



**PAPAKURA**  
BUSINESS ASSOCIATION

# INVEST PAPAKURA!

*#LivePapakura*  
*New Metro Centre*



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# PAPAKURA AS A METROPOLITAN CENTRE

Papakura has served as a commercial and retail centre to the local community for over 150 years. This history is set to turn into a legacy with the Auckland Unitary plan designating Papakura as an emerging Metropolitan Centre. This supports the aspiration for the centre to evolve into a true mixed-use area with diverse activities co-existing and supporting each other. Think apartment living where people live, work, and play locally.

Supporting Papakura's future as a metropolitan centre the Unitary Plan allows for buildings up to 13 storeys high (40.5m) to be developed in the centre of town. Land around the outside of the Metropolitan Centre has also been 'up zoned' to promote greater residential densities. This is in recognition of the population growth, the huge potential for increased amenities within the Centre, and the accessible transport connections.

This makes it truly possible to

***#Shop Local   #Work Local   #Eat Local***

The attractive town centre has been created with considerable voluntary community effort. It feels like an urban garden with over 30 planter boxes throughout town housing Pohutukawa trees, flowering plants, and even urban edibles! The colourful bikes add a touch of whimsy and the fairy lights and eighteen impressive murals brighten up Papakura's buildings and walls.

## A QUALITY GROWTH CATCHMENT

Located 32 km South of Auckland's CBD, Papakura is perfectly positioned to tap into the growth further south in Drury and Pōkeno, and that of the increasingly busy main routes to Hamilton and Tauranga. Business owners see the benefits of basing their businesses in the south as they can more easily service customers from a wider range of regions.

The resident population for the Papakura Local Board area has grown from 61,000 at the time of the 2018 Census, to an estimated 66,000 in 2020.

The median age is 32 years, with almost a quarter of the population under 15. Young professionals, both with & without children are increasingly choosing to make Papakura home.

Nearby new housing developments in such as Auranga, Hingaia, and Takanini will add up to 10,000 new dwellings. These developments will help provide employees for Papakura businesses. In turn, these people and their families will utilise all the town centre has to offer!

## CBD STYLE LIVING

There is a modern new apartment building being built on almost every street in the CBD. The strong transport connections make these an attractive living option as does the closeness to the town centre's retail and hospitality making it easy to walk into town to socialise and spend.

It's proven that housing in town centres helps them thrive & creates

new markets & opportunities for small businesses.

New apartment blocks are currently being built and complement the existing stock of contemporary apartment buildings. These developments are on East Street, Wood Street, Porchester Road, Great South Road, Opaheke Road, Nelson Street, South Street and Pricor Street.

## COMMERCIAL INVESTMENT OPPORTUNITIES

Papakura is currently undergoing massive capital projects. Its strategic position between Manukau & Drury as well as the 'Golden Triangle' of Auckland, Tauranga, and Hamilton, will see the area transformed to one of Auckland's most sought-after industrial hubs in the coming years.

The work underway on the 21.5km long Mill Road Transport Corridor will provide an additional route from Manukau to Drury. This transport infrastructure will help drive positive economic outcomes for Papakura through increased connectedness and accessibility that cater for commercial needs. The Mill Road infrastructure truly offers a great outlook for the future in Papakura and surrounding areas. The commercial, industrial, and residential development in Drury will continue to improve property value in Papakura as it is so close to the new infrastructure.

There are an increased number of sales in the market, due to low interest rates and money not performing in the bank, meaning investors are keen to move their money into a better returning assets. An average yield on a good quality property was 6% in 2020. Trends for 2021 show yields compressing to 5% as a direct result of supply and demand.

More purchasers in the market mean more competition! Older properties are being purchased at a bargain, refurbished, and attracting long term quality tenants. Papakura property is typically cheaper than that of the greater South Auckland area, allowing savvy investors to get in before Auckland expands and businesses are pushed out of Manukau and East Tamaki and hence the rate per sqm in Papakura grows.

Such investors have two mindsets

1. *Purchase, refurbish, find a quality tenant, resell.*
2. *Purchase, refurbish, find a tenant, sit on a high returning investment.*



## COMMERCIAL INVESTMENT OPPORTUNITIES

Papakura seems to be a hidden gem in this respect as the Return on investment can quite often be significantly higher than other areas of Auckland.

Well known investors are beginning to focus their attention towards Papakura. For example, Ardmore Group purchased the Farmers building at 146-152 Great South Road for \$8,000,000 in 2019. This is a significant investment in the area, and Ardmore have already refurbished the property and extended the leases of this well-known national branded Tenant.

