

# Street Talk

The Official Newsletter of Destination Orewa Beach

April 2017

## Bring it on...

Two significant sized projects are in play at the moment in the DOB office, running concurrently with the usual logistics and operational aspects of keeping the town centre running as best it can.

The CCTV project touched on last year is still very much front of mind – gathering quotes and proposals is a time consuming exercise to ensure we provide the best options to present to you as the business owners. Watch future Streettalk editions for updates on this.

The Orewa branding/identity exercise is just kicking off as we gather your thoughts and opinions in this regard which will enable us to move forwards. *Refer to the info/link inside this Streettalk.*

Both these projects are highly dependent on feedback from all the Orewa business owners and stakeholders, and once complete both will bring significant benefit to Orewa.

As Rachel Hunter once said – “it won’t happen overnight but it WILL happen”. Bring it on – we can’t wait !  
*Hellen & Gayle*



## Orewa Beach Wifi

Tailor Made Computers have sponsored the home page of the Orewa Beach Free Hotspot for the past 6 months and have gained great exposure for their business in doing so. We have a new business to Orewa currently looking at taking this sponsorship as they can see the great value in the opportunity.

**Average views of their brand per week - 20-25,000**

**Average clicks to their own website per week - 40**

At \$125 per week, this is very cost effective, high exposure for businesses – gaining a far wider audience than a print advert, for a fraction of the cost. There is also the ability to add a ‘call to action’ within the home page (a free coffee/product discount/free consult etc.). All the artwork is done for you at no cost. If you would like to discuss sponsoring this homepage in the future, please contact us on [admin@orewabeach.co.nz](mailto:admin@orewabeach.co.nz)

## REMEMBER...

Mothers Day  
Sunday 14th May

Historically this is the 2nd busiest spend day after Christmas. A mammoth week for hospitality businesses and retailers!

If you are running Mothers Day specials of any form please remember to let us know so we can promote these through our website and social media networks.



# Cluttered Signs and Flags in Orewa

Please be courteous to businesses around you with your sandwich board type signage and flag banners. **If you do not have a business on the main HBC highway then you should not have signs on HBC highway.**

To ensure the footpaths are not cluttered or obstructed, as well as for pedestrian and driver safety purposes, please ensure you are aware of your obligations in this regard, and obey the Bylaw. Businesses not meeting these Bylaws will have their signs confiscated. Signs can be returned at a cost of \$360.00 per sign.

In brief:

- Signs/flags MUST be taken in each night
- One sign/flag per business unless your road frontage is more than 60m in which case you are permitted 2 signs (and 3 signs for 100M + frontage)
- Signs/flags must be displayed on .5m from the kerb edge, directly in front of your place of business
- NO signs within 5 metres of a road intersection

The full Sign Bylaw can be found here: [www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws/Documents/SignageBylaw2015.pdf](http://www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws/Documents/SignageBylaw2015.pdf)

## Bylaw Updates

There are two key Bylaws in review/draft, which will affect CBD areas and hopefully any changes to these Bylaws will enhance the Orewa CBD areas even more.



The Public Safety and Nuisance By is being reviewed to ascertain its effectiveness and other ways to deal with public safety and nuisance issues. This Bylaw incorporates aspects such as obstructions (inc signage as per the item above), begging, nuisance behaviour, window washers and it also controls the parks and beaches.

The draft Smokefree Bylaw will complement the existing Smokefree Policy (Auckland city CBD), in regards to making more areas smokefree . Affecting urban centres this could include shared spaces, plaza's, Civic Squares, sports clubs/grounds, public beaches and outdoor dining areas.

We suggest you check out these Bylaws on line, and have your say: [www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws](http://www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws)

## Orewa Brand/Identity

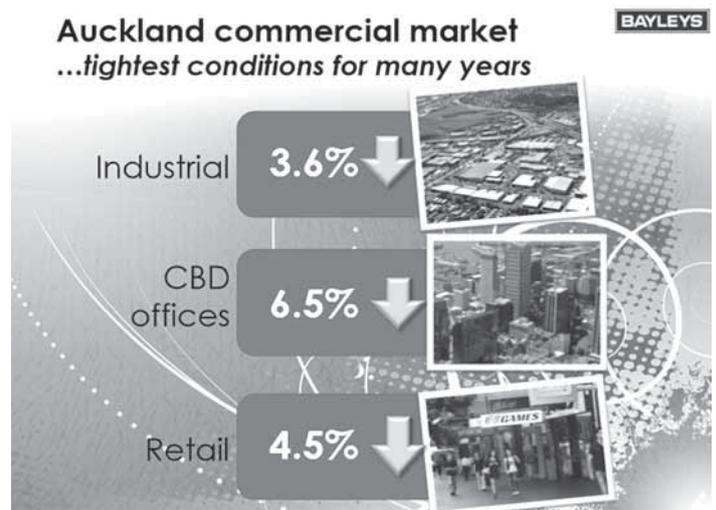
As mentioned in the March Street Talk, we are looking into options to enhance the Orewa brand, regionally and nationally. Below is a link to a very quick 7 question survey on your thoughts around Orewa. If you are able to complete this on line, it would greatly assist us to move forward with this exercise. We can provide hard copies of this survey to anyone who needs one – just give us a call on 021 412 613 and we will deliver one to you.

