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## **1. Situation Analysis**

### ***History of the Northcote Town Centre***

The Northcote Town Centre was developed as a comprehensive shopping precinct by the Northcote Borough Council in 1958, on land which the Council acquired from the Crown.

The land was purchased by the Northcote Borough Council in June 1957 for 8,000 pounds. The purchase of the land was enabled by the passing of the Northcote Empowering Act 1956, and subsequent amendments.

The centre was developed in the late 1950s and early 1960s to provide a central shopping centre for the developing region, a commercial heart and focus for the community, and to derive a recurrent income.

The Borough Council sub-divided the site, and made individual titles available on separate perpetually renewable leases. All buildings were completed by the various lessees, in accordance with their leases. The lot sizes and basic building design was essentially dictated by the original overall centre plan.

During the mid-nineties the Northcote Town Centre suffered a loss in business confidence with several major tenants leaving such as Levenes, Mitre 10 and Foodtown, and the closure of two banks in the centre (ANZ / Postbank, and BNZ). There were also several empty shops during this period.

A significant amount of work has been done by Northcote Town Centre Inc and Auckland Council to revitalise the centre. This work has included –

- A major upgrade in 1997-98 of the centre's paving, lighting, plantings and open spaces creating a more welcoming and modern environment.
- Working with building owners, commercial real estate agents and private investors to attract new businesses in the centre.
- Security measures such as the employment of a security guard, and installation of an extensive CCTV surveillance system.
- Developing a multi-cultural niche through recruitment of Asian businesses (supermarkets, souvenir stores, and video) and hosting multi-cultural events.
- Attention to the maintenance and presentation of the centre.
- A promotions calendar designed to lift the profile of the centre, and encourage people to visit. A feature of this calendar has been the establishment of community events such as the Chinese & Korean New Year Celebration.
- The establishment of a separate rate for businesses in the centre. Funding from this rate goes to Northcote Town Centre Inc for the purposes of management, marketing and security of the centre.



**Description - Northcote Central**

The Northcote Town Centre is located in the 'heart' of Northcote on Auckland's North Shore. The centre is positioned between Lake and College Roads.

The centre is home to 89 businesses as well as medical practices, community organisations and public facilities. The centre has some outstanding community facilities which include a well patronised library and the NorthART Community Arts Centre - arguably the best art gallery on the North Shore.

The Northcote Town Centre has a strong niche for food and produce, and speciality Asian goods.

The town centre is well utilised by the Asian community, creating a diverse multi-cultural customer mix.

The centre is blessed with 582 carparks which are free for the public.

<b># of Businesses</b>	89
<b># of carparks</b>	582 (256 in main carpark off Lake Road)
<b>Key Tenants</b>	Countdown Northcote Care Chemist Tai Ping Trading Company (Asian Supermarket) Dahua Supermarket The Tofu Shop Royal Save Mart (Korean Supermarket)
<b>Community Facilities</b>	Northcote Library NorthART Community Arts Centre Northcote Citizens Centre (local hall) Plunket

**Type of Businesses**

There are 89 businesses or organizations in Northcote Central. They have been broken down into the following categories -

<b>Restaurants / Cafes</b>	23	(includes 12 business in Food City)
<b>Retail</b>	15	
<b>Personal Services</b>	15	
<b>Food</b>	14	
<b>Services</b>	14	
<b>Offices</b>	5	
<b>Entertainment</b>	3	

**SWOT Analysis – Northcote Central**

<p><b>Strengths</b></p>	<p>A central location within the North Shore, with good transport routes and access.  A large residential area surrounding the centre.  A large supply of open air carparks.  A modern looking streetscape.  A niche in Asian specialty products.  A niche in fresh food, and grocery products.  Ease of access to the wider North Shore and some inner Auckland city suburbs.  Excellent venue for hosting events and concerts.  Strong tradition for hosting events  Good community facilities integrated into the centre (eg Library, NorthART).  The B.I.D. Rate allows the centre to co-ordinate activities in a strategic manner.</p>
<p><b>Weaknesses</b></p>	<p>Past issues with youth causing disturbances in the centre.  Many products and services not available in the centre.  The loss of major tenants (Foodtown, Mitre 10, ASB, Hammer Hardware)</p>
<p><b>Opportunities</b></p>	<p>Northcote Town Centre Plan  Expansion of AUT in Akoranga Drive.  Increase in local population through more intensive housing development.  Promotion of the variety of food and eating establishments.  Branding of the centre’s niche areas  The unique ethnic mix in the centre.  The B.I.D. rate allows the centre to respond to problems / opportunities.</p>
<p><b>Threats</b></p>	<p>A lack of investment by building owners or Auckland Council in the centre.  A loss of market share to more modern retail centres (eg Glenfield, Albany).  A significant rise in ground rent  Decline in the standard and presentation of buildings and shops.  New retail developments</p>

