

SECTORS | [OPENINGS & CLOSINGS](#)

Shore City secures long-term Farmers renewal, new Whitcoulls



Robert Stockdill

Sep 13, 2020 | 1 mins read



Shore City, the North Shore of Auckland's original major shopping centre, has secured a 15-year lease renewal from anchor tenant Farmers, and is welcoming back bookseller Whitcoulls as a major tenant.

The return of the popular brand to the shopping centre, which attracts 2.5 million shoppers every year, marks a consolidation of Shore City's growth since its purchase by Precision Group in 2016. The store will be Whitcoulls' 55th outlet, selling gifts, games, stationery and toys along with books.

“We are delighted to confirm Whitcoulls is returning to Shore City,” said the firm’s director Kevin Turner. “Whitcoulls has something for everyone, it is a one stop gift shop and will enhance the appeal of Shore City as a one stop destination on the Shore.”

Meanwhile, as part of its renewal, Farmers department store will invest several million dollars upgrading its space, including floor refurbishment, lighting, fixture and fitting upgrades, and improvements to changing rooms and the cosmetics hall.

The new tenancy announcements come after another anchor, the supermarket chain New World, opened a Metro store in the mall last November. It is the only supermarket in Takapuna’s CBD.

“Despite the challenges of Covid, it has been a pleasure to open the store and serve Shore City’s customers,” said the store’s owner Doug Cochrane. “The addition of Whitcoulls will bring even more activity to an already vibrant mall offer.

The new Whitcoulls outlet will launch alongside Farmers on Level One in November.

Takapuna counts among Auckland’s wealthiest suburbs, with incomes on average 7.7 per cent higher than elsewhere in the city. It stands to receive significant investment in future as a key metropolitan area under the Auckland City Centre Masterplan.