

## Westgate-Whenuapai (2022)

Westgate-Whenuapai is a mix of residential, retail, and commercial areas north-west of Auckland central. Westgate was identified as an area for growth in the late 1990s and is identified as a **key node for the northwest** in the Auckland Plan 2050 as a part of addressing employment and transport challenges.

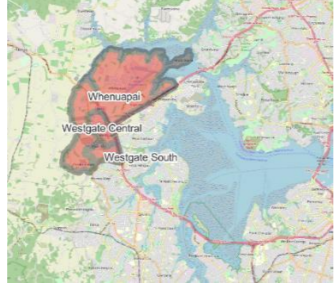
The area is home to almost **6,500 jobs** making it a modest employment precinct but locally significant. The precinct has grown considerably in the last two decades to 2022, almost **doubling** in jobs filled. Business land is proposed for Whenuapai to address a shortfall in local employment opportunities.

The growth in the number of jobs in the area was broadly consistent with the job growth in the wider Auckland region. However, since 2015 growth has been stronger than in the region as the planned development of the area has started to be realised. The 2015 opening of the NorthWest Shopping Centre underpinned much of the recent growth.

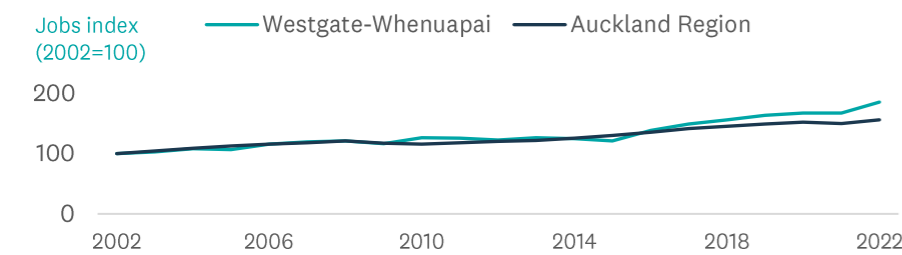
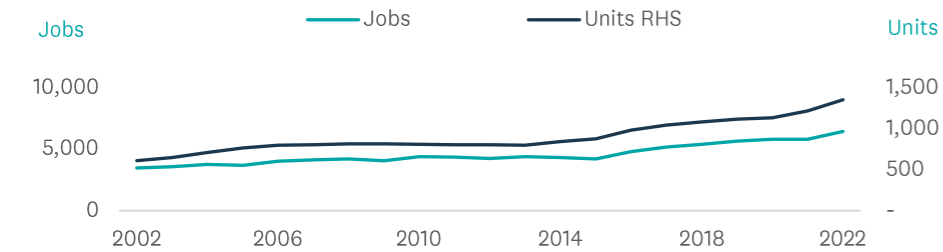
Prior to that RNZAF Base Auckland was the main employer.

### Basic Facts

	Westgate-Whenuapai	% of AKL
Population (2022 est.)	7,880	0.5%
Area	23.3 KM <sup>2</sup>	0.4%
Jobs (2022)	6,400	0.8%
Jobs (2002-2022)	+2,950	1.0%
Business Units (2022)	1,344	0.6%
Business Units (2002-2022)	+738	0.8%



### Jobs and Business Numbers



### Sectors

The retail trade sector is the principal employer in the Westgate-Whenuapai area. This high level of employment in the sector is related to the 2015 completion of a large retail shopping complex in the area. The location quotient of the retail sector is 2.9, meaning retail trade is highly concentrated in area, compared to the wider Auckland area.

Other key employment sectors in the area include public administration & safety (almost all defence), construction, accommodation & food service, and education.

