

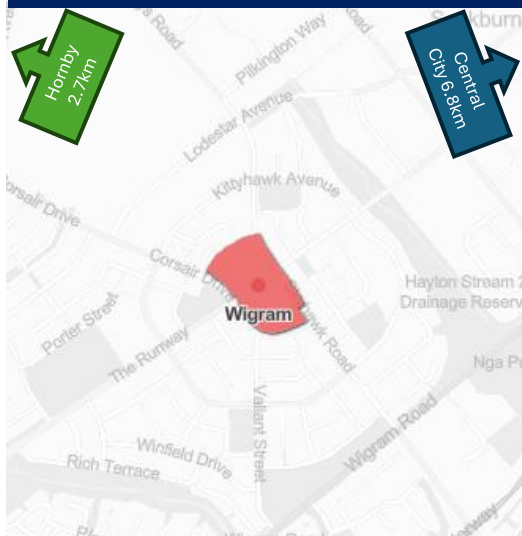
Wigram

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

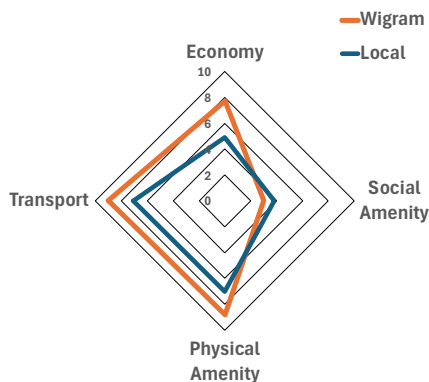
INTRODUCTION

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

LOCATION



CENTRE SUMMARY SCORES



CENTRE SUMMARY

Wigram is a new centre, named 'The Landing', developed in the early 2010s to serve the surrounding, newly built, residential suburb. It also serves the nearby industrial area which is within its catchment. The centre is focused on a linear strip either side of *The Runway* (a slow speed, pedestrian friendly street). This features a variety of mainly hospitality and services, with limited retail. More commercial units can be found behind the frontage, with walkways through to a square, providing a second focal point within the centre. The centre has a supermarket and a cinema.

Developed to an overarching design, 'The Landing' is a good example what of comprehensive development can achieve for a new shopping centre. The centre is anchored by the supermarket and has become a destination with the development of the cinema. The mix of tenancies is weighted towards services and hospitality, the retail offer being quite narrow. Vacancy rates appear low. The population around the centre continues to grow with the development of some medium density housing in proximity. However, once completed there is likely limited opportunity for catchment population growth in the foreseeable future.

Economic indicators show growth across all metrics. The overall economic assessment concludes that the centre is performing its intended function well and offers a high-quality experience. Social amenity is reasonable with all categories provided for.

The centre has a high quality, well landscaped environment. The square provides for an interesting meeting space that is set away from traffic. The commercial buildings are modern and well maintained. Overall, the centre scores above or close to average in all measures.

Access is good by car and bus. Pedestrian access from Wigram suburb is good, generally along local roads, with no major barriers and good crossing points. Cycle lanes link the centre to the Little River Major Cycleway and there is plenty of cycle parking within the centre.

In summary, the centre has fully developed to offer a good range of services and hospitality in a well design environment. The supermarket is the anchor tenant, however the addition of a cinema has broadened the appeal of the centre as a destination. The retail offer does remain limited.

STRENGTHS

- Modern design, with good range of health, hospitality and social functions.
- Supermarket and cinema broaden appeal.
- Walkable catchment, growing population.

WEAKNESSES

- Retail offer is limited.

OPPORTUNITIES

- Residual land available for further commercial expansion.

THREATS

- Development of new Halswell Town Centre may draw customers away.

