

COAST

Leasing
Opportunities



An aerial photograph of a coastal town, likely in New Zealand, featuring a large bay with turquoise water and a prominent cliffside. The town is densely packed with houses and greenery, extending along the coast and inland. The sky is bright blue with light clouds.

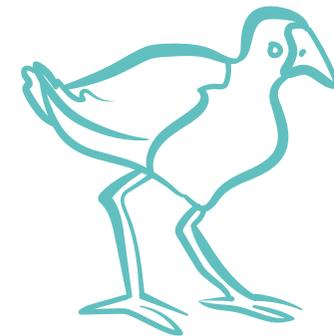
Welcome

Come on in, the water's warm!
Coast – the local shopping and dining hub for Coasties!

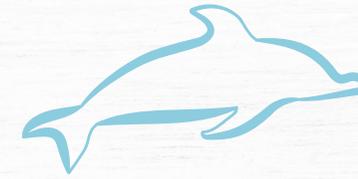
CONVENIENCE | COMMUNITY | CONNECTION

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COASTIE CULTURE



Out here on the coast we take our time to enjoy the little things. We embrace slow living, curating a more meaningful and conscious lifestyle.

We treasure our local community, our beaches, and special places. We take care of each other and our environment.

It's all about long walks on the beach, BBQ's and picnics with friends and family, good times and sharing the load. 'Coastie Culture' is relaxed, chilled out, catching rays and waves, and most of all, it's about being part of something, being together, and helping each other.

The Coast is at the heart of this special and close-knit community. We are the village at the centre of the village – a place where Coastie Culture comes to life in one easy place.



At Coast, we want to enhance and protect the Coastie Culture, our way of life, for now and for future generations.



LOCATION



Known for its white, sandy, long stretches of beaches and relaxed coastal culture, the Whangaparāoa Peninsula is easily accessible to Auckland via State Highway 1.

By 2028 a new Penlink that cuts across the Weiti River will connect Stillwater to Stanmore Bay, will significantly reduce travel time from the northern suburbs on the peninsula to the East Coast Bays and Auckland. This will make the area even more desirable as a place to live, enjoy, and shop.



CATCHMENT



A family friendly region, Whangaparāoa Peninsula is popular with a mixture of generations and people move here for the lifestyle, affordable coastal properties and easy access to the motorway. There are fantastic local facilities including a Leisure

Centre, Coast Neighbourhood Centre, Library, and 16 schools in the region including Whangaparāoa College. There's also a marina, and a large industrial and commercial business park nearby.

132,400

Estimated Population By 2048

Based on 2021 informetric data a population of 114,500 and population growth of 12.1% between 2016-2021 for the Hibiscus and Bays area.

46%

Families with children

Primary catchment area

47%

Population aged between 30-64 years

Source: Auckland Council
(Hibiscus and Bays area in 2021)

73%

Home Owners

Census 2018

73%

Full time employment

Hibiscus and Bays area in 2022

Source: Auckland Council

24%

Individual incomes of more than \$70,000

Compared to Auckland region 20%

Census 2018

THE CENTRE



The Coast is the local's go-to town centre, being the only shopping and dining precinct on the Whangaparāoa Peninsula. The centre plays a significant role in the community. Boasting a large Woolworths, BestStart Childcare, two gyms, NZ Post, and numerous health, beauty, fashion, shopping, and dining options,

The Coast also offers convenient and plentiful covered parking for easy access in all weather! Perfectly positioned, The Coast also directly benefits from the ongoing growth and development of the area.

20,500M²
Gross lettable space

Including Mitre10 (5,200sqm)

4
Entrances

Including Mitre10 (5,200sqm)

Anchored by

Woolworths Paper Plus
Bargain Chemist The Beer Spot
BestStart Childcare

\$60M - 80m
**Estimated Retail Spend
in 2023**

Excluding Mitre10

350+
Car parks

350 parks are under cover,
across 2 levels, plus there are
additional parks at Mitre10

