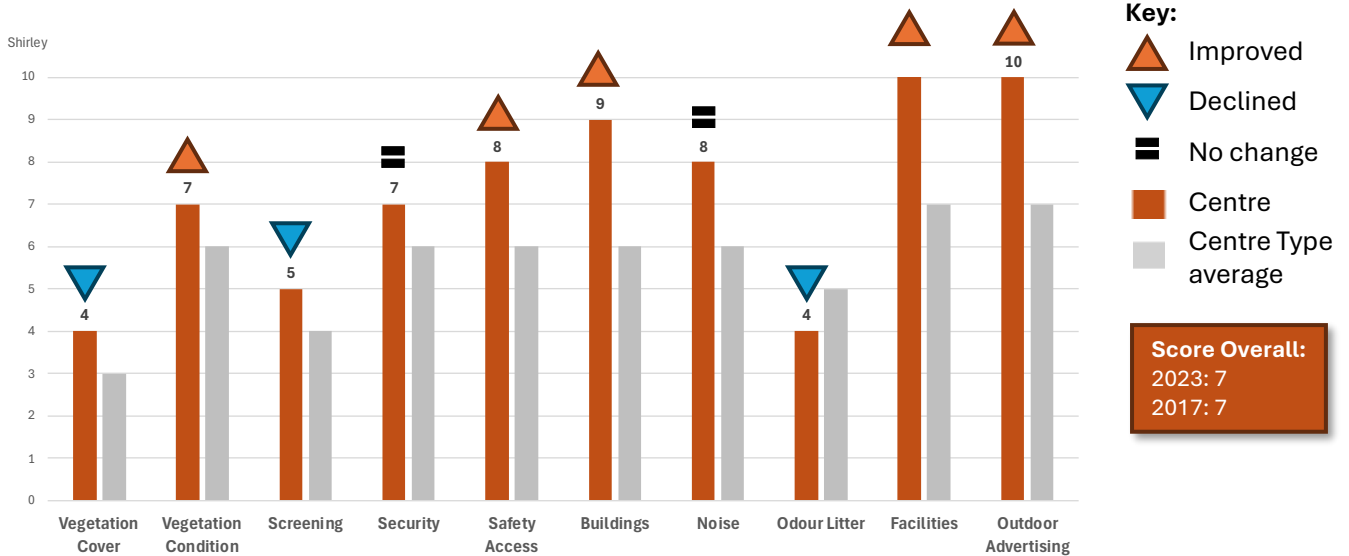
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

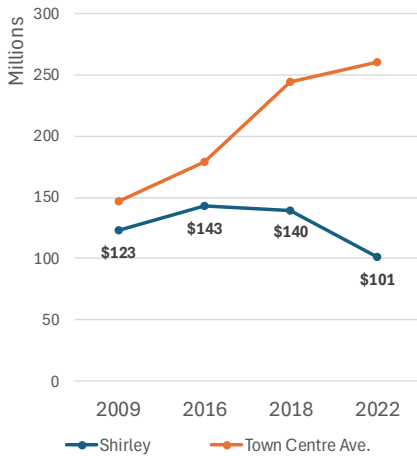


ECONOMIC PERFORMANCE

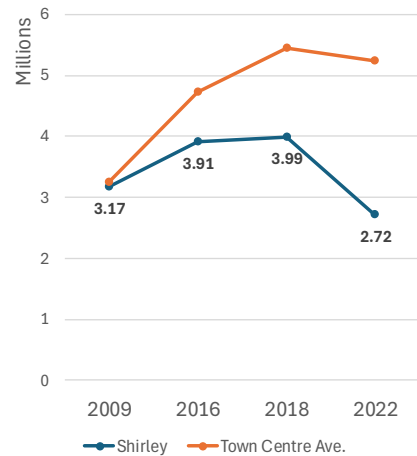
Economic survey score 2023	7.2
Economic survey score 2017	7.4
Centre type average economic survey score 2023	5.8
Vacant land in centre	2%
Centre type average vacant land	12%



