

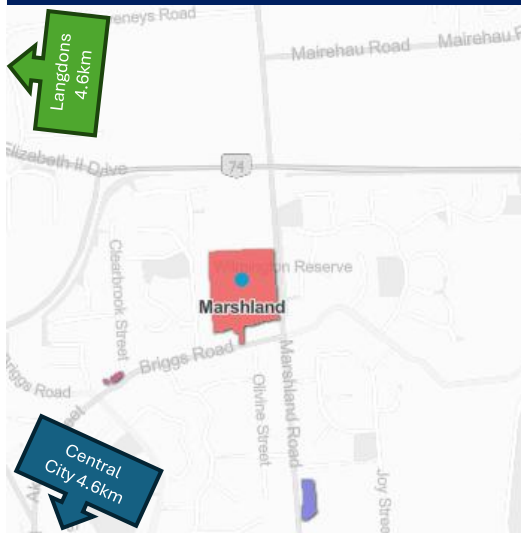
Shirley Homebase (Marshland)

District Plan: “Large Format Retail”
Previous Factsheets: “Retail Park zone”

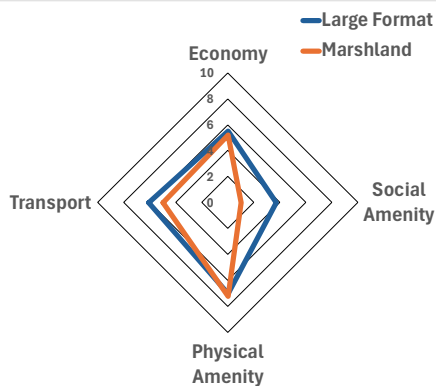
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



CENTRE SUMMARY

Shirley Homebase (also known as Marshlands) occupies a former industrial site on Marshlands Road that was redeveloped for large format retail in the 2000s. Currently the smallest of the large format centres, however further development (opening 2025) will double the size of the existing centre.

Economic indicators show modest increases in spending and consistent business and employment counts. The economic assessment notes a low vacancy rate but an eclectic collection of retail outlets, which means the centre is not fully operating as its intended function.

Transport accessibility is good via car but only average for active transport modes. Marshlands Road is a busy route out of Christchurch which, while beneficial for the centre in attracting passing customers, can also result in congested access at times. Pedestrian access to the centre is limited by a lack of crossing points. There are no separated cycle lanes and the busy traffic environment is unwelcoming.

The physical environment is functional. Buildings are modern and pedestrian access well catered for around and through the centre. Landscaping provision is limited.

Social amenity is low for the centre with only a handful of facilities; however this is consistent with the primary function of the centre.

In summary, the Shirley Homebase is a modern, functional, large format retail centre that appears to be in good economic health. Expansion of the centre will likely improve the offer and the centres longer term performance.

STRENGTHS

- Modern, functional retail development with good amenity.
- Existing anchor tenants and planned expansion to broaden the centre offer.

WEAKNESSES

- Limited range of retailing.
- Car parking dominated environment.
- Non-car access is poor.

OPPORTUNITIES

- Centre expansion may increase range of services to better serve local catchment.
- Population growth.

THREATS

- Growth of nearby centres.
- Rising congestion on Marshlands Road may impact easy access.

ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

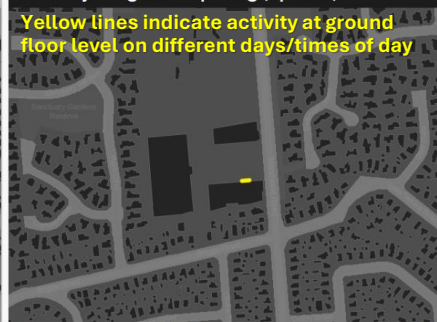
Weekdays: Daytime opening (9am-5pm)



Weekdays: Evening opening (5pm-9pm)



Weekdays: Nighttime opening (9pm on)



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

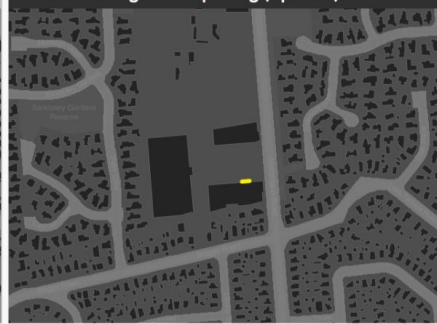
Weekends: Daytime opening (9am-5pm)



