

**BEFORE INDEPENDENT HEARING COMMISSIONERS  
APPOINTED BY THE CHRISTCHURCH CITY COUNCIL**

**IN THE MATTER** of the Resource Management Act 1991

**AND**

**IN THE MATTER** of submissions on Plan Change 14 to the  
Christchurch District Plan

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**STATEMENT OF EVIDENCE OF CATHERINE MARY LOUISE BOULTON ON BEHALF OF  
BELFAST VILLAGE LIMITED (SUBMITTER #917)**

**20 September 2023**

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## **1. QUALIFICATIONS AND EXPERIENCE**

- 1.1. My full name is Catherine Mary Louise Boulton.
- 1.2. I am a Planner employed by Planz Consultants Limited.
- 1.3. I hold a Bachelor of Science (Geography), Bachelor of Arts (Honours) from Canterbury University and a Master of Resource and Environmental Planning from Massey University. I am an Associate member of the New Zealand Planning Institute.
- 1.4. I have over sixteen years' experience working as a planner. My work experience includes a wide range of resource management work for private consultancies and local authorities in both the United Kingdom and New Zealand. This work has included resource consent preparation and processing, plan change preparation and policy development and providing section 42A reports on district plan reviews. I have worked in both the private and public sectors, in both the United Kingdom and New Zealand. Specifically for Belfast Village Limited I have been involved in their Plan Change 5 submission process, the resource consent application for Countdown (RMA/2020/1965), the Plan Change 14 submission and the latest resource consent application (RMA/2023/2292) for the development of the commercial centre.

## **2. CODE OF CONDUCT**

- 2.1. Although this is not an Environment Court hearing, in preparing my evidence I have reviewed the Code of Conduct for Expert Witnesses contained in Part 9 of the Environment Court Practice Note 2023. I have complied with it in preparing my evidence. I confirm that the issues addressed in this statement of evidence are within my area of expertise, except where I state that I am relying on the opinion or evidence of other witnesses. I have not omitted to consider material facts known to me that might alter or detract from the opinions expressed.

## **3. SCOPE OF EVIDENCE**

- 3.1. I have prepared this evidence on behalf of Belfast Village Ltd (**Belfast Village**), submitter #917.
- 3.2. My evidence:
  - 3.2.1. Seeks the alignment of zone boundaries confirmed through PC5 and opposes the rezoning of the land at 751 (Lot 24 DP 20313), 1/753 (Lot 23 DP 20313)

and 755 Main North Road (Lot 2 DP 540607) from commercial zoned land (as approved in CCC's decision on PC 5 and the subsequent Consent Order) to residential. This is shown on PC14 Planning Map 12 as 'Town Centre Zone' and 'Future Urban Zone', as such the submission was to amend the zoning consistent to the notified zoning. However, I note that Mr Lightbody's evidence outlines that PC14 incorrectly identified the site as being zoned Town Centre Zone Centre and it should instead have been zoned as Local Centre Zone. I will discuss this in greater detail below.

3.2.2. Seeks the rezoning of land at 40B Johns Road (Lot 3 DP 540607 and Section 4 Survey Office Plan 533991) from Future Urban Zone to have a contiguous commercial zoning with the adjoining land (which was notified as Town Centre Zone and is proposed to be amended to Local Centre Zone). With this rezoning it is requested that Appendix 15.15.11 – Town Centre Zone (North-West Belfast) Outline Development Plan and Appendix 8.10.18 or 8.10.19 North-West Belfast Outline Development Plan is amended to reflect the relief sought (note that the notified PC14 provisions refers to this Appendix by both numbers).

3.2.3. Seeks to amend Table 15.1 to categorise North West Belfast as a 'medium' Local Centre rather than a 'small' Local Centre as notified.

3.3. I have reviewed, amongst others, the following documents:

3.3.1. The submission by Belfast Village which I prepared.

3.3.2. The submission by Ryman Healthcare Limited (submitter #749)

3.3.3. The resource consent application for commercial development at North-West Belfast Centre (RMA/20232292) including the economic assessment prepared by Market Economics.

3.3.4. Plan Change 14 as notified.

3.4. I preparing my evidence, I have reviewed the following evidence prepared on behalf of the Christchurch City Council:

3.4.1. Mr K Lightbody – Intensification within Commercial and industrial Zones outside the Central City, Lyttelton Building Height Qualifying Matter, Belfast Commercial Centre and Styx River Qualifying Matters

### 3.4.2. Mr T Heath – Property Economics

## 4. BACKGROUND

4.1. The site at North West Belfast has a comprehensive and lengthy planning history. This is described in Belfast Village's submission, as this can be referred back to, I will not repeat this as part of my evidence.

4.2. Since the time the submission was made, a new resource consent for commercial development has been lodged with the Christchurch City Council (RMA/2023/2292). At the time of preparing this evidence, this application is still being assessed by the CCC Planner and associated technical experts. The application site is primarily made up of three staged areas but the proposal primarily relates to the development of the Stage 2 area of the new commercial centre, an associated change to the completed development of the Stage 1 area is also sought and Stage 3 is a future development area. The proposed stages of development are as follows:

4.2.1. **Stage 1:** The extension of the existing Countdown carpark and corner pylon sign out towards Main North Road and the intersection with Bellewood Avenue is proposed over a portion of land which is currently vacant/grassed. The rezoning of the land where the carpark is proposed to be extend was approved through the Consent Order issued by the Environment Court [ENV-2022-CHC-54], this rezoning prompted the site layout change.

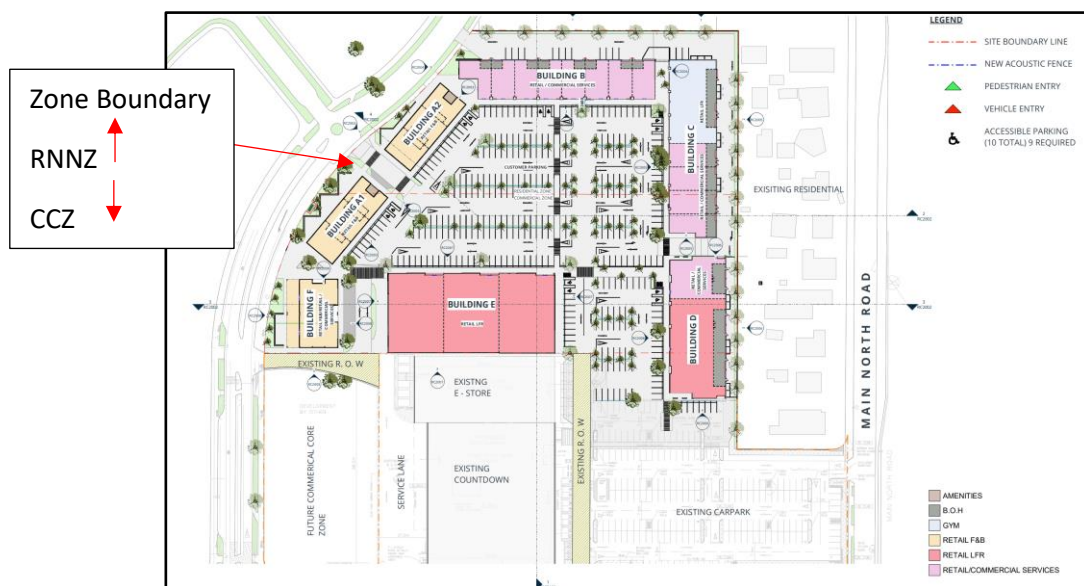
4.2.2. **Stage 2:** The proposal for Stage 2 is to develop a commercial centre over existing, CCZ land and beyond into undeveloped RNNZ land to the north. The commercial development proposed in the expanded Neighbourhood Centre is to comprise of a mix of food and beverage outlets, retail/commercial service tenancies and retail large format retail activities. The Total Gross Floor Area ('GFA') of Stage 2 of the centre development is 8617m<sup>2</sup>. This is broken down by the activity as follows:

- 1000m<sup>2</sup> of food and beverage GFA in four tenancies.
- 3623m<sup>2</sup> of retail/commercial service in approximately fifteen tenancies, this includes Building F which will be split into at least two tenancies.
- 600m<sup>2</sup> of a gym/recreation facility.

- 3200m<sup>2</sup> of large format retail, split over 4 tenancies. All large format retail is located within the CCZ portion of the site.
- The development is also proposed to consist of carparking, loading and manoeuvring areas, provision of pedestrian connections, landscaping, signage and earthworks.
- Commercial development is proposed as being primarily focussed within the following areas CCZ (PC14: TCZ or LCZ) with Buildings D, E and F being wholly located within the CCZ (PC14: TCZ/LCZ), Buildings A1 and C being partially located within the CCZ (PC14: TCZ or LCZ) and Buildings A2 and B being wholly located within the RNNZ (PC14: FUZ) as shown in **Figure 1** below.

4.2.3. **Stage 3:** This is a future development stage on land located to the rear (west) of the Countdown supermarket.

4.3. The site layout of the proposed development is shown in **Figure 1** and indicative aerial views of the proposed development in **Figure 2** below.



**Figure 1: Site Layout (Source: RMA/2023/2292)**



**Figure 2: Aerial Views of the Proposed Development (Source: RMA/2023/2292)**

- 4.4. The combined GFA of both Stage 1 and Stage 2 is 13,767m<sup>2</sup>. Overall, the proposal is to deliver a comprehensively designed neighbourhood centre to provide needed services to the existing north Belfast community and its emerging growth area as well as to the wider northern Christchurch community.
- 4.5. The resource consent application was submitted with supporting technical assessments including an integrated transport assessment, environmental noise assessment, servicing report, Mahaanui Kurataiao Cultural Impact Assessment and an Economic Effects Assessment prepared by M.E. Consulting.

## **5. PLANNING ASSESSMENT**

### **Alignment of the commercial zone boundaries confirmed through PC5.**

- 5.1. Belfast Village's submission sought to ensure that the commercial zone boundaries aligned with the zone boundaries confirmed through PC5. It was unclear through the notified PC14 planning maps whether this change was intentional or in error. I note Mr Lightbody's recommendation is to change the planning maps to be consistent with the PC 5B Environment Court Consent order which was issued on 1 February prior to notification of PC14. This applies to land at 751 (Lot 24 DP 20313), 1/753 and 2/753 (Lot 23 DP 20313) and 755 Main North Road (Lot 2 DP 540607). This confirms that this notified rezoning was made in error and I am therefore in agreement with Mr Lightbody's recommendation on this matter.

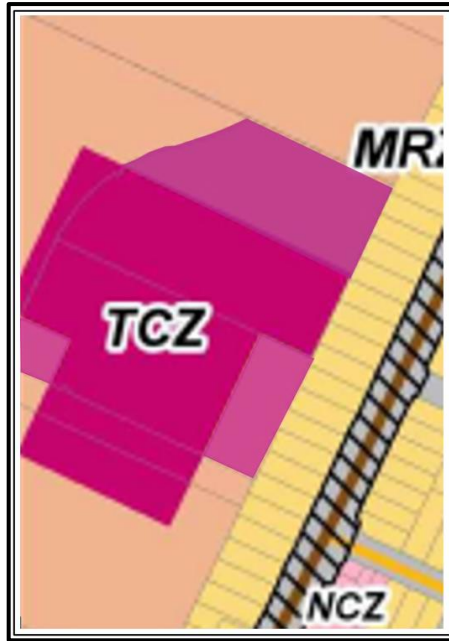
### **Town Centre Zone or Local Centre Zone?**

5.2. Belfast Village's submission and reference to the 'Town Centre Zone' was based on the notified PC14 maps which identified commercial land at the site as being Town Centre Zone (except for the commercial land which was incorrectly identified as residential discussed above). Mr Lightbody's evidence sets out that this notified zone was also an error and instead that the land should have been identified as 'Local Centre Zone' to be consistent with Policy 15.2.2.1, Table 15.1 and the PC14 s32. I accept Mr Lightbody's recommendation that the Local Centre Zone (which replaces the Operative Neighbourhood Centre) is appropriate rather than the Town Centre Zone. I note that the resource consent application for the development and expansion of the commercial centre was informed by District Plan requirements (i.e. the development will remain comfortably within the size anticipated for Neighbourhood Centres (ODP) and Local Centres (PC14)) and by economic assessment by M.E Economics.

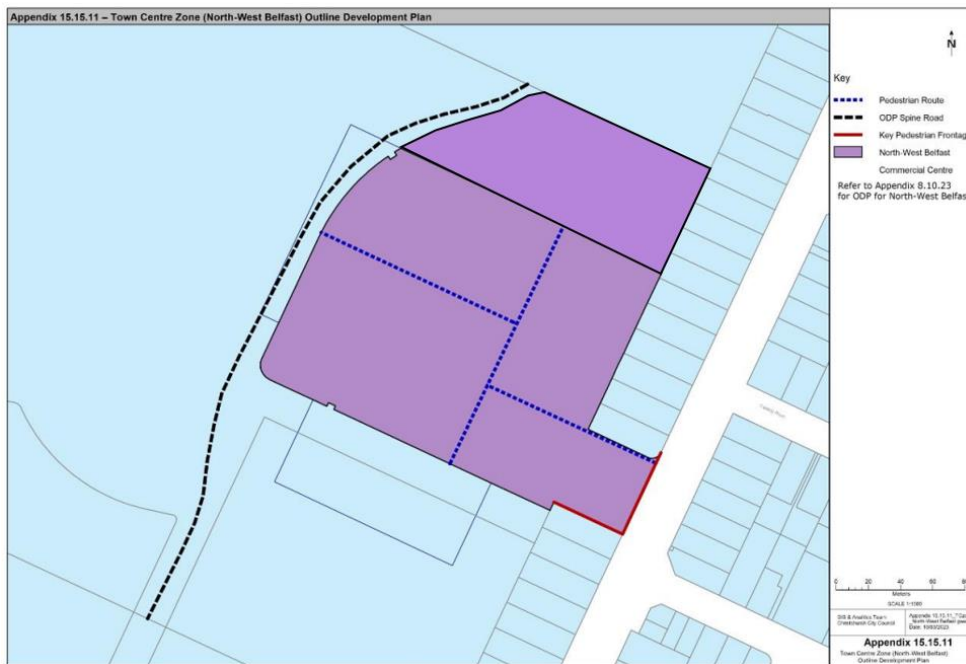
### **Amend the Zoning of Land at 40B Johns Road from Future Urban Zone (PC14) to Local Centre Zone**

5.3. Belfast Village's submission sought to rezone 40B Johns Road (Lot 3 DP 540607 and Section 4 Survey Office Plan 533991) from Future Urban Zone (PC14) to align with the adjoining commercial zoned land which is recommended to be changed to Local Centre Zone by Mr Lightbody.

5.4. The commercial expansion proposed through the resource consent process and through the rezoning relief sought in the plan change process is for the same amount/area of land. The area for expansion is shown on the following **Figures (3-5)** copied in from the Belfast Village submission.

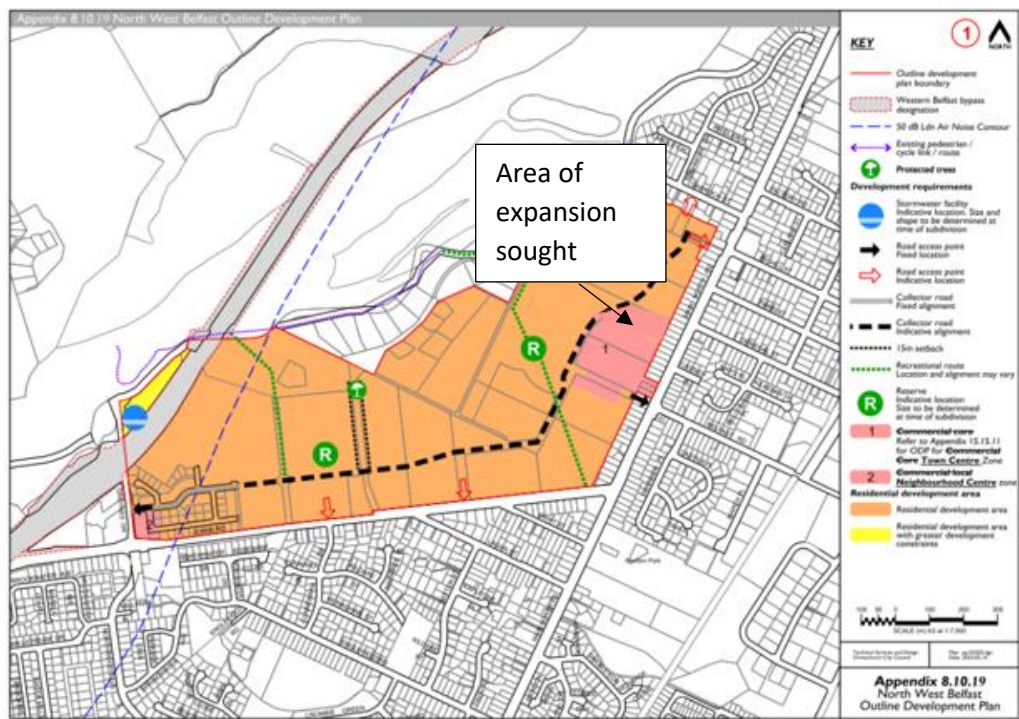


**Figure 3. Additional Areas Shown in Purple to Include within Local Centre Zone (rather than TCZ as shown) for an Expansion of the Commercial Centre. This includes the areas rezoned by Consent Order but not carried through onto the PC14 Planning Maps**



**Figure 4. Additional Areas Shown in Purple to Include within the North-West Belfast Commercial Centre (Appendix 15.15.11)**





**Figure 5. Appendix 8.10.18/8.10.19 Sought to be amended by Belfast Additional Areas Shown in Pink to Include within the North-West Belfast Town Centre Zone (Appendix 8.10.18) Note that this is identified under the Heading of Appendix 8.10.18 in Plan Change 14 but this Figure is Identified Appendix 8.10.19**

- 5.5. Mr Lightbody recommends rejecting this relief as the extension of the centre has the potential to develop to a level greater than anticipated for a Local Centre resulting in potential for negative impacts on the Northwood/Belfast centre which is a kilometre to the south and is identified as a KAC. In Mr Lightbody's opinion, there needs to be a comprehensive analysis of distributional and urban form effects on the Northwood KAC and consideration of the future role and function of the North West Belfast alongside a review of the role of the Northwood KAC and future zoning of the Ryman land to residential.
- 5.6. Mr Heath [Para 215] has a similar opinion to Mr Lightbody and considers that a wider strategic planning exercise is required for the area to determine the most appropriate zones, extent of zones and efficient use of the land within a wider context rather than on an individual piecemeal basis given the changes that are occurring in the wider area.
- 5.7. For the preparation of the resource consent application, Natalie Hampson from Market Economics prepared a comprehensive economic analysis that:

- Considered the size and role of the North-West Belfast Centre

- Considered the economic effects of the North-West Belfast commercial expansion onto the residential zone (ODP RNNZ/ PC14 FUZ) and on the wider centre network.
- Considered the economic effects of mini major Large Format Retail (LFR) tenancies on the North-West Belfast Centre and the role of the Central City and District Centres.

5.8. This economic assessment, although specific to the resource consent application made is also relevant to the rezoning relief sought. As such, this report is attached as Appendix 1 to my evidence.

5.9. The District Plan policy framework regarding how the growth of centres is to be managed is found in both the Commercial Chapter (Objective 15.2.2.1 and Policy 15.2.2.4) and in corresponding provisions in the Residential Chapter, namely Residential Objective 14.2.6 and Policy 14.2.6.3. I will refer to the commercial objective and policy below.

5.10. Objective 15.2.2 'Centres Based Framework' seeks to focus commercial activity within a hierarchical network of centres, with Neighbourhood Centres (ODP)/Local Centre Zone's (PC14) to be a focal point for convenience shopping and community activities.

5.11. Policy 15.2.2.4 requires that outward expansion of a commercial centre beyond commercial zone boundaries and/or establishment of large format retail activities within 400m of a commercial centre, or any upward expansion of commercial activity above height limits must:

- i. Ensure the expanded centre remains commensurate with the centre's role within a strategic network of centres, while not having significant adverse effects on the function of other centres;
- ii. Be integrated with the provision of infrastructure, including the transport network;
- iii. Be undertaken in such a manner that manages adverse effects at the interface with the adjoining zone;
- iv. Be:

- A. Responsive to the anticipated increase in population in the surrounding catchment while continuing to support intensification targets in and around centres, and
- B. Consistent with revitalising the CBD as the primary community focal point; and
- v. Ensure the centre is coherent in form; and
- vi. Ensure the large format retail activity proposed within 400 metres does not have a significant adverse effect on the function and viability of the centre.

5.12. I address each of these policy matters in turn below.

*Will the expanded centre remain commensurate with its role?*

5.13. Ms Hampson demonstrated in the economics assessment submitted with the resource consent application) that even with the outward commercial expansion of the North-West Belfast centre floorspace onto residential zoned land that the anticipated commercial floorspace of the centre will be well within the anticipated size range (between 3,000m<sup>2</sup> and 30,000m<sup>2</sup> GFA) of Neighbourhood Centres (ODP)/Local Centre Zone (PC14) in the District Plan.