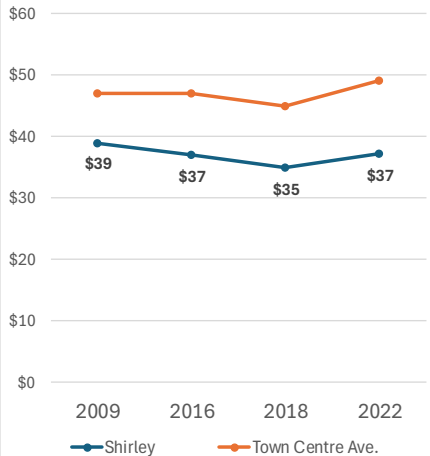
TOTAL SPEND (\$)



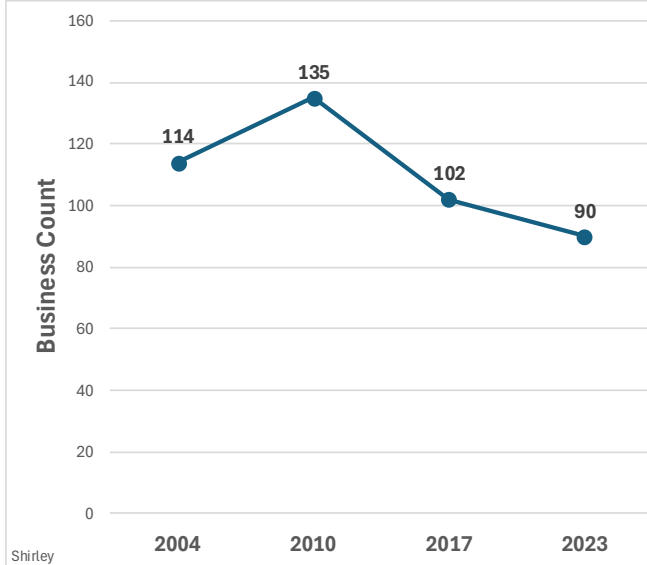
TRANSACTION COUNT



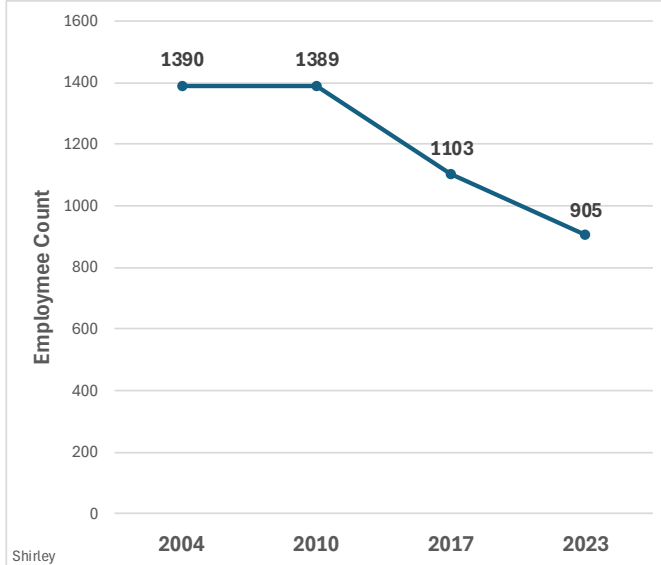
TRANSACTION AVERAGE (\$)