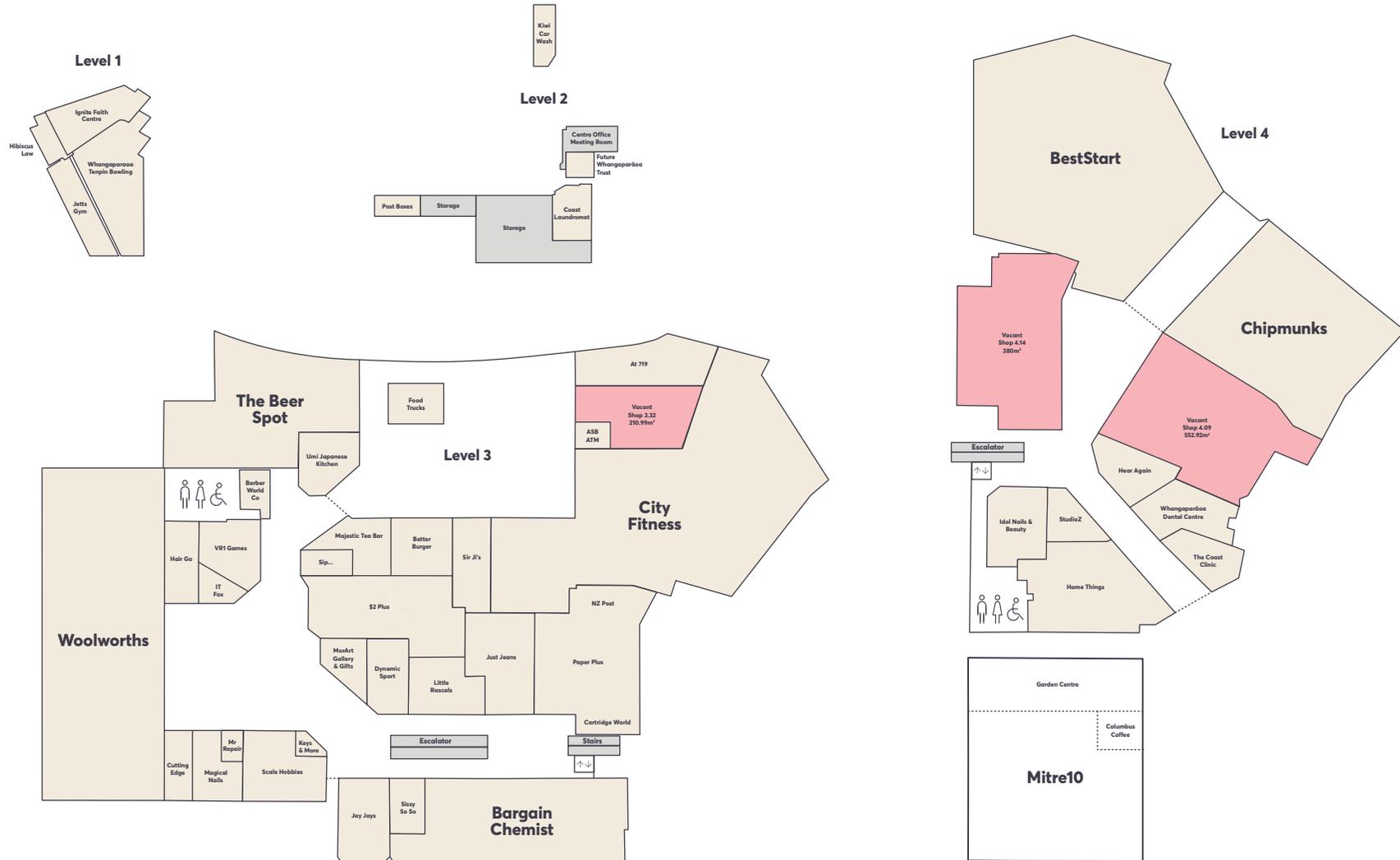
8,500
Daily Traffic Visibility

Vehicles driving the
Whangaparāoa Road every day

Source: trafficcounts.co.nz

Date data was collected was 22/10/2015 and shows
ADT over 7 days

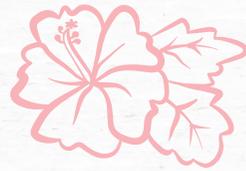
FLOORPLAN



RETAILERS



RETAIL



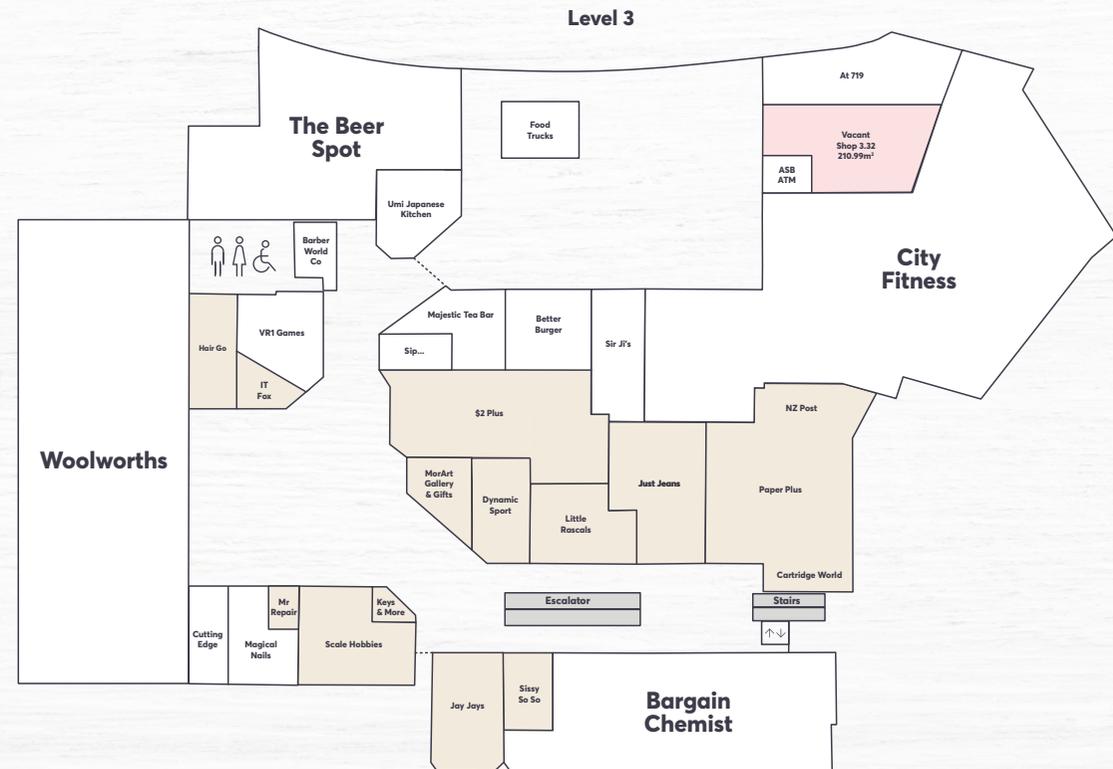
Refurbished in 2021, the aesthetic of the centre reflects Coastie Culture perfectly. With plenty of open spaces, a cohesive flow, clean, contemporary design with subtle yet strong 'beach vibe' style, Coast is easy to navigate and has a relaxed and engaging feel.

With The Bargain Chemist open foot traffic has significantly increased.

Now is the ideal time to be investing in the future of Coast and join the exciting new tenancies coming on board.

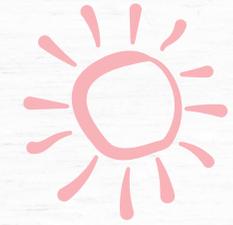
Current retail tenancies include:

- Paper Plus, incorporating Cartridge Universe and NZ Post
- Just Jeans
- Jay Jays
- MorArt Gallery and Gifts
- Sissy So So Fashion
- Home Things Homewares
- Scale Hobbies Models and Games
- \$2 Plus
- Little Rascals
- Dynamic Sport
- Keys & More
- IT Fox
- Mr Repair
- Hair Go





