

# HOMEBASE

Corner of QE2 Drive & Marshland Road.



MOAA  
Architects™

Document Prepared by MOAA Architects for Reefville Properties  
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# Development Overview



## Background

Homebase shopping centre is an existing Retail shopping complex anchored by a large Bunnings hardware store with 14 adjoining tenancies, located on the corner of QE2 Drive (Christchurch's major ring road) and Marshland Road. The centre has ownership of rezoned land North of the existing site for expansion. A Masterplan for the extension of the centre has been developed. This includes a supermarket, F&B precinct and general large format retail.

It is envisaged that the centre will deviate from a traditional LFR offer and be more of a hybrid offer with convenience based retail in the mix. This is due to the inclusion of a supermarket and F&B offers. This offer would be the first of its kind in Christchurch.

## Development Vision

The existing Homebase LFR development has had great success and has demonstrated the ability for further expansion. Characteristics of the local area, location of the site and future local growth presents an opportunity for the expansion of the existing centre to provide a unique retail offer. The centres proximity to residential areas provides it with the ability to have a mix of retail offerings unique to a traditional LFR development. Convenience based offers such as a supermarket, F&B, and entertainment can be included in the LFR mix to satisfy the neighbourhood convenience offer demanded by local residents.

The project vision is to:

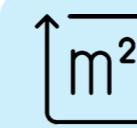
- To fulfil current and future local growth demand in northern and eastern suburbs of Christchurch.
- Bring a more diverse offer to the existing retail centre to attract a wider range of customers and give them a reason to stay longer, as well as increase local spend.
- Reinvigorate the existing LFR centre with complementary retail offers.
- Introduce new offerings such as F&B & entertainment to extend trading hours of the centre.

# Executive Summary



## Development Data

Name:	Homebase
Address:	197 - 229 Marshland Road, Shirley, Christchurch
Territorial Authority:	Christchurch City Council
Plan Zone:	Commercial Retail Park Zone
Existing NLA (approx)	17,350m <sup>2</sup>
New Retail NLA (approx)	19,810m <sup>2</sup>
New F&B NLA (approx)	1230m <sup>2</sup>
Carparks new (approx)	852
Carparks Existing	333



**NEW NLA**  
21,870m<sup>2</sup>



**Total Carparks**  
1185



**Strong Location**



**Significant Residential Growth Catchment**

# Masterplan



Overall Masterplan - All stages

# Stage 1 Plan



Masterplan - Stage 1

## Stage 1 Data

New Retail NLA (approx)	8652m <sup>2</sup>
New F&B NLA (approx)	509m <sup>2</sup> 190m <sup>2</sup> Shared Seating
Carparks new (approx)	726
Carparks Existing	333

# Site Imagery



Homebase site view



Stage 1 View



Building A Frontage



F&B Corner View

# Building A



Site Entrance



Building A Entrance Elevation



Building A Shopfronts

# Building B



Building B Frontage



Building B Shopfronts

**F&B Zone**



F&B Shared Dining area



F&B Frontage



F&B Entrance



Shared Seating area



Shared Seating Area & F&B tenancy Frontage



Shared Seating Area & F&B tenancy Frontage