A sale of this value is a step in the right direction for Papakura as it shows that seasoned investors are beginning to see great opportunity in the area. Papakura is also seeing developers showing interest in dated property (either demolishing or refurbishing), with the vision to redevelop the sites into residential apartments with commercial property on the ground floor.

The industrial sector is particularly prominent in Papakura. Industrial activity was one of the only sectors to be less impacted by world events in 2020. Papakura's established industrial areas provide 135 hectares of mainly Heavy Industrial zoned land and buildings. They are home to major occupants such as Griffins Foods and Independent Liquor.

Larger retailers are rethinking their strategies when it comes to the commercial spaces they need. They are beginning to look for alternative options to retail stores, such as warehousing facilities to hold their online stock. When shoppers can't physically go to a store they go online instead. For example, Postie Plus, leased an 865.97sqm warehouse on Porchester Road purely to fulfil the abundance of online orders.

With an increased prevalence of "working from home", commercial tenants are downsizing or removing office components of their tenancies.

## COMMERCIAL INVESTMENT OPPORTUNITIES

This can create niche opportunities for smaller shared office and collaboration spaces. This reduction in commuting also means people utilise their local town centres to a much greater extent.

### Significant Papakura Sales (2020):

- 146-152 Great South Road, Papakura (Farmers Building) sold in September 2019 for \$8,000,000.
- 83A Boundary Road, Papakura (New Build Warehouse with long term Tenant sold in June 2020 for \$5,600,000.
- Bed Bath & Beyond Headquarters (4 sites): \$9,795,000



### REDUCTION IN VACANCIES




Economic impacts from the pandemic have led to less leasing stock being available. Tenants who were considering upsizing or moving, are staying put. However, rates per sqm are on the rise as there is limited supply but higher demand! Industrial tenants are relocating from Manukau, to areas further South with a lower rates per sqm for a similar property. This is good news for Papakura!

More large-scale tenants are moving South as they can get a competitive rate per sqm while offering similar quality stock to the likes of Manukau and East Tamaki. Retail and office rates per sqm in Takanini are also positively affecting the Papakura market. These minimal vacancy rates are pushing rates per sqm up in Takanini resulting in retailers moving towards Papakura as it is more affordable and still very close in location.

### COMMERCIAL RENTS

Commercial rents are impacted by multiple factors such as the quality of the property, its size (a larger tenancy will fetch a lower rate per sqm) and of course location! Main road with road frontage will always command a premium.

#### ON AVERAGE:

Warehouse	Retail	Office
		
\$120 - \$150 per sqm	\$180 - \$320 per sqm	\$180 - \$260 per sqm





The Papakura Commercial Projects Group is comprised of Papakura Local Board members and staff, the Papakura Business Association, Auckland Transport and Auckland Unlimited. This group thinks big and long term - focussing on projects that will enhance the already vibrant town centre such as the town square concept for Broadway.

The vision for this is for a shared pedestrian/vehicle area with moveable planters that allow the area to be closed off for events. Other joint Local Board and Business Association initiatives include ongoing beautification projects and events such as Papakura StreetFest, Santa Parade and Chilling in the Park.

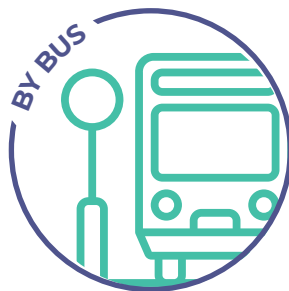
Safety initiatives that other town centres are looking to replicate

include a comprehensive CCTV monitored network with over 30 cameras and four license plate recognition cameras. The Town Centre Safety Co-ordinator works in collaboration with businesses and volunteer groups such as Māori Wardens, Crimewatch, Police & Neighbourhood Support.

The Papakura Business Association administers the Papakura Business Improvement District for the benefit of the local business community and commercial landlords. It is a non-political organisation which is sharply focused on promoting and growing the local economy and improving prosperity for the local business community in a way that also delivers wider benefits to the whole community and visitors to Papakura.

# CONNECTED PAPAKURA

Papakura is truly the hub of the wheel when it comes to public transport. Using public transport to visit friends, do your shopping or participate in the wealth of activities Papakura has to offer is easy and safe! Travel for children is free on the weekends with an AT HOP card as well for the whole of Auckland.



## BY TRAIN



More than 2,000 people use Papakura Train Station daily, making it one of the busiest train stations on the Auckland network.

Recent upgrades to the Station have included refurbishment of the Heritage building; improvements to the platform amenities such as canopies, furniture, lighting, and CCTV; building a brand-new platform with gated ticketing and creation of a bus interchange.

The Park & Ride has also been enlarged to accommodate 230 cars

for the day and 20 cars for 90 minutes. There are mobility parking spaces, a bike rack and covered bike parking. The carpark is well lit and patrolled during peak times.