BEAUTY & WELLNESS



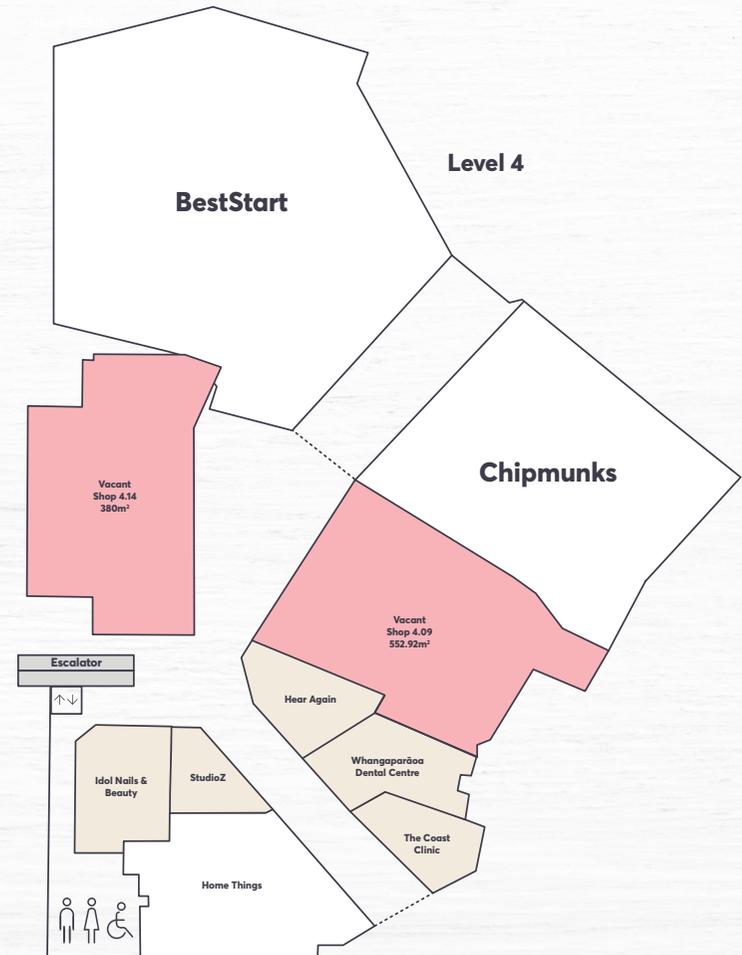
The conveniently proportioned layout of Coast has presented an opportunity for a Health, Wellness, & Beauty Precinct on Level 4 of the centre.

Coastie Culture and population statistics provide significant opportunities for businesses within these sectors within the Hub. From beach and outdoors focused families with kids of all ages, to the older generations enjoying a relaxed and vibrant retirement, health, wellness, and beauty businesses are needed to fulfil the growing demand.

With the Bargain Chemist opening this has driven customers looking to enhance their health and wellness experience and complementary retailers in this space has benefited.

Current health, Wellness, & Beauty tenancies include:

- Cutting Edge Hair & Beauty
- Idol Nails & Beauty
- Magical Nails
- Studio Z Hair and Dermalogica Skin Treatments
- City Fitness Gym
- The Coast Clinic Cosmetic Injectables
- Hear Again
- Whangaparāoa Dental
- Jetts Gym
- Barber World Co





FOOD & DRINK



The Cove is a unique dining precinct dedicated to bringing the Coastie community together. A central outdoor dining and play area provides a fantastic central gathering space all year round.

A collection of complimentary offerings create a specifically curated dining hub, ensuring variety as well as an interconnected symmetry.