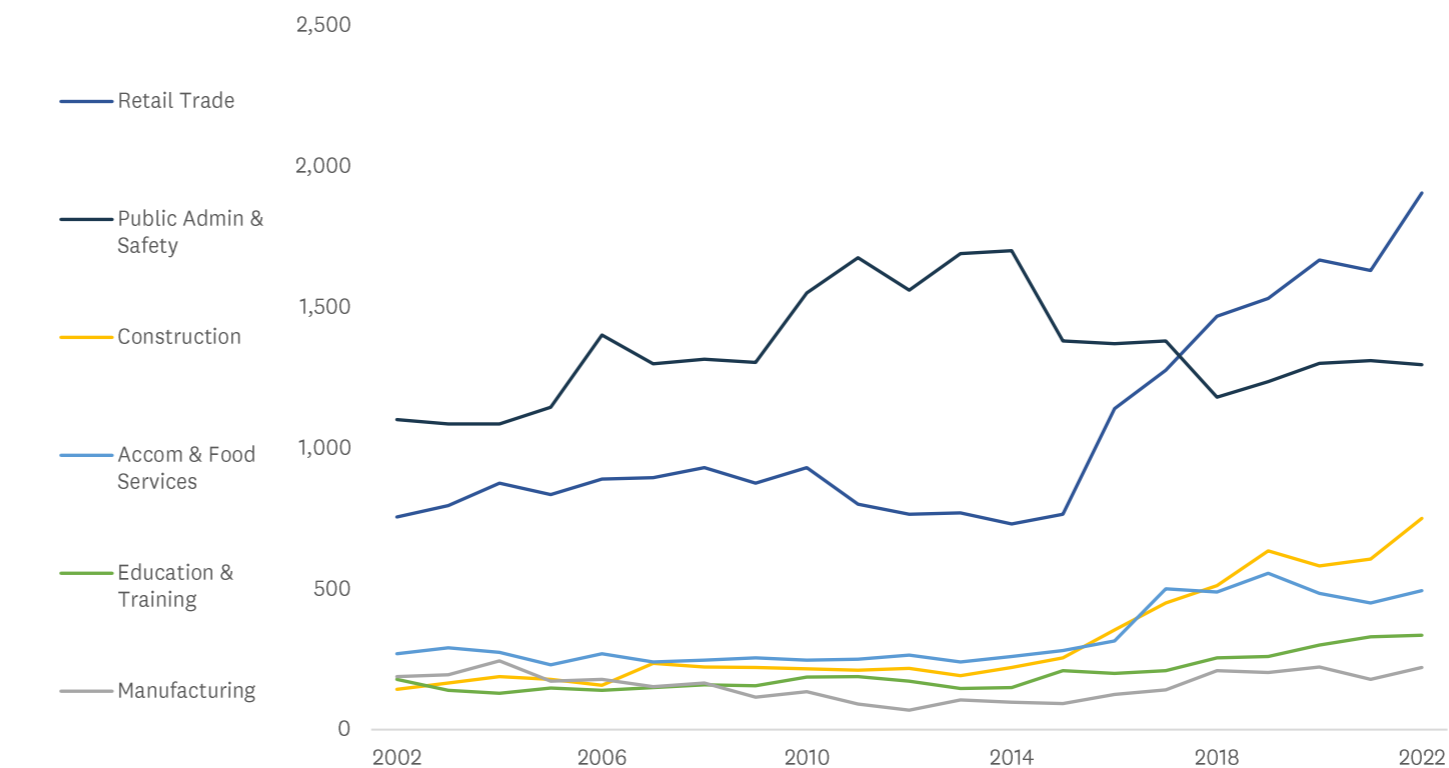
Broad Sector	Jobs	Westgate-Whenuapai %	AKL %	LQ
Retail Trade	1,905	29.8%	9.7%	3.1
Public Admin & Safety	1,295	20.2%	4.6%	4.4
Construction	750	11.7%	8.6%	1.4
Accom & Food Services	494	7.7%	6.6%	1.2
Education & Training	335	5.2%	7.8%	0.7
Manufacturing	220	3.4%	9.6%	0.4
Healthcare & Social Assistance	200	3.1%	10.3%	0.3

Retail Trade	Jobs	LQ
Other Store-Based Retailing	1,308	3.5
Food Retailing	501	2.9
Motor Vehicle & Motor Vehicle Parts Retailing	55	1.2
Fuel Retailing	27	1.5

Public Administration & Safety	Jobs	LQ
Defence	1,200	37.8
Public Administration	75	0.5
Public Order, Safety & Regulatory Services	18	0.1

Construction	Jobs	LQ
Construction Services	472	1.5
Building Construction	238	1.7
Heavy & Civil Engineering Construction	35	0.3

### Sectors over time (jobs)



### Sectoral Change

Retail trade jobs in the sector began growing significantly in 2015 with the completion of the new NorthWest Shopping Centre. Retail trade employment prior to 2015 represented approximately 20 percent of total jobs and in 2022 this had increased to 30 percent.