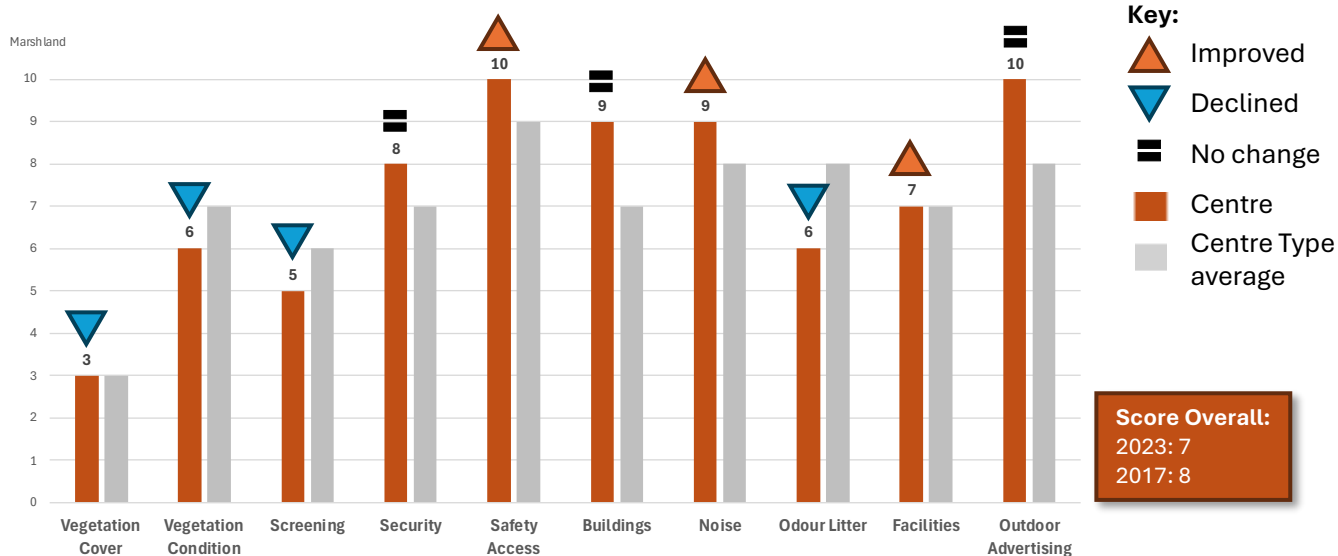
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

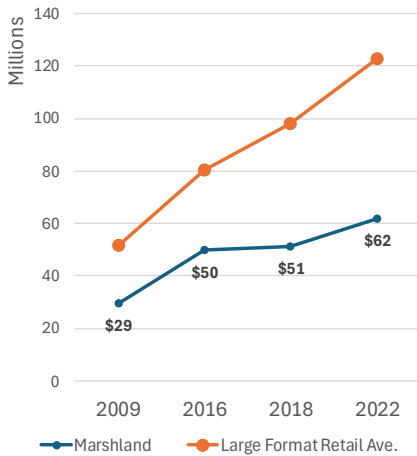


ECONOMIC PERFORMANCE

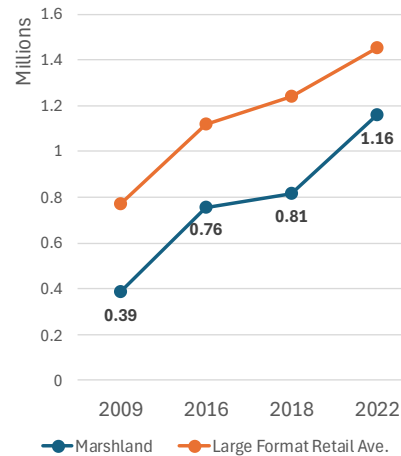
Economic survey score 2023	5.2
Economic survey score 2017 (not assessed)	5.1
Centre type average economic survey score 2023	5.5
Vacant land in centre	3%
Centre type average vacant land	6.5%