### ***Northcote Town Centre Incorporated***

Northcote Town Centre Inc was originally known as Northcote Mainstreet Incorporated. It was established in 1993, following a Council report which recommended that a self-help group be established to assist the revitalisation of the Northcote Town Centre.

The term 'Mainstreet' is a generic name used to describe a holistic process that involves developing, implementing and evaluating strategies to enhance and revitalise a town centre.

Auckland Council has introduced a B.I.D. programme for town centres. B.I.D. stands for "Business Improvement Districts" and replaces the term 'Mainstreet'

Northcote Town Centre Inc is governed by a steering committee, made up of representatives of the centre's business owners; property owners; and includes a representative from the Kaipatiki Local Board.

Northcote Town Centre's principal objectives are recorded in the Society's constitution are:

- To assist and guide the development and advancement of the commercial interests of business people and businesses in the Northcote Town Centre through a co-ordinated, structured and measurable communications, marketing and economic development programme.
- To foster and promote generally the welfare of the business community of Northcote Town Centre and, in particular, to provide a forum for networking and collaboration of members, and sharing of information.
- To improve the environment of the Northcote Town Centre so as to attract and retain business in order to drive employment and economic growth.
- To capitalise on the unique assets and profile of the Northcote Town Centre and to use that as a means of establishing an identity and positioning for the area.
- To make arrangements with and/or advocate to the Government, local authorities and/or persons, corporations or associations for the improvement of amenity, streetscapes, utilities, transport, services or other infrastructure, and for lighting, surfacing, security and cleaning to the benefit of the Northcote Town Centre.
- For the purposes and objects stated in these Rules, to administer the BID Partnership Funding.
- To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

## **Northcote Town Centre Plan**



The Northcote Town Centre Plan is an important part of the ongoing Northcote Central Project, which has been underway since 2002. The Town Centre Plan identifies a 30+ year vision and ideas/options for how the town centre can change and improve in the future. It is based on extensive consultation with community and stakeholder groups.

The intensive consultation culminated with the following vision for the centre:

***“the heart of our growing community, a lively welcoming place that celebrates culture, where business thrives and everyone’s needs are met.”***

The following key themes for the centre were identified:

- A place that responds to the **needs** of its community
- A place that expresses and celebrates **cultural diversity**
- A place that provides a **variety** of retail experiences and activities
- A place which is **safe, clean** and **well-designed** where everyone can do **business**
- A place that is **well-connected** and **accessible** to the Northcote community, North Shore City and the wider Auckland region
- A **unique** place that provides opportunities for **all** of your family
- A place that looks to the **future**

### ***Projects Achieved to Date - Northcote Town Centre Plan***

#### ***Playground – Norman King Square***

This has become a valuable activity area in Norman King Square - Northcote’s “community hub”.

#### ***CCTV System***

A key goal of Northcote Town Centre Inc is to make Northcote the safest shopping centre on the North Shore. A new CCTV system has been installed in the centre, which was a partnership project with Auckland Council and the Kaipatiki Local Board.



### ***Northcote Centre Brand***

Northcote Central has adopted a new brand for the town centre which draws its inspiration from both Maori legend and contemporary Northcote.

Two prominent features of the Maori landscape are Tuff Crater and Onepoto basin. The Māori name for Tuff Crater is Te Kōpua o Matakamokamo, 'the basin of Matakamokamo', with the Māori name for Onepoto Domain being Te Kōpua o Matakerepo, 'the basin of Matakerepo'.

Māori legend is that Matakamokamo had domestic argument with his wife Matakerepo, and the goddess of fire, Mahuika, called on the god Mataoho to create two volcanic eruptions to punish the couple.

The two edges of the new Northcote Central brand represent Te Kōpua o Matakamokamo and Te Kōpua o Matakerepo, with the fan between the couple representing the fertile Northcote plain between the two craters.

