

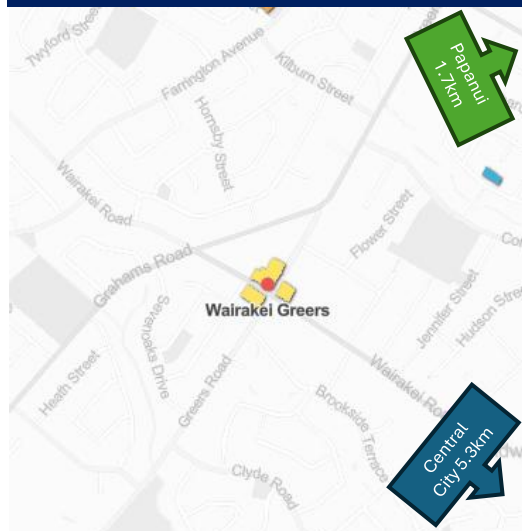
Wairakei Greers

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

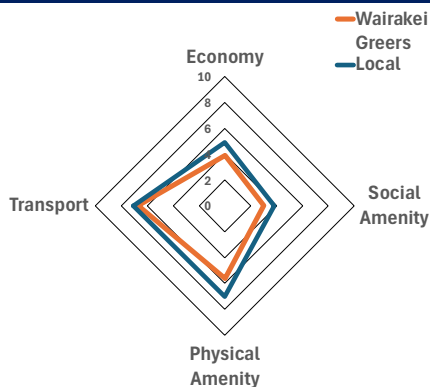
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



CENTRE SUMMARY

Wairakei/Greers Road is a small centre based around the intersection of Wairakei and Greers Roads. The centre's activity is focused on three corners of the road intersection, each of which forms a short parade of street fronting units. The tenancies are a mix of independent retailers, hospitality, takeaways, and services. The centre previously contained a Supervalu supermarket, which has closed since 2018 (the site is now occupied by an independent specialist food retailer).

The centre performs adequately as a small convenience destination serving the local residential catchment. The mix of activities is suitable for this role but the loss of the supermarket has impacted the centres function as a neighbourhood centre. Economic indicators show a sharp decline in both spending and employment within the centre coinciding with the closure of the supermarket. There are several vacant units and some buildings are in poor condition. The overall economic assessment is that the centre is playing a lower function role than previously. Social amenity is reasonable in the centre with a mix of eateries, health facilities and childcare within the walking catchment helping to raise the overall score.

Physical amenity for the centre reflects its functional design. There is some street furniture, including cycle parking and seating, but the wide intersection means traffic is a dominant feature. Landscaping and street tree provision is very limited.

The centre is highly accessible by car. Off street parking is available and there is also provision for angled on-street parking. The centre is served by two bus routes but does not connect with any dedicated cycle facilities. The nearest cycle lanes finish short of the centre and nearest cycleway some distance from the centre. Pedestrian access is good from the surrounding catchment and the centre is walkable.

In summary, Wairakei/Greers is functioning as a local convenience centre rather than a neighbourhood centre. The centre has lost an anchor tenant with the supermarket closure. Otherwise, the centre is largely unchanged in terms of diversity of retail and services on offer. The centre would benefit from investment to lift the public realm, but only if matched with investment in the renewal of the building stock.

STRENGTHS

- Diversity of independent outlets, including hospitality.
- Accessible.

WEAKNESSES

- Loss of national supermarket anchor tenant (since replaced with an independent supermarket).
- Busy road environment with low pedestrian amenity.

OPPORTUNITIES

- Replacement of supermarket anchor with independent, specialist food retail retailer.

THREATS

- Potential persistent loss of customers to other centres after supermarket closure.