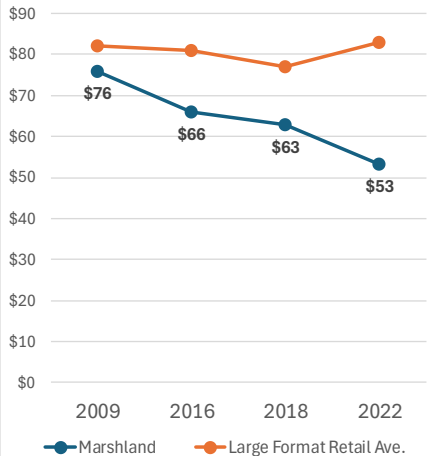
TOTAL SPEND (\$)



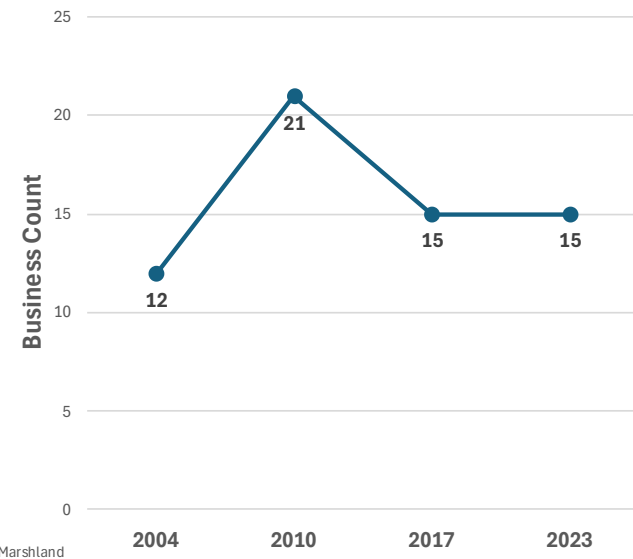
TRANSACTION COUNT



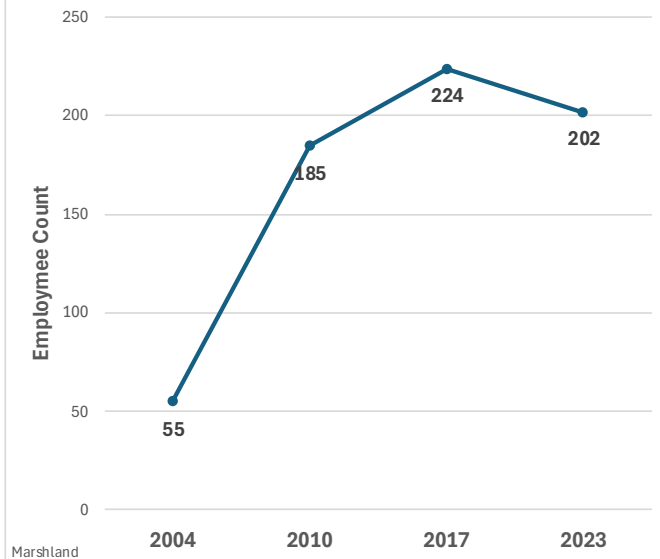
TRANSACTION AVERAGE (\$)