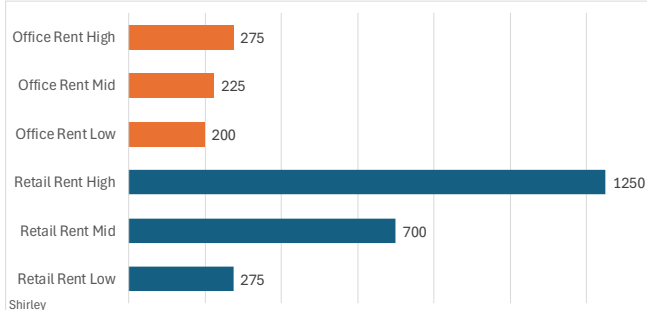
BUSINESS COUNT



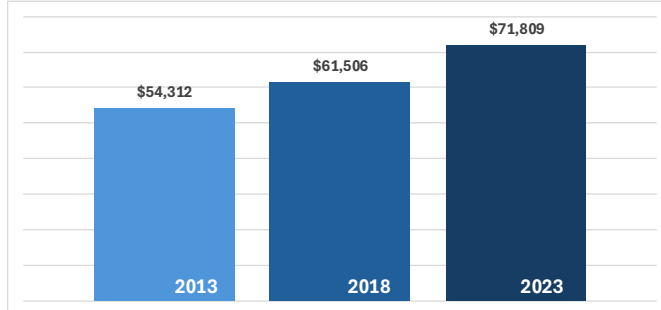
EMPLOYMENT COUNT



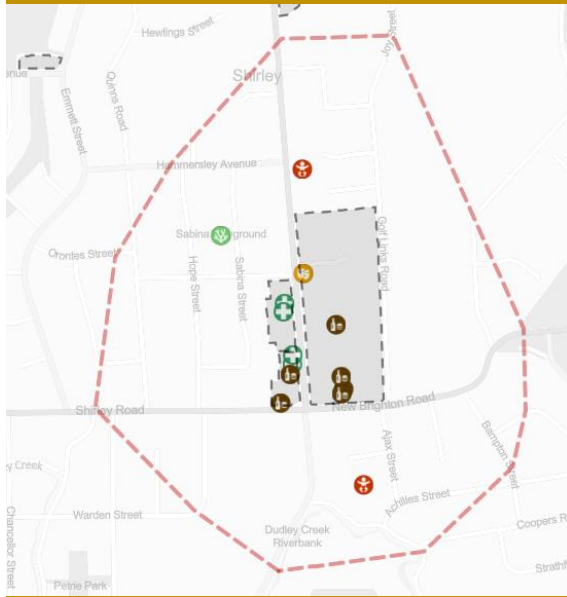
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

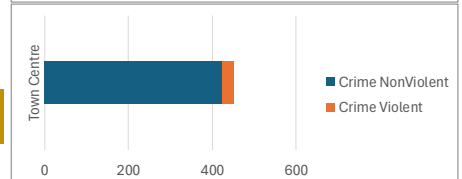
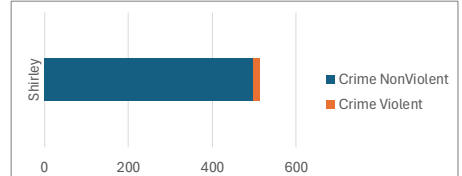


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	17%	16%	15%
Residents 65yrs and over	22%	22%	23%
Residents on Social welfare	6%	7%	10%
Average % of hh with no car	11%	12%	10%
Average number of vehicles/hh	1	1	1

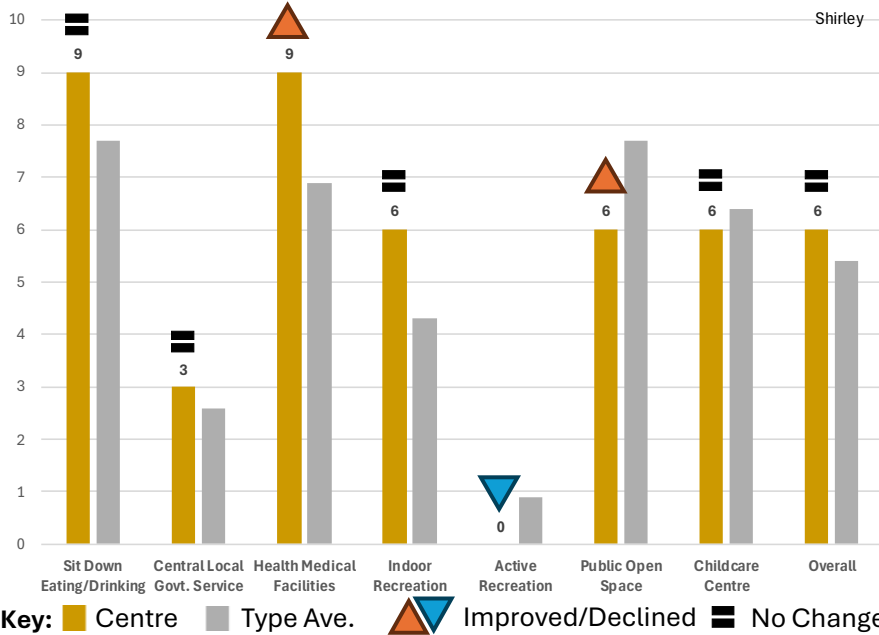
CATEGORY

- 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)