[www.surveymonkey.com/r/B8XCDCW](http://www.surveymonkey.com/r/B8XCDCW)

## Orewa Business Networking Evening

An extremely successful networking evening was enjoyed by 45 business owners, on Thursday 6th April. These evenings are highly productive even to those who are not generally comfortable in such an environment. Goran Adjur, Bayleys Senior Analyst gave an exceptionally informative overview of population and tourism trends, residential and commercial property trends and values Auckland wide and locally.

The key slide from the presentation (right) shows the drop in current commercial vacancy rates across the various commercial sectors (Auckland wide).



# Why are Commercial rents on the rise...

This isn't as simple as being owned by greedy landlords – Goran Adjur, Bayleys Senior Analyst advises:

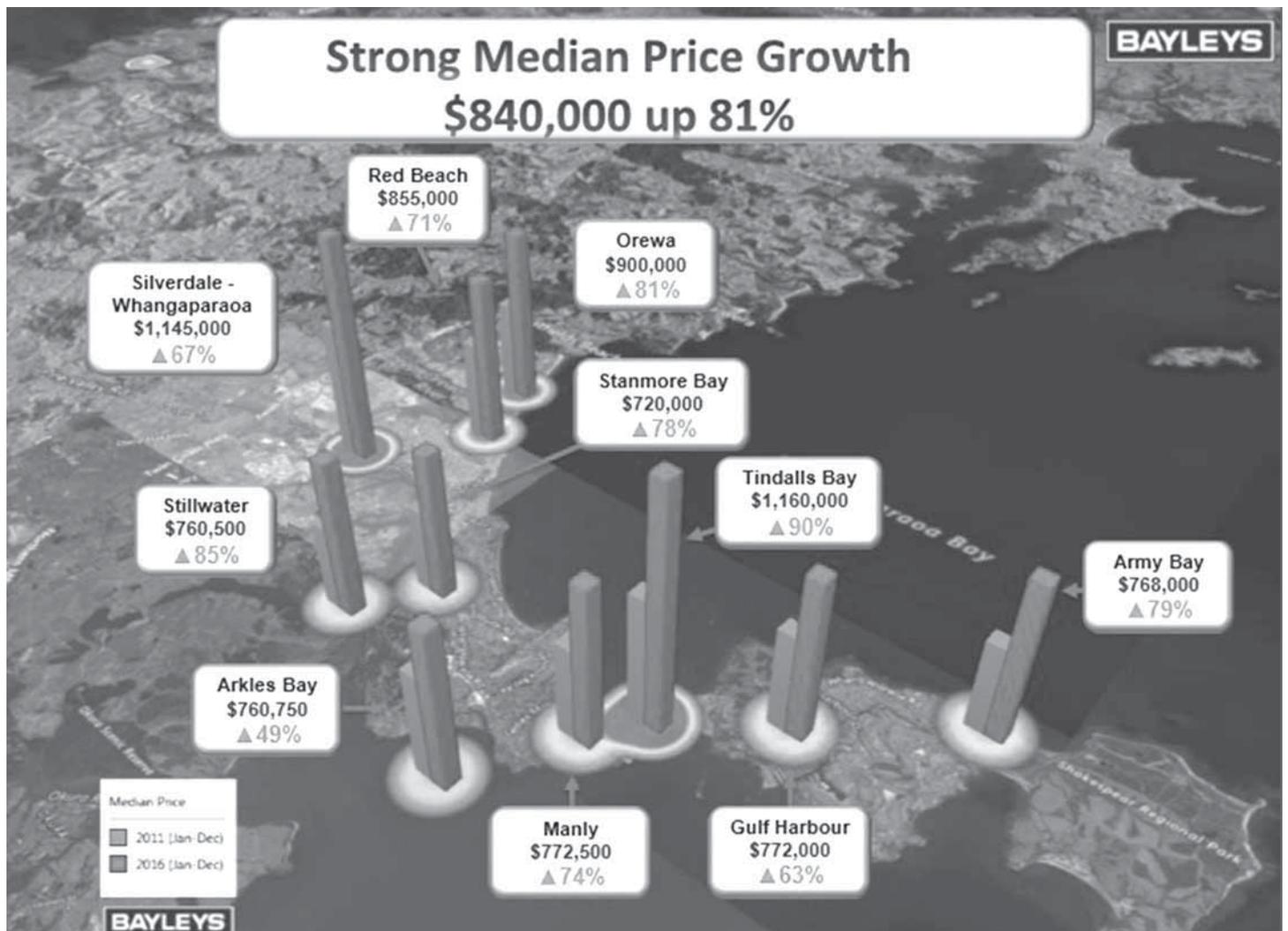
*“Current strong economic growth is driving occupier demand for commercial space and has resulted in vacancies falling to multi year lows. In fact, agency feedback points to the tightest conditions in at least 20 years, especially for industrial properties!”*