ENVIRONMENT AND AMENITY

ACTIVE STREET FRONTAGE (TIME OF DAY)

Weekdays: Daytime opening (9am-5pm)



Weekdays: Evening opening (5pm-9pm)



Weekdays: Nighttime opening (9pm on)



Centre not surveyed 2023

Weekends: Daytime opening (9am-5pm)



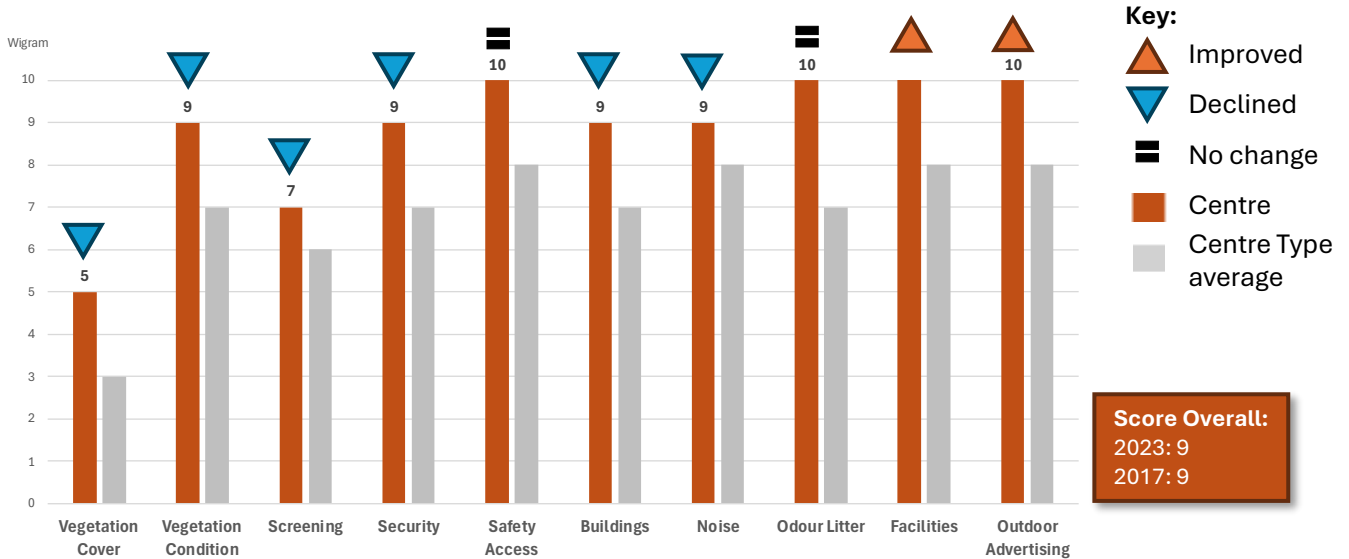
Weekends: Evening opening (5pm-9pm)



Weekends: Nighttime opening (9pm on)



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



CENTRE IMAGES (2023)

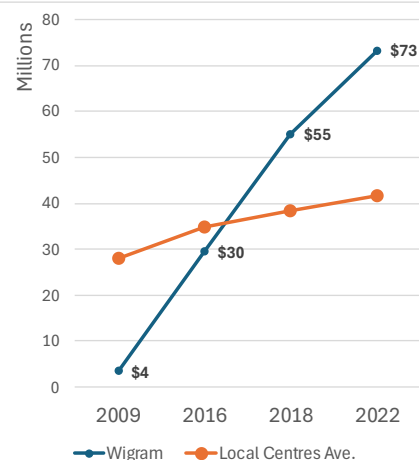


ECONOMIC PERFORMANCE

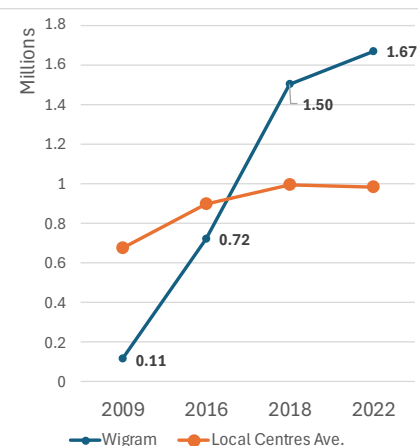
Economic survey score 2023	7.7
Economic survey score 2017 (not included)	7.6
Centre type average economic survey score 2023	4.9
Vacant land in centre	1%
Centre type average vacant land	15%



