



TE WAIROA E WHANAKE PROJECT – RISE UP & GROW WAIROA

WAIROA'S COMMUNITY COURTYARD, MARINE PARADE

- HOSPITALITY POD -

INFORMATION AND APPLICATION PACKAGE

Te Wairoa e Whanake Project is a \$4.8 million-dollar Provincial Growth Fund investment into Wairoa's town centre to assist in creating further retail, employment, social and educational opportunities for the community.

The revitalisation project involves the redevelopment of the former Gemmill's building on Marine Parade. Construction of the Gemmill's building into a community courtyard with retail and hospitality offerings is underway and we are seeking to formalise arrangements with prospective tenants.

Due to the withdrawal of a tenant, Wairoa District Council is running a second Expressions of Interest process to seek a new tenant for the Hospitality Pod – a compact, functional café space that has the flexibility to accommodate a range of businesses. The Hospitality Pod offers a modern space with a functional commercial kitchen. The design of the structure will allow for a predominantly takeaway food and drink service to operate with assigned customer seating adjacent to the Hospitality Pod (shown in above & below images).

The focus of Te Wairoa e Whanake Project is to revitalise the main street by creating a destination and space for the community to connect. This is a fantastic opportunity for a new or established business to operate from a brand-new facility. The following document provides information on the development, the Hospitality Pod, selection criteria and includes a formal application form.

We look forward to working with you to achieve the aspirations of our people.

PROJECT BACKGROUND

Both the Wairoa community and Wairoa District Council have identified the regeneration of the Central Business District as a top priority for investment.

As a result of funding through the Ministry of Business, Innovation and Employment via the Provincial Growth Fund, Te Wairoa e Whanake – Rise Up and Grown Wairoa was launched.

The initiative is designed to have long-term benefits for Wairoa and was built around four cornerstones: urban design; revitalising and diversifying the economic activity in Wairoa's CBD; logical connections between people, spaces and character of buildings; and an environment that encourages high pedestrian counts, employment, training, profit and investment. These four cornerstones support cultural values identified as significant to Te Wairoa e Whanake Project. A heritage and cultural impact assessment was completed in 2020 to support this.

These main street spaces have been vacant for some time and are referred to as the Gemmell's site (180-188 Marine Parade) and the Winter's building (190 Marine Parade).

The Council purchased both properties in 2019 with the intention to focus economic activity into central Wairoa and to better connect the east and west ends of Wairoa's CBD.

Redeveloped space in the Gemmell's building as a community courtyard provides areas suitable for retail and hospitality usage with a multi-functional space that offers opportunity for pop-up shops, market stalls, community events and social enterprises.

The Winter's site will house Wairoa's relocated i-Site and potentially an additional revenue-generating space.

Wairoa District Council envisages that this collection of new facilities and businesses will attract passing traffic into Wairoa's CBD and increase visitor spend across the existing businesses along Marine Parade, as well as provide a facility for both new and existing businesses, along with employment opportunities.



Figure 1: The Hospitality Pod will feature simple, modern joinery that can adapt to a range of services.

Figure 2: The Hospitality Pod offers a prime commercial location on Wairoa's main street.



THE HOSPITALITY POD

The community courtyard development will include a Retail Pod that will be situated at the front of the development offering food and drink to passers-by and visitors to the courtyard. The construction of the pod was completed through a trades training partnership with employment facilitator Wairoa Young Achiever's Trust and the local construction workforce to help provide a career pathway for Wairoa's young building and carpentry apprentices. The team of workers helped construct the exterior shell of the pod including the frame, roof, and installation of the floor. Once the pod is in situ, the interior lining and fit-out will take place.

The structure is made up of a steel frame with plywood lining and fire-protected timber cladding. It comprises two large timber doors, a bi-folding door on the Marine Parade side and a sliding/stacking door on the courtyard side. These large doors will allow the space to open in summer and be more contained during the Winter months. The space is approximately 28m² and includes an additional room for storage and appliances such as a freezer, if necessary.

The internal fit-out includes a serving bench, shelving and storage areas and the following commercial kitchen appliances:

- Single door fridge
- Undercounter dishwasher
- Griddle plate
- Gas top (6 burner) & convection oven
- Chilled food display
- Undercounter fridge



Figure 3: The Hospitality Pod will provide a new or existing business with a prime commercial location in a brand-new development.

Customers of the Hospitality Pod will be able to approach to order food and drink from both the street and courtyard entrance allowing for diversification of service. The design of the space caters predominantly for takeaway food and drink, however there is assigned seating along the wall, adjacent to the pod (as shown in the above image).

LEASE CONDITIONS

A formal lease will be agreed between Wairoa District Council and the lessee, in accordance with the Property Law Act 2007.

The key features each lease will include, but are not limited to, are:

- Base rent (indicative cost approx. \$5.20 per square metre per week)
- Operational expenditure recovery (indicative cost approx. \$2.00 per square metre per week)
- Term of lease
- Standard guarantor
- Options for transfer or assignment to another party
- Sub-letting not allowed
- Option to include a break clause for premature termination by the tenant
- Rent review options
- Draft agreement for security deposit
- Use of shared services eg. security, access, signage and parking

SELECTION CRITERIA

In their Expression of Interest application, applicants will need to demonstrate how well their business aligns with the following criterion:

- Sustainable business type – *high demand, sustainable growth*
- Employment – *expansion & employment growth, requires range of skillsets*
- Environmental – *sustainable business delivery, committed to reducing waste, energy efficient*
- Economic – *positive for the Wairoa economy, committed to selling local products*

This selection criteria allows the applicant to consider how their business can operate to achieve the outcomes that align with Te Wairoa e Whanake Project objectives, and the overarching values of Wairoa District Council.

The successful candidates will be required to provide a business plan to support their business venture. The business plan must detail how the tenant plans to deliver a service and provide offerings that complement those of their neighbouring tenants. The willingness of the successful applicant to amend service offerings to ensure a diverse retail and hospitality space, is required. These details will be confirmed in the following stage of the Expressions of Interest process.

More information and detail of the criteria is included in the attached application form.

Applications will close at 5pm on Friday, November 25.

Please send your digital application to suzi@wairoadc.govt.nz, or hand in your hard copy application at Wairoa District Council's reception desk, or via post to Wairoa District Council, 97 Queen Street, Wairoa, 4108.