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)

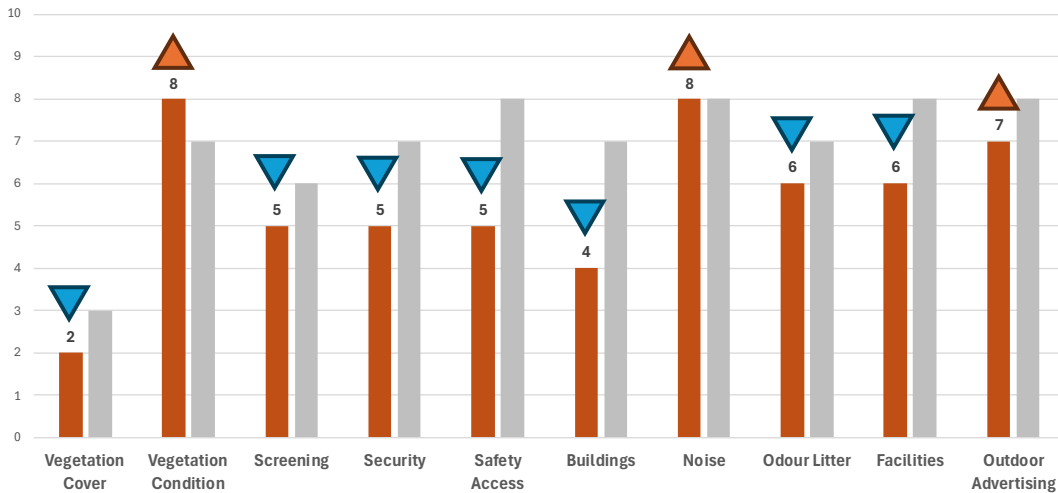


Weekends: Nighttime opening (9pm on)



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

Wairakei Greens



Key:

- ▲ Improved
- ▼ Declined
- No change
- Centre
- Centre Type average

Score Overall:

2023: 6

2017: 6

CENTRE IMAGES (2023)

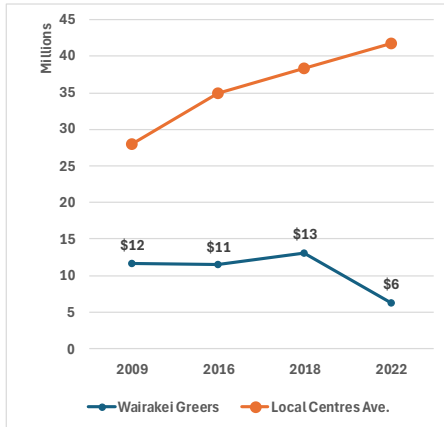


ECONOMIC PERFORMANCE

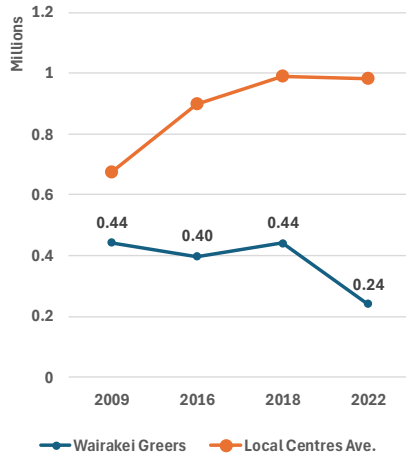
Economic survey score 2023	3.9
Economic survey score 2017 (not included)	4.1
Centre type average economic survey score 2023	4.9
Vacant land in centre	6%
Centre type average vacant land	15%



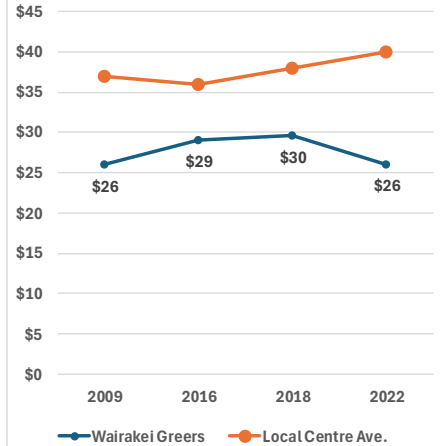
TOTAL SPEND (\$)