The colours celebrate the many people from different cultures that live in the area today. The shape of the fan reflects the predominant Asian and Pacifica businesses in the centre and people in the community

### ***New Toilet Block***

The installation of a **New Toilet Block** in the centre

### ***New Signage***

- **New Signage** at the entrance to the centre
- **New Way-finding Signage** to help visitors move around the centre

### ***Upcoming Projects - Northcote Town Centre Plan***

These projects are planned in partnership with the Kaipatiki Local Board and Auckland Council, and follow the extensive community consultation that went into the initial plan.

Some future projects are –

- **Gateways** (Design & Installation)
- **Lighting**
- **Lake Rd carpark** reconfiguration
- **Cultural Theatre**

### ***Resolution – Kaipatiki Local Board***

The following resolution from the Kaipatiki Local Board outlines the staging of the project over the next few years.

MOVED by Member G Gillon, seconded by Member J Gillon:

At the Kaipatiki Local Board Meeting on 11 December 2013, in reference to the "Northcote Town Centre – Delivery of the Northcote Town Centre Plan 2010" it was resolved that the Kaipātiki Local Board:

- a) endorses the Northcote Town Centre Plan 2010 that was adopted by North Shore City Council in July 2010.
- b) confirms the below project prioritisation and allocation of available budget:
  - i. FY 2014 - \$460,350 for branding, toilets, signage, CCTV and car park design

- ii. FY 2015 - \$480,184 for Lake Road car park works (including lighting)
  - iii. FY 2018 - \$104,858 to bring forward to 2015 for Lake Road car park works
  - iv. FY 2019 - \$1,801,452 for Ernie Mays extension; bring part forward to 2015 for Lake Road car park as required
  - v. FY 2022 - \$2,685,401 Lake Road; bring part forward to 2015 for Lake Road car park as required
- c) endorses the proposed new 'fan' brand for Northcote Town Centre.
  - d) endorses the 50-50 cost share with Business Association to upgrade the security camera system, to a maximum cost to council of \$20,000.
  - e) requests that the Northcote Camera Surveillance System be designed and operated in accordance with the Auckland Council "Guide to Camera Surveillance Systems in Public Places", and that access to the system be provided to Police under the terms of the MOU agreed between Council and Police. These matters should be documented in a funding agreement with the Business Association, including regarding operational requirements, data access, data security and privacy matters.
  - f) confirms a new two pan public toilet near the bus stops on Pearn Crescent, with final design and location subject to the Lake Road car park design project.

CARRIED

## Northcote Business Plan

The following document outlines the *Northcote Town Centre Inc Business Plan* for the 2016 - 2017 year which runs from 1 July to 30 June.

This business plan summarises the key objectives for Northcote Town Centre Inc in the upcoming year, and outlines the projects the centre will embark on to achieve these goals.

These projects are derived from the *Northcote Central Strategic Plan* which outlines the history of the centre and the organisation, looks at the current situation of the centre and some key projects for the future.

Some of the identified projects will be implemented in the upcoming year while others will take longer to complete.

The *Northcote Central Strategic Plan* also has a budget for the next five years of *Northcote Town Centre Inc*.

The key objectives for the *Northcote Town Centre Inc* for the upcoming year are -

### **Key Objectives**

1. Create a safer community centre and shopping experience through maintain and improving the current security levels.
2. Ensure Northcote Central is kept clean and presentable so that it is a 'preferred place to visit and shop' on the North Shore
3. Maintain a good mix of shops and services in the centre
4. Maintain a variety of Ethnic Food in both restaurant offerings and prepared food
5. Support Building Owners on issues that affect and impact the viability and long term future of Northcote Central
6. Maximise the effectiveness of the BID levy within the current level of funding
7. Progress with Auckland Council the Northcote Town Centre Development Plan

## Key Projects

To achieve these goals *Northcote Town Centre Inc* has chosen the following as their key projects for the upcoming year (and beyond) –

### **Key Projects**

#### *Promotion*

- Major event – Chinese & Korean New Year Festival 2017
- A new Northcote Central website which is accessible through mobile devices

#### *Presentation*

- Upgrade the lighting around the centre as outlined in the Lighting Report commissioned by Council
- Enhance the centre's security by adding two additional camera's to the CCTV system
- Work with the Kaipatiki Local Board and Auckland Council on progressing the Northcote Town Centre Plan

#### *Property*

- Resolve the Ground Rent in the centre
- Work with ACPL towards the free-holding of the land in the centre
- Provide a forum for the building owners in the centre to share their views on key issues such as the Ground Rent Review and Free-holding

#### *Organisation*

- Appointment of a Town Centre Manager / Administrator for Northcote Central

### **Key Focus**

A couple of focus areas for *Northcote Town Centre Inc* for the upcoming year are -

- Look for a final resolution of the Ground Rent Review
- Engage with ACPL on the Free-Holding on the land in the centre as without this there is unlikely to be further investment and development of buildings in the centre.

