

## Retail Focus<sup>®</sup> Research | October 2020

### Hawke's Bay Prime Retail Occupancy

#### Hawke's Bay Occupancy Survey – Before The Lockdown Q1-20

Our prior Retail Focus Report is available at [turley.co.nz/2020/04/22/retail-focus-hawkes-bay-april-2020](https://turley.co.nz/2020/04/22/retail-focus-hawkes-bay-april-2020)

Our last survey was completed just before the lockdown. The overall Hawke's Bay mainstreets vibrancy situation was essentially unchanged on 6 months prior at 93% occupancy – retail units had increased by 1 and vacancies elevated by 2.

We suggested Government subsidy and stimulus packages combined with retailer and hospitality innovation, and more people shopping local; could help underpin a Hawke's Bay town centres rapid recovery.

We summarise our Q3-20 retail occupancy survey next.

#### Hawke's Bay Retail Occupancy Survey Q3-20

We survey Hawke's Bay mainstreet retail districts twice-yearly, generating multi-metric comparisons by city block and 7 retail use categories. Since 2014 we have undertaken 16 HB retail surveys, plus Napier in 2003.

Our survey findings Q3-20 summary follows:

Hawke's Bay Combined Prime Retail						
Vacancy Change Mar v Oct 20   6 Months				Shop Numbers Change 15-20   5 Years		
Location	Mar 20	Oct 20	Change	Prime Retail	Jul 15 - Oct 20	
Hastings & Napier	28	35	↑ 7	Shops number change	↑ 10	
H-Nth & Taradale	7	6	↓ 1	Refer to Turley & Co for full data 2015-20 and Napier 2003 survey.		

Since the lockdown, Napier-Hastings shop vacancies have increased by 7 shops – Hastings prime CBD by 3 vacancies and Napier prime CBD by 4.

Hawke's Bay primary retail locations combined occupancy is 92% compared to 93% in March, indicating relatively minor deterioration. In 2015 combined occupancy was inferior at 90%.

The latest occupancy survey result is considerably better than some commentary suggested might occur. The next survey at the end of Q1-21 will be interesting as retail property adjustments are still playing out for COVID effects. The lockdown in many cases was assisted by landlords and Government.

Refer to fuller retail precincts reporting overleaf ...



Maraetotara River restoration original sponsor 2006

### Hastings Central City



Turley & Co photo 200 Block W Heretaunga Street Hastings

#### Vacancy Change Mar v Oct 20 | 6 Months

Location	Mar 20	Oct 20	Change
200 Block W	2	3	↑ 1
Balance CBD	8	10	↑ 2

#### Shop Numbers Change 15-20 | 5 Years

Prime Retail	Jul 15 – Oct 20
Shops number change	↓ 2

#### Use Change 15-20 | 5 Years

Category (2 of 7)	Jul 15	Oct 20	Shift
Fashion Retail	29%	22%	↓ 7 pts
Food & Hospitality	13%	15%	↑ 2 pts

Refer to Turley & Co for all categories data 2015-20.

**Hastings:** Retail vacancy increased by 3 retail units March 20 v. October 20. The category mix has changed over five years 2015-20, migrating away from fashion retail that is down 7 points, to more hospitality that is up 2 points – a Hawke’s Bay wide trend.

Heretaunga Street East is increasingly Hastings’ entertainment district. Council initiatives to support outdoor dining include planned street dining buildouts via street space occupancy licences, aimed at further central Hastings vibrancy gains. CBDs are social centres [www.baybuzz.co.nz/2018/12/01/cbds-are-social-centres](http://www.baybuzz.co.nz/2018/12/01/cbds-are-social-centres)

The new hospitality occupiers in Heretaunga Street East since early 2020, include Sazio restaurant and Hastings Distillers gin bar, complemented by an urban cellar door.

### Havelock North Centre



Turley & Co photo Middle Road

#### Vacancy Change Mar v Oct 20 | 6 Months

Location	Mar 20	Oct 20	Change
Mainstreets HN	3	2	↓ 1

#### Shop Numbers Change 15-20 | 5 Years

Prime Retail	Jul 15 – Oct 20
Shops number change	↑ 10


#### Use Change 15-20 | 5 Years

Category (2 of 7)	Jul 15	Oct 20	Shift
Fashion Retail	19%	19%	Same →
Food & Hospitality	24%	27%	↑ 3 pts

Refer to Turley & Co for all categories data 2015-20.

**Havelock North:** Retail vacancy has decreased by 1 since March 2020, showing Havelock North remains a Hawke’s Bay retail districts standout at 98% occupancy. Hospitality occupancy is high, and this trend has been increasing.

### Napier Central City



Turley & Co photo Emerson Street

Vacancy Change Mar v Oct 20   6 Months			
Location	Mar 20	Oct 20	Change
Emerson St – all	6	8	↑ 2
Balance CBD	12	14	↑ 2

Shop Numbers Change 15-20   5 Years	
Prime Retail	Jul 15 – Oct 20
Shops number change	↑ 3


  

Use Change 15-20   5 Years			
Category (2 of 7)	Jul 15	Oct 20	Shift
Fashion Retail	33%	27%	↓ 6 pts
Food & Hospitality	12%	15%	↑ 3 pts

Refer to Turley & Co for all categories data 2015-20 and Napier 2003 survey.

**Napier:** March 20 v. October 20 vacancies for Emerson Street increased by 2 retail units. CBD shop numbers increased 2015-20 by 3. For 2015-20, hospitality occupancy is up 3 points over five years, whilst fashion retail reduced by 6 points.

### Gloucester Street Taradale



Turley & Co photo Gloucester Street

Vacancy Change Mar v Oct 20   6 Months			
Location	Mar 20	Oct 20	Change
Gloucester St	4	4	Same →

Shop Numbers Change 15-20   5 Years	
Prime Retail	Jul 15 – Oct 20
Shops number change	↓ 1

Use Change 15-20   5 Years			
Category (2 of 7)	Jul 15	Oct 20	Shift
Fashion Retail	13%	11%	↓ 2 pts
Food & Hospitality	23%	25%	↑ 2 pts

Refer to Turley & Co for all categories data 2015-20.

**Taradale:** Retail vacancy was unchanged March 20 v. October 20 at 4 units. There is an increasing Taradale trend since 2015 toward hospitality that is up 2 points to 25% 2015-20, with fashion and retail diminished by 2 points.

By Team Turley & Co

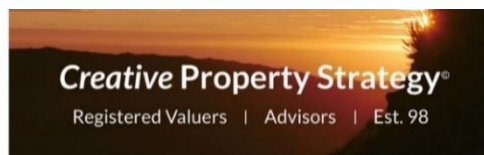
Contact us for detailed retail metrics for 16 HB retail surveys since 2014, and for Napier in 2003. Metrics delineated by 7 use categories, individual retail units and micro-precincts within each block  
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Tim Whittaker Te Mata Peak Millennium Sunrise

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