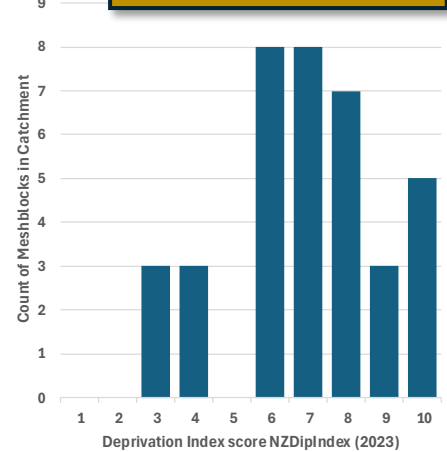


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

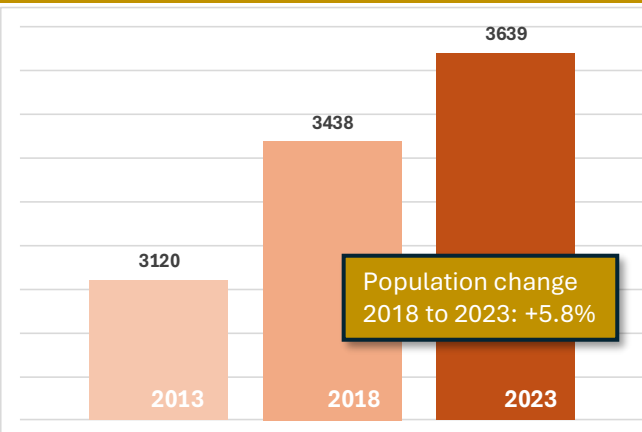


DEPRIVATION RANGE (2023)

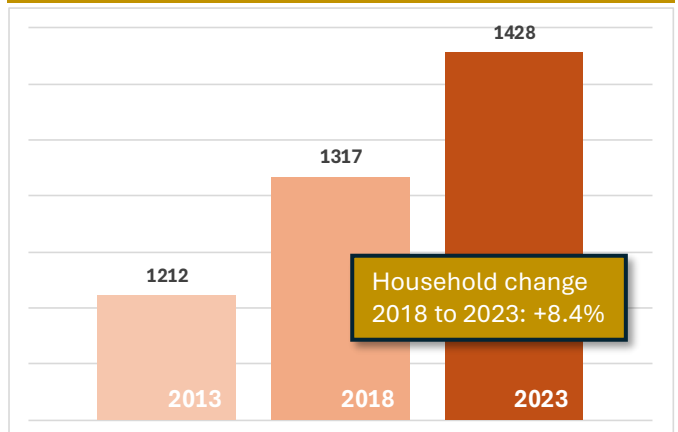
Shirley Average: 7
Centre Type average: 6.5