5.13.1. In addition to assessing whether the size of the centre is commensurate with the scale anticipated for Local Centre Zones, it is also appropriate to consider potential distributional effects on other nearby centres, and in this instance the Northwood/Belfast KAC located approximately 1.5km to the south. Having two centres relatively close to each other is not in itself necessarily challenging. For example, the large Neighbourhood centre at Bush Inn in Upper Riccarton is approximately 1.5km from Riccarton KAC and the large Neighbourhood Centre in Merivale is approximately 1.5km from the Northlands KAC. So two centres, with different and complementary roles can co-exist within reasonable proximity of each other.

5.14. In the case of Northwood/Belfast the KAC is an untypical hybrid comprised of a Commercial Retail Park Zone, comprising one supermarket but is otherwise a LFR precinct with food and beverage outlets and a limited range of other convenience retail stores, commercial services and community services/facilities. Ryman Healthcare have also functionally reduced the area of the KAC with the development of their retirement village. Ms Hampson's report recognised this and considered that

with development of the remaining land, while some future functionality of the KAC could be expected, it was not considered that this would help it achieve its District (ODP)/Town Centre (PC14) role. I note that now Ryman Healthcare (submitter #749) have sought the rezoning of the retirement village land and the remaining undeveloped land (9ha) to High Density Residential. Given that Council officers are well aware of the significant reduction in scale of the Northwood/Belfast KAC it is surprising that in terms of Table 15.1 the Northwood/Belfast KAC has not been shifted 'down a level' to more accurately reflect the anticipated scale of this centre.

5.15. For the resource consent application, Ms Hampson specifically considered effect of the expanded centre, including the type of tenancies proposed in the development and whether they would be competing with the Northwood/Belfast KAC. The assessment did not consider the Ryman submission for rezoning of the remaining undeveloped land also.

5.16. Ms Hampson's overall conclusions which were based on her analysis (and which recognised limitations) were that:

- The extension of the centre onto the identified residential land will improve the functional and social amenity delivered by the North-West Belfast centre compared with its status quo extent while still maintaining a Neighbourhood Centre (ODP)/Local Centre Zone (PC14) role.
- The expansion is likely to better support residential intensification around the centre compared with its status quo extent because of its increased function and social amenity including employment opportunities. By providing more retailing activity it increases the ability of the wider greenfield area to support higher residential densities.
- There is catchment demand to sustain the additional floorspace in the residential zone in the long term in addition to existing Local centre (ODP)/Neighbourhood Centre (PC14) supply and remaining vacant capacity in the CCZ and nearby greenfield Local (ODP)/Neighbourhood Centres (PC14). The expansion therefore responds to the anticipated increase in population in the surrounding catchment.
- The extension of the centre into the residential zone (combined with up to 5 mini majors as proposed in the resource consent application) in the short term is not anticipated to result in any significant or long-term distributional effects

on the centre network, including the Northwood/Belfast KAC or higher-order centres or the CBD.

- The northern suburbs of Christchurch are without a Neighbourhood (ODP)/Local (PC14) Centre at present and that shortfall of daily/weekly retailing supply is causing inefficient travel patterns for local households and businesses. The expanded centre can deliver a functional and vibrant centre in conjunction with the existing standalone supermarket.

*Will the expanded centre be integrated with infrastructure?*

5.17. The expanded centre can be integrated with infrastructure. How this can be achieved is demonstrated within the resource consent application. While the assessment is subject to the planned development which is still being assessed by Council, I consider that alternative development schemes can also be integrated with the infrastructure which is planned/under construction within the growth area including three water servicing, provision of power and phone connections and buildings such as the Belfast school which is under construction. The expanded centre will also be integrated with the transport network which consists of existing and new roads, cycle routes and planned pedestrian routes and public transport stops.

*Will the expanded centre manage interface effects?*

5.18. The existing Commercial Core Zone has in effect a road boundary to the west and south, and a Residential New Neighbourhood Zone to the north and east. Such a context is not at all unusual, with numerous Commercial Core zones across suburban Christchurch sharing boundaries with residential zones. The Commercial Core rule package has been specifically designed to appropriately manage this interface to ensure that acceptable amenity outcomes are achieved along the boundary. Such controls include the following:

- A 12m height limit combined with a recession plane requirement that matches that in place for the adjacent residential zone (PC14 Rules 15.5.2.2 & 15.5.2.5);
- A requirement for buildings to be set back a minimum of 3m from internal boundaries with a residential zone (PC14 Rule 15.5.2.4);

- A requirement for any outdoor storage areas to be both screened by solid fencing and not located within the required 3m internal boundary setback (PC14 Rule 15.4.2.6);
- A requirement for tree planting along any shared internal boundary with a residential zone at a minimum ratio of 1 tree for every 10m (Rule 15.5.2.7);
- Rules controlling matters such as noise and glare to ensure that any such emissions are commensurate with the levels applicable to the adjacent residential zone (Sections 6.1 and 6.3);
- Rules controlling the operation of late-night licensed premises (Section 6.9).

5.19. This comprehensive suite of rules has been operating for a number of years and I am not aware of any evidence that it is insufficient for appropriately managing interface effects with residential neighbours. The zone boundary under the various options simply shifts what is an existing interface. It does not increase the interface or result in any effects that are not already in play along the existing zone interface, with the Local Centre Zone rules (derived from the Operative Commercial Core Zone rules) expressly designed to maintain a suitable level of amenity for residential neighbours.

5.20. I consider that in addressing interface effects, the design of commercial development can respond to interface effects through built form and consideration of maximum height, recession planes, setback and site coverage. Other measures can be incorporated if/where needed also such as measures to reduce noise impact and enhance amenity such as landscaping.

*Will the expanded centre reduce higher density residential opportunities?*

5.21. The proposed extension in zoning is seeking to replace or compensate for a much larger area of commercial land that has recently been lost to residential activity in the wider Belfast area. An improved centre that is able to provide a broader range of services (whilst remaining within the role anticipated for Local Centre Zones) will support the viability and attractiveness of the large surrounding greenfield suburb, which includes a new primary school and retirement village which are being developing and programmed to emerge over the coming years respectively. Ms Hampson identifies that expansion of commercial activities will be responsive to the anticipated increase in population in both the primary and secondary catchments. The modelling undertaken by M.E indicates that there will be catchment demand to

sustain the additional floorspace in the FUZ in the long term. The results of the modelling were also considered to be conservative because they are only based on the adopted growth projections based on development of the greenfield FUZ area. They do not include:

- Estimated growth from infill or redevelopment of existing residential suburbs or from greater intensification/yields of the FUZ.
- They do not include the 7ha of residential development at the Ryman Retirement Village in the Belfast/Northwood KAC located within the secondary catchment. I note Ryman Healthcare's Submission #749 seeks the removal of the Town Centre Zone from 20 Radcliffe Road (Northwood site) to High Density Residential Zone over the whole site (9.2796ha) as it is no longer logical to retain a commercial zoning for the site. I also note that Mr Lightbody's recommendation is that the relief sought by Ryman is rejected on the basis that Ryman are seeking high density residential rather than medium density residential.
- They do not include consideration of future greenfield housing yields and greater enablement of redevelopment in the existing residential areas around Belfast when the MDRS comes into effect in Christchurch.

*Will the expanded centre be consistent with revitalising the CBD?*

5.22. The expansion of the commercial centre will not preclude the revitalisation of the CBD as a community focal point. Ms Hampson identifies the CBD as having a diverse role not limited to retailing where it draws from an extensive catchment within which households from the primary and secondary catchment account for only a small share. Given the site's suburban location is a considerable distance from the CBD, and the modest extent of additional land sought to be rezoned is not anticipated to have any an indiscernible effect on the CBD.

**Scope**

5.23. Mr Lightbody, notes that the purpose of PC14 is to give effect to Policy 3 of the NPS-UD which includes enabling various heights and densities within at least a walking catchment of, or adjacent to, various centres. Mr Lightbody also identifies s77N of the Resource Management (Enabling Housing Supply and other matters) Amendment Act which states that Council may create or amend non-residential zones when giving

effect to Policy 3. Mr Lightbody does not identify the request for rezoning as being out of scope of the plan change, this is correct in my opinion.

## **Conclusion**

- 5.24. Local Centre Zones have a broad range of both scale and function. They are to provide a diverse mix of both commercial and community activities. They are geographically distributed throughout Christchurch's suburbs where a key part of their role is to provide readily accessible convenience shopping and services to the surrounding community. Such centres are typically anchored by a supermarket, and can have secondary anchors such as department stores. The larger centres also, quite properly, draw on a wider catchment.
- 5.25. It is important that the zone boundaries appropriately provide for centres to fulfil their roles in appropriate locations. PC14 has provided an opportunity to make this happen so that the boundaries can align with the proposed 'on the ground' development sought by the resource consent application and result in improved urban form outcomes.
- 5.26. Recent developments and consents in the wider Belfast area have resulted in the loss of some 9ha of commercially-zoned land from functional future commercial development and more could be lost through the PC14 process. This loss occurs within a broader context of the City and the residential intensification provided for through the MDRS. The suitability of an expanded centre has been interrogated by Ms Hampson who has undertaken a more refined analysis of the supply and demand for commercial activity in the wider Belfast area and has identified that the expansion is likely to better support residential intensification around the centre compared with its status quo extent because of its increased function and social amenity including employment opportunity. She has identified that there is catchment demand to sustain the additional floorspace and that the centre can coexist with other existing centres in the wider area.
- 5.27. The expanded centre can be integrated with infrastructure including the transport network and three water servicing.
- 5.28. Overall the amendments sought will better enable the local centre zone to meet the needs of the wider Belfast community in a location that is readily accessible and easily serviced.



- 5.29. A copy of the resource consent application RMA/2023/2292 can be provided to the Panel for a further comprehensive consideration of the relief sought by Belfast Village.
- 5.30. I would welcome the opportunity to discuss the rezoning request with Council staff in advance of presenting evidence.

**Recommended amendments:**

- i) Amend the planning maps to change the zoning for the area shown in Figure 3 above to Local Centre Zone.
- ii) Amend Appendix 8.10.18 or 8.10.19 (whichever is the relevant number) noting the same appendix was referred to as both numbers under the notified version of PC14. This amendment is to reflect the change in zoning and align with the planning map.
- iii) Amend Appendix 15.15.11 to reflect the change in zoning and align with the planning map.

**Appendix 1**

**Belfast Village Economic Effects Assessment Prepared for RMA/2023/2292 by  
Market Economics**



# Belfast Village Economic Effects Assessment

For Resource Consent Application

9 June 2023 – Final

m.e  
consulting



# Belfast Village Economic Effects Assessment

For Resource Consent Application

Prepared for

Belfast Village JV Limited

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# 1 Introduction

Watts Group Investments Limited (Watts Group) have commissioned Market Economics (M.E) to carry out an assessment of economic effects for a proposed development in the North-West Belfast Village in northern Christchurch. Watts Group are applying for a discretionary consent for this second stage of centre development, which sits to the north of the already established and operating stage 1 anchor: Countdown Belfast. This report is anticipated to form part of the assessment of environmental effects for the consent application.

## 1.1 Proposed Development

The North-West Belfast Village is categorised as a Neighbourhood centre in the Christchurch network of commercial centres. Neighbourhood centres are anticipated to have between 3,000-30,000sqm of total GFA and be “a destination for weekly and daily retailing needs as well as for community facilities. In some cases, Neighbourhood centres offer a broader range of activities comprising guest accommodation, residential activities, along with small-scale comparison shopping, food and beverage outlets, entertainment and recreation activities and offices”.<sup>1</sup>

The approximate extent of the North-West Belfast Village Commercial Core Zone (CCZ) - as it relates to the proposed development - is shown in Figure 1-1 (yellow line). This is the zoning extent recently amended by Plan Change 5 and a Consent Order (dated 1<sup>st</sup> February 2023). There is an additional strip of CCZ on the south side of Bellewood Avenue not shown in Figure 1-1 that will provide for further development of the North-West Belfast Village by that separate landowner in the future.

North-West Belfast Village is an emerging centre in a greenfield development area. Development of the centre by Watts Group is to take place in three stages. The first stage was a Countdown store (3,450sqm GFA main store plus 1,700sqm GFA E-store area: total 5,150sqm GFA) that opened in late 2022. The second stage is this application. The third stage is comprised of the portion of the site to the rear (left) of the Countdown closest to the roundabout that is zoned CCZ, with the applicant currently in discussions with a medical facility tenant for this site. The third stage will be the subject of a separate resource consent application in the future. This is also shown in Figure 1-1.<sup>2</sup>

The proposed development (seeking consent) is illustrated in Figure 1-1. It comprises six buildings (A-F). The development is mainly single storey, with only Building F having an upper floor that provides for office space or other commercial service activity (with retail or commercial service activity proposed on the ground floor).<sup>3</sup> No above ground floor residential units are provided for in the development. The buildings

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<sup>1</sup> Policy 15.2.2.1 – Role of centres, Table 15.1(c) - Plan Change 5B Council Decision Version.

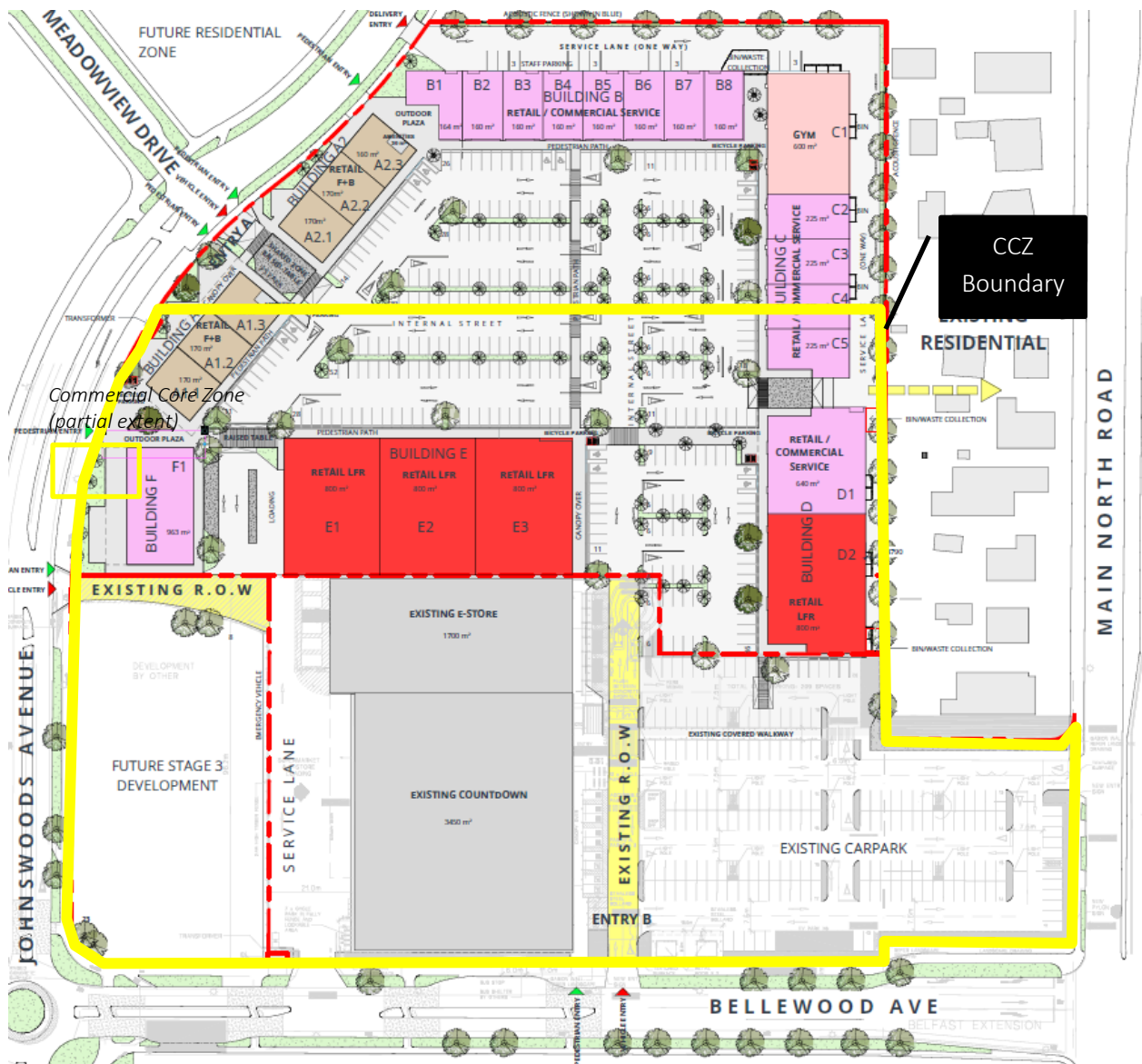
<sup>2</sup> Development by the other landowner (land south of Bellewood Avenue) would be considered a fourth stage of development for the purpose of this report.

<sup>3</sup> Because the ground floor does open out to adjacent courtyard type space, the ground floor may also be suitable for food and beverage retail. For the purpose of this assessment, the whole building is treated as retail or commercial service capacity, but not food and beverage.



have a total GFA of 8,617sqm, including 7,987sqm of retailing GFA which is the main focus of this report (i.e. excluding amenities and the proposed gym). The consent area provides for a range of shop tenancies that will comprise a mix of retail (including food and beverage) and commercial service activities. Some of the retail activities are intended to occupy large format stores (LFR).

Figure 1-1 – North-West Belfast Village Proposed Bulk & Location Plan with Existing Supermarket



As shown in Figure 1-1, some of the proposed development sits outside the CCZ and is within the Residential New Neighbourhood Zone (RNNZ). The proposed development therefore seeks to expand the extent of the North-West Belfast Village. This outcome forms a key aspect of this economic effects assessment, with the other key aspect being the effect of the proposed LFR.

### 1.1.1 Proposed Floorspace by Zone

The CCZ-RNNZ boundary dissects two of the tenancies and for simplicity, M.E has allocated 50% of the GFA in those tenancies to each zone. The distribution of floorspace using this approach is summarised in Figure

1-2, for the second stage of the centre. The floor areas proposed in Stage 2 are in addition to the existing 5,150sqm supermarket that is wholly located within the CCZ.

Approximately 65% of the proposed Stage 2 GFA (spread across 10 whole tenancies and 2 half tenancies) is located within the CCZ based on M.E's assumptions. This equates to 5,561sqm GFA. The CCZ also contains 100% of the LFR floorspace (3,840sqm GFA)<sup>5</sup>, 41% of the retail or commercial service floorspace (1,301sqm GFA), and 42% of the food and beverage floorspace (420sqm GFA).

Figure 1-2 – Summary of Proposed Floorspace by Activity and Zoning

Building	Indicative Activity Type	CCZ *	RNNZ *	Total
Building A	Retail Food and Beverage	420	580	1,000
	Retail or Commercial Service	-	-	-
	Retail LFR	-	-	-
Building B	Retail Food and Beverage	-	-	-
	Retail or Commercial Service	-	1,284	1,284
	Retail LFR	-	-	-
Building C	Retail Food and Beverage	-	-	-
	Retail or Commercial Service	338	563	900
	Retail LFR	-	-	-
Building D	Retail Food and Beverage	-	-	-
	Retail or Commercial Service	-	-	-
	Retail LFR **	1,440	-	1,440
Building E	Retail Food and Beverage	-	-	-
	Retail or Commercial Service	-	-	-
	Retail LFR	2,400	-	2,400
Building F	Retail Food and Beverage	-	-	-
	Retail or Commercial Service	963	-	963
	Retail LFR	-	-	-
Total Stage 2 Retailing	Retail Food and Beverage	420	580	1,000
	Retail or Commercial Service	1,301	1,847	3,147
	Retail LFR	3,840	-	3,840
Sub-Total Stage 2 Retailing		5,561	2,427	7,987
	Stage 2 Amenities	-	30	30
	Stage 2 Gym	-	600	600
<b>Total Stage 2</b>		<b>5,561</b>	<b>3,057</b>	<b>8,617</b>
<b>Total Stage 1 (Countdown)</b>		<b>5,150</b>	<b>-</b>	<b>5,150</b>
<b>Total Stage 1 and 2 GFA</b>		<b>10,711</b>	<b>3,057</b>	<b>13,767</b>

Source: Bulk and Location Site Plan


\* For the purpose of this analysis, the two tenancies split by the CCZ - RNNZ boundary are allocated 50% of GFA to each zone. The analysis is not considered to be sensitive to the accuracy of this assumption.

\*\* While the site plan shows a 640sqm Retail or Commercial Service tenancy in this building, M.E have treated it as Retail LFR based on its size.

The balance of the proposed Stage 2 GFA (approximately 35%, spread over 13 whole tenancies and 2 half tenancies) is located in the RNNZ. We refer to these building areas as 'out-of-zone', but not 'out-of-centre' as they are part of an integrated (coherent) centre design for North-West Belfast Village.<sup>6</sup> This equates to

<sup>5</sup> Includes one 'retail or commercial service' tenancy in Building D that is 640sqm but not shown as LFR on the plans. M.E treats it as LFR for the purpose of this assessment.

<sup>6</sup> As required by Policy 15.2.2.4(b)(v).



3,057sqm GFA (including 30sqm GFA of amenities and a 600sqm gym in the RNNZ). The RNNZ contains none of the LFR floorspace, 59% of the retail or commercial service floorspace (1,847sqm GFA), and 58% of the food and beverage floorspace (580sqm GFA).