There is also a dedicated freight line and a back-shunt area for both diesel and electric trains. Preparatory work for the electrification of the rail network from Papakura to Pukekohe began late 2020. This will enable better commuter services between Pukekohe and the rest of Auckland.

## BY BUS



Multiple bus routes head out from Papakura Station. Increases in bus frequency mean you can just head to your local bus stop and wait, rather than having to carefully plan your journey.

## BY ROAD



Think of the Southern Motorway and the new Mill Road Transport Corridor as 2 legs of a ladder running South to North. Papakura is a key east-west rung on that ladder as it gives outstanding accessibility in all directions. This east-west rung is being enhanced through great cycling and pedestrian access that complements the road and bus infrastructure.

This corridor will provide residents with a safer way to move between Manukau, Manurewa, Papakura, and Drury. The new four-lane corridor will have separated walking and cycling facilities and will open in stages from 2021 - 2026. Additionally, as part of the Southern Motorway upgrade a third lane in each direction from Papakura to Drury, extending the highway to six lanes.

Precincts are being deliberately developed to be more pedestrian friendly such as raised pedestrian crossings outside schools. This practical work is being supported by new speed by-laws enforcing reduced speeds outside schools and sports fields. These changes are having a positive effect making roads more child friendly, whether on foot or by bike and improving pedestrian safety overall. Traffic flow is actively managed at peak times and during special events to help people get to where they need to.

Papakura has abundant parking with seven off-street parking locations and a variety of on-street options. It's usually possible to get a park exactly where you want it.

## BY BIKE & FOOT



It's easy to get around on your bike, scooter or even your own two feet. There are several shared use paths for pedestrians and cyclists, including a pedestrian bridge over the Southern Motorway entrance to Papakura. This links to beautiful coastal paths beside the Manukau Harbour and Pahurehure Inlet as well as to local roadside footpaths.

# #LivePapakura

There is always something to see and do in Papakura whether it is checking out the latest show at one of the theatres or simply dining out at one of the many restaurants. There are plenty of things for kids to do with playgrounds, pools, library, museum and the very popular revamped Ray Small skate park. Other suburbs utilise Papakura as an activity hub – it's only 5 minutes by train or 10 minutes by bus from Takanini





## HOSPITALITY - #Eat Local

Papakura's hospitality has come of age with over 60 different food offerings to suit a full range of customer needs, whatever the time of day or night. These include a cheeky sausage roll from one of the bakeries, healthy sushi, good quality barista made coffee, Tuesday night takeaways or date night at the local bistro or wine bar. Franchised brands mix well with boutique cafes and good quality dining options to cater for all tastes and budgets.



## RETAIL - #Shop Local

Papakura's retail industry is securely anchored with strong support from national retailers balanced by boutique offerings that you don't find in a mall or Big Box outlet. Many of these smaller businesses are long-standing owner operators, some of whom have been loyal to Papakura for over 20 years. National retailers include Farmers, Noel Leeming, No.1 Shoes, Stirling Sports, Whitcoulls, Postie Plus and Michael Hill Jewellers.

Everyday needs are met through three supermarkets, four chemists and four banks. There is also plenty of choice for customers when it comes to personal care such as hairdressers, barbers, massage therapy and beauty salons.

Other needs are catered for including men's and women's fashion and shoes, beauty salons, second-hand bookstore, homeware and interior décor and dry-cleaning. We are proud to have one of the few remaining manufacturing jewellers too. Homes and cars are well taken care of too with a choice of plumbers, electricians, mechanics, and repair services.

The professional services available are accounting, taxation, and legal services, plus property valuation and conveyancing. Both banking and real estate agencies have a strong presence in Papakura too.



## HEALTHCARE & Wellness



There is easy access to personal and family wellbeing services. These include a number of medical centres, pharmacies, optometrists, dentists, audiologists, family planning, counselling services and acupuncture. The Counties Medical Integrated Health Centre on O'Shannessey Street in the heart of town provides Radiology, Pharmacy, Dental, Physiotherapy, Podiatry, Osteopathy and visiting specialists plus urgent care.

## COMMUNITY



At Papakura Marae kindness and generosity is part of the tikanga. The Marae has been providing cultural, health and social services for the people of Papakura and its surrounding suburbs for over 40 years. Children's and family health are a key focus area. They even offer free classes to help people prepare for Driver Licencing and employment opportunities and a free Community Kai every Thursday night in partnership with LIFE Church.

