

2. STRATEGIC DIRECTION OF COMMERCIAL/RETAIL DEVELOPMENT IN HASTINGS – 1980 TO 2002

2.1 CURRENT COMMERCIAL STRATEGY

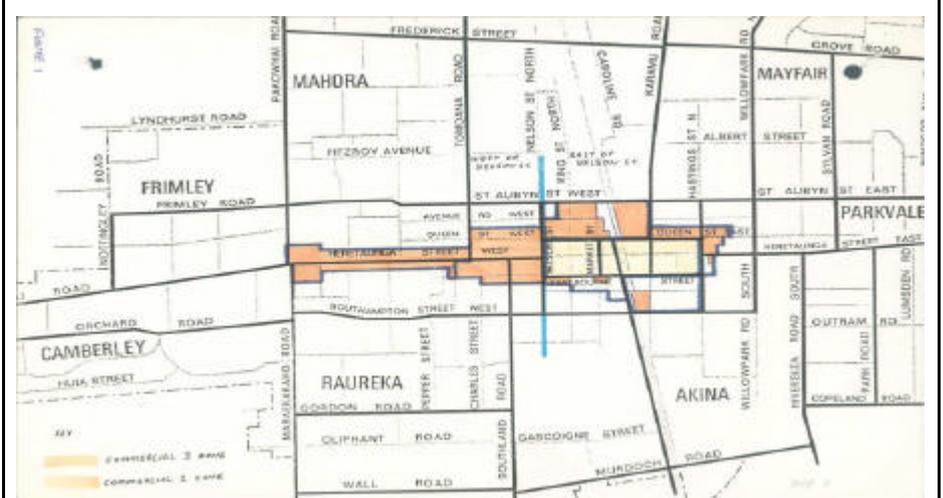
According to Hastings District Council records:

“The current Hastings District Plan retail provisions are based on the 1985 Commercial Zones Review. That review focused retail and office development back on an enlarged CBD and away from a trend at the time to spread down Heretaunga Street West toward Stortford Lodge.

At the time the first of the large format stores were showing interest in Hastings, but in locations remote from the CBD. The then Hastings City Council recognised that there was spare capacity within the existing commercial zoning, but over the twenty-year period, additional land would be required and a further 2 hectares was added to cater for this expected growth.

Figure 2.1 illustrates the situation in 1985.

Figure 2.1: 1985 – Large Format Retail Heading West towards Pakowai Road



Source: Hastings District City Council Commercial Zones Preview, 1985

The Strategy also identified the area within the CBD (Central Commercial) zone between Nelson Street, St Aubyn Street, Hastings Street and Karamu Road as a “Stand Alone” Sector where large format stores would be encouraged to locate. The then Hastings City Council adopted a policy of closing roads where possible to allow larger blocks to be aggregated for this purpose and created a strong arterial network around the CBD, including the four laning of St Aubyn Street to improve accessibility.

The Commercial Service Zone was also introduced. This covered the main traffic corridors leading to the CBD and was intended to accommodate activities of a more commercial service orientation requiring high vehicle accessibility and ample on site parking. This zone was seen as complementary to the CBD Zone, allowing more concentrated retail activity to cluster within the CBD Zone, rather

than being broken up by car sales yards, drive through operations and lesser intensity activities (per square metre).

The main distinction between the CBD and the Commercial Service Zone in terms of retail, was that the CBD Zone was to have more of a comparison shopping emphasis, while the Commercial Service Zone was seen as having more of a convenience role.

Activities requiring larger trade vehicles or car and trailer visits e.g. Hire Centres and Building Supplies were also seen as generally inappropriate for the CBD and more appropriately located in the Commercial Service Zone.

Given the historical developments, both within the CBD and the Heretaunga Street West, these distinctions are not always black and white when examining the resulting zoning pattern and permitted activity lists. For example, there was considerable debate about whether supermarkets and furniture stores should be permitted activities in the Commercial Service Zone. Ultimately the Council decided that the primary objective of creating a vibrant and consolidated CBD (which at the time was struggling) was better achieved by limiting these activities to the CBD Zone.

Heretaunga Street West was rezoned from a general commercial zoning (Commercial 2) to Commercial Service, while Karamu Road was similarly rezoned, but from Light Industrial (Industrial 1). Subsequently there has been a significant change in character in both these areas, but along Karamu Road in particular.

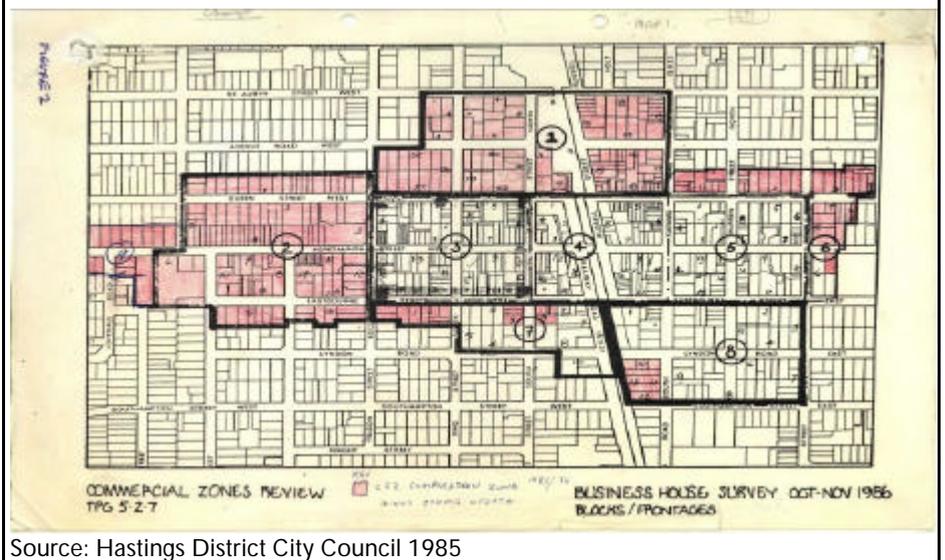
Included in the list of permitted activities within the Commercial Service Zone however, were home improvement and garden centres.