Overall, the proposed stage 2 development is indicatively made up of 45% LFR GFA, 37% retail or commercial service floorspace, 12% of food and beverage floorspace and 7% combined amenities and gym floorspace.<sup>7</sup> The portion of retailing GFA proposed in the CCZ has an above average share of LFR activity, while the portion of GFA proposed in the RNNZ has an above average share of food and beverage and retail or commercial service activity (and the gym). This is relevant because, generally, food and beverage, commercial service activities and gyms raise fewer concerns in terms of distributional effects on other centres.<sup>8</sup> Such concerns (discussed further below) are focussed on core/convenience/comparison retail, including LFR.

## 1.2 Relevant Economic Issues

Retail (which includes food and beverage activity) and commercial service tenancies up to 500sqm GFA are permitted in the CCZ in Neighbourhood centres.<sup>9</sup> Any economic effects arising from such ‘in-zone’ activities, are therefore anticipated by the District Plan, and are not a relevant issue considered in this assessment. However, LFR is not a permitted activity in Neighbourhood centres, with the exception of supermarkets, and potentially a department store.<sup>10</sup> The LFR proposed in the consent application is neither and is therefore a restricted discretionary activity.<sup>11</sup> It constitutes LFR at the smaller end of the LFR size range, more akin to ‘mini major’ type retail stores.<sup>12</sup> The effects of potentially 5 mini major LFR tenancies on the vitality and amenity of the North-West Belfast Neighbourhood centre, including its intended centre role, and the recovery of the central city are all relevant economic matters under the District Plan.<sup>13</sup>

As such, this economic assessment considers three key questions which respond to various objectives, policies and rules of the District Plan:

1. Will the North-West Belfast centre (as a future whole) remain comfortably within the size and role expected of a Neighbourhood centre when the proposed out-of-zone floorspace and activity is considered in addition to CCZ development capacity?
2. What are the actual or likely economic effects of the proposed retail and/or commercial service floorspace located in the RNNZ on the North-West Belfast centre and wider centre network.
3. What are the actual or likely economic effects of up to 5 mini major LFR tenancies on the North-West Belfast centre and the role of the Central City and District Centres .

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<sup>7</sup> This mix does not include the Countdown. The mix will also change as remaining land in the CCZ is developed.

<sup>8</sup> Although at this stage, we do not know which tenancies will be commercial service and which will be small format retail.

<sup>9</sup> Rule 15.4.1.1 – Permitted Activities: P3 and P6.

<sup>10</sup> Rule 15.4.1.1 – Permitted Activities: P2.

<sup>11</sup> 15.4.1.3 Restricted discretionary activities - RD6.

<sup>12</sup> Although, the Property Council of NZ describes mini major tenancies as between 400 and 2,000sqm, so the proposed stores are at the low end of that range.

<sup>13</sup> Rule 15.13.2.1 – Maximum tenancy size and Rule 15.13.2.4 – Centre vitality and amenity (matters of discretion).



## 1.3 Assessment Approach

To understand whether the expansion of centre floorspace into the RNNZ results in a total centre scale that that is anticipated by the District Plan, we consider the combined GFA of the existing supermarket (stage 1), stage 2 consent proposal and estimated floorspace yield of remaining centre zoning (stage 3 and stage 4) and contrast this with the District Plan size range for Neighbourhood Centres. This is discussed in [Section 2](#), along with an analysis of the future North-West Belfast centre in the context of other Neighbourhood centres and relative to nearby District Centres.

[Section 3](#) considers the estimated main trade catchment of the North-West Belfast Centre and the retail and commercial service demand (annual spend) projected in that catchment from current and future households and businesses/workers. [Section 4](#) examines existing Local centres in the primary trade catchment, identifies future (zoned but vacant) Local centres in the primary catchment and existing and future centres in the secondary catchment. Current shopping patterns across the centre network by catchment households and workers are inferred from GPS data. The share of total primary and secondary catchment retailing demand that is expected to be spent in primary catchment centres (i.e. 4 Local centres and the North-West Belfast Neighbourhood Centre) is then estimated using scenarios of market shares. One scenario is based on the expected role of those centres according to the District Plan permitted activities and cross checked against other research, including assumptions made in Council's business assessment under the NPS-UDC. The other scenario is determined by the consent's proposed stage 2 development and is unconstrained by the expected activities in the North-West Belfast centre. It estimates the market shares required to sustain the proposed stage 2 development in its first year of trading.

Section 4 concludes with the anticipated and required annual retail and commercial service demand (expressed in sqm GFA) likely to be available to the North-West Belfast Neighbourhood centre and 4 other Local centres in the primary catchment between 2023 and 2048.

[Section 5](#) compares the existing and proposed floorspace supply of retailing in the primary catchment (in accordance with the consent application) with the two scenarios of sustainable demand for those combined primary catchment centres. It examines the demand-supply outcomes over the long-term for the GFA proposed outside of the CCZ in the North-West Belfast Centre (the expansion floorspace) and for the LFR GFA proposed in the consent, separately, and in combination. When greater than expected demand is required to be drawn from other centres, those likely impacted centres are discussed and consideration is then given to how the direct sales impacts (not a relevant consideration under the RMA) may then give rise to total centre losses of functional and social amenity (distributional effects) which are the relevant concern.

[Section 6](#) contains M.E's overall conclusion on the proposed consent's implications for centre scale, centre role, distributional effects on the wider centre network, and effects on the functional and social amenity of the North-West Belfast Neighbourhood centre itself. A brief summary of those key findings is set out below.



## 1.4 Summary of Key Findings

- The extension of the centre will improve the functional and social amenity delivered by the North-West Belfast centre compared with the status quo CCZ extent while still maintaining a Neighbourhood centre role.
- The proposed development is likely to better support residential intensification around the centre compared with the status quo CCZ extent because of its increased functional and social amenity (including employment opportunities). By providing more retailing activity it increases the ability of the wider greenfield area to support higher residential densities.
- There is catchment demand to sustain the additional floorspace in the RNNZ in the long term in addition to existing Local centre supply and remaining vacant capacity in the CCZ and nearby greenfield Local centres. The expansion therefore responds to the anticipated increase in population in the surrounding catchment.
- Inclusion of up to 5 mini major retailers in the CCZ will increase the economic viability of the centre as a whole without changing the Neighbourhood Centre role and will assist in sustaining the additional floorspace in the RNNZ in the short term. They do have a significant adverse effect on the function of the Neighbourhood Centre (and are estimated to create a better outcome for functional amenity than an otherwise permitted department store).
- The extension of the centre into the RNNZ combined with the inclusion of up to 5 mini majors in the short term is not anticipated to result in any significant or long-term distributional effects on the centre network, including the Belfast/Northwood KAC or higher-order centres (i.e. District Centres or the CBD).
- The northern suburbs of Christchurch are without a Neighbourhood Centre at present and that shortfall of daily/weekly retailing supply is causing inefficient travel patterns for local households and businesses. M.E consider that the proposed stage 2 development will deliver a functional and vibrant Neighbourhood Centre in conjunction with the existing standalone supermarket – enhancing the economic and social wellbeing of the northern Christchurch community.
- Overall, M.E considers that the proposed stage 2 consent application delivers significant positive economic effects, and only minor adverse economic effects and is an appropriate addition to the on-going development of the North-West Belfast Neighbourhood centre.

## 2 Scale of North-West Belfast Centre

This section considers the likely scale of the North-West Belfast village within the context of the size range indicated for Neighbourhood centres in the District Plan. This is an important consideration given that the proposed consent expands the centre beyond the CCZ boundary.

### 2.1 Potential Total GFA in the North-West Belfast Centre

The consent application provides greater certainty on the total potential GFA of the North-West Belfast Neighbourhood centre once it is fully developed. This is because it sets out the proposed built form of the large vacant zoned area north of the Countdown. This leaves only the CCZ site to the rear of the Countdown (Stage 3) and on the south side of Bellewood Avenue (Stage 4) to estimate for future floorspace yield. This can be estimated using site coverage assumptions and assumptions around the inclusion (or not) of an upper floor, and where this upper floor is used for commercial rather than residential activities.

Total potential floorspace calculations for the centre are set out below (Figure 2-1) and draw on GFA calculated in Figure 1-1 for the consent area as well as the known Countdown GFA. The residual floorspace on the two remaining CCZ sites is calculated from data provided by Watts Group (site owned at rear of Countdown) or based on a site coverage assumption of 50% (for the site south of Bellewood Avenue). This indicatively provides a ground floor area of 1,463sqm and 2,452sqm respectively.

Figure 2-1 – Potential GFA of the North-West Belfast Centre as Modified by Proposed Consent

Centre Component/Site	Ground Floor	Above Ground Floor (Low Scenario)	Total GFA (Low Scenario)	Above Ground Floor (High Scenario)	Total GFA (High Scenario)
St. 1 - Countdown Supermarket (Including E-Store) #	5,150	-	5,150	-	5,150
St. 2 - Consent Application: CCZ Floorspace *	5,079	482	5,561	482	5,561
St. 2 - Consent Application: RNNZ Floorspace *	3,057	-	3,057	-	3,057
St. 3 - Estimated Floorspace (behind Countdown) **	1,463	-	1,463	1,463	2,926
St. 4 - Estimated Floorspace South of Bellewood Ave **	2,452	-	2,452	2,452	4,904
<b>Total North West Belfast Neighbourhood Centre</b>	<b>17,201</b>	<b>482</b>	<b>17,682</b>	<b>4,397</b>	<b>21,597</b>

# treated as all groundfloor (unverified).

\* Refer assumptions in Figure 1-1. Building F contains an upper floor only.

\*\* Based on client data or assuming 50% site coverage of zoned site area. We understand that Watts Group are negotiating with a medical centre tenant for the Stage 3 site.

Under a low GFA scenario, no above ground floor space is added to these two sites and assumes that future development will be of a similar built form as most of the stage 2 consent area (i.e. mostly single storey). Under a high GFA scenario, an equivalent amount of above ground floor space is added on those two sites. This provides a potential future floorspace range for the total centre of around 17,682sqm GFA (low) and 21,597sqm GFA (high). This is inclusive of the proposed floorspace located in the RNNZ.<sup>14</sup>

<sup>14</sup> In economic evidence provided for Plan Change 5, Mr Foy for Council estimated a ground floor GFA of between 24,000-27,000sqm for the maximum rezoning sought in submissions for North-West Belfast. M.E (Natalie Hampson) estimated a slightly lower range of 22,600-25,400sqm GFA on the ground floor, with potential for a further 4,600-7,400sqm GFA above ground floor. This was a total of between 27,200-32,800sqm GFA for the centre. The maximum proposed zoning area of that submission was



Even with the 3,057sqm (approximate) of GFA proposed on the RNNZ, the likely future scale of the North-West Belfast Neighbourhood Centre will be well below the accepted upper range of total GFA for Neighbourhood centres in the District Plan (i.e. 3,000-30,000sqm GFA). This satisfies the first arm of Policy 15.2.2.4(b)(i) – Accommodating growth - that requires that any outward expansion of commercial centres remains commensurate with the centre’s role (whereby total GFA is one measure of a centre’s role). Once fully developed, the proposed floorspace in the RNNZ could account for between 14-17% of the total centre GFA. This is consistent with Policy 15.2.2.4 (a), which requires that growth in commercial activities is *focussed* in existing commercial centres (i.e. the CCZ). Once fully developed the significant share (83-86%) of centre GFA will be within the CCZ.

## 2.2 Future North-West Belfast Centre in Context

Based on Council’s ‘2017 Commercial Centre Factsheet’, the average built area of Neighbourhood Centres at the time (2016 data) was 11,414sqm GFA. We note, the data includes built but vacant tenancies at the time but excludes the potential yield of any vacant land within the centre area. Unless significant areas of these centres have been redeveloped since 2016, or there were large areas of vacant land in the centre that have since been developed, we estimate that the GFA of those centres is relatively similar today and provides a suitable basis for comparison.

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larger than the centre extent now proposed under the Watts Group consent as it included the land area currently occupied by 10 residential lots along Main North Road.





Figure 2-2 - Potential Future North-West Belfast GFA Relative to Other Neighbourhood Centres

Neighbourhood Centre	Built Area (sqm GFA)
Bush Inn/Church Corner	44,067
Sydenham (Colombo Street between Brougham Street and Moorhouse Avenue);	30,107
New Brighton (Key Activity Centre)	25,307
Merivale	23,247
<b>North West Belfast (High Scenario)</b>	<b>21,597</b>
Bishopdale	21,278
Ferrymead	19,307
Barrington (Key Activity Centre)	18,278
<b>North West Belfast (Low Scenario)</b>	<b>17,682</b>
Akaroa	15,164
Lyttelton	14,700
Woolston	12,002
Average Neighbourhood Centre (2016)	11,414
Cranford	10,918
Addington	9,899
Sydenham South (Colombo Street between Brougham Street and Southampton Street)	9,204
Sumner	8,857
Edgware	7,757
Wigram	7,188
Halswell	6,610
Beckenham	6,490
St Martins	5,240
Colombo/Beaumont (Colombo Street between Devon Street and Angus Street)	5,220
Avonhead	5,099
Wairakei/Greers Road	4,941
Parklands	4,930
Redcliffs	4,313
Fendalton	4,296
Ilam/Clyde	3,853
Hillmorton	3,502
Linwood Village	3,468
Richmond	3,039
Prestons	NA
Yaldhurst	NA

Source: Christchurch City Council 2017 Commercial Centre Factsheets, M.E

Figure 2-2 shows that the largest Neighbourhood centre (in terms of total built area or GFA) is Bush Inn/Church Corner. At just over 44,000sqm GFA it exceeds the indicative range for Neighbourhood Centres in the District Plan (i.e. 30,000sqm GFA). All other Neighbourhood centres fall within the range of 3,000sqm-30,000sqm GFA (approximately<sup>15</sup>), and M.E assume the size range in the District Plan was a reflection of this data.

Figure 2-2 shows where the North-West Belfast Centre could sit relative to all other Neighbourhood Centres under the low and high scenarios for development on the residual vacant CCZ land (and inclusive of the proposed stage 2 consent GFA and existing supermarket). It shows that it could be larger than Akaroa Neighbourhood Centre, but smaller than the Merivale Neighbourhood Centre.

Figure 2-3 compares the potential future North-West Belfast Centre with nearby higher order centres – i.e. District Centres, as well as the average GFA of all District Centres as assessed in the Council’s ‘2017 Commercial Centre Factsheet’ (2016 data). The Belfast/Northwood District Centre is shown in terms of

<sup>15</sup> Sydenham Neighbourhood Centre is 0.4% above the upper range of 30,000sqm GFA.





current GFA, and then taking a similar approach as for North-West Belfast, future GFA on the remaining 2ha of vacant CCZ in that centre (i.e., the CCZ area left after the consented Ryman Retirement Village) is estimated using a 50% site coverage and a single (conservative) and two storey development assumption.

Figure 2-3 - Potential Future North-West Belfast GFA Relative to Nearby District Centres (2016 Base Data)

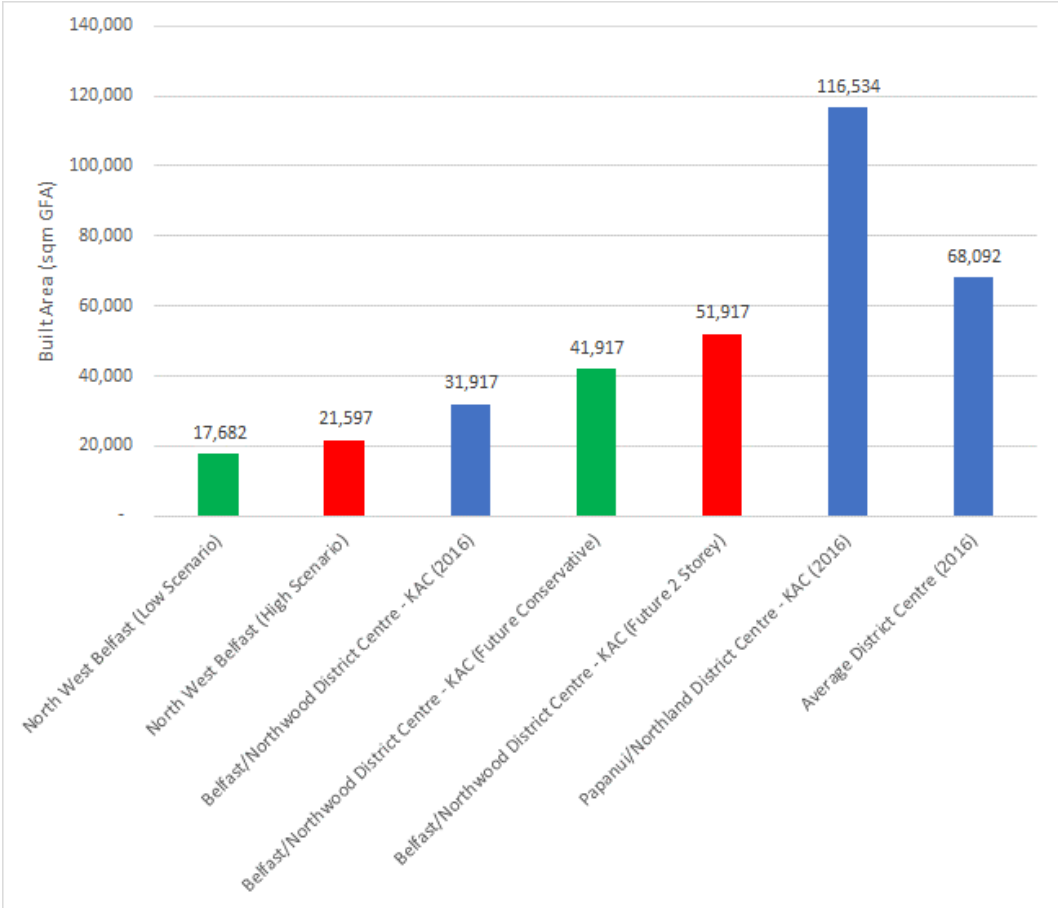


Figure 2-3 shows that Belfast/Northwood District Centre (KAC) is, and will still be (when remaining zoned capacity is developed), smaller than the current average size of established District Centres, and is much smaller than the Papanui/Northland’s District Centre (which is well above average in size).

As would be expected from a Neighbourhood Centre that is lower in the centre hierarchy, the North-West Belfast centre will be smaller in scale than nearby District Centres when fully developed (as proposed by the Watts Group Stage 2 consent and remaining CCZ fully developed). Even at the upper limit of potential future GFA, the North-West Belfast Centre as a whole is likely to be at most around half (52%) the size of the Belfast/Northwood KAC, or 42% of its size and only 19% of the size of Papanui/Northland’s District Centre. If the remaining vacant land in the North-West Belfast centre is only built to a single storey (low GFA scenario), it would be between 34-42% of the size of the Belfast/Northwood KAC and just 15% of the size of Papanui/Northlands District Centre.

Overall, the data shows that an expanded North-West Belfast Neighbourhood Centre will be of an appropriate size relative to other Neighbourhood Centres, District Plan guidance, and the wider centre network.

## 3 Floorspace Demand

A key aspect of understanding the potential economic effects of the proposed development, including expansion of centre floorspace over the RNNZ, is understanding the demand for retail and commercial service floorspace in the North-West Belfast centre's likely trade catchment<sup>16</sup>. In accordance with Policy 15.2.2.4(b)(iv)(A) any outward expansion of commercial centres must be responsive to the anticipated increase in population in the surrounding catchment.

### 3.1 North-West Belfast Trade Catchment

M.E have defined an indicative trade catchment for the North-West Belfast Neighbourhood Centre based on surrounding land use/zoning, accessibility, location of alternative supply, topographic constraints and the roading network (Figure 3-1). A primary and secondary catchment have been mapped – together they form the estimated main trade area from which the majority (indicatively 80%) of anticipated centre sales from households and businesses will be drawn (with an estimated 20% of sales made up of visitors staying in the main trade area and households and businesses/workers passing through the main trade area and shopping at the centre from further afield).

The catchments are aggregations of SA1 (2018) Statistics NZ boundaries.<sup>17</sup> The anticipated reach of the supermarket anchor has strongly guided the selected catchment extent. As small format and mini major retailers and service providers looking to locate in the centre will benefit from cross-shopping by supermarket customers, a supermarket-based catchment is likely to reflect the reach of all businesses in the centre.

While the Countdown is now operating, M.E does not have access to any data that would confirm the new store's current trade catchment, so we continue to rely on our indicative judgement on trade catchment extent. As a cross check though, we have analysed GPS data which captures a sample of cell phones that visited the Northwood Countdown in 2021.

As a sample, this data captured 219 unique cell phones that made 499 trips to the Northwood Countdown that year. The GPS data identifies the SA1 where the phone owners reside. A map showing the origin of the sample of Countdown Northwood customers in 2021 is included in Appendix A. While the small sample does not allow a cohesive trade catchment to be defined, it shows that most store visits are by residents living in SA1s near the store (and within the indicative primary catchment of the North-West Belfast centre), with a cluster of customers also in Redwood, Casebrook and Marshlands further south.<sup>18</sup>

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<sup>16</sup> The analysis in this section draws on evidence prepared (by N Hampson) of PC5.

<sup>17</sup> For ease of modelling, whole SA1s have been included – this can mean that some areas on the fringes that might be considered most appropriate in the secondary catchment are necessarily included in the primary catchment (and vice versa). The SA1s also include large areas of open space. While this shows a bigger catchment extent, inclusion of these open space areas has limited impact on the demand modelling.