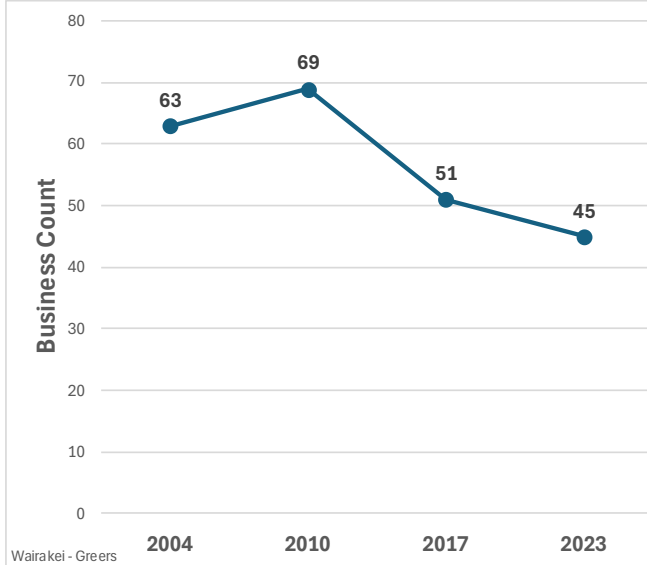
TRANSACTION COUNT



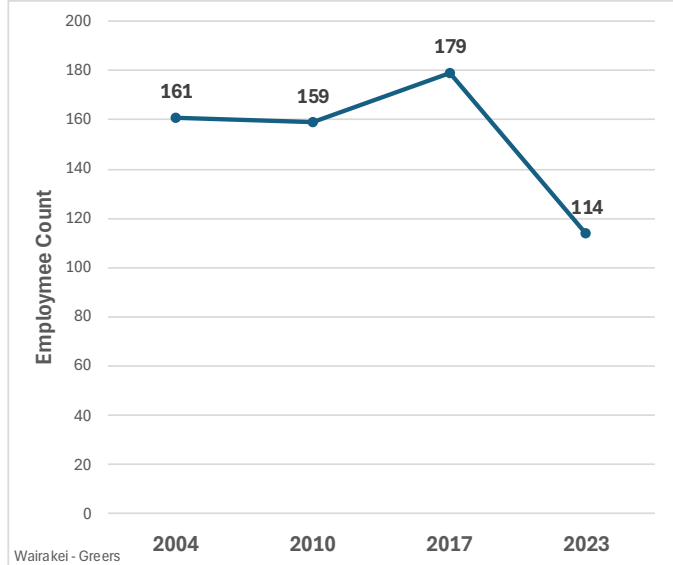
TRANSACTION AVERAGE (\$)



