

BALMORAL SHOPPING CENTRE SURVEY

The Balmoral Shopping Centre flanks both sides of Dominion Road mainly but not entirely south of its intersection with Balmoral Road. It is one of the oldest suburban strip shopping centres in Auckland City and was originally established around a tram stop adjacent to the intersection of two major roads. In November 2009 land-use activity in the centre was surveyed and the results are summarised in the following table.

Table 1 Business Units Land Use. Surveyed November 2009

Activity	No of Units	%
Retail		
Clothing/Fashion	1	
Convenience	12	
General Merchandise (includes TWL)	20	
Technological	3	
Total	36	27.7
Food & Beverages		
Restaurants/Cafes	23	
Takeaways	12	
Bars	1	
Total	36	27.7
Personal Services		
Beauty/Hairdressing	12	
Massage	4	
Total	16	12.3
Professional Services/education	5	3.8
Commercial Offices	3	2.3
Commercial Services		
Real Estate	0	
Travel	2	
Laundromat/Dry-cleaning	2	
Post Shop	1	
Copy/Print/Photos	7	
Tailor	1	
Tattoo	1	
Total	14	10.8
Health	7	5.4
Financial	3	2.3
Community & Government	3	2.3
Entertainment	4	3.1
Auto/Service Station	1	0.8
Vacancies	2	1.5
GRAND TOTAL	130	100.0

Comment

- 1 The Balmoral Shopping Centre is located at the intersection of two of Auckland's busiest roads -- Balmoral Road and Dominion Road. Both are regional arterial roads and the intersection is strategically located near the centre of the Auckland Isthmus. This is a traditional strip shopping centre which extends a little over half a kilometre along Dominion Road south of Balmoral Road. Once, the centre provided most retail needs of a substantial community around it and included a supermarket and a cinema. In response to the opening of first Lynnmall and then more importantly the St Luke's centre only 1km away it lost most of its specialty shops. Part of its recovery has been reliant on its adaptation to the day-to-day needs of the surrounding community. However its strategic location has been the most important factor leading to the location of The Warehouse there and the influx of a significant number of Asian run and Asian oriented businesses. Most of the former cinema has been converted to a climbing adventure centre but a small cinema function remains.
- 2 There is a strong emphasis on restaurants, takeaways and bars accounting for 27.7% of the 130 premises. Retail premises have gradually declined and are now 27.7% of the total – equal to restaurants and bars. This centre has been without a supermarket since 1990 when Woolworths closed. The Warehouse took over the premises and has gradually extended into adjoining shops. However, The Warehouse is located behind the main shopping area with its main access from Rocklands and Balmoral Roads and there is no direct physical connection between the two. By observation there is little pedestrian traffic between The Warehouse and the shops and restaurants spread along both sides of Dominion Road which rely primarily on Asian customers and are most active in the evening. Nonetheless, the centre is robust with a very low vacancy rate (1.5%) and has established a mix of activities suited to its location and the market.
- 3 Eastwards along Balmoral Road is a large car park area associated with The Warehouse (formerly a supermarket car park) and a service station. At the eastern edge of the centre, the Auckland Deaf Society has its headquarters. The Deaf Society headquarters includes a large indoor sports gymnasium, has recently been extended and now includes improved facilities for the Deaf Society but also rental space currently occupied by a restaurant and a takeaway outlet.

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