## **Background - Ground Rent Review**

The following is an Overview of the Ground Rent Review in Northcote including past reviews and negotiations in the current review to date –

### ***Resolution of Ground Rent***

The rental for the Ground Leases in the Northcote Town Centre was due for review on 1 January 2014.

Clause 1 of the leases between ACPL and the Northcote Building Owners provides for the rent to be reviewed and fixed for the next seven year period at a figure to be mutually agreed between the parties.

### ***History of the Ground Rent Reviews***

The last three ground rents in 1993, 2000 & 2007 were resolved on a collective basis with the property department of North Shore Council.

Both parties have accepted that the increases needed to be fair and equitable to ensure the future economic viability of the centre.

Building Owners have traditionally purchased buildings in the centre on the understanding that leases are resolved every 7 years on a fair and equitable basis, and not purely on set land valuation methods used by leasehold owners in the city such as the Cornwall Park Trust.

### ***2000 Ground Rent Negotiation***

This was negotiated on the collective basis between the North Shore City Council Property Department and Northcote Mainstreet, acting on behalf of the Northcote building owners.

Rental increases ranged from 0% to 21.7%, with the average increase being for the centre being 8.4% (*this excluded the rentals negotiated for the Barfoot & Thompson and Savemart buildings, which were not part of the collective agreement at this time*).

The average rental change would have been lower given that some rentals were recommended to be reduced, but a ratchet clause meant that their rentals were held at their previous level.

### ***2007 Ground Rent Negotiation***

This was negotiated on the collective basis between the North Shore City Council Property Department and Northcote Mainstreet, acting on behalf of the Northcote building owners.

Both parties accepted a 32.7% increase in the ground rentals which was calculated by using the change in CPI from 2007-07, plus the change in building rentals over the same period.

The North Shore City Council Property Department accepted that the market or building rents were the fairest way of assessing the change in the value of the centre.

### ***2014 Ground Rent Review***

- The rental for the Ground Leases in the Northcote Town Centre was due for review on 1 January 2014.
- ACPL used Brian Stafford-Bush from Sheldons to calculate the land valuations and the proposed ground rents for the rest of the centre. They proposed ground rent

increases of between 75.6% and 199.06% with the average increase being 119.78%. ACPL used Seagars do the valuation for the Countdown site.

- Northcote Building Owners commissioned Bob Lawton from *Barratt-Boyes Jeffries Lawton Valuers* to prepare a rental report for the centre. Bob Lawton had prepared reports for the three previous ground rent reviews in 1993, 2000 & 2007.
- Bob Lawton prepared some alternative ways on coming up with a ground rental such as using the change in building rentals in the centre over the past 7 years, and applying CPI over the past 7 years to the last agreed ground rentals
- ACPL then commissioned *Seagars* to do a valuation on all properties in the centre.
- Northcote Building Owners then commissioned Scott Keenan from *Savills* to prepare valuations for properties in the centre. The *Savills* report is most aligned with sales on the North Shore and the unique situation of the Northcote Centre being prepared by Scott Keenan at Savills.

## Background - Freeholding of Land

The issue of free-holding the land in Northcote Central has been discussed for many years.

One of the core issues is that without free-holding the land we may not see the redevelopment of buildings into residential accommodation and office space that the "Northcote Town Centre Plan 2010" actively encourages.

*Northcote Town Centre Inc* made a submission to the LTCCP back in 2009 on the free-holding which is summarised below. There was also a report commissioned by the Kaipatiki Local Board and completed by JLL that recommended free-holding as a key platform in the redevelopment of the centre.

### ***Free-holding of the Land (from 2009 LTCCP Submission)***

While, having the land owned by North Shore City Council (and prior to that the Northcote Borough Council) has been advantageous in the past, a key concern is that since the buildings were built in the late 1950s / early 1960s there has been no private redevelopment of the buildings in the centre, other than shop fit-outs, and changes of building usage.