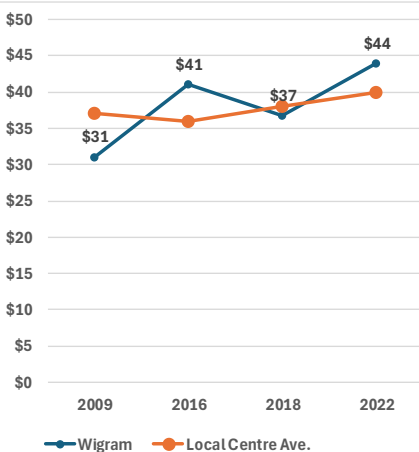
TOTAL SPEND (\$)



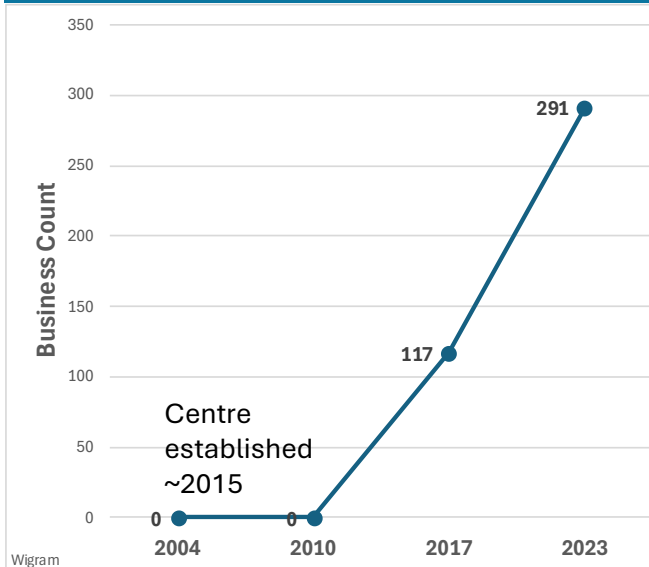
TRANSACTION COUNT



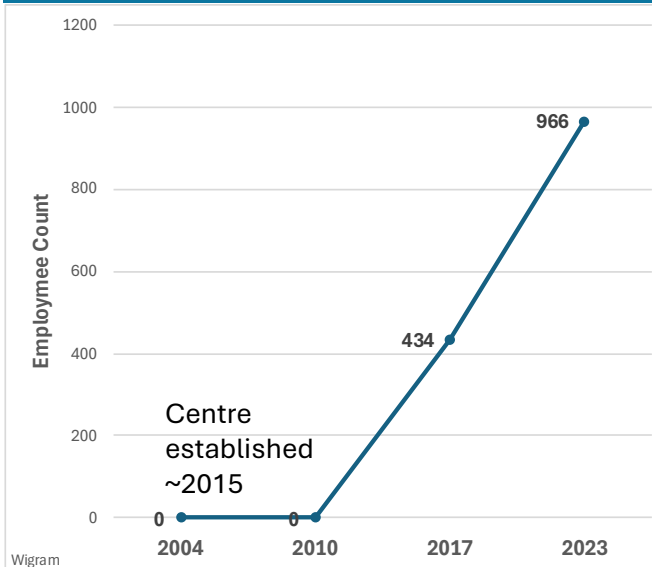
TRANSACTION AVERAGE (\$)



