## CHAPTER 6 KCDC DP WORKING ENVIRONMENT - RETAIL SUMMARY

- The Kapiti District has a fairly straight forward commercial centre hierarchy with the Paraparaumu Town Centre the principal centre of the district encompassing a range of smaller specialty and convenience stores, Large Format Retail, entertainment, commercial office, community facilities and transport hub. It is the commercial and social heart of the district. The balance of centres play a convenience role and function with activities and services meeting the frequently required 'short stop' needs of their surrounding neighbourhoods – some with supermarkets.
- The Otaki outlet centre is a niche centre that also offers a range of discount 'outlet' fashion stores which attracts shoppers from a wider catchment (Wellington up to Manawatu). This is assisted by its SH1 location.
- The approach taken in the PDP is to managed retail growth and development in the district, and encourage it to occur in the most appropriate locations to the benefit of the community. This approach represents a significant point of difference from a framework that attempts to control or restrict retail activity.
- A centres focused approach (with the PDP following what I term a 'centres plus' approach) involves developing a policy framework that encourages and channels new retail activity and development within the district into the existing centre network first and foremost, whilst any non-centre applications are thoroughly tested on their merits and have a higher hurdle to get over with proving net community benefits and strategic policy alignment prior to any enablement of retail development out of centre.
- This is further grounded with Kapiti Coast not projected or considered to be a 'high growth' market comparatively, i.e. only around 6,300 people (3,900 households) net increase by 2033 – or conversely 80% of the district's projected 2033 market is already established in the district.
- There is a clear determined level of capacity in the existing centre network of the district to support market growth out to 2033, or conversely I am unaware of any proven lack of capacity for retail activity in the district's centre network.
- My observations and analysis show the current retail provision in Kapiti, when considered in the round, has issues with quality, in terms of retail store fit out quality, quality of wider centre built form, quality of public realm, quality of retail environment and quality of shopping experience. This is affecting the level of retail performance of centres in Kapiti, and is contributing to

retail leakage (around 30%) from the district (i.e. retail spend generated in Kapiti but spent in retail destinations outside the district).

- This retail leakage represents a market opportunity and potential for retailers in Kapiti (existing and new). This is currently estimated at around $170m pa currently, and by 2033 this would increase to $220m pa if the leakage percentage remains the same.
- From a retail and economic perspective, in my professional opinion the PDP represents a balanced suite of objectives and policies pertinent to addressing Kapiti specific retail issues, and represent the most appropriate approach and suite of provisions to best meet the Kapiti communities' retail requirements both currently and over the forecast period to 2033.