The Council would retain ownership of the public areas in the centre such as roading and pavements, as they do in all other town centres on the North Shore.

It is also vital that the land be sold to the current building owners (and then neighbouring building owners) initially so as to encourage development in the centre.

### ***Kaipatiki Commercial Property Study***

The Kaipātiki Local Economic Development (ED) Action Plan was approved by the Kaipātiki Local Board in June 2014. The local board have started on implementation of the plan and approved an early start on the Kaipātiki Commercial Property Study (one of the plan's actions).

Jones Lang LaSalle (JLL) was appointed to undertake this study, following a competitive selection process

## Background - Security

### **Overview - Security in Northcote Central**

A key goal of *Northcote Town Centre Inc* is to make Northcote the safest shopping centre on the North Shore. Ways in which we have looked to achieve this goal are –

- Having a static security guard in the centre for 30 hours a week
- Close liaison with the Northcote Community Constable and North Shore Police
- Installation of a CCTV system

### **Background - Static Guard in Northcote Town Centre**

*Northcote Town Centre Inc* has contracted a static security guard in the centre since 1995. The presence of a static guard has contributed to a reduction of crime in the centre, and improving the perception of the centre as a safe place to visit and shop.

The current provider of the static security guard in the centre is Matrix Security. They have done an excellent job in liaising with businesses in the centre, and creating a safer town centre environment since their contract started in late 2009.

### **Objectives - Surveillance Cameras**

*Northcote Town Centre Inc* installed a comprehensive surveillance camera system early in 2008. The key objectives for having a video surveillance system (CCTV) are –

- Creating a safe environment
- Reducing crime levels by deterring potential offenders
- Assisting in the detection and prosecution of offenders
- Assisting with an effective police follow-up when crime is reported

### **Initial CCTV System**

The initial CCTV system was installed early in 2008. This was eight PTZ cameras. This was later added to with an additional PTZ camera installed by Council on the Onepoto Awhina building focused on the Northcote Library, and two fixed cameras installed on the Tai Ping building focused on the new bus shelters in the centre.

This system deteriorated in terms of the function of the cameras and the picture quality generated on the DVR. Two full maintenance checks were done by one company on the system in early 2011 and 2012. Another company did further maintenance work in late 2012. These were not able to fix the problems, so a more comprehensive upgrade of Northcote's CCTV system was required.

### **CCTV Upgrade - 2014**

Active Control and Security completed the upgrading of the Northcote Town Centre CCTV system in February 2014 which is -

- 4 Indigo Cameras (5 Megapixel)
- 5 Indigo 1080 Vandal Dome Cameras (2 Megapixel)
- 24 months warranty on cameras and NVR, 12 month warranty of installation and all other product

This project has been funded 50 / 50 from the Northcote Town Centre Plan budget and the Northcote Town Centre Inc budget

### ***Additional Cameras***

*Northcote Town Centre Inc* wants to get additional cameras in the following location:

- focus on the back of the Library area
- one to cover Norman King Square and the front of the Library.
- at Barfoot & Thompson end of 1-29 Pearn Crescent.

Callum McKim from Active Control & Security has prepared a quote for these two cameras.

### ***CCTV Memorandum of Understanding***

The documents are standard Auckland Council policy, have been agreed with NZ Police under a region-wide MOU and are used in other similar situations. The funding agreement is also unique in that Council is responsible for the head unit location.

1. NTCI is responsible for CCTV system maintenance and operational costs.
2. Additional Council funding may be available for upgrades, new cameras etc, but must be requested through the local board.
3. System access is only for authorised persons, and the system must be operated in accordance with the law and the SOPs.
4. Matrix, NTCI manager, contractors etc need to be 'authorised' in writing before accessing footage.
5. Requests for access to footage from any person (including NZ police) must be made in writing, setting out reasons (there are the forms/logs etc at the back of the SOPs).
6. Council is responsible for the head unit's location and power, which is currently in the library.
7. NZ police have unfettered access during library opening hours and require no prior notice.
8. Access through the library by other any person must be authorised in advance in writing.
9. Laptop access via wifi to the head unit is available at all times, and entry to the public area of the library during opening hours to use the seats/tables etc is fine without prior approval.