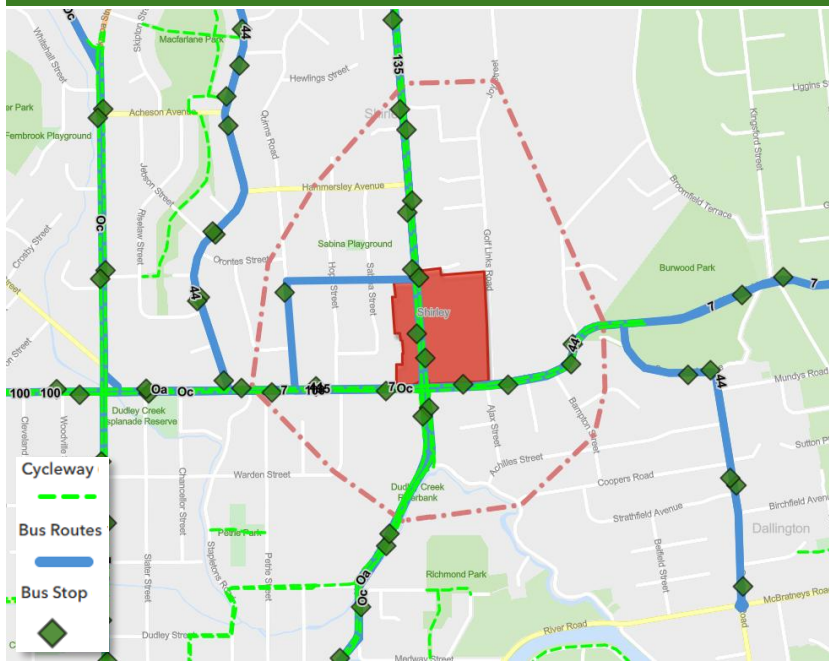
CATCHMENT POPULATION 2018-2023



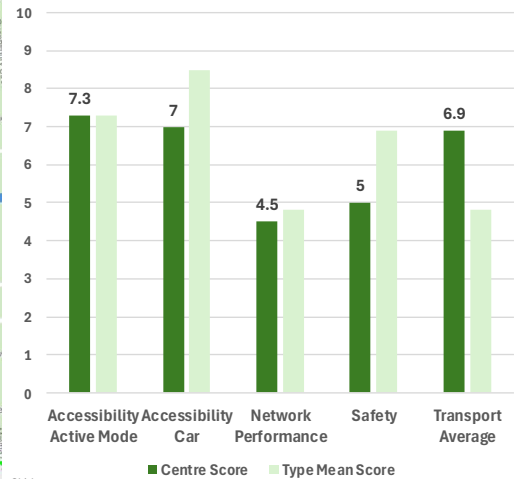
HOUSEHOLD COUNT 2018-2023



TRANSPORT

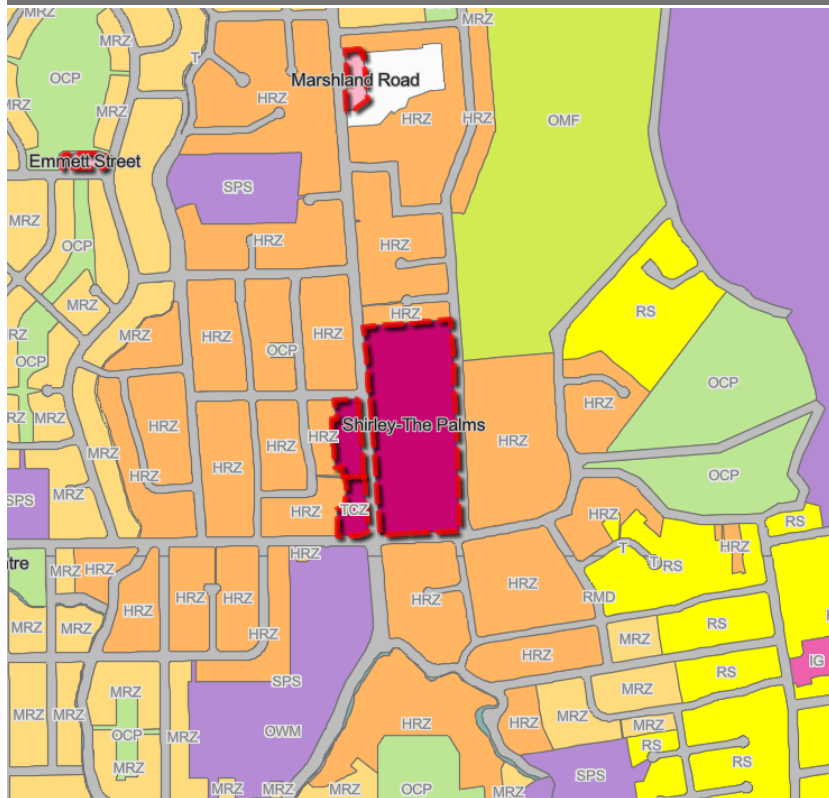


TRANSPORT SURVEY



Shirley
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 (low density houses)
	Open Space Zone (parks and recreation)
	Industrial (businesses and factories)
	Special Purpose Zone (schools and facilities)
	Large Format Retail 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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