Figure 2.2 maps the changes to the Hastings District Plan brought about by the 1985 Commercial Zone Review.

FLOORSPACE BY AREA

The areas used in the 1985 Commercial Zones Review and indicated in **Figure 2.3**.

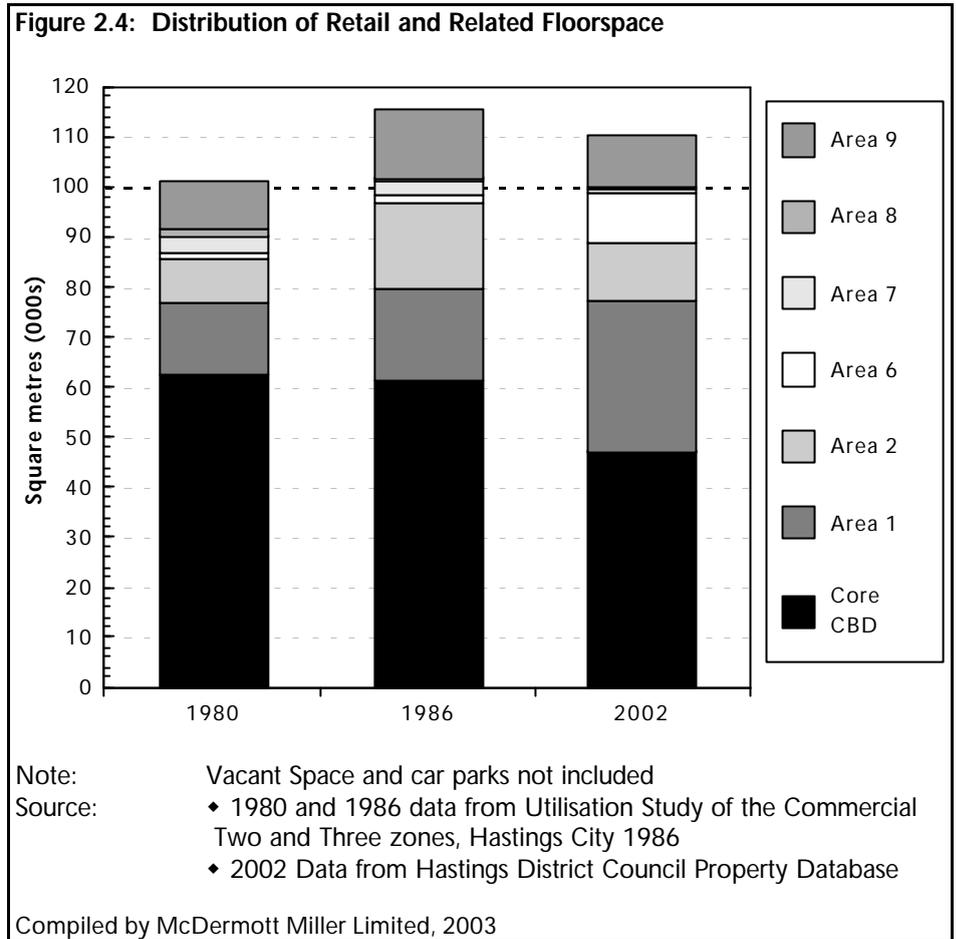
Figure 2.3: CBD Areas used by Hastings District Council in 1980's



Source: Hastings District City Council 1985

Central Commercial (CBD) Zone

- The objective of the 1986 Commercial Zones Review was to arrest the trend for retail (and office) to spread west along Heretaunga Street West. **Figure 2.4** below shows this was successfully achieved; in 2002 the floorspace in retail and related activities had fallen again - down 3000 sq m from 1986 and again standing at 3% of the total.
- The Core CBD's share of retail and related floorspace declined by 15,000 sq m between 1980 and 2002, taking its share down from 62% to 44% in 2002.
- Retail and related floorspace has grown most strongly in Area 1, ie between Queen St and St Aubyn Street. This trend began between 1980 and 1986 (share growing from 14% to 16%) and intensified after 1986 as a result of the 1986 Review; current share in this area is around 27%.
- The other area to increase in share was Area 6 to the south of the Core CBD, which increased to 9%, up from 1% in 1986, mainly due to development of Hastings City New World supermarket.



Commercial Service Zone

- “Area 9” is the Commercial Service zoned land along Heretaunga Street West, to the west of Tomona Rd. Retail and Related floorspace in Area 9 increased by 4000 between 1980 and 1986, or from 9% to 12% of retail floorspace.

2.3

EFFECT OF CURRENT STRATEGY

In brief:

- The current strategy has been effective in curbing the westward march of retailing along Heretaunga Street evident prior to 1986.
- LFR in particular has been redirected to the Northern quarters of the CBD.
- However, the core CBD share of retail floorspace has continued to decline relative to the periphery of the CBD.
- A shift in shopper preference from traditional retail strips to price competitive LFR helps explain the relative decline in CBD retail floorspace.
- And the retail changes have been accompanied by conversion of shop-fronts previously used for retailing to other business uses such as real estate agencies, banks, other financial companies and travel agencies.