## Background - Chinese & Korean New Year Festival

The *Chinese & Korean New Year Festival* has been staged in Northcote Central since 2000, during which time it has fashioned a reputation as a fun cultural event for people of all ages.

It is a free community event of colour, culture and cuisine. It features an array of cultural performances including traditional dance, taiko drumming, martial arts and singing.

The event also features Asian food stalls, an art exhibition, a host of free children's entertainment, and special activities such as a Chinese Folk Band, and traditional Chinese fortune telling.

Northcote's *Chinese & Korean New Year Festival* helps involve and integrate the Asian community into the North Shore community, as well as giving European people an increased understanding and appreciation of Asian culture.

Some other benefits to the community of this event are --

- Allows the community to celebrate *Chinese & Korean New Year*
- A major cultural event on the North Shore which promotes cultural diversity, cross-cultural awareness and interaction.
- A free family event.
- An exciting cultural festival, which adds some vibrancy and vitality to Auckland.

## Background - Lighting Project

### ***Opus Consultants Report***

The Council commissioned a comprehensive report into public lighting in the centre from Opus Consultants. The key conclusion from the report is that the current lighting is below the minimum standard of public lighting required in a town centre, and needs to be upgraded.

### ***Update from Kaipatiki Local Board – December 2014***

Please see below update on Northcote Town Centre lighting from Auckland Transport:

AT have commissioned lighting designs for -

- c) Lake Road pedestrian crossing
- i) Kilham Ave pedestrian crossing
- l) Pearn Crescent pedestrian crossing

They hope to be able to upgrade the lighting on these 3 crossings to meet the standards, in Feb/Mar 2015.

The AT Street Lights 2015-2018 LED Retrofit programme will address the LED report recommendations on the public roads. A programme of work for the Retrofit will be developed in the next few months.

## Appendix 1: Past Projects – Northcote Town Centre Inc

### ***Northcote Bus Station***

The Northcote bus station was completed in October 2006 providing four bus stops, two new bus shelters, improved landscaping, and a pedestrian crossing from the car park & bus stops to the shops on the southern side of Pearn Crescent.

Two of the bus stops cater for southbound buses and two for northbound buses. The bus station uses a one-way system, agreed to following extensive consultation.

The bus station improved the visual appearance of the centre, helped the flow of pedestrians and cars through the centre, and made catching a bus in Northcote more inviting.



### ***Major Upgrade of the Centre***

In the early 1990s Northcote Town Centre Inc realised that the centre's built environment had to be upgraded if the centre was to remain viable. Little work had been done on the centre since its development in 1959, and a tired, run-down image was presented to the public.

To create a centre which welcomed and enticed the public, Northcote Town Centre Inc lobbied the former North Shore City Council for several years to upgrade the centre's civic areas. This paid off in 1997, when the Council agreed to a substantial upgrade of the centre.

The upgrade was designed by The Isthmus Group, following extended consultation with Northcote businesses and residents, and Council. A 'Pacific Rim' theme was adopted incorporating clay paving, palm trees and unique street furniture.

The centre upgrade, developed in two stages over a two year period, transformed the centre's environment. The upgrade created a modern and welcoming atmosphere, which gave retailers and the local community a renewed sense of pride in the centre.

### ***Surveillance Cameras***

A key goal is to make Northcote the safest shopping centre on the North Shore. To this end, we installed a comprehensive surveillance camera system early in 2008.

Objectives of having a video surveillance system (CCTV) in the centre are –

- Creating a safe environment
- Reducing crime levels by deterring potential offenders
- Assisting in the detection and prosecution of offenders

The CCTV system was fully upgraded with new cameras and a new control unit early in 2014.

### ***Security Guard***

Northcote Town Centre Inc has contracted a static security guard in the centre since 1995. The presence of a static guard has contributed to the reduction of crime in the centre, and improving the perception of the centre as a safe place to visit and shop.

The current provider of the static security guard in the centre is Matrix Security. They have done an excellent job of liaising with businesses in the centre, and creating a safer town centre environment since they started in late 2009.

### ***Annual Promotions***

Northcote Town Centre Inc co-ordinates a calendar of events and promotions, designed to build awareness and entice people into the centre.

We have developed special events which involve the local community and build on the strengths of Northcote. Examples of such events are:

- *Chinese & Korean New Year Celebration* - attracts thousands of people to the centre each year. It has also been attended by the sitting Prime Minister on three occasions - Helen Clark twice & John Key, the Minister for Ethnic Affairs – Chris Carter twice.