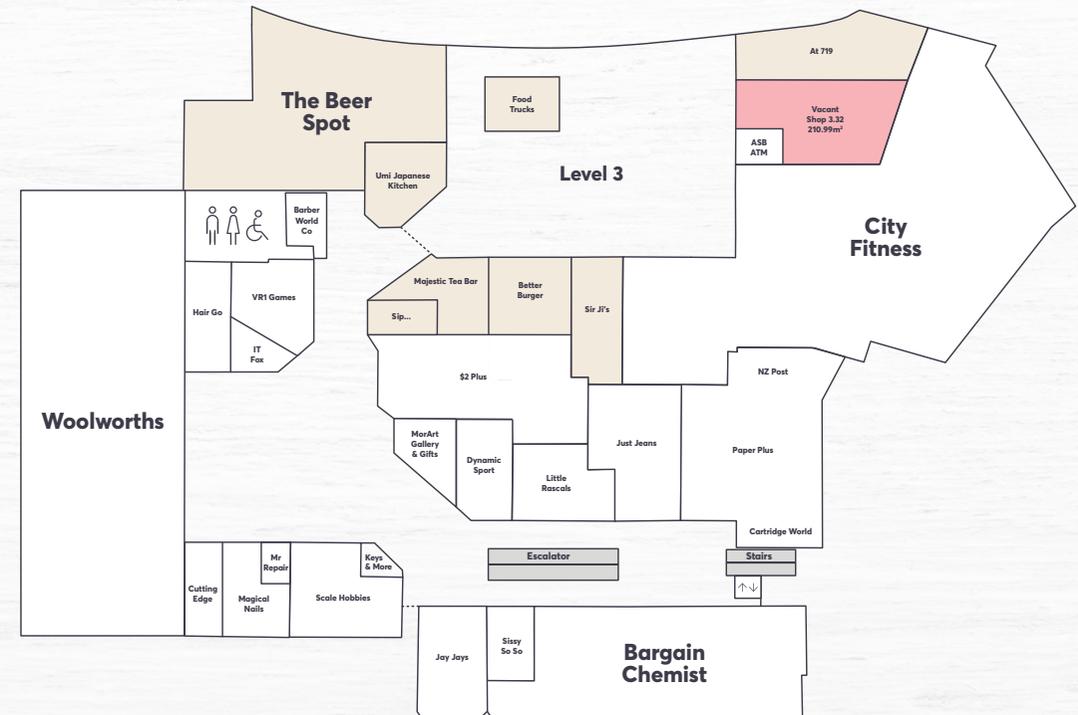
The play area has been designed to cater to the high number of families in the region. Mum and Dad can enjoy an evening or lunch out while the kids play in a safe, coastal themed area.

The Cove

AT COAST

Current tenancies include:

- The Beer Spot
- Umi Japanese Kitchen
- Majestic Teabar
- At 719 Cafe
- Sir Ji's
- Better Burger
- Sip...





MARKETING

We have recently engaged a dedicated marketing team to support the invigoration of Coast and The Cove dining precinct.

The team at Cavalry Marketing and Design understand the needs of our tenants and have developed a 12 month Marketing Activity Plan (MAP) to promote the centre as a whole as well as to support the tenants with promotions, social media, and events and activations.

Since coming on board, Cavalry has made a measurable difference to our marketing execution:

- Regular promotional campaigns
- Exciting in-centre activations
- Strong social media programme
- Well-supported new tenant launches

To leverage our Coast Marketing Programme to its fullest extent, our tenants are invited to liaise directly with Cavalry for their own marketing and promotions activity, and how best to complement what is happening across the centre. Regular communications and Tenants Marketing Update Meetings are provided to ensure everyone is across what is coming up at Coast.



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Barber World Co
Opening Special!



The science of
MATARIKI
with
Little Scientists

Mother's Day Spend &
Win!

\$1,000+
in prizes to be won!

Be in to Win 1 of 9 Mother's Day Prizes

Spend \$20 at any Coast store before closing on Mother's Day and enter to be in to win a prize!

Visit website for prize details. Promotion runs Monday 28 April - Sunday 11 May 2025. \$20 or more must be spent at one store and in one transaction. To enter the draw, scan the QR code below or fill out an entry form and place it in the box in the atrium.

You must keep your receipt as proof of purchase.

COAST
T&C's Apply. See website for details.

Partners: StudioZ, Sassy So So, BARGAIN CHEMIST, paperplus, MOR Art, thecoast.co.nz, IDOL, 719, MAJESTIC, THE WINE SPOT.

WRITE A LETTER TO SANTA



Mother's Day Gift Wrapping

LOVE SOUP
THE NEW ZEALAND

JOIN THE COAST COMMUNITY



CONTACT US TODAY!

We are keen to talk to retailers who align with Coastie Culture. If you want to be part of the Whangaparāoa Peninsula's preferred shopping and dining village, talk to us today.

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COAST

thecoast.co.nz