As is typical, with the increased activity in retail trade, there has also been growth in food service employment. Construction activity growth is also likely related to the increased residential housing demand in the region, with significant developments underway further out of the central city.

Public administration & safety employment has historically been the key employment sector due to the location of RNZAF Base Auckland at the Whenuapai airfield. Defence sector employment makes up almost the jobs in the public administration & safety sector in this area.

### Employment Growth and Decline

Sector	Job Growth 2012-2022	Westgate-Whenuapai Growth	AKL Growth
Retail Trade	1,140	149%	34%
Construction	532	244%	113%
Accommodation & Food Services	229	86%	30%
Education & Training	163	95%	13%
Manufacturing	151	219%	11%
Wholesale Trade	136	324%	15%
Agriculture, Forestry & Fishing	-153	-54%	0%
Public Administration & Safety	-265	-17%	29%

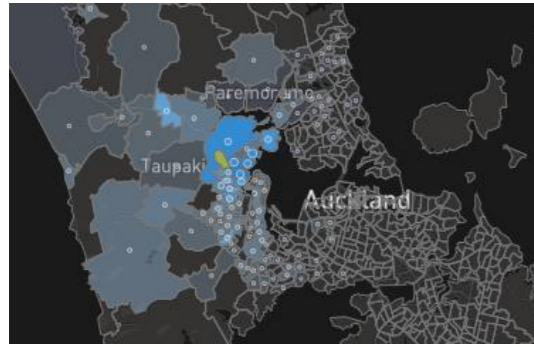
Retail trade has grown across a number of categories following significant development at Westgate with supermarket and hardware retail employment growing alongside clothing, department store and recreational goods.

As is common where a large retail development has occurred accommodation & food services employment in the form of cafes and restaurants.

Construction sector employment has grown in building installation (plumbing, electrical and air conditioning) and other construction services (landscaping and construction machinery hire) is evident in the area.

Education & training employment growth has been mostly in pre-school education.

Public administration & safety has seen defence and public order employment losses, mostly defence employment at Whenuapai.



### Commuting and Public Transit

Westgate-Whenuapai is not a significant commuter precinct in the Auckland region. 2,790 people travel to Westgate-Whenuapai for work while 840 people live and work there. 67% of arrivals are by private car, truck or van.

Development has seen Westgate's public transport options improve.

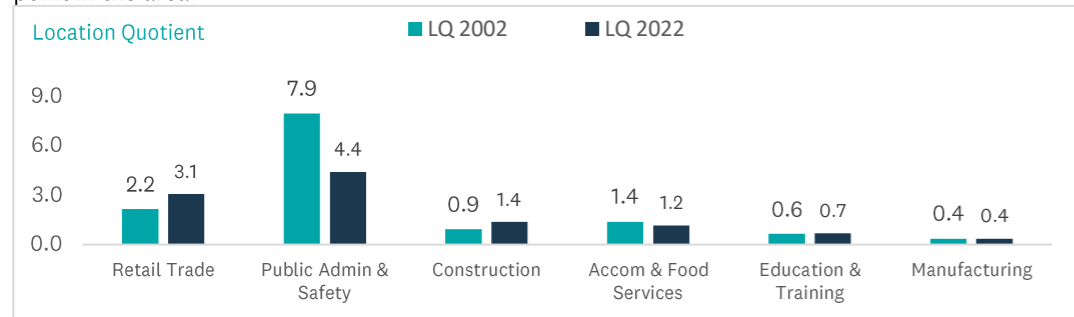
The north-western rapid transit corridor, a dedicated public transport corridor from Point Chevalier to Westgate, will transform Westgate into a key transport interchange for the surrounding area, and support residential intensification in and around the centre.

The Supporting Growth Alliance includes Whenuapai as one of the growth areas it is focusing on with regards transport connectivity and improved public transport options. Proposals are not currently funded.