### ***Website***

The Northcote Town Centre got a website operational in 2007 – [www.northcote.net.nz](http://www.northcote.net.nz). Northcote Town Centre Inc also purchased the Domain name – [www.northcote.co.nz](http://www.northcote.co.nz) which it now uses as its main domain.

### ***Development of a Niche***

In Auckland's highly competitive retail market, the marketing of a town centre is similar to marketing a product, in that a niche needs to be developed.

The Northcote Town Centre has developed a strong niche for food and produce, and Asian products.

The centre has attracted many Asian businesses. These in turn, have attracted new customers to Northcote, and provided the centre with a marketable point of difference.

Northcote Town Centre Inc has welcomed the Asian community into the centre, hosting events such as the Chinese & Korean New Year Festival.

***Ground Rent Negotiations***

Buildings in the Northcote Town Centre sit on lease-hold land owned by Auckland Council. The ground rent for this land comes up for renewal every 7 years. The current seven year term runs from 1 January 2007 – 31 December 2013.

Northcote Town Centre Inc has represented building owners in the last two ground rental negotiations, securing a fair increase in ground rents to ensure the on-going commercial viability of the centre.

***Fund-raising***

Northcote Town Centre Inc has been active in preparing funding applications for specific projects, and securing additional funding. Sources have included –

- Auckland Council
- Kaipatiki Local Board
- Lion Foundation
- Pub Charity

## Appendix 2: Briefing for new Brand

Northcote is not just a shopping precinct but a true 'town centre' which means that in addition to retail it connects with public transport, includes community facilities, and plays a key role in community identity. The history of the retail aspect of the town centre complies with the 'planned' shopping centre definition of being planned, developed, owned and managed as a shopping unit by the local authority. To that extent its primary customers are the ground lease holders and retailers, the secondary customers being the customers of the shopping centre and users of its services. Any brand therefore needs to connect with both groups.

The catalyst to address Northcote's branding strategy is that a number of project items identified in the 'Northcote Town Centre Plan, A Vision for the Future' produced by NSCC in 2010 have a strong relationship with the brand identity. The intention is to produce an overarching brand proposition to be implemented through a number of interventions in the centre, including signing, art works and gateways.

### Background

The Northcote town centre is a unique commercial and community hub at the heart of Northcote Central on Auckland's North Shore. The centre dates back to the 1950's when it was laid out and developed by Northcote Borough Council as the main shopping and commercial centre for the Borough.

Since then, it has been through a number of changes and improvements, a major landscape and lighting upgrade project in the late 90's being notable. Commercial fortunes have waxed and waned over the decades, and in the 90's the centre was visibly struggling against competition from other centres and formats of retail. As somewhat of a saviour, the last few years have seen a strong Asian identity come about as a result of investment by Chinese and Korean businesses particularly food retail and restaurants.

There is an existing 'brand' related to the Northcote town centre logo design and 'pasifika' design symbols associated with the late 90's centre upgrade. The upgrade gave the centre a fresh and informal feel and atmosphere, utilising bright and light colour materials in paving, furniture, lighting and fixtures. This was followed up some years later with the centre main name sign on Lake Rd that employed the elm tree motif.

In recognition of the cultural diversity, particularly Asian, evident in the centre and surrounding community, Northcote Town Centre has become known for its festivals and events. The centre adopted the strap line 'Auckland's Centre of Culture' a few years ago to reflect this and its general point of difference amongst other town centres.

Since 2002 the North Shore City Council, in partnership with Housing NZ and local community, worked together on the Northcote Central Project to achieve the transformation of the wider area known as Northcote Central. One outcome of this programme has been the Northcote Town Centre Plan (the Plan), developed through extensive stakeholder and community involvement and endorsed in 2010. The vision endorsed for the centre and driving the centre plan programme is as follows:

"Northcote Town Centre: the heart of our growing community, a lively welcoming place that celebrates culture, where business thrives and everyone's needs are met."

## Appendix 2: Past Research

### **Gravitas Research and Strategy Ltd (September 2001)**

Conducted research into how people used the centre, how they used the supermarket in relation to other shops and services in the centre, the significance of the centre to them personally, and to the community as a whole. 302 respondents were interviewed in the centre for this survey.