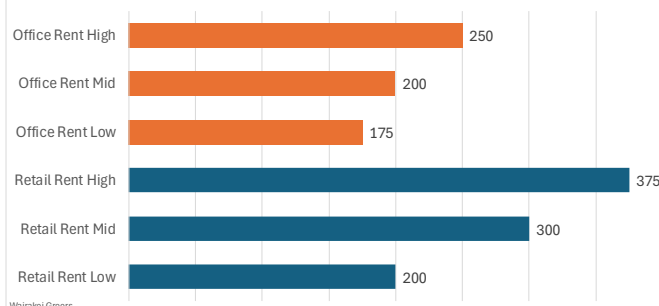
BUSINESS COUNT



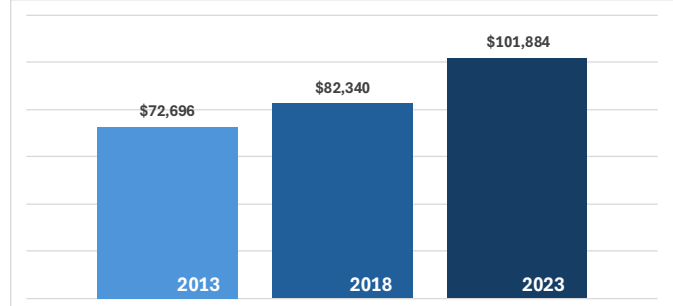
EMPLOYMENT COUNT



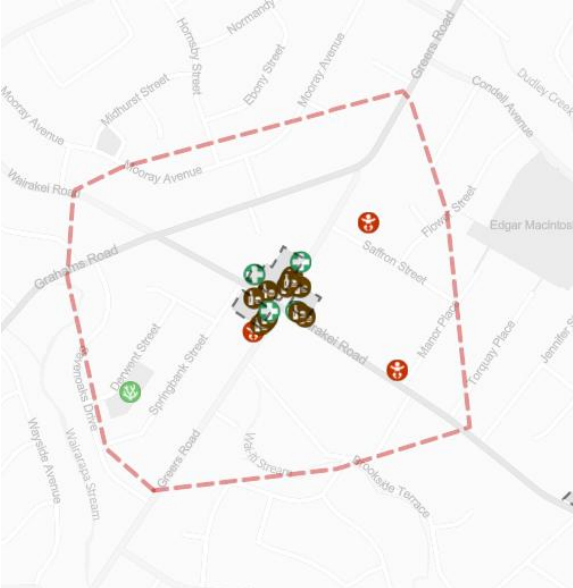
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING

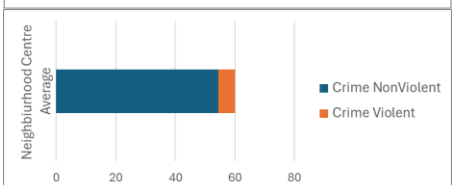
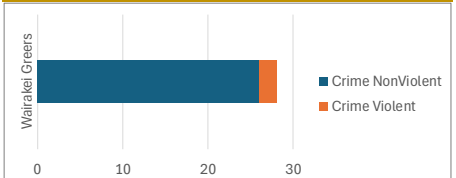


CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	20%	21%	18%
Residents 65yrs and over	12%	11%	12%
Residents on Social welfare	5%	5%	7%
Average % of hh with no car	2%	1%	1%
Average number of vehicles/hh	2	1	1

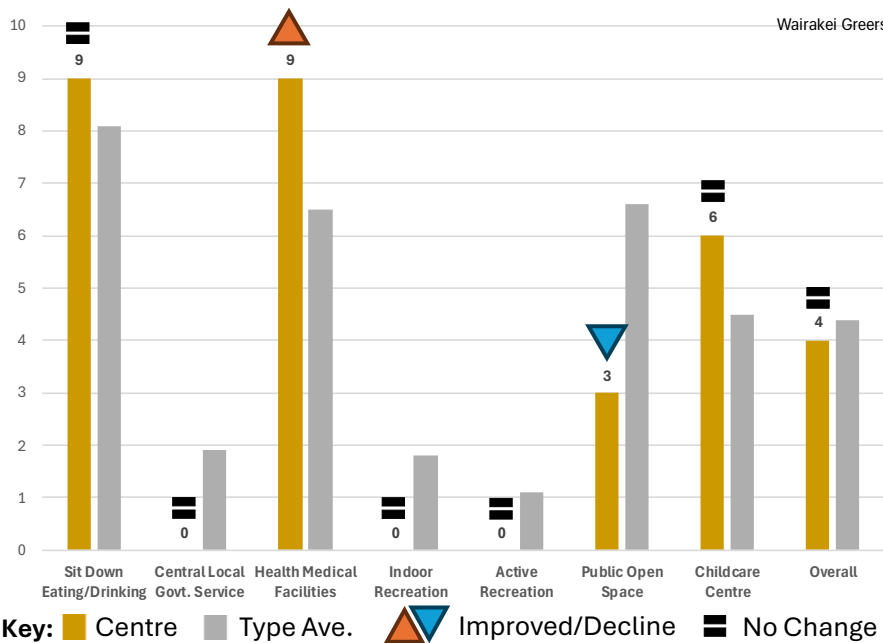
CATEGORY

-  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)