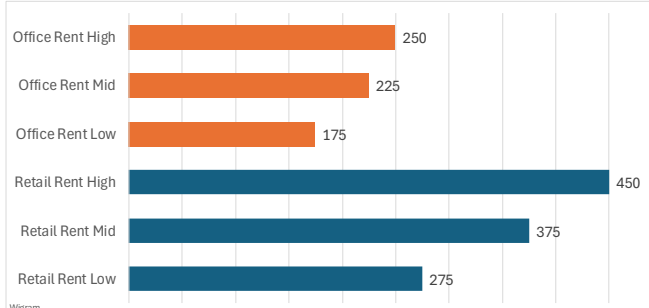
BUSINESS COUNT



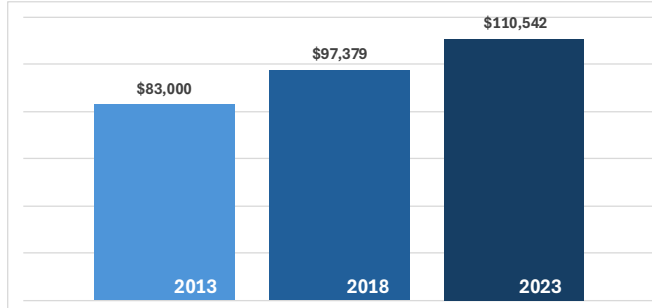
EMPLOYMENT COUNT



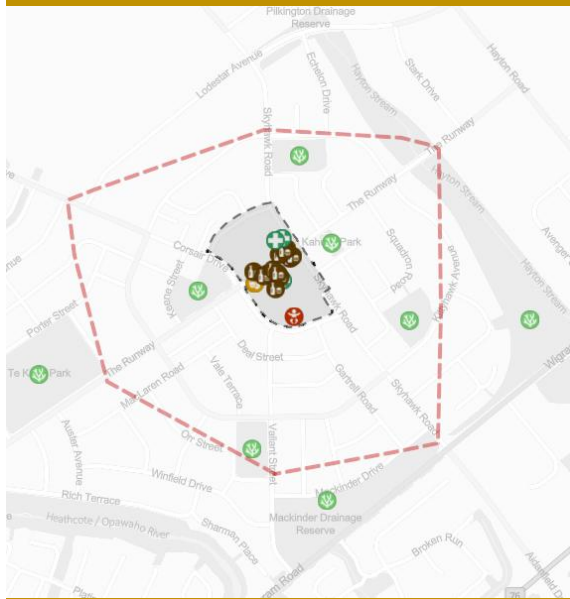
OFFICE AND RETAIL RENTS (\$/m²)



HOUSEHOLD INCOME (CATCHMENT AVE.)



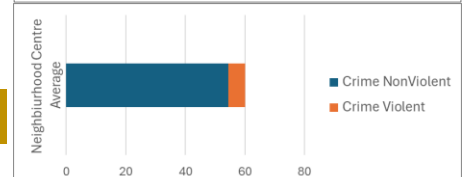
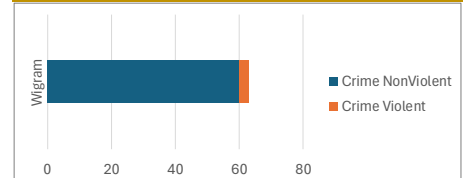
SOCIAL WELLBEING, CATCHMENT STATISTICS AND PLANNING



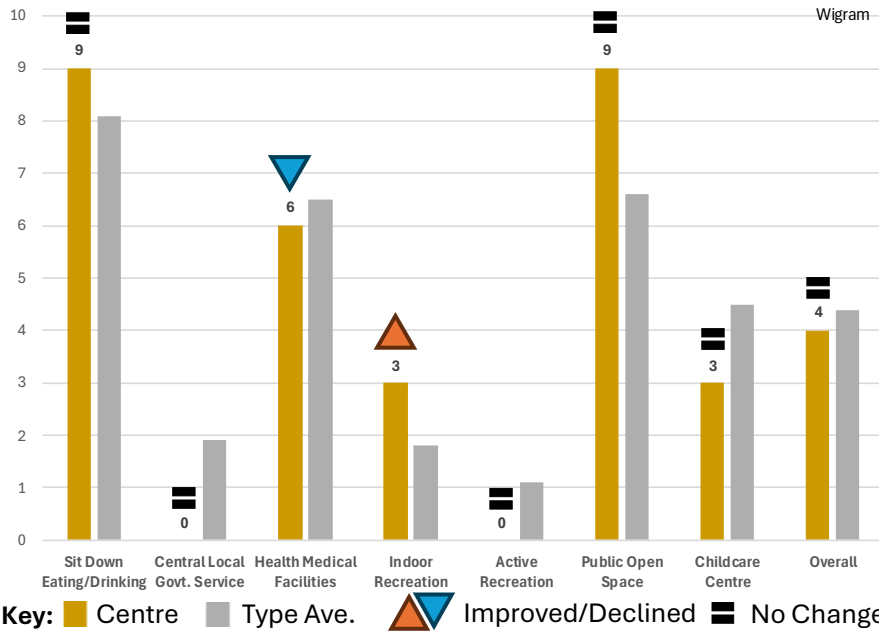
CATCHMENT PROFILE	2013	2018	2023
Residents under 15yrs	13%	17%	17%
Residents 65yrs and over	0%	8%	18%
Residents on Social welfare	0%	1%	4%
Average % of hh with no car	2%	0%	1%
Average number of vehicles/hh	1	1	1