#### **The role that the Northcote Shopping Centre plays in the life of the community –**

- 97% of respondents felt that the centre was important to the local community.
- 79% of respondents felt that the centre was a convenient place for local activities.
- 81% of respondents felt the centre provided a meeting place for the local people.

#### **Arrival at the Centre**

- 64% of visitors came to the centre directly from their home.
- 21% of visitors walked to the centre on the day of the interview.

#### **Reasons for visiting the Northcote Shopping Centre –**

Overall, supermarket visits are associated with almost 62% of all trips to the Northcote Shopping Centre

Food is a major reason why people visit the centre, with respondents indicating their main reason for visiting the centre on the day they were interviewed -

- |  |     |
|--|-----|
| • Grocery shopping at the supermarket                    | 36% |
| • Visiting a particular store other than the supermarket | 25% |
| • Eating out   | 12% |
| • Using a service such as ATM, toilets, or a post box    | 9%  |

#### **Frequency of visits**

- 80% of respondents visited Northcote at least once or twice a week.
- 70% of respondents visit Woolworths at least once a week (10% visiting daily)

#### **Demographic Distribution of Sample**

<b>Age</b>	<b>15 - 19 Years</b>	<b>12%</b>
	<b>20 - 29 Years</b>	<b>19%</b>
	<b>30 - 39 Years</b>	<b>17%</b>
	<b>40 - 49 Years</b>	<b>16%</b>
	<b>50 - 59 Years</b>	<b>16%</b>
	<b>60 - 69 Years</b>	<b>7%</b>
	<b>70 + Years</b>	<b>13%</b>
<b>Gender</b>	<b>Female</b>	<b>66%</b>
	<b>Male</b>	<b>34%</b>
	<b>Not Given</b>	<b>1%</b>
<b>Ethnicity</b>	<b>NZ European</b>	<b>57%</b>
	<b>Asian</b>	<b>15%</b>
	<b>NZ Maori</b>	<b>12%</b>
	<b>Pacific Islander</b>	<b>7%</b>
	<b>Other European</b>	<b>4%</b>
	<b>Middle Eastern</b>	<b>4%</b>
	<b>Indian</b>	<b>2%</b>
<b>Annual Household Income</b>	<b>Less than \$20,000</b>	<b>22%</b>
	<b>\$20,000 - \$39,999</b>	<b>23%</b>
	<b>\$40,000 - \$59,999</b>	<b>17%</b>
	<b>\$60,000 - \$79,999</b>	<b>9%</b>
	<b>\$80,000 - \$99,999</b>	<b>5%</b>
	<b>\$100,000 or more</b>	<b>7%</b>
	<b>Don't Know</b>	<b>10%</b>

### **CM Research (August 2001)**

Conducted 500 personal interviews with shoppers in the Northcote Shopping Centre over a two week period –

#### **Reason for Visiting Centre**

When asked what was their main reason for coming to the Northcote Shopping Centre today?

- To go shopping at Northcote Shops 50%
- To use one of the services in the centre 28%
- To go shopping at Woolworths Supermarket 15%
- No specific reason / to browse around 7%

#### **Main Purpose of Trip**

- To go shopping at Northcote Shops 41%
- To go shopping at Woolworths Northcote 16%
- To use one of the other services in the centre 12%
- To go to the library 7%
- Social / Recreational Activities 6%
- To go to work 4%
- To go to the bank 3%
- To go visiting 2%
- Travelling 2%
- To go to the Doctor 2%
- To go to school / tech / university 1%
- To go home 1%
- To go to the Dentist 1%
- To go shopping somewhere else 1%

#### **Mode used to get to the Northcote Shopping Centre**

- Car 68%
- Walked 26%
- Public Transport 6%

#### **Frequency of Visits**

- More than weekly 62%
- Once a week 20%
- Less than weekly 18%

#### **Demographic Distribution of Sample**

<b>Age</b>	65 - 19 Years	4%
	20 - 24 Years	8%
	25 - 29 Years	7%
	30 - 34 Years	9%
	35 - 39 Years	6%
	40 - 49 Years	16%
	50 - 59 Years	16%
	60 + Years	33%

<b>Gender</b>	Female	67%
	Male	33%
	Not Given	1%

<b>Ethnicity</b>	European	70%
	Asian	17%
	Maori / Pacific Islander	10%
	Other	3%