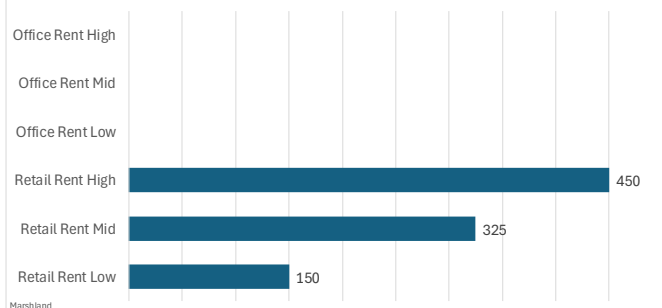
BUSINESS COUNT



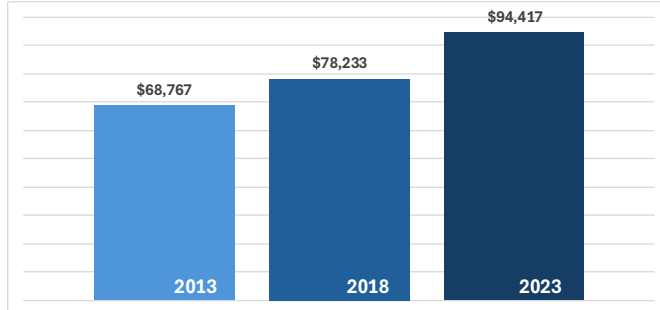
EMPLOYMENT COUNT



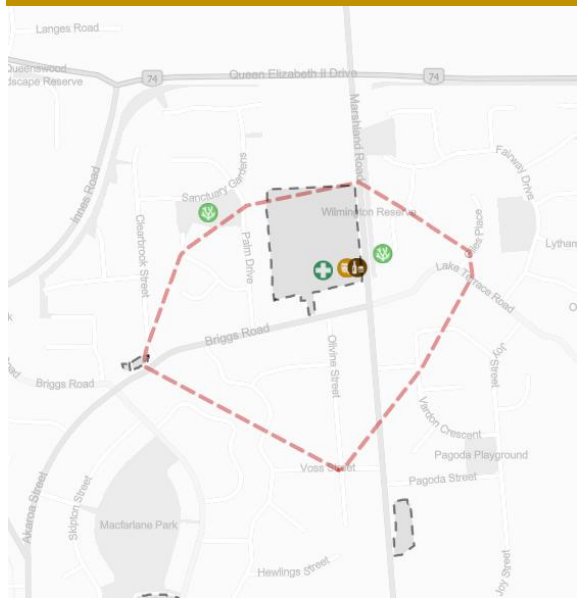
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

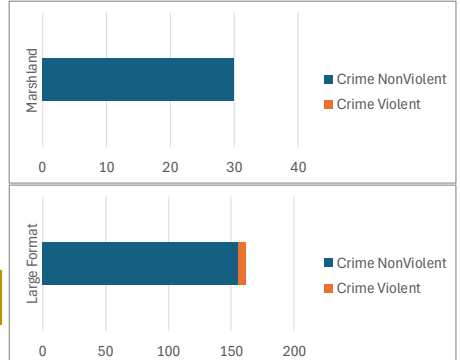


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	20%	20%	17%
Residents 65yrs and over	14%	13%	15%
Residents on Social welfare	3%	3%	6%
Average % of hh with no car	1%	1%	1%
Average number of vehicles/hh	2	1	1

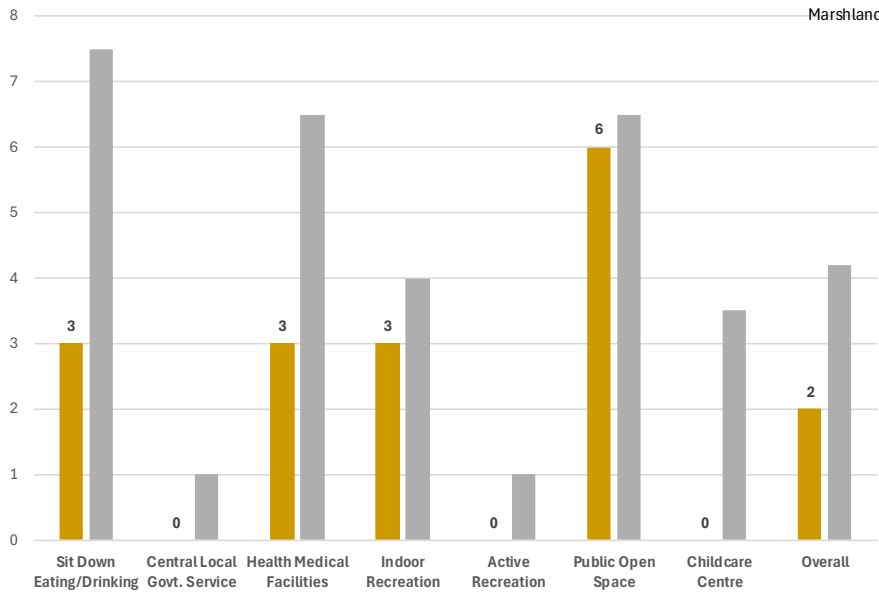
CATEGORY

- 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)