- 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)

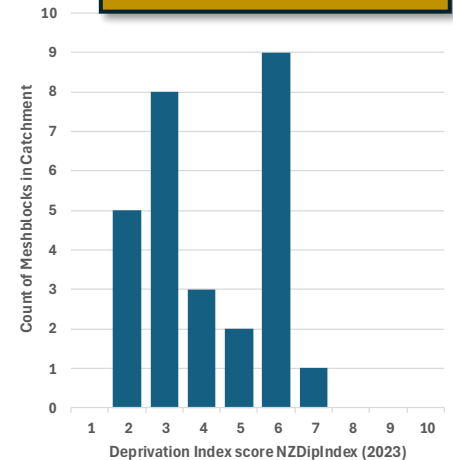


SOCIAL WELLBEING ASSESSMENT (CENTRE AND TYPE AVERAGE)

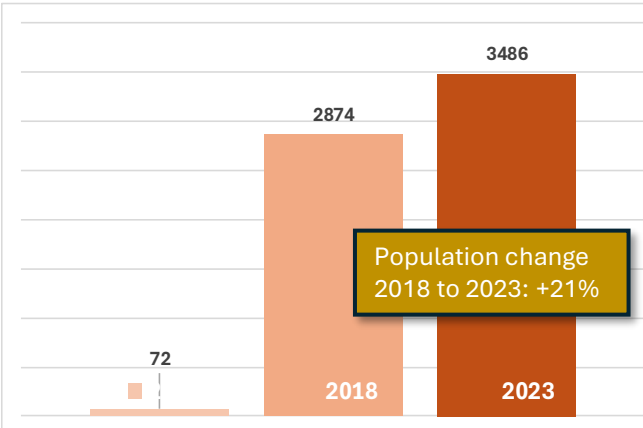


DEPRIVATION RANGE (2023)

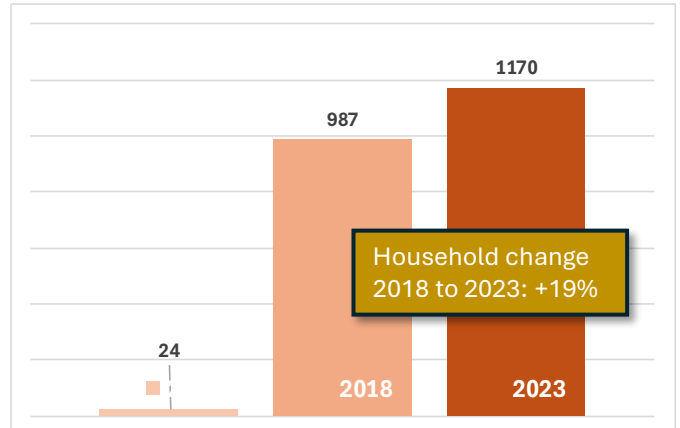
Wigram Average: 4
Centre Type average: 5.6