<sup>18</sup> All retail stores have customers located outside of the main trade catchment. These outliers include residents that live outside the main trade catchment but work near the store or drive past the store on a regular basis. It also includes visitors to the store



M.E expects that many Northwood Countdown shoppers will have switched to the new Countdown store in North-West Belfast once it opened in 2022 (and the old store closed in early 2023). For some residents, the new Countdown store will be further away (i.e. particularly for those in Redwood, Casebrook and Marshlands). Residents in these suburbs may consider the New World in the Belfast/Northwood KAC to be a more efficient supermarket option if not brand-loyal. M.E is therefore satisfied that the indicative main trade catchment for the North-West Belfast Countdown (and centre as a whole) (Figure 3-1) is broadly appropriate when considered alongside the implied trade catchment of the old Northwood Countdown. This is because we would expect the catchment to move north with the northerly shift of the Countdown, and with some of the suburbs to the south dropping out of the main trade catchment given alternative supermarket supply options.

The indicative primary catchment is the area within which consumers will naturally see North-West Belfast centre as their primary destination for daily and weekly retailing, noting that it is the only Neighbourhood Centre zoned in the northern suburbs around Belfast (Figure 3-1). Many current and future households in the primary catchment are within walking distance of the centre, with the rest only a short drive away. The Primary catchment includes the North-West Belfast Outline Development Plan (ODP) area (mainly RNNZ), Clearwater Resort, rural land north to Waimakariri River and the existing Residential Suburban Zone (RSZ) of northern Belfast on both sides of the Main North Road. It also includes the southern portion of Belfast Industrial Zone and the Belfast Park RNNZ greenfield growth area.<sup>19</sup> The primary catchment does not include those households that would be closer to the Belfast/Northwood KAC as that centre contains supermarket retail and would (in theory if fully developed) be expected to serve a Neighbourhood Centre role for those closest households in addition to its intended District Centre role.

The secondary catchment of the North-West Belfast centre surrounds/adjoins the primary catchment. This catchment is the area from which smaller proportions of the total spend would be expected to come to the North-West Belfast centre as many of these households and businesses are likely to have other equivalent (or higher order) centres that are closer. As such, they would be expected to shop at North-West Belfast only some of the time (when convenient to do so).

Much of the secondary catchment is rural, with small pockets of urban development. The catchment extends to the east coast (encompassing Brooklands, Stewarts Gully and Kainga). It overlaps the Belfast/Northwood KAC, and the south-eastern boundary sits just below Radcliffe Road (and includes the Belfast East greenfield growth area and the northern part of the Highland Park growth area).<sup>20</sup> It follows a similar line to the west, to just before Christchurch Airport and the area directly north to the Waimakariri River. North of the Waimakariri River the catchment skirts around Kaiapoi and extends to the west along the spine of Tram Road, through Clarkville and as far as Swanannoa. These households would have the option of exiting/entering the northern arterial at Belfast Road if commuting to/from Christchurch City (as an alternative of heading into Kaiapoi to shop) or entering/exiting Belfast via Main North Road.

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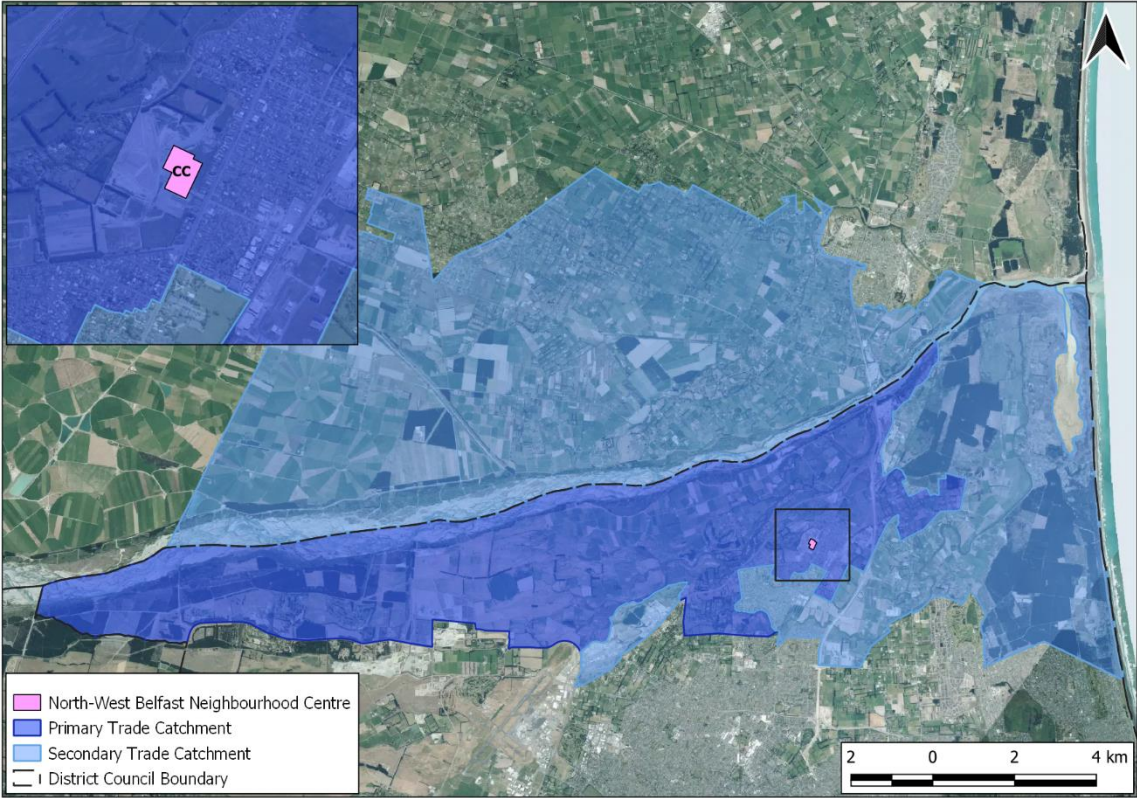
that may be on holiday from elsewhere in the country. Such outliers are evident in Appendix A but only a Greater Christchurch extent is shown.

<sup>19</sup> A relevant map of the greenfield growth areas and associated yields is included in Appendix B of this report. This is sourced from the evidence of Mr Heath (Property Economics) for Christchurch City Council in the Replacement District Plan hearings (Retail Matters).

<sup>20</sup> Refer Appendix B.

Combined, the primary and secondary catchment make up the indicative main trade area for North-West Belfast Neighbourhood Centre for this assessment (Figure 3-1).<sup>21</sup>

Figure 3-1 - Estimated Main Trade Catchment of the North-West Belfast Neighbourhood Centre



### 3.2 Total Catchment Retail Demand Growth (\$m)

M.E have applied its proprietary *Retail Demand Model* to the primary and secondary trade catchments. This model has a 2018 base year and captures resident household and employment projections to estimate household and business spend in retail store types defined by 6-digit ANZSIC.<sup>22</sup> Those retail store types have been classified into those that typically locate in commercial shopping centres (referred to as ‘centre based’ retail) and those that are not dependent of a centre location (or are less typical in centres, although may be attracted to LFR centres). This includes automotive/marine retail, petrol stations, garden centres, non-store retail and hardware retail.

#### 3.2.1 Household Growth Projections

The model derives household spend based on data showing how different household types spend on retail goods in 2018. Households (by type) are projected over the long term using Statistics NZ medium

<sup>21</sup> Note, the CCZ shown in Figure 2-1 pre-dates PC5.

<sup>22</sup> Australia New Zealand Standard Industrial Classification – This is a standard way of distinguishing the primary activity of businesses from other businesses. 6Digit is the most disaggregated level of description and in the case of retail stores distinguishes most business types, although there is still some grouping such as ‘cafes and restaurants’ or ‘supermarket and grocery’.



population projections, converted to households using census 2018 household size ratios. In 2018, there were just over 1,760 households in the defined primary trade catchment and nearly 4,000 in the secondary trade catchment.

Figure 3-2 shows that in the primary catchment, households are projected to increase by 43% to reach 2,520 by 2048 (an increase of just under 760 households). In the secondary catchment total household growth over the long term is projected at 33% or nearly 1,340 to reach 5,330 households (2048).

However, it is important when estimating how big a new centre such as North-West Belfast could be that you consider the catchment when it is fully developed, not just the growth expected in a specific period of time. If you don't capture the full extent of the future customer base, the centre can be planned too small and not cater for future catchment demand as it should, putting greater pressure on needing to find new centre locations in the long term. As discussed above, both trade catchments include greenfield residential growth areas<sup>23</sup> so this is a particularly relevant issue in this location.

The Statistics NZ projections indicate that these growth areas would not be fully developed by 2048. M.E estimate that the areas of RNNZ in the primary catchment could cater for around 2,180 dwellings/resident households (including 1,300 in the North-West Belfast ODP area). In the secondary catchment, the greenfield growth areas could provide capacity for an estimated 1,880 dwellings/resident households.

If, conservatively, it is assumed that all of the growth projected by Statistics NZ is greenfield growth and does not include any infill or redevelopment growth in existing urban areas (unlikely), then by 2048, only 35% and 71% respectively of the greenfield growth capacity in the primary and secondary catchment would be taken up.<sup>24</sup> This means that household growth in the trade catchments will continue beyond 2048, only stabilising/slowing when greenfield areas have been fully taken up (and assuming no further greenfield land is zoned over that period). Based on feedback from Watts Group, this outcome does not match their experience of greenfield residential growth in northern Christchurch and their expectation is for the greenfield growth areas to be taken up within the next 30 years.

To ensure that the demand from all future (greenfield) households in the trade catchments is captured, M.E have developed an alternative 'maximum uptake' scenario of household growth. This takes the Statistics NZ medium household projection in each catchment as the base, and distributes the additional greenfield capacity not already allocated by 2048 across the medium and long term (for ease of comparison). It equates to a higher growth rate<sup>25</sup> in each catchment than projected by Statistics NZ in their medium growth series (and is shown as the dashed lines of Figure 3-2).

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<sup>23</sup> Refer Appendix B.

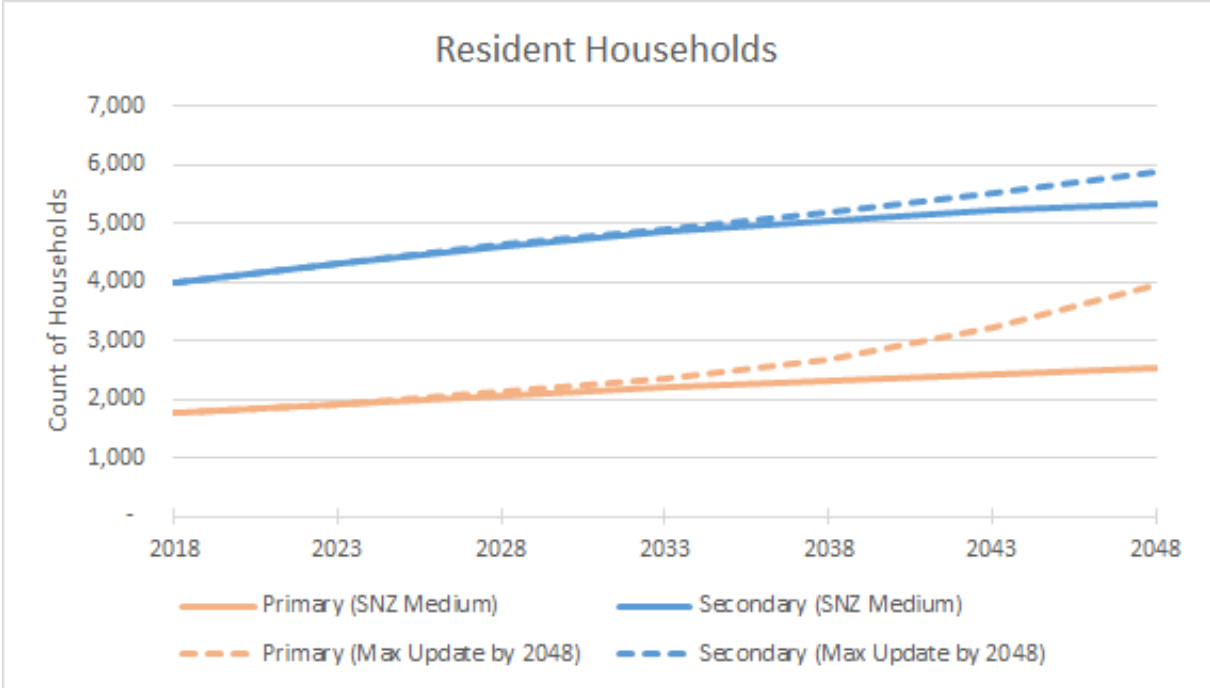
<sup>24</sup> The growth rates assumed by Statistics NZ seem contrary to the growth experience occurring in other greenfield growth areas in Christchurch City.

<sup>25</sup> Not to be confused with a Statistics NZ High Growth series. We have not considered that outcome as we have tried to be consistent (where practical) with the Council's BLCA which also adopted the Medium Growth series.





Figure 3-2 – Household Growth Projections – SNZ Medium and Maximum Uptake Alternative Scenario



The following modelling results are based on our alternative ‘maximum uptake’ scenario only. However, we note that this projection assumes no household growth from infill or redevelopment of existing residential suburbs over the long term (or greater intensification/yields of RNNZ in future), so is conservative in that respect.

For example, the Resource Management (Enabling Housing Supply and Other Matters) Amendment Bill could have a material effect on future greenfield housing yields when it comes into effect in Christchurch (indicatively 2024) and enable redevelopment in the existing residential areas around Belfast. Given that much of the existing housing stock is older and on large sections, the area may be commercially feasible for redevelopment at higher densities. The North-West Belfast Centre is also likely to enhance the potential for redevelopment in areas most accessible to the centre by improving the amenity of the area.

The adopted growth projection is also potentially conservative if the Ryman Retirement Village in Belfast/Northwood KAC (7ha of residential development) attracts households not otherwise included in the underlying growth projections. Any net additional households would be in the secondary trade catchment of the North-West Belfast centre and so are expected to direct some of their retailing spend to the Neighbourhood Centre (discussed further below).

### 3.2.2 Employment Growth Projections

In addition to households located within the catchment, demand is also generated by workers whose place of employment is in the catchment. The primary and secondary trade catchments included 2,610 and 5,190 workers respectively in 2018 based on Statistics NZ data. Spend by businesses is based on national average data on retail spend per worker in 2018 for each retail ANZSIC. Employment growth is assumed to grow pro-rata with household growth (in this case the modified growth scenario).

### 3.2.3 Other Demand Model Inputs

The final input to calculating total retail demand from households and businesses in the trade catchments is an increase in real retail spend per annum of 1%. This captures the average inflation adjusted increase in spend over the assessed period based on long-run trends.

At the time of preparing this report, M.E was not able to incorporate data on any visitor retail demand linked to accommodation capacity (including visiting friends and family and staying in private dwellings) within the trade catchments. This retail demand (expected to be only minor) would be net additional to both household and business demand modelled. This is accounted for in the assessment (discussed further below).

### 3.2.4 Results

Figure 3-3 shows that there is an estimated \$279m of retail demand from households and businesses in the combined main trade catchment in 2018, with \$173m of this estimated to be for centre-based retail store types. This is total spend generated from within the trade catchments, but it is not necessarily retained or spent in the trade catchments. This is discussed further below.

The following analysis is focussed only on the estimated centre-based retail demand as the non-centre store types are generally not anticipated in Neighbourhood Centres (or Local centres). In the primary catchment, this is projected to increase from \$50m of retail demand in 2018 to reach \$151m in 2048 (when all greenfield growth areas are assumed to be fully developed and occupied). This is total growth of \$101m or 204%. Total centre-based retail demand in the secondary trade catchment is estimated to increase from \$123m to \$247 (2018-2048). Growth of \$123m or 100%.

Figure 3-3 - Total Centre and Non-Centre Retail Demand from Households and Business in the North-West Belfast Main Trade Catchment 2018-2048 (\$m)

	Estimated Retail Demand (\$m)							\$m	% 2018-2048
	2018	2023	2028	2033	2038	2043	2048		
<b>Centre Based Demand (Household &amp; Business)</b>									
Primary Catchment	\$ 50	\$ 57	\$ 67	\$ 77	\$ 92	\$ 117	\$ 151	\$ 101	204%
Secondary Catchment	\$ 123	\$ 140	\$ 159	\$ 177	\$ 196	\$ 220	\$ 247	\$ 123	100%
<b>Total Main Trade Catchment</b>	<b>\$ 173</b>	<b>\$ 197</b>	<b>\$ 225</b>	<b>\$ 254</b>	<b>\$ 289</b>	<b>\$ 337</b>	<b>\$ 397</b>	<b>\$ 224</b>	<b>130%</b>
<b>Non-Centre Based Demand (Household &amp; Business)</b>									
Primary Catchment	\$ 31	\$ 36	\$ 41	\$ 48	\$ 57	\$ 72	\$ 93	\$ 62	202%
Secondary Catchment	\$ 75	\$ 85	\$ 97	\$ 108	\$ 119	\$ 134	\$ 150	\$ 74	99%
<b>Total Main Trade Catchment</b>	<b>\$ 106</b>	<b>\$ 121</b>	<b>\$ 138</b>	<b>\$ 155</b>	<b>\$ 176</b>	<b>\$ 206</b>	<b>\$ 243</b>	<b>\$ 137</b>	<b>129%</b>
<b>Total Demand (Household &amp; Business)</b>									
Primary Catchment	\$ 81	\$ 93	\$ 108	\$ 125	\$ 150	\$ 190	\$ 244	\$ 163	203%
Secondary Catchment	\$ 199	\$ 226	\$ 256	\$ 285	\$ 316	\$ 354	\$ 396	\$ 197	99%
<b>Total Main Trade Catchment</b>	<b>\$ 279</b>	<b>\$ 318</b>	<b>\$ 363</b>	<b>\$ 410</b>	<b>\$ 465</b>	<b>\$ 543</b>	<b>\$ 640</b>	<b>\$ 361</b>	<b>129%</b>

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Growth Scenario:

Modified Growth - Full Uptake of Greenfield Capacity by 2048

### 3.3 Centre-based Retail Demand by Retail Format (\$m and GFA)

Figure 3-4 splits total centre-based retail demand in each catchment according to demand for small format retail (SFR) and LFR stores. This is based on data and assumptions on the typical format of retail supply. For example, the model assumes that 100% of spend in cafes, restaurants, takeaways, bars, butchers, fruit and vegetable stores, liquor stores, pharmacies, jewellery stores and flower shops occur in SFR stores. Conversely, 100% of spend in supermarket, furniture, floor covering, hardware, garden centre, appliance and department stores is assumed to occur in LFR premises. In some store types, spend is split over both SFR and LFR store types (such as for clothing, footwear, homewares, stationery goods and sport and camping equipment).

Across both trade catchments, there is estimated demand of \$74m for centre-based SFR retail stores and \$99m for centre-based LFR retail stores in 2018. This is projected to increase to \$172m and \$226m respectively by 2048 according to the growth assumptions applied. This is a net increase of \$97m for SFR stores and \$127m for LFR stores over the long term in the North-West Belfast Neighbourhood Centre's main trade catchment. Again, this is the amount of centre-based retail demand generated by households and businesses (but excluding any visitors) within the primary and secondary trade catchment, not the amount that is likely to be spent in centres located within that area.

Figure 3-4 - Total LFR and SFR Centre Based Retail Demand from Households and Business in the North-West Belfast Main Trade Catchment 2018-2048 (\$m)

	Estimated Centre Based Retail Demand by Format (\$m)							\$m 2018-2048	% 2018- 2048
	2018	2023	2028	2033	2038	2043	2048		
<b>Centre Based Demand - Small Format Retail</b>									
Primary Catchment	\$ 21	\$ 24	\$ 28	\$ 33	\$ 40	\$ 50	\$ 65	\$ 43	205%
Secondary Catchment	\$ 53	\$ 61	\$ 69	\$ 77	\$ 85	\$ 95	\$ 107	\$ 54	101%
<b>Total Main Trade Catchment</b>	<b>\$ 74</b>	<b>\$ 85</b>	<b>\$ 97</b>	<b>\$ 110</b>	<b>\$ 125</b>	<b>\$ 146</b>	<b>\$ 172</b>	<b>\$ 97</b>	<b>130%</b>
<b>Centre Based Demand - Large Format Retail</b>									
Primary Catchment	\$ 28	\$ 33	\$ 38	\$ 44	\$ 53	\$ 67	\$ 86	\$ 58	203%
Secondary Catchment	\$ 70	\$ 80	\$ 90	\$ 100	\$ 111	\$ 125	\$ 140	\$ 69	99%
<b>Total Main Trade Catchment</b>	<b>\$ 99</b>	<b>\$ 112</b>	<b>\$ 128</b>	<b>\$ 144</b>	<b>\$ 164</b>	<b>\$ 192</b>	<b>\$ 226</b>	<b>\$ 127</b>	<b>129%</b>
<b>Centre Based Demand - Total</b>									
Primary Catchment	\$ 50	\$ 57	\$ 67	\$ 77	\$ 92	\$ 117	\$ 151	\$ 101	204%
Secondary Catchment	\$ 123	\$ 140	\$ 159	\$ 177	\$ 196	\$ 220	\$ 247	\$ 123	100%
<b>Total Main Trade Catchment</b>	<b>\$ 173</b>	<b>\$ 197</b>	<b>\$ 225</b>	<b>\$ 254</b>	<b>\$ 289</b>	<b>\$ 337</b>	<b>\$ 397</b>	<b>\$ 224</b>	<b>130%</b>

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Growth Scenario: Modified Growth - Full Uptake of Greenfield Capacity by 2048

Figure 3-5 converts estimated SFR and LFR centre-based retail demand (\$m) into retail floorspace measured as sqm GFA. Floorspace is generated using estimates of viable floorspace productivities separately for SFR and LFR stores for each centre-based ANZSIC based on a combination of Christchurch and national average data and incorporates minor adjustments of those productivities over time. This captures the different floorspace productivities which SFR and LFR stores can operate under.