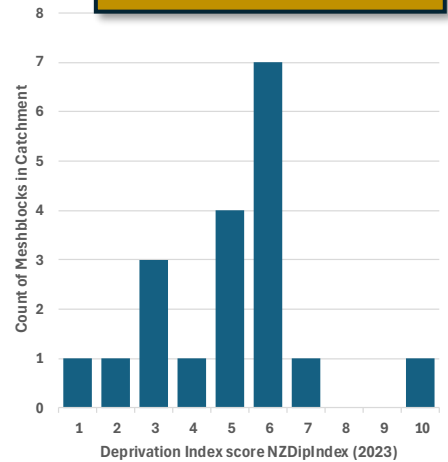
SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)



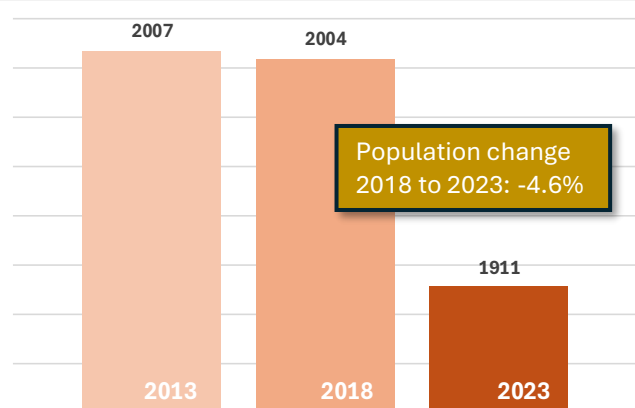
Key: Centre Type Ave. Trend not shown. Not previously assessed

DEPRIVATION RANGE (2023)

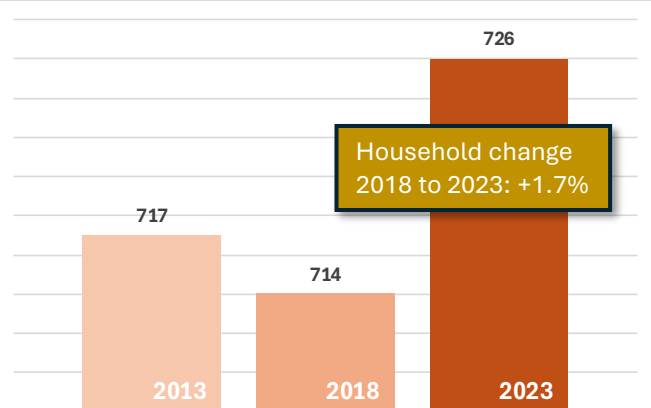
Shirley Homebase Average: 5
Centre Type average: 6.6



