

Tarbert Street Town Centre
Redevelopment Committee
C/- 2 Limerick Street
ALEXANDRA



9 May 1991

Central Otago District Council
41-43 Tarbert Street
ALEXANDRA

Dear Members

It is with pleasure that our group, the Tarbert Street Development Committee bring you the good news.

That at our last meeting in January of Property Owners and Rate Payers those that attended voted unanimously to support the Development and the raising of the loan, and to start as soon as possible was agreed to.

Notices of this and other meetings were delivered by hand to all the affected persons.

Our ~~Special~~ ^{executive} Committee of 6 or 7 persons was instructed by the old council (who preferred not to become involved in getting everyone's approval) to form a group and to do all things necessary in seeking the approval of both Rate Payers and Property Owners.

We formed a committee and took our task seriously indeed, because we were intrusted to carry out a very important assignment, it was not easy, however now having completed our side of the arrangement we would like to see our street upgraded. Proceed with haste. Preferably completed by Blossom Festival 1991.

Many thanks

Bob Kilgour
for
Mr D Stewart and Development Group

ARCHITECTS
LANDSCAPE ARCHITECTS
TOWN PLANNERS

Salmond Anderson Heath

6 May 1991

The Chairman
Tarbert Street Business Group
C/- Doug Stewart
2 Limerick Street
ALEXANDRA

Dear Sir

RE RETAILING TRENDS

You have requested that I commit to writing my comments on retailing trends, particularly how those trends impact on Alexandra. You will recall that at the meeting of the above group on 8 April last year, I explained my experience with the retailing sector in Otago and Southland over the last fifteen years and the fact that I had also been monitoring the retailing statistics in Alexandra over that period.

My assessment of these trends on Alexandra retailing is as follows:

- Rationalisation of retail facilities will continue - just as the supermarkets have resulted in the demise of the 5-day grocery within our cities, so will the country store be under increasing pressure to survive. Retail facilities are being rationalised and so it is important to position Alexandra to benefit from that process.
- The country store businesses will gravitate to the nearest alternative, unless there is a major draw to go further. At the moment, Alexandra's supermarkets give the town additional drawing power within the Upper Clutha basin. There is a need to build upon that advantage and so further erode the competition from Cromwell, Ranfurly and Roxburgh.
- At a much larger scale, the rationalisation process is imposing competition between Christchurch and the other South Island cities. Ashburton and Timaru will be losing retail business to Christchurch, and Dunedin must compete to retain its share of the catchment. It is no accident that the Dunedin City Council has upgraded the Octagon and George Street, and has

Page 2

renovated the Municipal Chambers. The Council realises that the City must not only compete with Christchurch, but must also look to the surrounding area for any additional retailing support. Any loss to Christchurch can only be compensated for by attracting retail turnover from Oamaru, Alexandra and Balclutha.

I note Cook Howlison have consolidated its operation to service Otago via Dunedin. Alexandra needs to consider its response to the "Dunedin it's all right here" promotion.

How should Alexandra compete?

By being united in the goal that it seeks and by being aggressive marketers. The character of the Town Centre must be part of that package. Redevelopment of Tarbert Street will result in the Town Centre being attractive and having an air of confidence.

I am particularly pleased to see that since last years meeting, your group has become united and is moving in one direction to re-establish Alexandra's retailing position. If I can assist in that process, please do not hesitate to contact my office direct, or through Jack McKerchar of the District Council.

Yours faithfully
SALMOND ANDERSON HEATH

Don Anderson

A MEMBER OF
**DESIGN
GROUP**

95 Hanover Street, Dunedin
P.O. Box 447, Dunedin
Telephone (03) 477-0462
Facsimile (03) 474-1329

Directors:
D.R. Anderson BArch Dip TP FNZIA MNZPI
A.J. Salmond DipArch FNZIA
Tim Heath, BArch Dip Landscape Architecture FNZIA

AN ASSOCIATION OF INDEPENDENT PRACTICES WITH OFFICES AT AUCKLAND, NAPIER, PALMERSTON NORTH, WELLINGTON, NELSON, CHRISTCHURCH, DUNEDIN.



REVISED SCHEME

- RETAILERS PROPOSAL

ALEXANDRA BOROUGH COUNCIL CENTRAL AREA REDEVELOPMENT

donald r. anderson
contract planning
A DIVISION OF SALMOND ANDERSON LTD.
8 MORAY PLACE
BOX 447
DUNEDIN
STD(024)770 482
Fax(024)741 329

		AMENDMENTS		SCALE	JOB N°
Design		Alter layout	5/85	1:1000	
Drawn	Race	Alter layout	11/87		
Traced		Alter layout	4/89	DATUM	SHEET N°
Check		Alter layout	11/91		
Survey		Alter layout	14/92		
Level				114 MAR 1990	of sheets