In total across the primary and secondary trade catchments of the North-West Belfast Neighbourhood Centre, estimated 2018 retail demand from households and businesses (but excluding visitors) would sustain 11,600sqm GFA of centre-based SFR and 23,770sqm GFA of centre-based LFR.



Figure 3-5 - Total LFR and SFR Centre Based Retail Demand from Households and Business in the North-West Belfast Main Trade Catchment 2018-2048

	Estimated Sustainable Centre Based Retail Demand by Format (sqm GFA)							GFA 2018-2048	% 2018- 2048
	2018	2023	2028	2033	2038	2043	2048		
<b>Centre Based Demand - Small Format Retail</b>									
Primary Catchment	3,280	3,770	4,400	5,090	6,130	7,770	10,000	6,720	205%
Secondary Catchment	8,320	9,470	10,720	11,970	13,270	14,880	16,690	8,370	101%
Total Main Trade Catchment	11,600	13,240	15,120	17,060	19,400	22,650	26,690	15,090	130%
<b>Centre Based Demand - Large Format Retail</b>									
Primary Catchment	6,830	7,850	9,140	10,550	12,680	16,050	20,650	13,820	202%
Secondary Catchment	16,940	19,240	21,760	24,250	26,840	30,060	33,660	16,720	99%
Total Main Trade Catchment	23,770	27,090	30,900	34,800	39,520	46,110	54,310	30,540	128%
<b>Centre Based Demand - Total</b>									
Primary Catchment	10,110	11,620	13,540	15,640	18,810	23,820	30,650	20,540	203%
Secondary Catchment	25,260	28,710	32,480	36,220	40,110	44,940	50,350	25,090	99%
Total Main Trade Catchment	35,370	40,330	46,020	51,860	58,920	68,760	81,000	45,630	129%

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Growth Scenario: Modified Growth - Full Uptake of Greenfield Capacity by 2048

By 2048 (when greenfield growth areas are assumed to have reached previously expected dwelling yields), that retail demand would sustain an estimated 26,690sqm GFA of SFR and 54,310sqm GFA of LFR floorspace in commercial centres. This is net demand growth of just over 15,000sqm GFA of SFR and 30,500sqm GFA of LFR projected in the main trade catchment between 2018 and 2048 (Figure 3-5). This long term growth could support a total of 45,630sqm of new retail GFA over and above existing floorspace supply.

While this provides ample scope to accommodate the proposed North-West Belfast Neighbourhood Centre stage 2 development (7,391sqm total retailing GFA, of which some is expected to be commercial service activity) through catchment floorspace growth alone without causing any distributional effects on existing centres, that demand growth increases gradually over time and the proposed development is likely to increase supply in the near future if approved. The timing of supply increases relative to demand growth is therefore important.



## 4 Existing Supply and Market Shares

It is important to take account of where households and businesses spend given that shoppers are relatively mobile and different types of centres in the network have different roles (and retail offerings). Households also spend a portion of their shopping budget while on holiday (out of Christchurch City for example) and in association with their work (so often close to their place of work, or while travelling to and from work). This section considers how much of the retail floorspace demand estimated in Section 3 will be captured within the primary catchment area, where the North-West Belfast centre is located.

### 4.1 Existing Supply Patterns

Typically, spatial-spending data can be used to understand current market shares to inform retail modelling, but this is not straightforward in the defined trade catchments. This is because in the primary catchment, only two of the four Local centres currently exist plus a standalone supermarket in the North-West Belfast Neighbourhood Centre which does not constitute a centre on its own. This means that current market shares will not reflect future market shares when the centre network in northern Christchurch is more complete.

The two existing local centres in the primary trade catchment are described below.

#### 4.1.1 Belfast Local Centre

This is a small Local centre with off-street parking (accessed off Richill Street). This is located on the eastern side of Main North Road, 600m north of the North-West Belfast Neighbourhood Centre (taken from the Belfast Road intersection). Included in the Local Commercial Zone (LCZ) are a few convenience retail (i.e. takeaway, dairy, bakery and liquor store) and service outlets (real estate agents, bank, medical centre and hair salon) as well as a pharmacy and a restaurant/bar fronting Main Road North. M.E estimate that approximately 1,935sqm GFA of floorspace in the centre is either SFR or commercial service activity.<sup>27</sup>

Analysis of GPS data on visits to the centre in 2021<sup>28</sup> show that the centre has relatively similar patronage during Monday-Wednesday and has more visits on Thursday and Friday – potentially linked to the restaurant/bar. The centre is visited less during the weekend, suggesting that during the week, the centre captures spend from those working in the area, or driving past the centre for work or school trips (Figure 4-1). Some services are also likely to close for part or all of the weekend.

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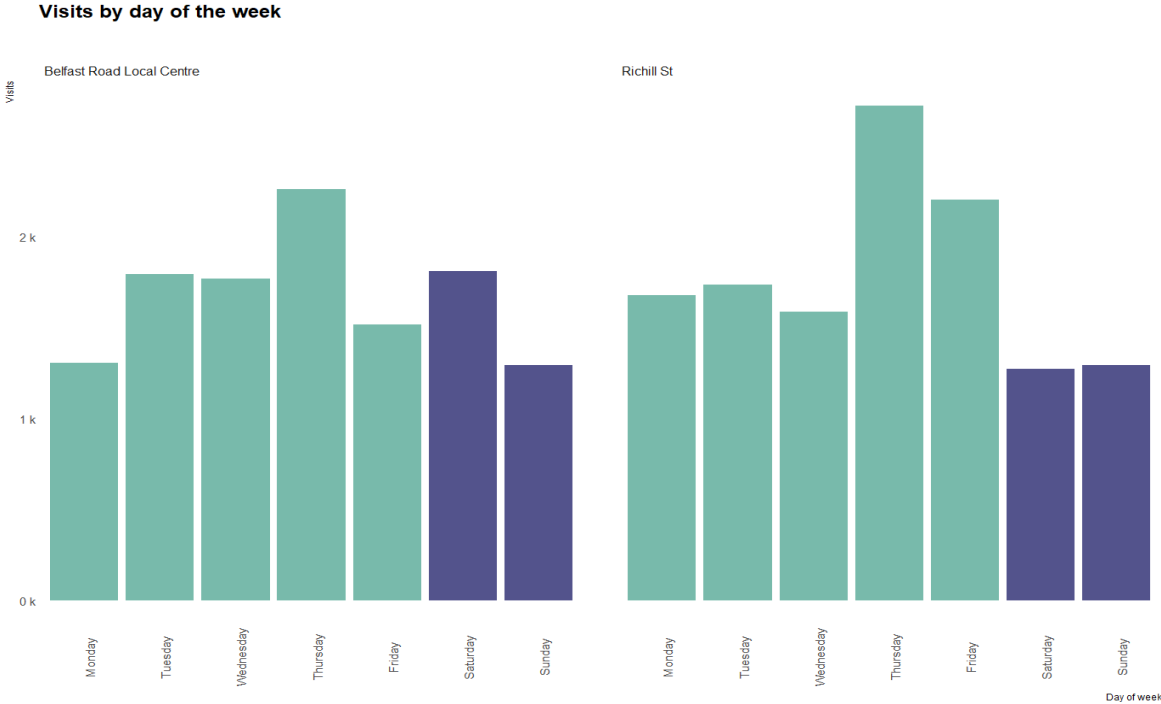
<sup>27</sup> Excludes the medical centre and other commercial activities that are not retailing. Rough estimates only.

<sup>28</sup> We note that the Christchurch Northern Corridor opened in December 2020, so the GPS data captures the adjusted travel patterns.

### 4.1.2 Belfast Road Local Centre

This even smaller Local convenience centre sits directly opposite the North-West Belfast Neighbourhood Centre on the eastern side of Main North Road. This LCZ includes 4 retail outlets including 1 comparison good outlet/clearance store, 2 takeaway outlets and a liquor store. There is also a group housing office and a Plunket service. M.E estimate that the SFR/commercial service GFA in the centre sums to approximately 530sqm GFA.

Figure 4-1 – Distribution of Visits by Day of Week in Belfast Local Centres on Main North Road 2021



The GPS data on 2021 (sample) visits to the centre (Figure 4-1), shows that Thursday is the busiest day for the centre (due to net additional visits in the afternoon compared with other weekdays), followed by Saturday (with visits concentrated between mid-day and early evening). The outlet (homewares) retail store is expected to drive the major share of additional Saturday visits as the catchment of that one store is likely to be quite extensive and not limited to the local community or drive by traffic.

### 4.1.3 Other Local Centres in Primary Catchment

The Belfast Park Local Centre and Groynes Park Local Centre<sup>29</sup> are also still greenfield sites. While distributional effects are typically focussed on existing centres (loss of existing amenity), preventing or delaying future centres from being sustainably developed is a relevant issue as this adversely effects the ability of communities to achieve the economic and social wellbeing enabled by the District Plan.

<sup>29</sup> I have excluded the motel and conference facility in this context as they do not provide a local centre role. M.E understand that the site may have consent to demolish this facility and build a church complex.



#### 4.1.4 Centres in the Secondary Catchment

In the secondary trade catchment, the Belfast East Local centre is still a greenfield site, and the Belfast/Northwood KAC comprises one supermarket but is otherwise a LFR precinct with a number of food and beverage outlets but a limited range of other convenience retail stores, commercial services and community services/facilities. In its current format, it provides some of the role of a Local or Neighbourhood Centre to nearby suburbs, but not the amenity of such centres.

With the remaining CCZ of the Belfast/Northwood KAC south of Radcliffe Road (i.e. 2ha left after the Ryman Retirement Village development) still vacant, some further floorspace development and therefore functionality can be expected in the future in the KAC (discussed in Section 2), but M.E does not consider that this will help achieve a District Centre role for Belfast/Northwood that is comparable to other district centres in Christchurch. It may have an improved Local and Neighbourhood Centre role once the vacant 2ha of land is developed but overall, the centre will always have a below average amount of total GFA compared to other District Centres (Figure 2-2) unless fully rezoned to CCZ and extensively redeveloped.

As such, primary and secondary trade catchment households are expected to currently shop further away at Papanui/Northlands (for example) for much of their higher order (especially non-LFR) District Centre shopping needs, and this shopping pattern may prevail in the longer term.

#### 4.1.5 Current Shopping Patterns

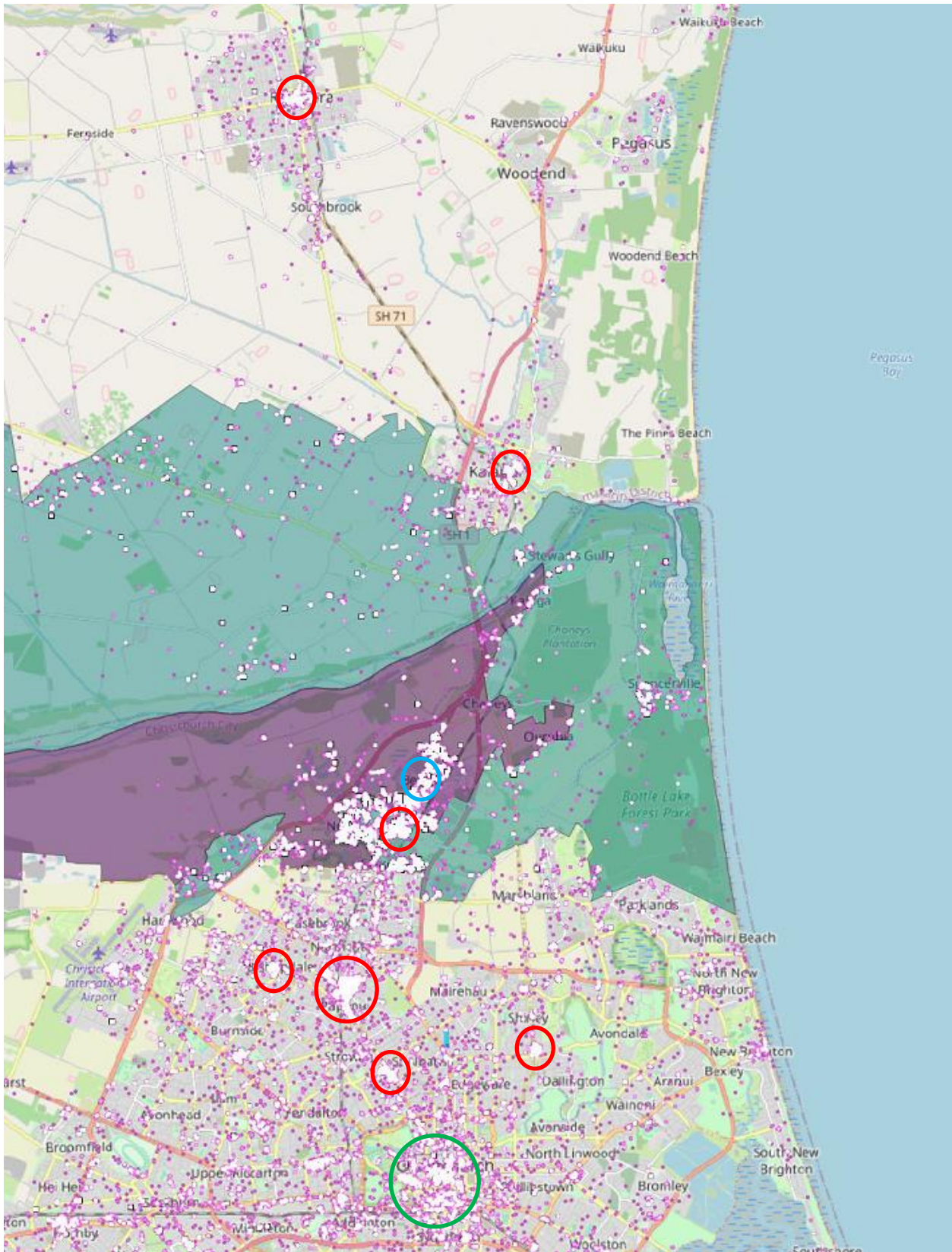
Evidence of these current shopping patterns is contained in M.E's GPS data for 2021. Figure 4-2 shows all visits by cell phone owners captured in the dataset that live in either the primary or secondary trade catchment estimated for the North-West Belfast Neighbourhood Centre (Figure 3-1). In future, this data will be able to be filtered to show just visits to known centres, but currently it shows all visits, so contains a lot of 'noise' as it includes visits to any destination – be it school, work, community facilities, or even other residential addresses. It also includes visits when out of town or on holiday across the country, although the extent of Figure 4-2 is limited to approximately the Greater Christchurch area.

Despite the noise in this raw data, there are some clear patterns. For example, it shows main trade catchment households:

- visiting the two existing Local centres on Main North Road within the primary trade catchment (discussed above), shown broadly by the blue circle in the map.
- Visiting the New World and LFR centre (including at the time, the Countdown) in the Belfast/Northwood KAC (red circle in the secondary trade catchment south of the blue circle).
- Significant visitation in the Northlands/Papanui District Centre (large red circle).
- Strong visitation in the Shirley/Palms District Centre.
- Strong visitation to Neighbourhood centres in Bishopdale and Merivale.
- Significant visitation to the CBD.
- Strong visitation to Kaiapoi and Rangiora.




Figure 4-2 – 2021 Visits (Unscaled) by a Sample of Residents Living in the Main Trade Catchment



M.E have examined these trends separately for cell phone owners' resident in the primary catchment and secondary catchment. While showing similar overall patterns, the visitation of centres in Waimakariri





District is relatively stronger for secondary catchment residents, as expected given the area of secondary catchment we have included north of the Waimakariri River.

M.E have also examined the visitation pattern of cell phones owners in the dataset that have a place of work within the defined main trade catchment. It shows a very similar pattern as for residents in the main trade catchment with regard to visits to known centre locations. That is, workers appear to have similar shopping destinations as local residents – some use of existing Local centres in the primary trade catchment area on Main North Road, some visits to the Belfast/Northwood KAC and there are many visits to a range of centres further south (or north).

In summary, the shopping patterns for residents and workers in the main trade catchment evident today indicate some travel inefficiencies due to the limited centre network established in northern Christchurch at present, including no Neighbourhood centre and no northern District Centre (with the Belfast/Northwood KAC focussed mainly on a supermarket and LFR role). Hence, there is indicative evidence of greater than optimal travel to Neighbourhood centres and District Centres further south. The continued development of the North-West Belfast Neighbourhood Centre is expected to help reduce a portion of that spend leakage and improve travel efficiency with regards to centre-based visits.

## 4.2 Market Share Approach and Implications

For this assessment we have sought to model the share of demand generated in the primary and secondary trade catchment (discussed above in Section 3) that is likely to be captured by (spent in) centres in the primary catchment in future. M.E have not limited the market shares just to the North-West Belfast Neighbourhood centre as including the four Local centres nearby in the primary catchment allows us to consider how all five centres could work in aggregate (i.e., function as a network) to cater for demand primarily focussed on convenience as well as daily and weekly retailing needs.

The market share analysis allows for a share of primary catchment spend to be directed to the Local centres and North-West Belfast Neighbourhood centre zoned within the primary catchment, with the balance of demand expected as ‘leakage’ *outside* the primary catchment, including a share directed at District Centres and LFR precincts (treated in aggregate), a share directed to the CBD, a share directed to non-centre retail activities, and a share directed out of the city (associated mainly with holiday spending) – in keeping with status quo shopping patterns (Figure 4-2), but allowing for some minor reductions in current leakage to account for anticipated but not yet realised centres in the primary trade catchment.

By applying this structure, it is estimated that a relatively small share of total future retail demand generated in the main trade catchment is (or will be) ultimately spent in the combined primary catchment centres when considering the anticipated roles of those centres in the District Plan. Non-food LFR and higher order retail shopping demand arising in the main trade catchment will be mainly directed to the Belfast/Northwood KAC, or failing that, Papanui/Northlands District Centre, and the CBD etc.

As the secondary trade catchment includes a Local centre and the Belfast/Northwood KAC (which would, in theory, serve a Local and Neighbourhood Centre role for those nearest households and workers in that part of the catchment if developed to remaining zone potential), and because there are some other centres outside the secondary catchment boundary but nearby for some parts of the secondary catchment (including Kaiapoi and Prestons), it is expected that many households and businesses in the secondary



catchment would not need to shop at the Local centres and North-West Belfast Neighbourhood centre inside the primary catchment with any regularity (as they would be driving further to do so).

However, there will be some households in the secondary catchment that may still be closer to the primary catchment centres, or other households that work or go to school closer to primary catchment centres, so they may have a similar propensity to shop in those centres as primary catchment residents/workers. In short, given the geography of the secondary trade catchment, an average market share for the secondary trade catchment needs to take into account the variability in shopper patterns across its extent, but be lower overall than would be expected in the primary catchment.

In the absence of existing and reliable origin-destination spend data, M.E have estimated the market shares captured by existing and future centres in the primary catchment from each trade catchment at a retail store type level. Care has been taken to acknowledge the retail store types and formats anticipated in Local and Neighbourhood centres in the primary catchment and to calibrate/cross check the market shares with other recent research (including market share information used in the 2018 Business Land Capacity Assessment (BLCA) for the northern quadrant and the district-wide retail modelling carried out for the Replacement District Plan hearings).<sup>30</sup>

#### 4.2.1 Market Share Scenarios

Two market share scenarios are tested.

The first is a **Baseline** market share scenario<sup>31</sup> that retains a portion of SFR demand in largely convenience-based retail store types and limits LFR demand sustained in the primary trade catchment centres to supermarkets as anticipated in Neighbourhood Centres under the District Plan. The Baseline scenario excludes the potential for a LFR department store. While department stores are anticipated in some Neighbourhood Centres, this outcome would not apply to the North-West Belfast Neighbourhood Centre if the Watt's Group Stage 2 consent is granted and given effect to.<sup>32</sup>

If the proposed consent development *and* existing (and anticipated future) supply in primary catchment centres can be sustained by the demand associated with these Baseline market shares, then no material distributional effects on the centre network are assumed to apply. This is because appropriate shares of existing centre-based demand and demand growth from the main trade catchment have been allocated to the rest of the centre network such that all other centres (including the Belfast/Northwood KAC) will continue to experience net growth in sales (or sustained GFA) as the population in the main trade catchment grows.


The second market share scenario considers how much market shares would need to increase (over and above the Baseline scenario) to sustain the other LFR floorspace proposed in the Stage 2 resource consent application in the short-term (i.e. by 2028). This scenario is referred to as the **Increased LFR** market share scenario. As the future tenants of the LFR tenancies are not known to M.E, we have indicatively selected a mix of possible mini major LFR retail ANZICS typically located in shopping centres as follows: A clothing

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<sup>30</sup> Tim Heath (April 2015), refer sections 12-15 of the Evidence in Chief.

<sup>31</sup> This market share scenario is consistent with that relied on in evidence for Plan Change 5 on Belfast Village rezoning.