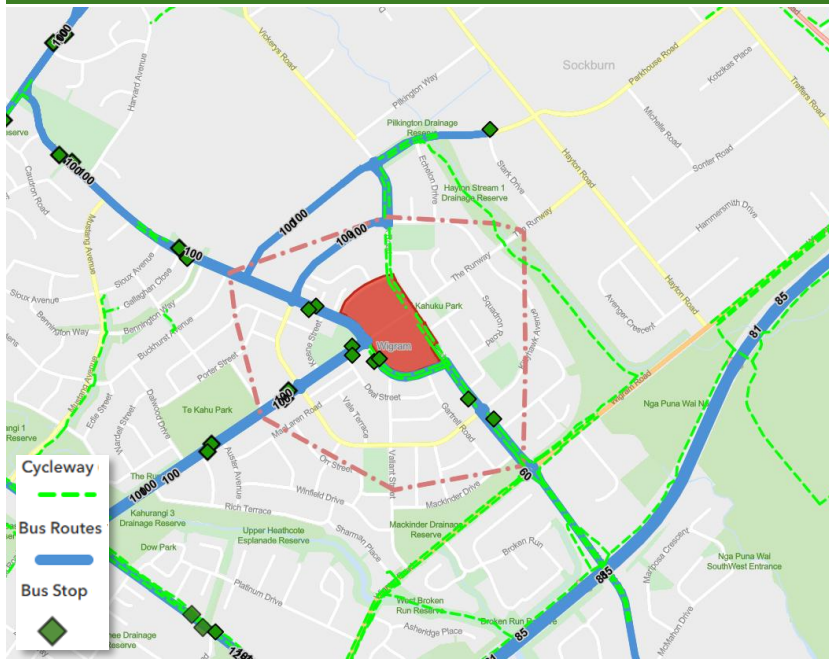
CATCHMENT POPULATION 2018-2023



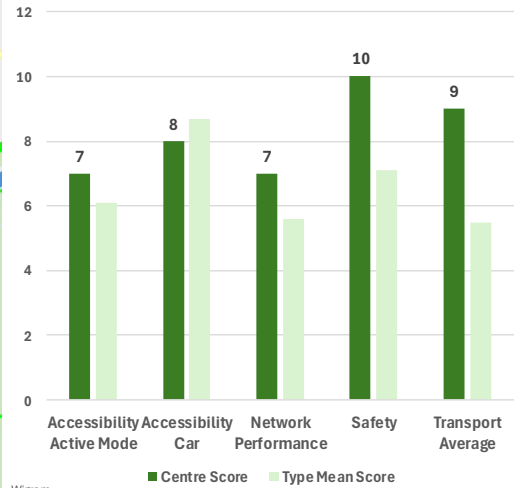
HOUSEHOLD COUNT 2018-2023



TRANSPORT

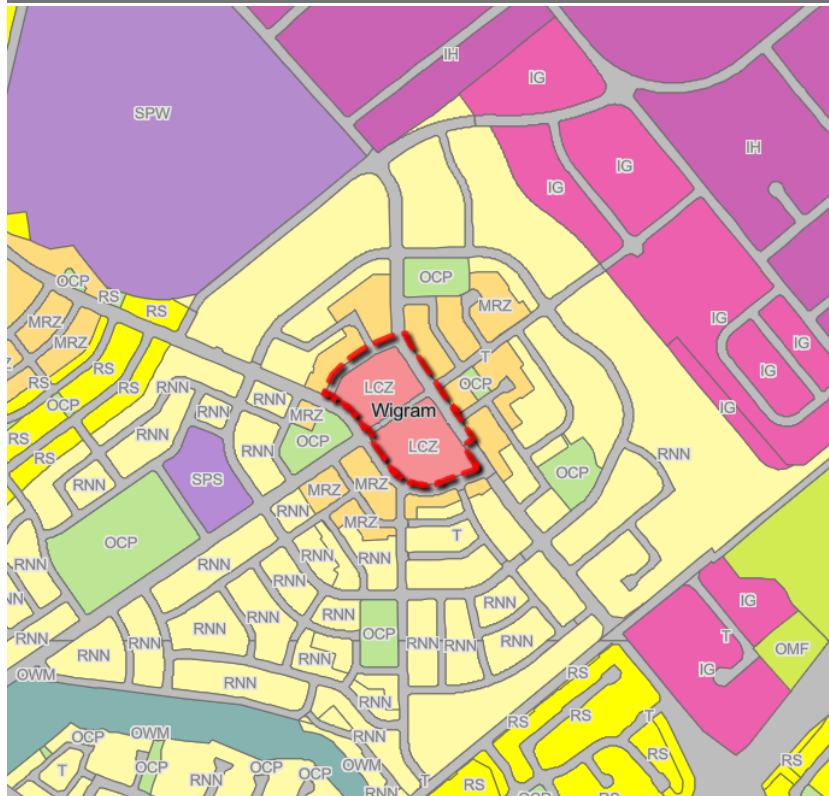


TRANSPORT SURVEY



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)
RNN	Residential New Neighbourhood (Low density homes)
MRZ	Medium Density Zone (townhouses)
RS	Residential Suburban (Low density homes)
IG	Industrial General (commercial activity)
OCP	Open Space Zone (parks and recreation)
SPS	Special Purpose Zone (schools and facilities)
SPW	Special Purpose Wigram (defence land - heritage)

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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