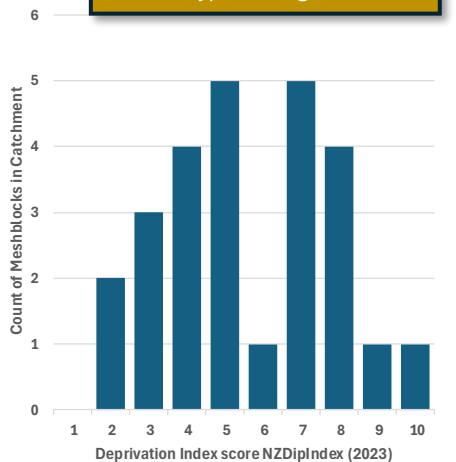


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

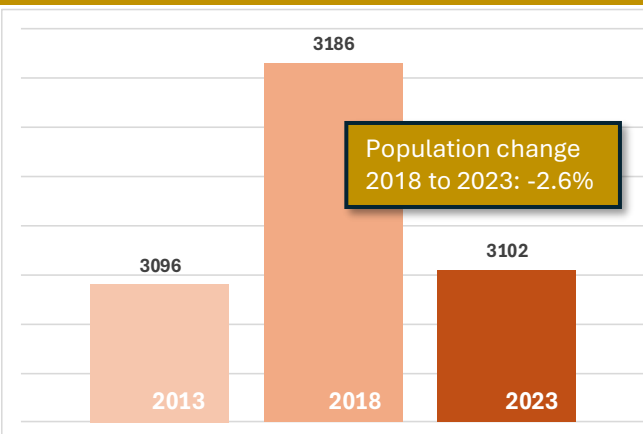


DEPRIVATION RANGE (2023)

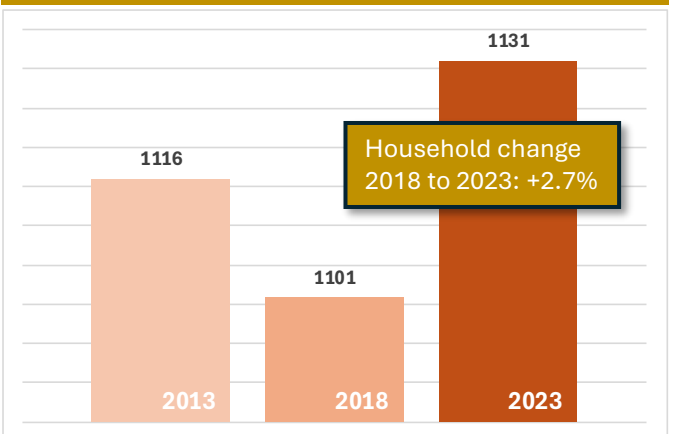
Wairakei Greers Average: 6
Centre Type average: 5.6