<sup>32</sup> I.e., the consent does not provide for a department store and remaining land in the centre (CCZ) would not support a department store.



store (for example, a Mountain Warehouse store), an electronics/appliances store, a sports and camping equipment store (for example a Stirling Sports store or a Macpac store), a furniture store, and a Manchester or other textile goods retailer.<sup>33</sup> To sustain such stores, market shares of LFR demand in the primary catchment would need to range from between 60% and 95% of combined housing and business demand. This correspondingly leaves around 40% of LFR demand in some of those selected store types to flow to other higher-order centres outside of the primary catchment, or potentially very little leakage (5%) for other selected LFR store types. For LFR store types not (indicatively) included in the stage 2 consent, 100% of primary catchment demand flows to centres outside those in the primary catchment as per the Baseline scenario.

Very high market shares in the selected LFR stores types are considered unrealistic and indicates that:

- some of the proposed LFR stores may not be sustainable in 2028 under the current modelling assumptions, but would likely become more sustainable over time. This does not preclude the stores from opening, as many mini majors are chain stores, where the lower performance of some stores in the network can be subsidised (especially temporarily) by better performing stores.
- Some of the proposed LFR stores may need to draw demand from a wider catchment than modelled in order to be sustainable in the short-term. We discuss where these elevated market shares would need to draw from further below.

A copy of the market share estimates for the primary trade catchment is included in Appendix C for each scenario.

Using a high-level approach, M.E have set the primary catchment centre's market of secondary trade catchment household and business retail demand at 25% of the equivalent primary catchment market share in each ANZSIC store type for the Baseline Scenario. This implies that for those store types where the market share in the primary catchment was estimated to be highest (i.e., around 75% of supermarket, grocery, meat, bakery, takeaways, liquor spend), the market share in the secondary trade catchment was just a quarter of that, or 19%.

For the Increased LFR Scenario, the North-West Belfast Neighbourhood Centre would have a relatively stronger retail role on account of the 5 potential mini major LFR tenants. As such, we have modelled a stronger market share in the secondary trade catchment, at 50% of the equivalent primary catchment market share in each ANZSIC store type. This applies to both SFR and LFR demand in the secondary trade catchment – so all stores co-located with the mini majors, including the existing supermarket, are likely to perform even better. This assumption implies that for those store types where the market share in the primary catchment was estimated to be highest (i.e., around 75% of supermarket, grocery, meat, bakery, takeaways, liquor spend), the market share in the secondary trade catchment was half of that, or 38%. Where LFR demand was set at 95% market share of primary catchment demand, this equates to 48% market share in the secondary catchment – again leaving just over half of current and future secondary catchment demand for that store type to flow to centres other than the North-West Belfast Neighbourhood centre.

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<sup>33</sup> This mix of LFR tenants is a scenario for the purpose of this assessment only and the actual future mix of LFR tenants may differ from this scenario.



## 4.2.2 Retail Floorspace Demand Sustained in Primary Catchment Centres

### Baseline Market Share Scenario

Overall, M.E's store-level primary and secondary market share assumptions for the Baseline Scenario give the following overall weighted market share results for the combined centres in the primary catchment:

- 36% of SFR and 22% of LFR<sup>34</sup> and 26% overall of primary catchment retail demand is captured by the four Local and one Neighbourhood Centre located in the primary catchment.
- 9% of SFR and 5% of LFR and 6% overall of secondary catchment retail demand is captured by the four Local and one Neighbourhood Centre in the primary catchment.

As discussed above, M.E consider that these average retail market shares are sufficiently low to provide appropriate scope for expected retail spend in the main trade catchment to be directed to higher order centres, including LFR precincts, as well as non-centre locations and external leakage such that all centres continue to exert their intended role and priority over Neighbourhood and Local centres.

Figure 4-3 shows how this Baseline Scenario of market shares translates into future long term retail floorspace estimates for combined centres in the primary catchment (being the four Local Centres and North-West Belfast Neighbourhood Centre). Demand for supermarket (LFR) floorspace in the Baseline scenario is estimated to support 2,380sqm of GFA in 2018, increasing to 6,280sqm GFA in 2048 (once all growth areas are fully developed and based on the minimum viable floorspace productivity). This will be captured by the Belfast Countdown. Demand for SFR floorspace (focussed primarily on convenience and daily/weekly shopping retail) is estimated to support 1,890sqm GFA across the 5 centres in 2018, increasing to 5,020sqm in the long term. Again, this is demand from households and businesses, but excludes any additional demand in these centres from visitors to the local area.

Figure 4-3 - SFR and LFR Floorspace Demand Captured from the Primary and Secondary Trade Catchment by Local and Neighbourhood Centres in the Primary Catchment (Baseline Scenario)

Estimated Retained Centre Based Retail Demand by Format (sqm GFA)								GFA	%
	2018	2023	2028	2033	2038	2043	2048	2018-2048	2018-2048
<b>Centre Based Demand - Small Format Retail</b>									
Primary Catchment	1,170	1,350	1,570	1,820	2,180	2,770	3,570	2,400	205%
Secondary Catchment	720	820	930	1,040	1,150	1,290	1,450	730	101%
<b>Total Main Trade Catchment</b>	<b>1,890</b>	<b>2,170</b>	<b>2,500</b>	<b>2,860</b>	<b>3,330</b>	<b>4,060</b>	<b>5,020</b>	<b>3,130</b>	<b>166%</b>
<b>Centre Based Demand - Large Format Retail</b>									
Primary Catchment	1,480	1,700	1,980	2,280	2,740	3,480	4,470	2,990	202%
Secondary Catchment	900	1,020	1,160	1,290	1,430	1,600	1,790	890	99%
<b>Total Main Trade Catchment</b>	<b>2,380</b>	<b>2,720</b>	<b>3,140</b>	<b>3,570</b>	<b>4,170</b>	<b>5,080</b>	<b>6,260</b>	<b>3,880</b>	<b>163%</b>
<b>Centre Based Demand - Total</b>									
Primary Catchment	2,650	3,050	3,550	4,100	4,920	6,250	8,040	5,390	203%
Secondary Catchment	1,620	1,840	2,090	2,330	2,580	2,890	3,240	1,620	100%
<b>Total Main Trade Catchment</b>	<b>4,270</b>	<b>4,890</b>	<b>5,640</b>	<b>6,430</b>	<b>7,500</b>	<b>9,140</b>	<b>11,280</b>	<b>7,010</b>	<b>164%</b>

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Growth Scenario: Modified Growth - Full Uptake of Greenfield Capacity by 2048

Market Share Scenario: Local & Neighbourhood Centres Only

Secondary trade catchment market share set at 0.25 (pro-rata) of primary trade catchment market share by store type

<sup>34</sup> Limited to supermarkets.

## Increased LFR Market Share Scenario

Overall, M.E's store-level primary and secondary market share assumptions for the Increased LFR Scenario give the following overall weighted market share results for the combined centres in the primary catchment (with all LFR market shares attributable to the North-West Belfast Neighbourhood Centre only):

- 36% of SFR and 35% of LFR<sup>35</sup> and 36% overall of primary catchment retail demand is captured by the four Local and one Neighbourhood Centre located in the primary catchment.
- 17% of SFR and 18% of LFR and 18% overall of secondary catchment retail demand is captured by the four Local and one Neighbourhood Centre in the primary catchment.

These overall primary and secondary catchment market shares compare with 26% and 6% respectively in the Baseline scenario. This moderate, but not necessarily significant shift signals the effect of including up to 5 mini major retailers in the North-West Belfast Neighbourhood centre in the short term. While both catchments will still direct the majority of aggregate retail demand to other centres outside the primary catchment, it is less leakage than under the Baseline scenario, and potentially less than permitted by the District Plan (but not necessarily less than anticipated by the District Plan given that LFR in Neighbourhood Centres is a Restricted Discretionary Activity and not non-complying). Achieving these market shares in the primary and secondary trade catchment will require a shift in shopping patterns in the short term to sustain the proposed mini major stores.

Figure 4-4 shows how this Increased LFR Scenario of market shares translates into future long term retail floorspace estimates for combined centres in the primary catchment (being the four Local Centres and North-West Belfast Neighbourhood Centre). The net difference from the Baseline Scenario is attributable to the North-West Neighbourhood centre with potentially little spill-over benefit to the nearby Local centres.

Figure 4-4 - SFR and LFR Floorspace Demand Captured from the Primary and Secondary Trade Catchment by Local and Neighbourhood Centres in the Primary Catchment (Increased LFR Scenario)

Estimated Retained Centre Based Retail Demand by Format (sqm GFA)								GFA 2018-2048	% 2018- 2048
	2018	2023	2028	2033	2038	2043	2048		
<b>Centre Based Demand - Small Format Retail</b>									
Primary Catchment	1,170	1,350	1,570	1,820	2,180	2,770	3,570	2,400	205%
Secondary Catchment	1,440	1,640	1,860	2,080	2,310	2,590	2,900	1,460	101%
<b>Total Main Trade Catchment</b>	<b>2,610</b>	<b>2,990</b>	<b>3,430</b>	<b>3,900</b>	<b>4,490</b>	<b>5,360</b>	<b>6,470</b>	<b>3,860</b>	<b>148%</b>
<b>Centre Based Demand - Large Format Retail</b>									
Primary Catchment	2,420	2,780	3,240	3,740	4,490	5,690	7,320	4,900	202%
Secondary Catchment	2,960	3,370	3,810	4,250	4,710	5,280	5,910	2,950	100%
<b>Total Main Trade Catchment</b>	<b>5,380</b>	<b>6,150</b>	<b>7,050</b>	<b>7,990</b>	<b>9,200</b>	<b>10,970</b>	<b>13,230</b>	<b>7,850</b>	<b>146%</b>
<b>Centre Based Demand - Total</b>									
Primary Catchment	3,590	4,130	4,810	5,560	6,670	8,460	10,890	7,300	203%
Secondary Catchment	4,400	5,010	5,670	6,330	7,020	7,870	8,810	4,410	100%
<b>Total Main Trade Catchment</b>	<b>7,990</b>	<b>9,140</b>	<b>10,480</b>	<b>11,890</b>	<b>13,690</b>	<b>16,330</b>	<b>19,700</b>	<b>11,710</b>	<b>147%</b>

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Growth Scenario:

Modified Growth - Full Uptake of Greenfield Capacity by 2048

Market Share Scenario:

Increased LFR Scenario

Secondary trade catchment market share set at 0.5 (pro-rata) of primary trade catchment market share by store type

<sup>35</sup> Not limited to supermarkets.

Demand for LFR (supermarket plus other) floorspace in this scenario is estimated to support 5,380sqm of GFA in 2018, increasing to 13,230sqm GFA in 2048 (once all growth areas are fully developed and based on the minimum viable floorspace productivity). Demand for SFR floorspace (focussed primarily on convenience and daily/weekly shopping retail) is estimated to support 2,610sqm GFA across the 5 centres in 2018, increasing to 6,470sqm in the long term. Again, this is demand from households and businesses, but excludes any additional demand in these centres from visitors to the local area.

### 4.2.3 Including Commercial Services Demand

The above analysis takes into account only retail demand potentially captured by the five primary catchment centres from primary and secondary trade catchment households and businesses. Typically, allowance is made for commercial services demand to occur alongside retail activity, with many commercial services also providing a convenience or daily/weekly retailing role. For consistency with past Christchurch retail modelling (i.e., for the BLCA 2018), M.E have adopted the same average ratio of 2:1 total retail to commercial services floorspace. Figures 4-5 and 4-6 show potential primary catchment centre floorspace over time with estimated commercial services included for the Baseline and Increased LFR market share scenarios.

Demand for commercial services is estimated to add 2,140sqm GFA in 2018 to primary catchment centres, increasing to 5,640sqm in the long term under the Baseline market share scenario (Figure 4-5). This brings total potential retail and commercial services floorspace in the 5 primary catchment centres to an estimated 16,920sqm GFA by 2048.

Figure 4-5 - Retail and Commercial Service Floorspace Demand Captured from the Primary and Secondary Trade Catchment by Local and Neighbourhood Centres in the Primary Catchment (Baseline Scenario)

	Estimated Retained Centre Based Retail & Commercial Service Demand (sqm GFA)							GFA 2018-2048	% 2018- 2048
	2018	2023	2028	2033	2038	2043	2048		
<b>Centre Based Demand - Retail</b>									
Primary Catchment	2,650	3,050	3,550	4,100	4,920	6,250	8,040	5,390	203%
Secondary Catchment	1,620	1,840	2,090	2,330	2,580	2,890	3,240	1,620	100%
Total Main Trade Catchment	4,270	4,890	5,640	6,430	7,500	9,140	11,280	7,010	164%
<b>Centre Based Demand - Commercial Service</b>									
Primary Catchment	1,330	1,530	1,780	2,050	2,460	3,130	4,020	2,690	202%
Secondary Catchment	810	920	1,050	1,170	1,290	1,450	1,620	810	100%
Total Main Trade Catchment	2,140	2,450	2,830	3,220	3,750	4,580	5,640	3,500	164%
<b>Centre Based Demand - Total</b>									
Primary Catchment	3,980	4,580	5,330	6,150	7,380	9,380	12,060	8,080	203%
Secondary Catchment	2,430	2,760	3,140	3,500	3,870	4,340	4,860	2,430	100%
Total Main Trade Catchment	6,410	7,340	8,470	9,650	11,250	13,720	16,920	10,510	164%

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Growth Scenario: Modified Growth - Full Uptake of Greenfield Capacity by 2048

Market Share Scenario: Local & Neighbourhood Centres Only

Secondary trade catchment market share set at 0.25 (pro-rata) of primary trade catchment market share by store type

Under the Increased LFR market share scenario, demand for commercial services is estimated to add 4,000sqm GFA in 2018 to primary catchment centres, increasing to 9,860sqm in the long term (Figure 4-6). This brings total potential retail and commercial services floorspace in the 5 primary catchment centres to an estimated 29,560sqm GFA by 2048.

Figure 4-6 - Retail and Commercial Service Floorspace Demand Captured from the Primary and Secondary Trade Catchment by Local and Neighbourhood Centres in the Primary Catchment (Increased LFR Scenario)

	Estimated Retained Centre Based Retail & Commercial Service Demand (sqm GFA)							GFA	%
	2018	2023	2028	2033	2038	2043	2048	2018-2048	2018-2048
<b>Centre Based Demand - Retail</b>									
Primary Catchment	3,590	4,130	4,810	5,560	6,670	8,460	10,890	7,300	203%
Secondary Catchment	4,400	5,010	5,670	6,330	7,020	7,870	8,810	4,410	100%
Total Main Trade Catchment	7,990	9,140	10,480	11,890	13,690	16,330	19,700	11,710	147%
<b>Centre Based Demand - Commercial Service</b>									
Primary Catchment	1,800	2,070	2,410	2,780	3,340	4,230	5,450	3,650	203%
Secondary Catchment	2,200	2,510	2,840	3,170	3,510	3,940	4,410	2,210	100%
Total Main Trade Catchment	4,000	4,580	5,250	5,950	6,850	8,170	9,860	5,860	147%
<b>Centre Based Demand - Total</b>									
Primary Catchment	5,390	6,200	7,220	8,340	10,010	12,690	16,340	10,950	203%
Secondary Catchment	6,600	7,520	8,510	9,500	10,530	11,810	13,220	6,620	100%
Total Main Trade Catchment	11,990	13,720	15,730	17,840	20,540	24,500	29,560	17,570	147%

Source: M.E Retail Demand Model (Belfast) 2021. Excludes any catchment visitor spend.

Secondary trade catchment market share set at 0.5 (pro-rata) of primary trade catchment market share by store type

Growth Scenario: Modified Growth - Full Uptake of Greenfield Capacity by 2048

Market Share Scenario: Increased LFR Scenario



# 5 Distributional Effects

This section first assesses the scale of the proposed consent floorspace relative to the demand estimated to be directed to primary catchment centres, to understand the viability of the proposed development, in conjunction with the viability of remaining capacity in the North-West Belfast Neighbourhood centre and the four Local centres provided for in the District Plan. The assessment then turns to consideration of potential distributional effects associated with the proposed out-of-zone retailing GFA and with the presence of up to 5 mini major retail tenancies in the North-West Belfast centre.

## 5.1 Effects of GFA Proposed in the RNNZ

### 5.1.1 Assumptions

*If* the proposed Stage 2 development did not include 3,840sqm GFA of LFR retail (see Section 1.1), M.E has assumed that the equivalent tenancy area could have been designed to accommodate 3,840sqm GFA of SFR or commercial service floorspace. That is, those tenancies would have been divided into a number of smaller tenancies that did not exceed 500sqm GFA each. This is on the assumption that the car-parking and building footprints in the proposed site plan would stay the same under this hypothetical development outcome.

The total GFA could then comprise the same 1,000sqm of retail food and beverage floorspace, and a combined total of 6,987sqm GFA of SFR or commercial service floorspace, giving the same total (excluding amenities and gym) of 7,987sqm GFA of retailing. The split of in-zone and out-of-zone retailing GFA would also be the same, with approximately 2,427sqm GFA in the RNNZ and the majority (5,561sqm GFA) focussed in the CCZ.

With the exception of the GFA in the RNNZ, the hypothetical development described above would be permitted by the District Plan<sup>36</sup> and any sales impacts on other centres would be anticipated. Only the effect of the GFA in the RNNZ zone would need to be assessed. Because this hypothetical scenario excludes any other forms of LFR (other than the supermarket), it is appropriate to compare the proposed floorspace with the Baseline market share scenario as this reflects the role (and therefore broad market shares as we understand them) of Neighbourhood and Local centres as permitted by the Plan.

M.E has assumed a first year of trading for the proposed Stage 2 development of 2028.<sup>37</sup> As the Countdown is already existing, we have not included the LFR supermarket demand estimated to be captured by primary catchment centres under the Baseline Scenario (but limited to the Neighbourhood Centre) in the following analysis.

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<sup>36</sup> Other zone standards notwithstanding.

<sup>37</sup> This may be later than the potential first year of trading but coincides with the first future year (after 2023) in our demand model (and avoids the need to interpolate demand between the 5-year increments modelled).



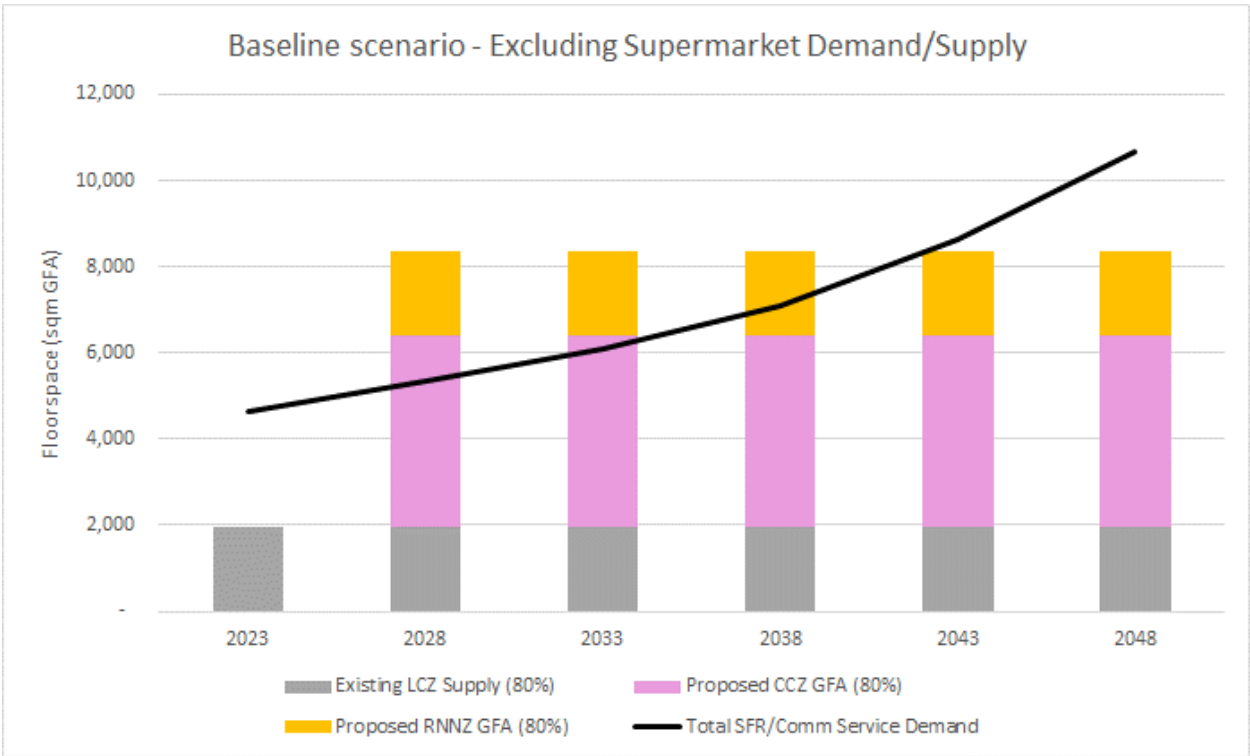
We have also included only 80% of existing and proposed retail and commercial service supply on the basis that 20% of floorspace is estimated to be sustained by demand not captured in the demand model, or from outside the main trade catchment.<sup>38</sup>

### 5.1.2 Results

Consistent with the analysis in Section 4, Figure 5-1 graphs the (modified) demand (black line) for combined centre-based SFR and commercial service floorspace arising from primary and secondary catchment households and businesses/workers that is estimated to be sustained in the primary catchment centres – being the 2 existing Local centres, 2 greenfield Local centres and the North-West Belfast Neighbourhood centre.

