

Designing for retail & business

8. Retail & Business

Initial observations on current activities

- Overall, the state of retail appears quite healthy, with some qualification.
- The Mitre 10 is a key anchor in the town.
- The town is clearly divided into "sunny" and "shady" sides of the street.
- Crossing the street is very problematic - no obvious crossings, the heavy and frequent traffic poses a real constraint. Clearly no shopping from this passing traffic.
- There is a reasonable selection of national retailers, as one would expect in a town of this size, many with owner-operator models, in line with expectations.
- Strong growth has been in the number of cafes on the shady side of the street.
- The quality of street furniture and paving is good.
- There are relatively few vacant shops, and none on Jellicoe Street. There are however vacant shops on the fringe.
- The demand for retail space down some of the fringe streets also points to a relatively healthy situation.
- As one would expect, strong representation from farm and agri-related businesses. New Farmlands store appears especially strong.
- Food/supermarket shopping may be over-traded.
- Impact of Bayfair and Papamoa – likely to have already been felt, specialty businesses, eg. fashion, footwear, gifts, jewellery at risk in the future. Obviously leakage in the major speciality areas, but not unexpected, given the size of Te Puke.
- Probably some over-capacity in stationery/ books and pharmacies as well.
- Mixed evidence of investment by retailers (in new or refurbished fit outs). National chains are reasonable – mom and pop stores are generally poor, with some exceptions.
- There does not appear to be any stores that cater to the visitors by offering things which are unique to New Zealand or Te Puke. No Internet café of significance, no local crafts or produce (easily visible).
- Opportunity: build on Te Puke reputation as agri-centre. Establish regular colourful market in town.

Improving the retail sector amounts to a combination of all the previous design initiatives, to support retail activity along Jellicoe Street and create improved connections to key complementary activities in the fringe areas. The following initiatives will be undertaken as part of the Te Puke Town Centre Plan

- Develop a concept/implementation plan to assess the potential for a local market (the Te Puke Markets) focused on fresh produce, food and drink, arts and crafts and entertainment aimed at the metropolitan market - This could flow out from the town square.
- Create space for a truck stop along the bypass with easy access for pedestrians.
- Provide a town centre toilet in a highly visible and accessible point.
- Consolidate business expansion inside the internal access route.



8.1 The “Te Puke Markets”

The development of a market, focused on farm-fresh farmers produce, but also attracting a range of other products and activities, will enable Te Puke to establish a point of difference, attracting shoppers from the metropolitan region. This will reinforce Te Puke’s image as a major agricultural and horticultural centre with lots to offer to the visitor.

Other benefits of the market include reinforcing the town square proposal, promoting foot traffic, providing a showcase for local produce and arts & crafts, creating new (low barrier) business opportunities, being flexible and not capital intensive and assisting to promote lateral growth by spilling over onto Jubilee Park across Commerce Lane.

Principles of the concept/implementation plan for the Te Puke Markets

1. The markets should be managed intensively from the start, and recognised as an integral part of the re-positioning of Te Puke. Accordingly the management of the markets needs to be properly resourced.
2. The market concept needs to be clearly defined and positioned. The market should reflect Te Puke’s character and heritage. Fruit and produce should be at the core, but the market should NOT be a “Farmer’s Market” per se, as this may limit its appeal to the wider sub region.
3. There should be operating rules around the type of stalls, their physical structures, and hours of operation. These should be standardized, but with a flexible interpretation.
4. Different rentals could be charged for different quality sites within the market. Rental income should be used to cover the costs of management of the market. A marketing levy could be charged, separate from the rental, which goes into a central advertising fund.
5. A marketing programme could be built around themes and events which are designed to launch the market and link the market to Te Puke retail promotions.