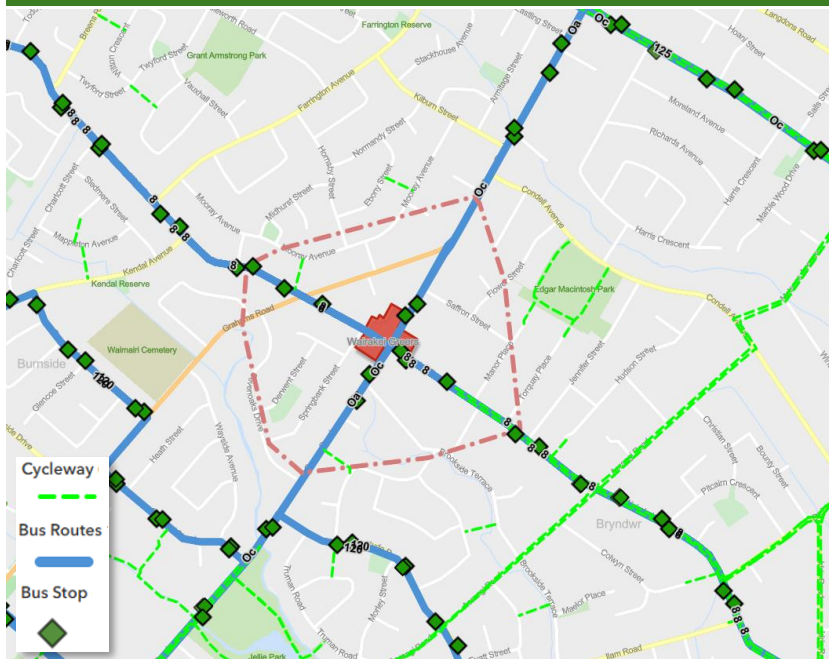
CATCHMENT POPULATION 2018-2023



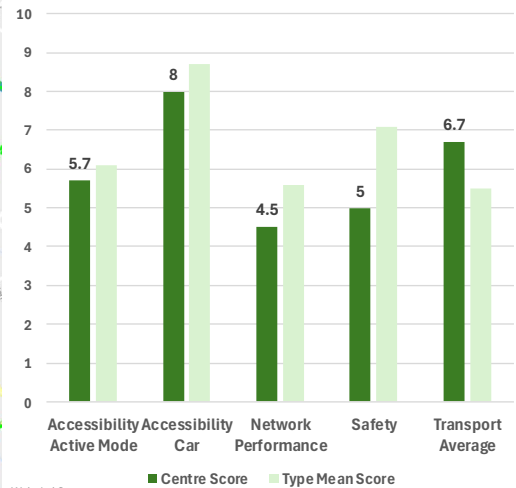
HOUSEHOLD COUNT 2018-2023



TRANSPORT

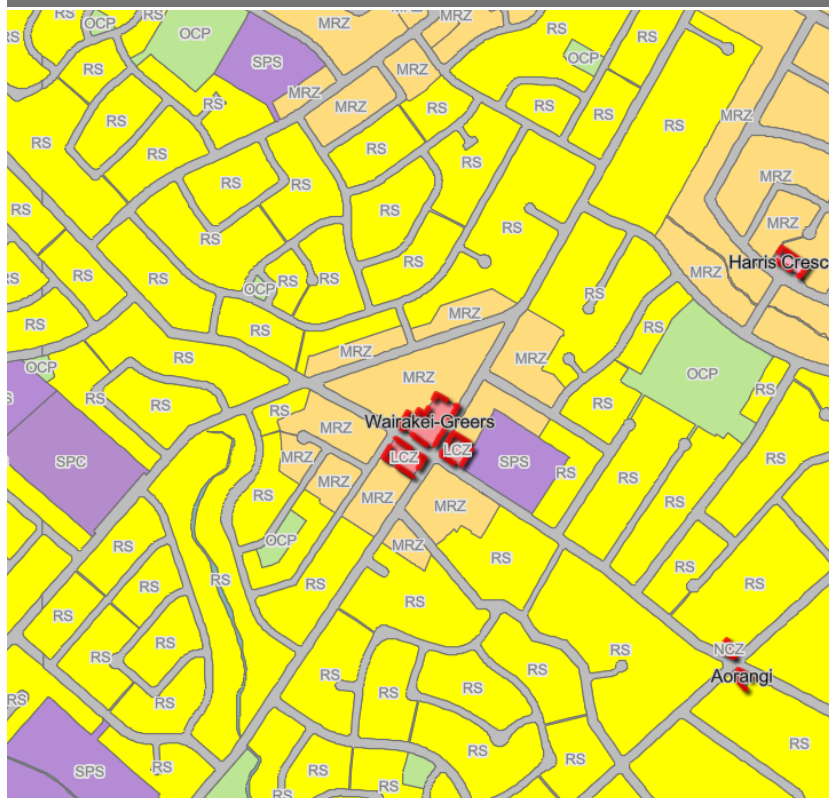


TRANSPORT SURVEY



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 (retail and service activity)
HRZ	High Density Zone (townhouses and apartments)
MRZ	Medium Density Zone (townhouses)
RS	Residential Suburban (low density homes)
OCP	Open Space Zone (parks and recreation)
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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