The grey bars represent (80% of) estimated supply of SFR and commercial service GFA in the two existing Local centres on Main North Road. As at 2023, this supply is less than sustainable demand in the catchment (a shortfall). This result is consistent with current shopping patterns revealed by GPS data which shows strong visitation (leakage) to centres outside the primary catchment that offer convenience and daily/weekly retailing.

Figure 5-1 – Primary Catchment Supply-Demand Comparison – Baseline Scenario (SFR/Commercial Service Only)



In 2028, we introduce (80% of) the proposed stage 2 consent development. The pink bars represent the total SFR and commercial services GFA located in-zone (i.e. in the CCZ). This will address the shortfall of convenience and daily/weekly retailing in the primary catchment for local residents and

<sup>38</sup> This may include spend by visitors staying in the main trade catchment, net additional households as a result of intensification and the retirement village, and pass-by customers (from north or south of the main trade catchment).



businesses/workers based on M.E demand and market share assumptions – both improving the ability of the catchment community to meet their needs (economic wellbeing) and travel efficiency for convenience and daily/weekly retailing. After 2033, the main trade catchment would support net additional retail and commercial floorspace supply in the North-West Belfast centre, or greenfield Local centres in the primary catchment as supply once again drops below projected sustainable demand for these centre types.

In 2028, we also introduce (80% of) the proposed Stage 2 GFA that is located in the RNNZ in the consent application. The analysis shows that it theoretically exceeds sustainable retail and commercial service demand in the short to medium-term based on M.E demand and market share assumptions. The potential implications are:

- a) Some Stage 2 tenancies in the North-West Belfast centre remain vacant initially. This outcome would cause no loss of amenity for the catchment community as there is still a net increase in floorspace supply compared to the status quo as a result of the consent application.
- b) Some retail or commercial service tenancies in the existing Local Centres (on Main North Road) close. This may include relocation of those businesses into the North-West Belfast Neighbourhood Centre. Those tenancies would not necessarily stay vacant, but could be occupied by non-retailing activities. This outcome would cause no loss of amenity or economic wellbeing for the catchment community as there is still a net increase in floorspace supply compared to the status quo, and the reallocation of sustained GFA between the centres is only over a relatively short distance so there would be only a marginal change in convenience/accessibility.
- c) The North-West Belfast centre captures higher market shares for some store types in the primary and secondary trade catchment than estimated to sustain all existing and proposed GFA. Assuming that the Baseline market shares represent a distribution of retailing demand across the centre network permitted by the District Plan, any increase over and above those market shares translate to reduced leakage of convenience and daily/weekly retailing spend to other centres in the network outside the primary catchment (particularly higher-order centres). This creates potential for distributional effects (discussed further below), and potentially these effects will last over the medium-term until offset by further catchment growth.<sup>39</sup>

By 2043, the modelling indicates that net additional retailing supply in primary catchment centres could be sustained over and above the total existing Local centre retailing floorspace, the Countdown and proposed Stage 2 consent development. This includes opportunities for further retail and commercial service floorspace to be developed on the remaining CCZ land in the North-West Belfast Centre (i.e. Stage 3 and 4 land, or just Stage 4 if we assume that Stage 3 delivers a medical centre), or development to get underway in one or other of the two greenfield Local centres.

By 2048, M.E expects that the North-West Neighbourhood Centre could be fully developed and occupied (i.e. all zoned vacant land taken up by retailing or other community activities) – sustained wholly by catchment growth and market shares of catchment demand anticipated for Neighbourhood Centres.

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<sup>39</sup> A fourth option is for the centre to draw from a more extensive trade catchment than estimated for the centre. This outcome is discounted by M.E as a larger trade catchment would overlap with more existing supermarkets and it is considered unlikely that customers would travel further for non-supermarket convenience retailing trips than supermarket trips, which are usually highly localised.



Alternatively, the North-West Belfast Centre could be largely developed (i.e. Stages 1-3) alongside a fully developed new Local centre serving the primary catchment (i.e. Groyne Park or Belfast Park established).

We note that this modelling does not preclude vacant CCZ land in the North-West Belfast Centre (Stages 3 and 4 outside of the consent application) or in the two greenfield Local centres to be developed sooner, or even in the short term, as it may consist of floorspace that is neither retail or commercial service activity. As noted above, this could include for example, medical services or community facilities which are separate to the demand and supply modelled for this assessment.

### 5.1.3 Distributional Effects Discussion

M.E considers that the demand needed to sustain the additional 2,427sqm of retailing GFA proposed in the RNNZ in the short-medium term (which could equate to the equivalent of 14 stores<sup>40</sup> if the tenancy sizes proposed in that part of consent application are representative of other nearby centres) would be drawn from across a range of existing and future centres including:

Other Primary Catchment Centres:

- The Belfast Local Centre (Richill Street)
- The Belfast Road Local Centre
- Groyne Park Local Centre (future development/greenfield)
- Belfast Park Local Centre (future development/greenfield)

Other Secondary Catchment Centres:

- The Northwood/Belfast KAC (i.e. **the Supa Centre** and/or the future development CCZ land in the KAC)
- The future development CLZ land in the northern part of the Highland Park greenfield growth area (i.e. Mills Road Local Centre)

More distant centres (examples only):

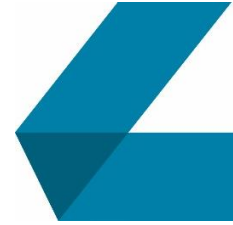
- Kaiapoi KAC (Waimakariri District)
- Prestons Neighbourhood Centre
- Bishopdale Neighbourhood Centre
- Merivale Neighbourhood Centre
- Papanui/Northlands District Centre
- Shirley/Palms District Centre

The centres shown in bold are existing/established centres. Distributional effects on such centres are real effects, while drawing demand away from future centres is not a tangible loss of amenity but has the effect of delaying the emergence of these centres (or the year by which they are fully developed). As such, they are potential opportunity costs for the catchment served by those centres. Such effects are considered

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<sup>40</sup> I.e. 13 whole tenancies and 2 half tenancies, according to Figure 1-1.





minor when these are Local Centres and relative to the benefits of having a comprehensive Neighbourhood Centre in the northern suburbs of Christchurch.

With regard to effects on established centres, we have discussed above the potential effect of reduced demand/potential store closures or relocations in the two Belfast Local centres on Main North Road. Both convenience centres benefit strongly from pass-by traffic on week-days and this is expected to continue even with the proposed development in the North-West Belfast Neighbourhood Centre which is set back from the Main North Road.

Given the shortfall of convenience and daily/weekly retailing supply in the primary catchment currently, it is also expected that many stores in these two centres have been performing well<sup>41</sup> and may therefore be able to absorb some loss of demand and remain viable. To the extent that there are store closures, M.E consider that the centres would attract replacement tenants given their highly visible location. Any loss of social and functional amenity within the centres is therefore expected to be minor and short-term, following the opening of the proposed North-West Belfast Stage 2 development. At a community level, we also expect no net loss of functional amenity across the three centres, with the community better able to meet their needs as a result of the proposed development.

It is likely that some additional demand could be drawn from the SFR located in the Belfast/Northwood Supa Centre. We note that SFR in that centre is mainly focussed on food and beverage retail, with relatively less community services and other SFR on offer. The anchor LFR and mini major LFR tenants in the centre will continue to provide a strong incentive for food and beverage businesses to operate in the Supa Centre, and any vacancies that may be caused by the proposed development in the North-West Belfast Centre (including the cumulative effect of the GFA in the RNNZ), may be expected to be short term/temporary. The centre has a low level of social amenity and vibrancy on account of its LFR role and any further reduction in functional and social amenity attributable to the proposed development (RNNZ expansion) is expected to be no more than minor.

With regard to any redistribution of demand from centres beyond the main trade catchment, this is expected to be spread over the indicative centres listed, rather than focussed all on one centre. The indicative impacted District Centres are all large or very large relative to the North-West Belfast Neighbourhood Centre (even when fully developed) as discussed in Section 2. Those centres within Christchurch are all centrally located in the urban environment with densely populated trade catchments. The demand they receive from households and workers in the main trade catchment of the North-West Belfast Centre will account for only a minor share of the total demand they capture. Any reduction in that source of demand from the northern suburbs will therefore have a less than minor direct effect on sales and foot traffic. When considering the amenity of those centres as a whole, M.E anticipates than any negative effects attributable to the proposed Stage 2 development, and specifically the GFA in the RNNZ, will be minimal.

## 5.2 Effects of Proposed LFR

In this section, M.E model the potential distributional effects of just the proposed mini major LFR tenants in the proposed Stage 2 development. As previously discussed, the District Plan did not permit any non-

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<sup>41</sup> I.e. above average floorspace productivities.



supermarket LFR in the zoned primary catchment centres (with the exception of a potential department store anchor in the Neighbourhood centre which M.E excludes from the permitted baseline to be conservative). This does not mean that other LFR is not contemplated in Neighbourhood Centres, but rather its appropriateness in some Neighbourhood Centres needs to be assessed in terms of any significant adverse effects (specific matters of discretion). However, to be conservative, the expected market share of non-supermarket LFR for the combined primary catchment centres was set at zero in its main trade area, such that all demand for non-supermarket LFR would be directed to LFR and higher order centres (District Centres and the Central City).

M.E has estimated the market shares that would be necessary to sustain an indicative mix of mini major tenants in the proposed development in the first year of trading (assumed to be 2028 for the purposes of modelling only). Consistent with the approach taken above, we have not included the supermarket LFR demand estimated to be captured by primary catchment centres (but limited to the Neighbourhood Centre) under the Increased LFR Scenario in the following analysis on the basis that the Countdown already exists. We have also included only 80% of proposed mini-major supply on the basis that 20% of floorspace is estimated to be sustained by demand not captured in the demand model, or from outside the main trade catchment.

### 5.2.1 Results

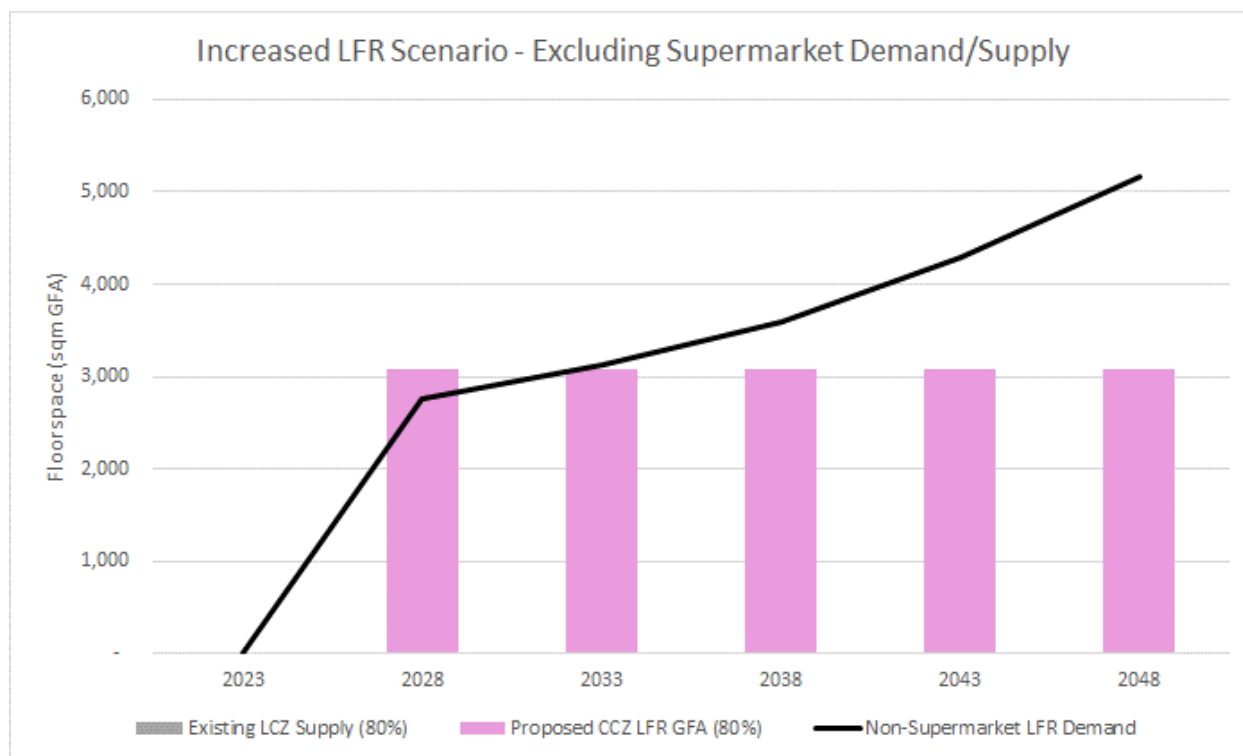
Figure 5-2 graphs the *required* demand (black line<sup>42</sup>) for combined centre-based non-supermarket LFR floorspace arising from primary and secondary catchment households and businesses/workers to sustain the proposed mini-major retail GFA. There is no existing supply of non-supermarket LFR in the two existing Local centres on Main North Road.

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<sup>42</sup> Modified growth scenario.



Figure 5-2 – Primary Catchment Supply-Demand Comparison – Increased LFR Scenario (Non-Supermarket LFR Only)



In 2028, we introduce (80% of) the proposed LFR (all within the CCZ). In 2028, demand broadly equals supply, as intended by the Increased LFR scenario market shares.

What Figure 5-2 does show is that if these same market shares are held constant over time, catchment growth of demand would support even more non-supermarket LFR supply in the primary catchment centres in the long-term than proposed in Stage 2 of the North-West Belfast Centre. While potential for further LFR in Stages 3 and 4 of the North-West Belfast Centre cannot be ruled out (subject to a restricted discretionary consent), M.E does not consider it likely on the remaining vacant land (particularly if negotiations with a medical centre for Stage 3 are successful). This means that while market shares would initially need to be high to sustain the Stage 2 LFR, those market shares could decrease slowly over time commensurate with catchment demand growth (i.e. in future, smaller market shares of an increased catchment market could sustain the same amount of LFR GFA).

Nonetheless, for the proposed mini major GFA to be viable during that time period, the likely implication is there will be reduced leakage of centre-based LFR spend to other centres in the network (specifically LFR and higher-order centres). This creates potential for distributional effects (discussed further below), and potentially these effects will last over the medium to long-term although diminishing over time as total demand in the catchment increases.

### 5.2.2 Distributional Effects Discussion

M.E considers that the demand needed to sustain the 3,840sqm GFA proposed as LFR would be drawn from across a range of existing centres including:



Secondary Catchment Centres:

- The Northwood/Belfast KAC (i.e. the Supa Centre)

More distant centres (most likely based on distance, existing shopping patterns and comparable supply):

- Kaiapoi KAC (Waimakariri District)
- Merivale Neighbourhood Centre
- Papanui/Northlands District Centre
- Shirley/Palms District Centre
- CBD


The Belfast/Northwood Supa Centre contains a mix of anchor LFR stores (including New World, The Warehouse, Harvey Norman, Smith City, and Warehouse Stationery). It is unknown if the vacated Countdown anchor tenancy has been leased or if it will be retained as an anchor tenancy or broken up in two or more smaller tenancies. The centre also includes a number of mini-majors, albeit most are expected to be larger than the mini major tenancies proposed at North-West Belfast. These include (but are not limited to) Noel Leeming, Postie Plus, 99 Bikes, Godfreys, Lighting Direct, Bed Bath & Beyond, Lighting Plus, Stihl Shop and Repco. While most of these stores could also be found in District Centres (i.e. are centre-based LFR), others such as Godfreys, Repco and the Stihl Shop are more typically non-centre LFR that are limited to large format retail parks (or often found in mixed use zones). The proposed LFR mini majors at North-West Belfast would be unlikely to comprise of non-centre LFR store types in our view and as such, will not compete with that share of Supa Centre floorspace.

There is potential that some centre-based LFR demand will be drawn away from the Supa Centre. We caveat this by emphasising the trade competition effects for LFR are store specific. As discussed previously, we estimated a mix of store types in the mini majors that included a clothing store, an electronics/appliances store, a sports and camping equipment store, a furniture store, and a Manchester or other textile goods retailer.<sup>43</sup> Based on this indicative tenancy mix, the mini majors may only draw demand (sales) away from the likes of Noel Leeming, Postie Plus and Bed Bath & Beyond, and potentially some demand from the Warehouse (which spans most store types). The majority of LFR tenants would be unaffected by the mini majors proposed in the North-West Belfast Centre. M.E does not anticipate that any mini major in the Supa Centre would close as a result of some redirected spending from the primary and secondary catchment households. As such, when thinking of distributional effects which apply to the centre as a whole, we do not expect any material loss of functional amenity in the Supa Centre (with social amenity not a key role of the centre).

There is potential that some centre-based LFR demand (spend) will be drawn away from the next closest District Centres, and including Merivale in this group on account of the Mall which has attracted many of the same stores that are present in the District Centres. Again, the demand is likely to be spread over multiple centres rather than all being redirected from one centre, and be spread over multiple store types

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<sup>43</sup> This mix of LFR tenants is a scenario for the purpose of this assessment only and the actual future mix of LFR tenants may differ from this scenario.



rather than any single store type (given that these centres have a diverse offering that is likely to overlap with the full mix of mini majors estimated to establish in the North West Belfast Centre.

As above (with regards to SFR and commercial service distributional effects), the potential direct trade impacts on any one centre are expected to be only minor and not of a scale that would lead to material distributional effects on any of these centres. We would expect no loss of functional or social amenity and a minimal loss of total foot traffic and vitality.

Last, it is possible and a small share of centre-based LFR demand from primary and secondary catchment households could be redirected from LFR/mini major stores in the CBD as a result of the proposed mini majors in the North-West Belfast centre. The CBD has a diverse role not limited to retailing. It draws from an extensive catchment within which households from the primary and secondary catchment account for only a small share. We do not consider that any distributional effects on the CBD would be discernible if up to 5 mini major tenants are included in the North-West Belfast Centre.


### 5.3 Combined Distributional Effects

Sections 5.1 and 5.2 have considered potential distributional effects separately for the additional retailing floorspace proposed in the RNNZ (out-of-zone GFA which is all SFR or commercial service) and the LFR retail proposed in the CCZ consent area. Some existing centres would be impacted by both aspects of the consent application, and we consider effects on those centres here. This includes the Belfast/Northwood KAC and the nearby District Centres of Kaiapoi, Papanui/ Northlands, Shirley/Palms and the Merivale Neighbourhood Centre.

Combined distributional effects on these centres are not the aggregate of the separate effects discussed. While SFR and LFR market shares are determined separately (assuming no overlap between the store types in terms of sustainable demand), some (3,840sqm) of the SFR and commercial floorspace modelled is substituted for LFR in the proposal. Further, for the Increased LFR scenario, we increase the relative role of the North-West Belfast Neighbourhood centre within the secondary catchment (from 25% of the primary catchment market shares to 50%). In the model we apply this to both SFR/commercial service and LFR store types on the basis that when North-West Belfast attracts some LFR shopping spend from those secondary catchment households and businesses/workers, it may bring with it some convenience or daily/weekly shopping spend at the same time on those shopping trips. We test a worst-case outcome for this, as not all LFR shopping trips will be combined with convenience retailing (or vice versa).

The implication is that when we apply the Increased LFR scenario to account for the proposed mini majors, the net additional SFR and commercial service spend drawn from the secondary catchment sustains all of the existing and proposed SFR and commercial service supply in the primary catchment centres in 2028 and beyond, including the GFA proposed in the RNNZ, as well as the proposed mini majors. In other words, the mini majors bring more spend overall to the North-West Belfast centre, such that all the proposed SFR and commercial service activity is sustained in the first year of trading, which would not otherwise have been expected had the centre contained only permitted retailing (i.e. tenancies less than 500sqm GFA).

That additional spend has to come from somewhere. Put simply, those centres anticipated to experience some minor loss of spend in LFR stores, will also experience some minor loss of SFR and commercial service spend.



For the Belfast/Northwood KAC we consider that combined distributional effects on the centre as a whole will be minor and will reduce over time. At the same time, growth is expected in greenfield growth areas that are outside the main trade catchment for North-West Belfast but within the trade catchment of the Belfast/Northwood KAC which will help counteract the minor distributional effects of the Neighbourhood Centre over the long term.

For the combined nearby District Centres and Merivale Neighbourhood Centre, only minimal distributional effects were considered likely for any one centre when examining SFR/commercial service and LFR effects separately. In aggregate, we would anticipate only a minor loss of functional and social amenity, diminishing over time.

No discernible distributional effects on the CBD are still anticipated, even when some convenience/commercial service spend associated with LFR shopping trips is included.

These findings on distributional effects support the second arm of policy 15.2.2.4(b)(i) – Accommodating growth. That is any expansion of commercial centres beyond commercial zone boundaries and/or establishment of LFR activities within 400m of a centre must not have significant adverse effects on the function of other centres. M.E estimates that any distributional effects will be no more than minor and will further diminish over time.