*Under such conditions it is not uncommon for rents to continue to rise until developers respond with additional supply (which normally keeps rents in check).*

*Unfortunately this supply response has not yet happened this cycle around because land values have risen so sharply that development feasibilities no longer stack up in many cases. Add to this construction cost escalations in the order of 10+% over the past 12-18 months and it makes conditions extremely challenging for developers. Therefore those limited projects that are currently being developed need to cover all costs (land plus construction) and provide a reasonable development margin. Rents on these properties are based on final value and rental yield and, not surprisingly, are trending higher as a result.*

*For existing commercial properties (as opposed to new developments) in an environment of super low vacancies, strong occupier demand and rising values, further upward pressure on rents is not uncommon”*

...and just because it was astounding to see, here are some residential property stats for you. HBC residential property price growth 2011 (light) to 2016 (dark)





## CARDBOARD COLLECTION

Auckland Council have written to businesses advising that the current cardboard collection service in Rodney and the North Shore will cease as of 1st July 2017. This service was provided as a service extension from the various former Councils, but is not currently covered by commercial rates. Effectively it was subsidised by Auckland Council. Please ensure that as of this date you STOP placing your cardboard on the kerb edge for collection.

Cardboard CAN be placed in the Council provided 240 ltr recycle wheelie bins. For those businesses who generate more cardboard than could fit in a 240 ltr bin, the alternative solutions are:

- Landlord/land owners provide a caged cardboard bin for combined use by their tenants. Many landlords currently provide this service. Or,
- Businesses request an additional 240ltr recycle bin for their cardboard waste, at a nominal annual cost of \$62.02 per extra bin.

### YOUR BOARD MEMBERS

**Chairman:**

Brie Edwards-Adams    022 103 8363    Orewa Beachcomber

**Business Association Manager / Secretary:**

Hellen Wilkins    021 412 613 or 09 426 2638    Destination Orewa Beach

**Treasurer:**

Clinton Sanford    09 421 9020    baldry + sanford

**Deputy Chair:**

Richard Worker    09 427 0550    North Harbour Law

Eric Blake    09 427 0131    The Nautilus Apartments

Barbara Everiss    09 426 5287    Flowers by Joanne

Kim Lyons    021 739 922    First Rate Mortgages

Paul Murphy    021 131 6657    Shafer Design

Jonathan Rigg    027 496 3904    Rigg Family Trust

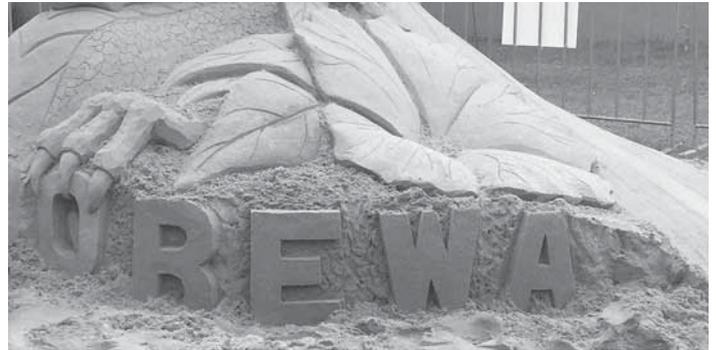
Nigel Rigg    021 242 4448    Property Owner

Nik Sams    09 426 7873    The SUP Shed

Ramona vanderlee    027 672 2164    Charlie Coco's

## Welcome to Orewa:

- **Asbestos NZ**, Asbestos Environmental Consultants, 12 Tamariki Avenue
- **Horncastle Property Management**, Corner Florence Avenue and George Lowe Place



## Finally...

From the desk of Aspen Bruce of baldry + sanford, please refer to the advertisement below.



## Quote of the month

*Make the customer the hero of your story*

~ Ann Handley ~



**Mainstreet Orewa Inc.**  
(Operating as Destination Orewa Beach)

**Unit N, (Upstairs next to Bolliwild Restaurant)**  
**350 Hibiscus Coast Highway, Orewa**

**PO Box 98, Orewa, 0946**  
**Ph 09 426 2638**

**Email: [orewa@orewabeach.co.nz](mailto:orewa@orewabeach.co.nz)**

**[www.orewabeach.co.nz](http://www.orewabeach.co.nz)**