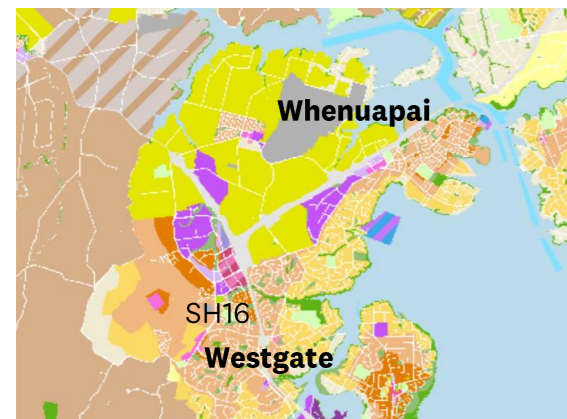
(Census 2018)

### Location Quotient (job concentration)

In the early 2000s, public service employment was significantly concentrated in the area, relative to the wider Auckland region. While this remains elevated, it has fallen significantly as retail and construction sector growth has changed the sectoral mix, making the defence sector less of a focal point in the area.



### Land Use



- Business - City Centre Zone
- Business - Metropolitan Centre Zone
- Business - Town Centre Zone
- Business - Local Centre Zone
- Business - Neighbourhood Centre Zone
- Business - Mixed Use Zone
- Business - General Business Zone
- Business - Business Park Zone
- Business - Heavy Industry Zone
- Business - Light Industry Zone

Westgate-Whenuapai is largely Future Urban zoned area with some mixed use and light industry. Whenuapai has a large special purpose zone where the air base is located. Business land is proposed for Whenuapai to address a shortfall in local employment opportunities. Timings are subject to consideration through the current Future Development Strategy process.

### Commercial Property Assessment

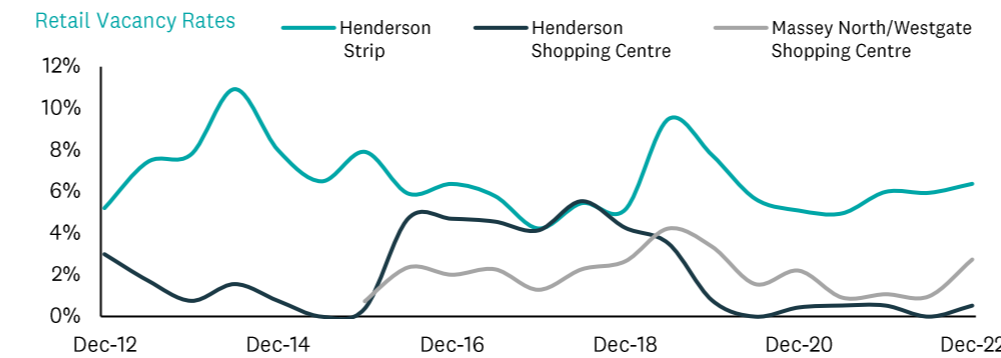
Commercial property market intelligence provided by Colliers provides an overview of demand and cost of office, industrial and retail premises across 67 employment areas in the Auckland Region. While these areas are not mapped to the Auckland Plan's key economic areas, they provide a useful insight into some of the drivers of industrial location change in the region.

Office space in Auckland is dominated by the CBD with some significant areas of supply in the region's larger centres. While the CBD has seen an increase in supply most other centres have remained flat and while rents have risen across the region the CBD commands a premium above other commercial centres.

The last decade has seen an increase in prime industrial floorspace in the region, mostly driven by development at Auckland Airport and Highbrook, by far the largest areas of prime industrial space. The supply of secondary floorspace has declined in many areas and only grown regionally due to a notable increase in Manukau / Wiri.