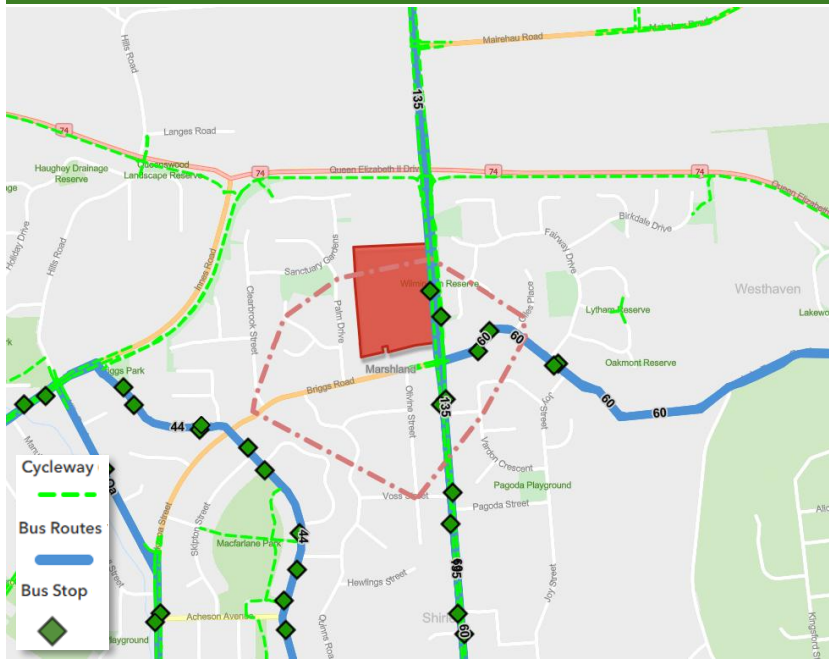
CATCHMENT POPULATION 2018-2023



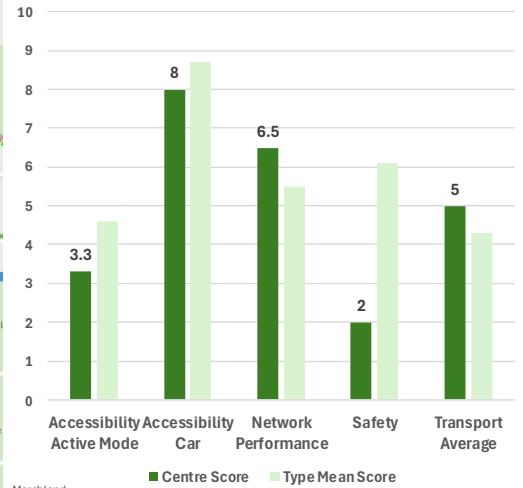
HOUSEHOLD COUNT 2018-2023



TRANSPORT



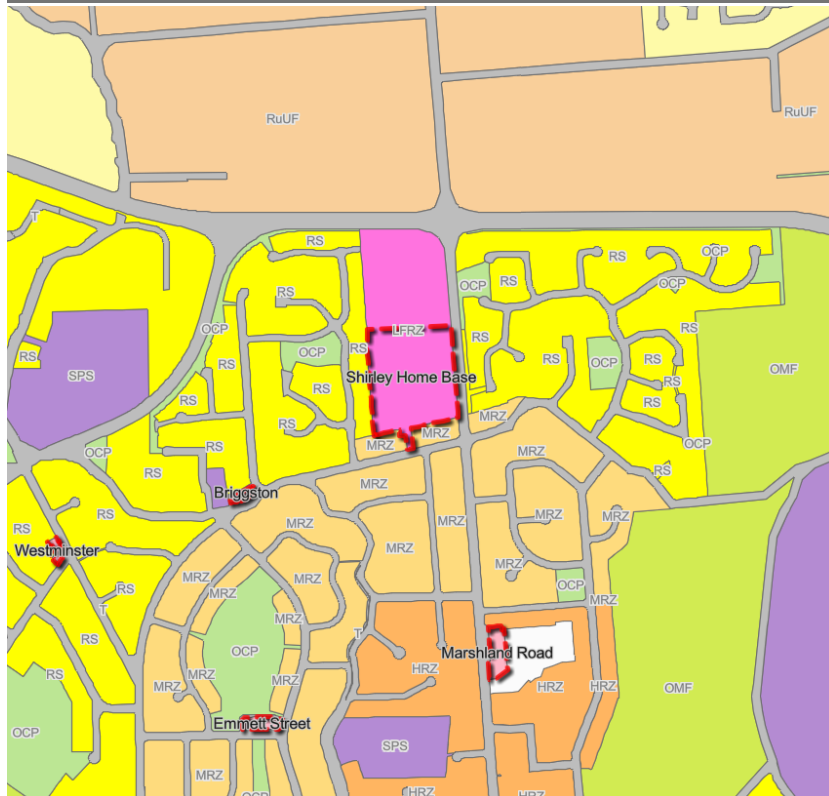
TRANSPORT SURVEY



Marshland

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

LAND USE ZONES (OPERATIVE NOVEMBER 2025)



Planning zones legend and detail

MUZ	Mixed Use Zone (commercial activity)
LFRZ	Large Format Retail Zone (commercial activity)
MRZ	Medium Density Zone (townhouses)
RS	Residential Suburban (Low density homes)
IG	Industrial General (commercial activity)
IH	Industrial Heavy (commercial activity)
OCP	Open Space Zone (parks and recreation)
SPS	Special Purpose Zone (schools and facilities)
RuUF	Rural Urban Fringe (rural activity, some housing)

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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