

Activity Title:

2d - How retail development areas reflect surrounding places

(This activity was adapted from one developed and generously gifted by the Geography teachers at Tauranga Girls College)

Learning outcome(s):

- Investigate how retail development areas reflect surrounding places.

Key words:

Human geography; geographic ideas and concepts

Materials:

- Shopping areas and their surrounds Venn diagrams
- Pens

Approximate time required:

Approximately 20 minutes.

Suggested prior learning:

2b Previous knowledge brainstorm

6b Survey and compare transportation to two local retail development areas

Possible learning activities:

- Photocopy enough Venn diagrams (see next page) for two per group. Identify two retail development areas that have contrasting character and different demographics (for example in the western Bay of Plenty sub-region: Cherrywood and Mount Maunganui or Bethlehem town centre and Fraser Cove). **NOTE:** These retail development areas could be the ones that were used for activity 6a Survey and compare local retail development areas and should be ones that everyone is familiar with.
- Break into small groups. Spend time in groups discussing the natural and cultural features of the area surrounding the retail development centres. Use the Venn diagram on the following page to record natural and cultural features. In the centre of the diagram list how these features are reflected in the retail development area. Use a separate Venn diagram for each retail development area.

Activity Title:

How retail development areas reflect surrounding places.

Curriculum Level:

Level 6 / 7 / 8

Curriculum Links:**Social Science Achievement objective**

7.1 Understand how the processes that shape natural and cultural environments change over time, vary in scale and from place to place, and create spatial patterns.

Curriculum:*Key competencies:*

Thinking; Participating and contributing

Principles:

Cultural diversity

Values:

Innovation, inquiry and curiosity

Geographic Key Concepts:

Interaction

Environments

Geographic skills:

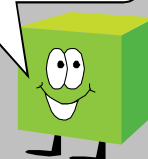
Social skills

Assessment opportunities:

Geography Achievement Standards: 2.2, 2.3, 1.6, 2.6, 3.6, 2.5 & 3.5

Sustainability tip!

Re-use paper from this activity



Additional resources / activities:

- Explore what makes a successful urban retail development area and the difference between neighbourhood versus destination retailers.
- See: *Successful neighbourhood retail development centres: What are the important features for independent retailers?* F Powell and A Allan (see PDF files).

Follow-on activities (found elsewhere in this resource):

- 2e Urban pattern – factors affecting where the new people live
- 6b Survey and compare transportation to two local retail development areas
- 4a How natural and cultural geography inform our planning for growth