## 6 Conclusions

Section 2 has assessed the effect of the proposed expansion of the North-West Belfast centre floorspace onto RNNZ land from the perspective of scale. It is determined that even with the outward expansion, the significant share of commercial activity in the centre is focussed within the CCZ and the expected total floorspace of the North-West Belfast centre will be well within the anticipated size range of Neighbourhood centres in the District Plan (i.e. sized between 3,000 and 30,000sqm GFA). There is a high-level of certainty around this outcome.

Section 5 considered the potential for adverse distributional effects of both the resource consent's proposed expansion and LFR tenancies on other centres. It was estimated that effects on any one existing centre would likely be no more than minor and reduce over time commensurate with projected growth within the main trade catchment (and elsewhere). Effects on greenfield centres/zoning in the primary (and secondary) trade catchments are limited to potential delays on when they might otherwise be sustainable (in terms of retailing floorspace demand). Such delays are considered to have only a minor effect on the ability of local communities to meet their convenience retailing needs, with all greenfield capacity sustainable in the long-term in addition to the proposed stage 2 consent development.

Below we consider the effects of the proposed centre expansion and LFR tenancies on the North-West Belfast centre itself.

### 6.1 Effects of Expansion and LFR on Centre Role & Amenity

The expansion of the centre floorspace onto the RNNZ land does not alter the Neighbourhood Centre role of North-West Belfast in the centre network. In general terms, functional and social amenity delivered by a centre increase as centres get bigger. More floorspace provides opportunities for more shops (and other floorspace), which can increase the mix of store types and services offered in a centre, and/or the choice or depth of range on offer. This increases the functional amenity of centres. More shops mean more shoppers, which provides greater opportunities for social interaction – increased social amenity including vibrancy and vitality. District Centres have more functional amenity than Neighbourhood centres, and some Neighbourhood centres in Christchurch offer more functional amenity than other Neighbourhood centres, broadly linked to their relative size. The proposed expansion is therefore a positive outcome for the functional (and social) amenity able to be delivered by the North-West Belfast centre to its catchment community relative to the status quo.

Neighbourhood centres are not permitted to serve a LFR role other than providing for a supermarket and potentially a department store, but other LFR is still contemplated in certain Neighbourhood Centres where it can be shown that adverse economic effects are not significant. The North-West Belfast centre already has a supermarket anchor. The proposed development could include up to 5 mini major retail tenancies in the CCZ. While these are classified as LFR (being greater than 500sqm GFA), they are not anchor tenancies and are between 28% and 60% larger than the permitted baseline tenancy size for retail activities.<sup>44</sup>

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<sup>44</sup> Based on 640sqm and 800sqm tenancies relative to a 500sqm GFA permitted activity.



While the actual future mini-major store types are unknown, they are most likely to comprise of core (and comparison) retail store types and will not serve a convenience or daily/weekly shopping role. Their presence in the centre does not elevate the centre to a District Centre in our view.

M.E considers that the proposed mini majors increase the economic viability of the centre in the short term. They bring in more shoppers/spend than the counterfactual of supplying smaller retailing tenancies in their place. Mini majors are more often national brands, that have more effective marketing strategies and often out-perform smaller, usually independent retailers. This is consistent with the modelling of market shares for this assessment, which showed a higher penetration in the primary and secondary catchment is needed to sustain their floorspace (i.e. a different distance decay curve).

Their contribution to total centre economic viability is relatively more important because of the expanded size of the centre proposed. In the absence of the expansion on the RNNZ, an overall smaller Neighbourhood Centre would be less reliant on mini majors to support non-supermarket activity, with the Countdown alone likely to provide sufficient cross-shopping support for other businesses. However, with the expansion (and the functional and social amenity benefits that come with that), the mini majors make it feasible to sustain the total proposed GFA sooner rather than later. They would improve the attractiveness of the centre for SFR and commercial service businesses and minimise the risk of taking on a tenancy in a new centre. Ensuring that the proposed development can open as many as possible of the proposed tenancies on (or near) the development completion date will maximise the vitality and vibrancy of the centre in the short term which will better serve the economic and social wellbeing of the catchment community (which has been without an accessible Neighbourhood Centre for some time).

A consequence of including the mini majors in the proposed development is a moderate opportunity cost (reduction) in the functional amenity of the centre, whereby more smaller tenancies are replaced with fewer larger tenancies.<sup>45</sup> This reduces the range of businesses that could theoretically be included in the development (and/or depth of offer in any particular store type). This is however the trade off of having a larger, economically viable Neighbourhood Centre – which will deliver a significant net increase in convenience and daily/weekly retailing in an efficient and accessible location for catchment households and businesses/workers.

While the proposed development does not include a department store anchor (and removes the potential for the centre to include one in future based on current zoning), it is relevant to consider the proposed mini majors in the context of that permitted baseline. A department store could have been delivered instead of 3,840sqm of mini majors (i.e. with a similar total GFA). However, this would be one business in place of 5. Not only would this have resulted in a less fine-grained built form in the centre, M.E consider that it would have delivered less functional and social amenity, including less vibrancy, than the proposed development. Further, it is likely to have had a relatively higher adverse effect on the Belfast/Northwood KAC than the proposed mini majors.

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<sup>45</sup> This issue is captured in Policy 15.2.2.4(b)(vi).





## 6.2 Overall Conclusions

The analysis underpinning this report is highly dependent on a range of assumptions including household growth projections, estimated catchment extent, household demand projections, floorspace productivities, future development tenants and market shares for Neighbourhood (and Local) centres in Christchurch. However, within the limitations of the modelling carried out, M.E estimates that:

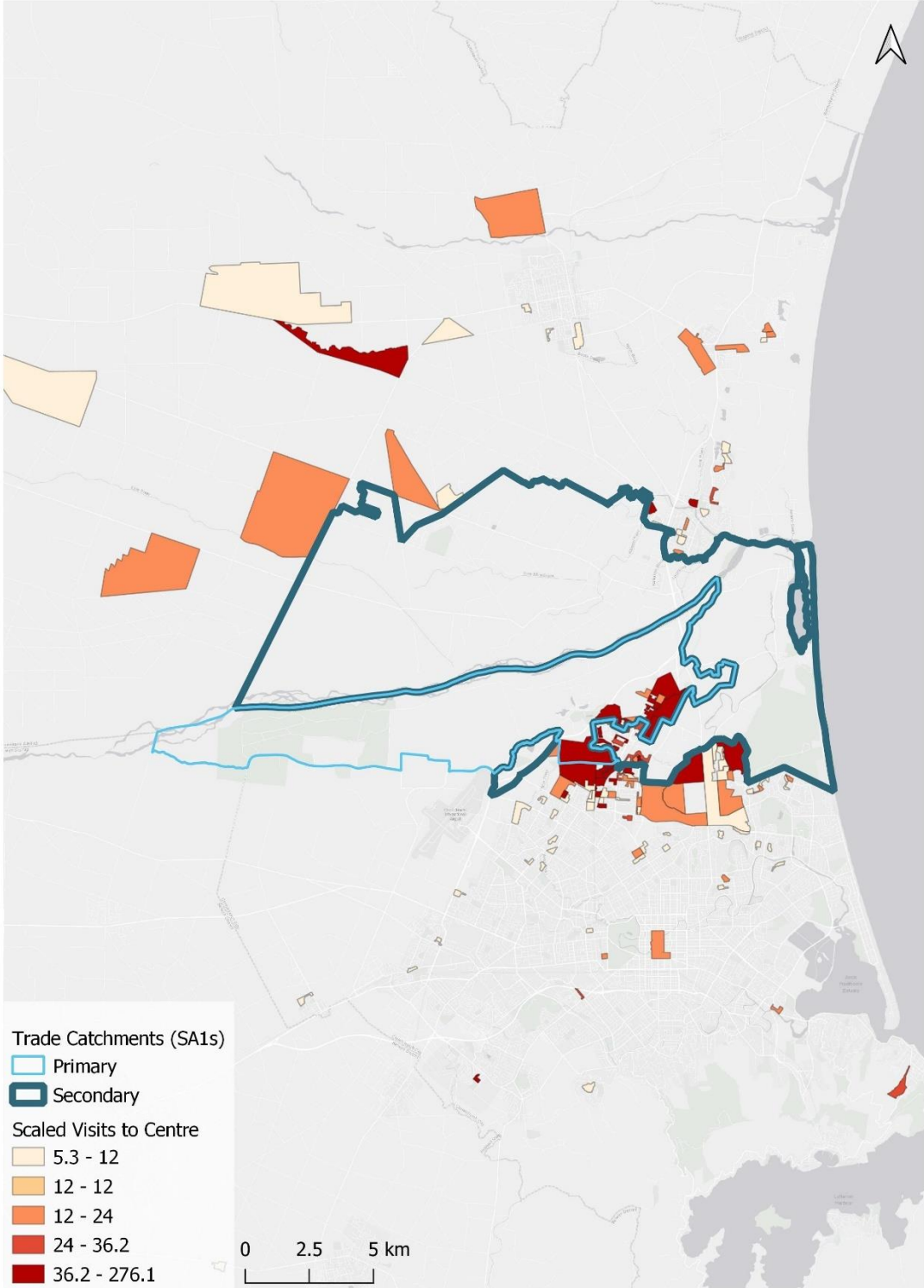
- The extension of the centre will improve the functional and social amenity delivered by the North-West Belfast centre compared with the status quo CCZ extent while still maintaining a Neighbourhood centre role.
- The proposed development is likely to better support residential intensification around the centre compared with the status quo CCZ extent because of its increased functional and social amenity (including employment opportunities). By providing more retailing activity it increases the ability of the wider greenfield area to support higher residential densities.
- There is catchment demand to sustain the additional floorspace in the RNNZ in the long term in addition to existing Local centre supply and remaining vacant capacity in the CCZ and nearby greenfield Local centres. The expansion therefore responds to the anticipated increase in population in the surrounding catchment.
- Inclusion of up to 5 mini major retailers in the CCZ will increase the economic viability of the centre as a whole without changing the Neighbourhood Centre role and will assist in sustaining the additional floorspace in the RNNZ in the short term. They do have a significant adverse effect on the function of the Neighbourhood Centre (and are estimated to create a better outcome for functional amenity than an otherwise permitted department store).
- The extension of the centre into the RNNZ combined with the inclusion of up to 5 mini majors in the short term is not anticipated to result in any significant or long-term distributional effects on the centre network, including the Belfast/Northwood KAC or higher-order centres (i.e. District Centres or the CBD).
- The northern suburbs of Christchurch are without a Neighbourhood Centre at present and that shortfall of daily/weekly retailing supply is causing inefficient travel patterns for local households and businesses. M.E consider that the proposed stage 2 development will deliver a functional and vibrant Neighbourhood Centre in conjunction with the existing standalone supermarket – enhancing the economic and social wellbeing of the northern Christchurch community.

Overall, M.E considers that the proposed stage 2 consent application delivers significant positive economic effects, and only minor adverse economic effects. From an economic perspective and supported by the assessment set out in this report, we reach the conclusion that the proposed development would be an appropriate addition to the on-going development of the North-West Belfast Neighbourhood Centre.



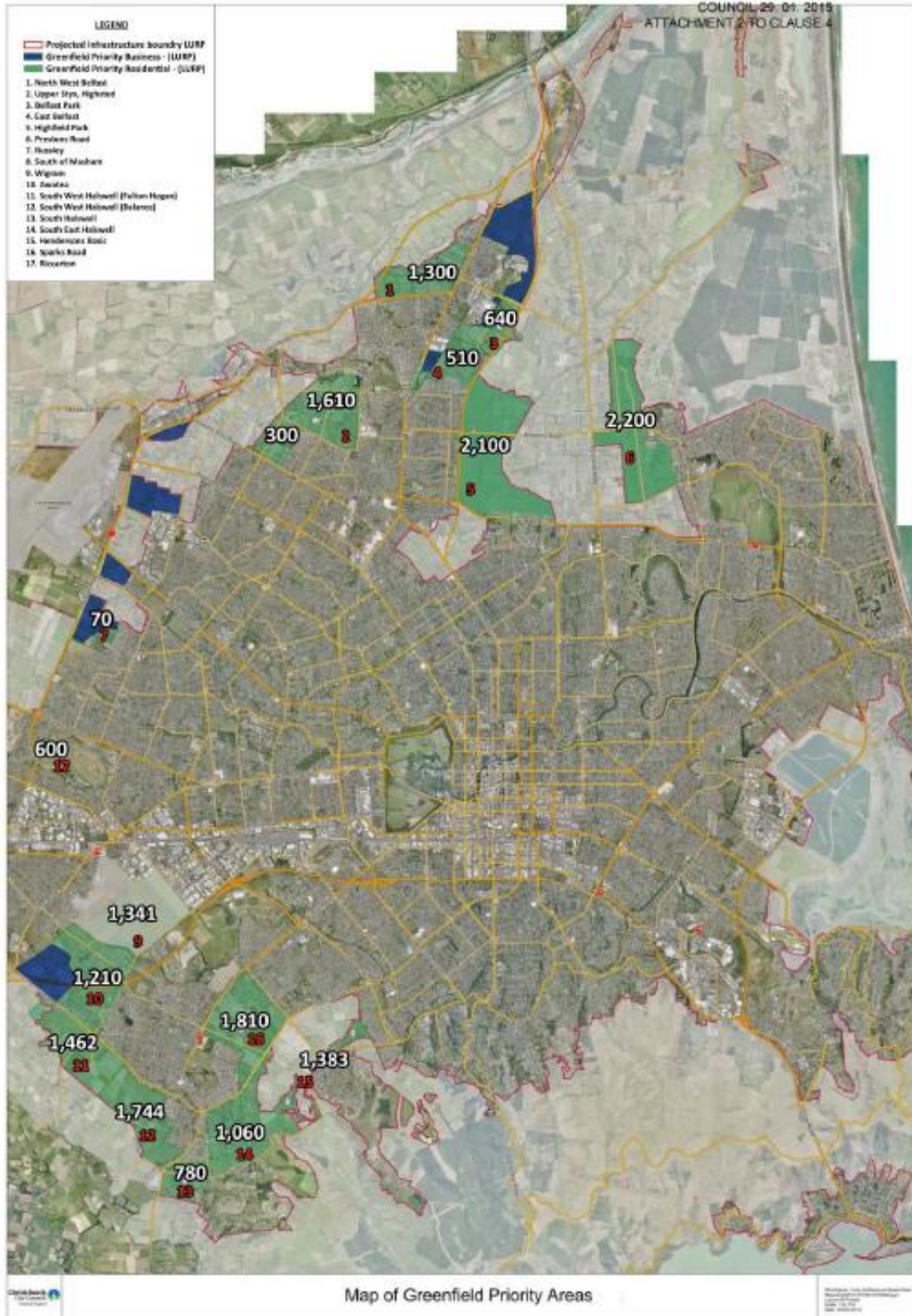
# Appendix A – Countdown Northwood Customer Origins 2021

The following map shows total store visits – scaled up from the raw sample GPS data.



# Appendix B - Greenfield Growth Areas

Copy of Appendix 4 from Evidence in Chief by Tim Heath (for CCC) on the Replacement District Plan (Retail/Centre Matters) April 2015 – Greenfield Growth Areas.



# Appendix C – Primary Trade Catchment Market Share Assumptions

Retail ANZSIC	Catchment	Centre/ Non-Centre	Baseline Scenario	
			Primary Catchment SFR Market Share of Primary Catchment Demand	Primary Catchment LFR Market Share of Primary Catchment Demand
Antique and Used Goods Retailing	Primary	Centre-based	10%	0%
Cafes and Restaurants	Primary	Centre-based	40%	0%
Car Retailing	Primary	Non-Centre	0%	0%
Catering Services	Primary	Non-Centre	0%	0%
Clothing Retailing	Primary	Centre-based	5%	0%
Clubs (Hospitality)	Primary	Centre-based	25%	0%
Computer and Computer Peripheral Retailing	Primary	Centre-based	0%	0%
Department Stores	Primary	Centre-based	0%	0%
Electrical, Electronic and Gas Appliance Retailing	Primary	Centre-based	0%	0%
Entertainment Media Retailing	Primary	Centre-based	0%	0%
Floor Coverings Retailing	Primary	Centre-based	0%	0%
Flower Retailing	Primary	Centre-based	40%	0%
Footwear Retailing	Primary	Centre-based	0%	0%
Fresh Meat, Fish and Poultry Retailing	Primary	Centre-based	75%	0%
Fruit and Vegetable Retailing	Primary	Centre-based	75%	0%
Fuel Retailing	Primary	Non-Centre	0%	0%
Furniture Retailing	Primary	Centre-based	0%	0%
Garden Supplies Retailing	Primary	Non-Centre	0%	0%
Hardware and Building Supplies Retailing	Primary	Non-Centre	0%	0%
Houseware Retailing	Primary	Centre-based	10%	0%
Liquor Retailing	Primary	Centre-based	50%	0%
Manchester and Other Textile Goods Retailing	Primary	Centre-based	0%	0%
Marine Equipment Retailing	Primary	Non-Centre	0%	0%
Motor Cycle Retailing	Primary	Non-Centre	0%	0%
Motor Vehicle Parts Retailing	Primary	Non-Centre	0%	0%
Newspaper and Book Retailing	Primary	Centre-based	40%	0%
Non-Store Retailing	Primary	Non-Centre	0%	0%
Other Electrical and Electronic Goods Retailing	Primary	Centre-based	0%	0%
Other Personal Accessory Retailing	Primary	Centre-based	10%	0%
Other Specialised Food Retailing	Primary	Centre-based	50%	0%
Other Store-Based Retailing n.e.c.	Primary	Centre-based	10%	0%
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	Primary	Centre-based	60%	0%
Pubs, Taverns and Bars	Primary	Centre-based	20%	0%
Retail Commission-Based Buying and/or Selling	Primary	Non-Centre	0%	0%
Sport and Camping Equipment Retailing	Primary	Centre-based	0%	0%
Stationery Goods Retailing	Primary	Centre-based	30%	0%
Supermarket and Grocery Stores	Primary	Centre-based	75%	75%
Takeaway Food Services	Primary	Centre-based	75%	0%
Toy and Game Retailing	Primary	Centre-based	0%	0%
Trailer and Other Motor Vehicle Retailing	Primary	Non-Centre	0%	0%
Tyre Retailing	Primary	Non-Centre	0%	0%
Watch and Jewellery Retailing	Primary	Centre-based	10%	0%

Source: M.E / Various



Retail ANZSIC	Catchment	Centre/ Non-Centre	Increased LFR Scenario	
			Primary Catchment SFR Market Share of Primary Catchment Demand	Primary Catchment LFR Market Share of Primary Catchment Demand
Antique and Used Goods Retailing	Primary	Centre-based	10%	0%
Cafes and Restaurants	Primary	Centre-based	40%	0%
Car Retailing	Primary	Non-Centre	0%	0%
Catering Services	Primary	Non-Centre	0%	0%
Clothing Retailing	Primary	Centre-based	5%	95%
Clubs (Hospitality)	Primary	Centre-based	25%	0%
Computer and Computer Peripheral Retailing	Primary	Centre-based	0%	40%
Department Stores	Primary	Centre-based	0%	0%
Electrical, Electronic and Gas Appliance Retailing	Primary	Centre-based	0%	0%
Entertainment Media Retailing	Primary	Centre-based	0%	0%
Floor Coverings Retailing	Primary	Centre-based	0%	30%
Flower Retailing	Primary	Centre-based	40%	0%
Footwear Retailing	Primary	Centre-based	0%	0%
Fresh Meat, Fish and Poultry Retailing	Primary	Centre-based	75%	0%
Fruit and Vegetable Retailing	Primary	Centre-based	75%	0%
Fuel Retailing	Primary	Non-Centre	0%	0%
Furniture Retailing	Primary	Centre-based	0%	40%
Garden Supplies Retailing	Primary	Non-Centre	0%	0%
Hardware and Building Supplies Retailing	Primary	Non-Centre	0%	0%
Houseware Retailing	Primary	Centre-based	10%	0%
Liquor Retailing	Primary	Centre-based	50%	0%
Manchester and Other Textile Goods Retailing	Primary	Centre-based	0%	75%
Marine Equipment Retailing	Primary	Non-Centre	0%	0%
Motor Cycle Retailing	Primary	Non-Centre	0%	0%
Motor Vehicle Parts Retailing	Primary	Non-Centre	0%	0%
Newspaper and Book Retailing	Primary	Centre-based	40%	0%
Non-Store Retailing	Primary	Non-Centre	0%	0%
Other Electrical and Electronic Goods Retailing	Primary	Centre-based	0%	0%
Other Personal Accessory Retailing	Primary	Centre-based	10%	0%
Other Specialised Food Retailing	Primary	Centre-based	50%	0%
Other Store-Based Retailing n.e.c.	Primary	Centre-based	10%	0%
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	Primary	Centre-based	60%	0%
Pubs, Taverns and Bars	Primary	Centre-based	20%	0%
Retail Commission-Based Buying and/or Selling	Primary	Non-Centre	0%	0%
Sport and Camping Equipment Retailing	Primary	Centre-based	0%	70%
Stationery Goods Retailing	Primary	Centre-based	30%	0%
Supermarket and Grocery Stores	Primary	Centre-based	75%	75%
Takeaway Food Services	Primary	Centre-based	75%	0%
Toy and Game Retailing	Primary	Centre-based	0%	0%
Trailer and Other Motor Vehicle Retailing	Primary	Non-Centre	0%	0%
Tyre Retailing	Primary	Non-Centre	0%	0%
Watch and Jewellery Retailing	Primary	Centre-based	10%	0%

Source: M.E / Various