Papakura is home to New Zealand's largest Sikh temple (The Takanini Gurdwara Sri Kalgidhar Sahib). The temple is a regular partner with the Local Board and support groups. Members actively support the community and played a major role in food

support during New Zealand's COVID-19 lockdowns. There is even a recognised international grade soccer field, a multi-function football/hockey turf, a cricket practice wicket, volleyball and basketball/netball courts, adult fitness equipment, a playground and an early childhood centre on site for the community to use. The Temple's solar power, huge halls, private water supply and commercial grade kitchens, means Auckland Council has earmarked the Temple as a community hub in the event of a disaster.

The Papakura Community Network is where the different community groups that call Papakura home come together to share resources and help solve problems. It's all about community, collaboration and co-operation!



## SPORTS & Recreation

Bruce Pulman Park is a world-class sports park with facilities geared towards community excellence at all levels. The Park includes a purpose-built gymnastics & trampoline facility, a multi-purpose indoor Arena suitable for Sports TV coverage, rubberised outdoor netball courts, sand-based and grass fields, and cricket ovals.

Situated on the Porchester Rd side of the Park is NZ's first professional 3X3 outdoor court which is available for community users to come and play ball when it is not being used for tournaments and events.

The Teamsport Centre is a specifically designed facility catering for team sports requirements and regularly plays host to local, national, and international tournaments and events.

Pulman Lodge, with easy access to the motorway offers quality sports accommodation & meeting spaces for sports teams and community groups.

There is also a Motorhome Park set on 64 hectares of land with recreational facilities dotted around the Park. With loads of parking, a dump station, and easy access to the motorway, it is a convenient place to come and stay.

The Massey Park Pool is the premier aquatic centre in south Auckland and is situated just across the railway line on Ron Keat Drive and next to Massey Park Sports Ground. The leisure complex incorporates a hydro slide; indoor 25m lap pool; indoor leisure pool with wave machine; indoor education pool; spa pool, sauna, and steam room; as well as outdoor pool facilities such as a solar heated outdoor pool.

The centre also runs a variety of after-school and children's holiday programmes. The Aquatic Centre is a real community asset, & its proximity to the CBD area in Papakura is a unique feature that delivers a range of benefits to local businesses and retail operators.

Papakura Skatepark at Ray Small Park was revamped and re-opened in 2018. The skating surface has doubled and there are 20 new features for keen skaters. There's also a new half court for basketball.

The Papakura Local Board has a renewal schedule for children's playgrounds to help ensure they stay safe and modern and above all fun!

## LIBRARY & Museum



Papakura's Sir Edmund Hillary Library and the Papakura Museum are co-located in the four level Accent Building on Great South Road. The building is conveniently close to the rail and bus stations and incorporates a 155-space carpark making it easily accessible. The vibrant library space hosts regular events which are widely promoted and draw many people into the heart of Papakura's retail and hospitality district. There are two other nearby libraries in Drury and Takanini, with Takaanini's Library also incorporating a Community Hub.

The Papakura Museum is a community museum home to a continually growing collection of photographs, objects and documents which tell the story of Papakura and its surrounding districts. The museum also offers a research room providing history and information on local families, schools, churches, and businesses.

These community assets centred in the heart of Papakura merge community purpose with commercial activities providing convenience, amenity, and a civic hub.

## PROFESSIONAL & Trades



If you own a small business, need help on a legal matter, are buying a house or a piece of land for your dream home, Papakura is home to all the experts you will need including accountants, lawyers, banking and real estate, surveyors, planners, architects and valuers.

Once you start building or renovating your home you'll also find the specialist help you need with builders, painters, plasterers, plumbers, tilers and electricians also located close by. Any problems with your car and we have mechanics and auto-electricians ready to help.



In a unique building befitting its unique programme Papakura Art Gallery is located in a refurbished fire station on Averill Street in Papakura's CBD. The Gallery hosts a diverse programme of quality contemporary art exhibitions featuring a range of art forms by local, national, and international artists – both emerging and established. The gallery supports the enrichment of local culture and community development through projects and events connected to exhibitions that expose communities to creative practice through direct engagement.

The Hawkins theatre has been purpose built for the arts and has a dual role as a community cinema and performing arts venue for both local and national touring shows. It is home to the Hawkins Youth Theatre Company which creates a space for local youth to meet and gain exposure to theatre, whilst developing new skills in a variety of performing arts disciplines, with an aim of building confidence and providing a platform for the expression of creativity.

Complementing the Hawkins Theatre is the boutique Off Broadway Theatre, home to the Papakura Theatre Company which has over 65 years of history and presents plays & musicals for the enjoyment of the local and surrounding community.



#Eatlocal

#Shoplocal

#Lovelocal

Find Out More About  
**INVEST PAPA KURA AT**  
***[www.papakura.co.nz](http://www.papakura.co.nz)***

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