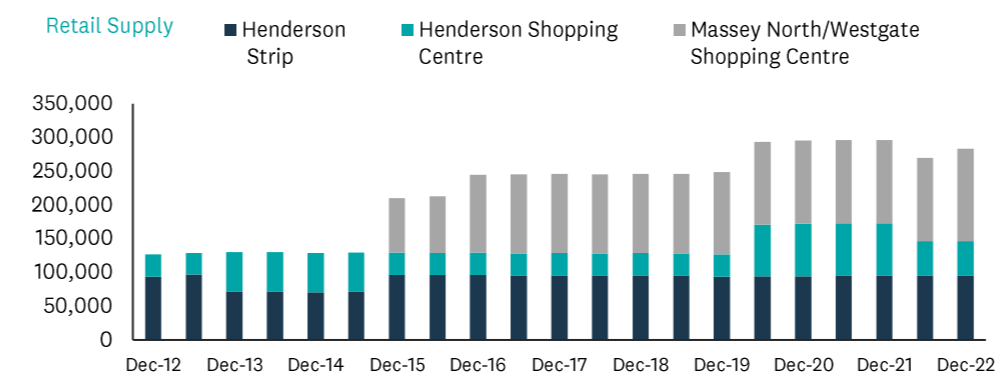
Regionally, high street retail space has performed poorly compared to mall-based retail which has generally been more stable in terms of vacancy rates. Residential development across the region tends to support ongoing demand in nearby retail centres. While demand for retail space generally exerts an upward pressure on rental costs the COVID -19 trading restrictions saw a dip in most retail centres.

Westgate has industrial, retail and office space. Most commercial space in Westgate is retail focused although Westgate is also an emerging office precinct in west Auckland and industrial space is also emerging.

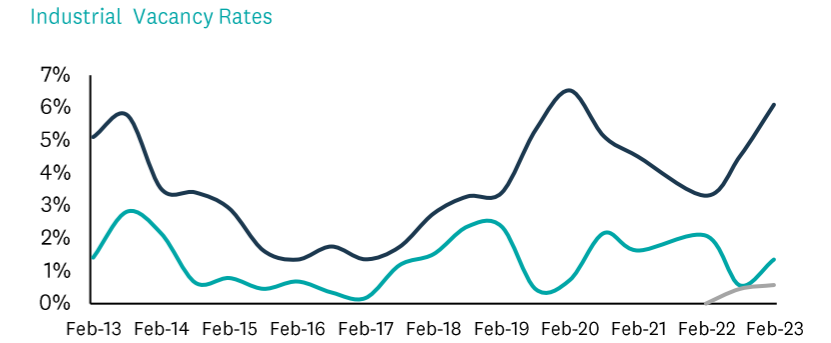


Westgate has added a significant amount of retail space to the west Auckland area adding over 135,000 sqm since opening in 2015, almost equivalent to the space in Henderson.

Agglomeration benefits achieved from the high proportion of retailers in the Massey North/Westgate area will continue to attract consumers to the area, making it challenging for Henderson's retail space.



Henderson Prime Henderson Secondary Westgate Overall



Industrial land is relatively new in Westgate and vacancy rates are low as much recent development has occurred on a design build basis.

Westgate's inventory is experiencing rapid expansion and now stands at approximately 45,600 sqm. The availability of industrially zoned greenfield development land within Westgate provides will provide capacity for growth over the short to medium term.

Retail Vacancies and Rents (per sqm)		Industrial vacancies
Vacancies (%)	2.7%	0.6%
Prime retail Rental (2013)	\$575	<b>Industrial rents (sqm)</b>
Prime Retail Rental (2023)	\$513 (-11%)	
Secondary Retail Rental (2013)	\$400	Prime: \$185
Secondary retail Rental (2023)	\$425 (+6%)	Secondary: \$165

Retail Supply / Net Lettable Area		Industrial Floorspace
NLA (sqm)	137,260	45,560 sqm
NLA Change (7yrs)	+70%	

### Opportunities / Challenges

The Westgate node includes both live zoned land and a portion of future urban land. Indicative business land is identified at Whenuapai which would provide employment land is an area where a shortage is noted which can increase sub-regional employment opportunities and reduce the need to travel for work.

Transport infrastructure investment to unlock the future housing and employment growth is required.

### Assessment / Future

Westgate serves local established residential areas such as Henderson and Massey. It has attracted significant private sector development in recent years and is identified as a critical node in supporting business and housing growth in the Auckland region. As such, will be a focus of infrastructural investments.

Enabling employment land to be developed at Whenuapai to provide good quality local employment options in industries that can successfully locate and grow in the area will be critical to the economic development of the northwest of the region.