

TopTown comes to New Plymouth

Big-city cinema fronts shopping complex

A Daily News Advertising Feature

TopTown story coming true tonight



TOP TRANSFORMATION: The colourful, brightly-lit exterior of the new TopTown Cinema 4 complex in New Plymouth is light-years away from its former appearance as the city's Farmers' Co-op department store. Photo: DWAYNE SENIOR

IT HAS taken nearly six months longer than expected, but New Plymouth's newest retail complex lifts off with a gala opening tonight.

The TopTown multiplex brings bright lights and atmosphere back into cinema-going in Taranaki, and is another new addition to Devon St East Top of the Town shopping area.

With 13 shops, a bar, a futuristic playground and a foodcourt and, of course, four picture theatres, the complex replaces the aging Mayfair Theatre and the long-gone States and Regents.

Tonight sees the New Zealand premier of Oscar-winner Clint Eastwood's new movie, *In The Line Of Fire*, and local diva Dame Malvina Major will do the ribbon-cutting honours.

Proceeds from the gala opening, which includes a tour of TopTown Cinema 4, will go to the Taranaki Hospice Trust.

This first opening weekend offers the chance to see, if physically possible, eight different movies.

Inside, we look at the metamorphosis of a 1970s unused department-store building into a 1990s mall and theatre complex, and some of the people behind that change.

TopTown CINEMA AND SHOPPING COMPLEX

TopTown CINEMA 4



Directors: David Lean, Peter Young, Graham Lindsay, John Coxhead



Top Town Cinema 4 Team: John Coxhead, Toni Marsh (Supervisor), Donna Ollington (Operations Manager), Pam Smith (Administration Manager), Blair Lindsay (Supervisor)

The Directors of TopTown Shopping Complex Ltd and TopTown Cinema 4 Ltd sincerely thank everyone associated with the development of TopTown Cinema and Shopping Complex.

Special thanks go to Watts and Hughes Construction Ltd, Jones and Sandford Ltd, the design team at TSE Taranaki Ltd, the co-ordinating team at Townscape Development Ltd, the legal team at Reeves, Middleton Young, all sub-contractors, the overall project managers - Axis Consultants (1992) Ltd and their excellent staff.

Most importantly, we thank all husbands, wives and families for providing vital

support while their partners worked around the clock to ensure the completion of the project.

Without your support and understanding, the design, construction and management teams could not have completed the task in record time. It has been a huge team effort.

The people of Taranaki now have an entertainment, food and shopping complex, equal to the best in New Zealand.

We are proud to welcome you to TopTown Cinema and Shopping Complex. We look forward to entertaining you, 7 days and nights each week.

The Staff and Management at TopTown Cinema 4 look forward to welcoming you to our new complex.

We promise you a totally new concept in entertainment - unlike anything you have experienced before.

Because you deserve the best, we're committed to providing a warm, clean, secure environment and total fun and entertainment.

Our staff look forward to meeting you and your family at TopTown Cinema 4 - Taranaki's total entertainment centre.

TopTown CINEMA 4

TAKING AND OLD ART INTO A NEW AGE

Harcourts

DEVON REALESTATE LTD MREINZ 21/00000000

WE SOLD THE BUILDING TO THE DEVELOPERS OF TOPTOWN

We congratulate them on their courage and foresight to provide New Plymouth with a fantastic amenity.

May Taranaki support your new venture in the way it deserves.

For YOUR commercial needs phone Galvin Edser 758-5206 a/h 753-2013



हिमालय

FOR EVERY OCCASION and EVERY APPEITTE

We are the place for an after-movie snack or a quiet coffee with friends.

Tantalising cakes and fresh rich coffees are our speciality.

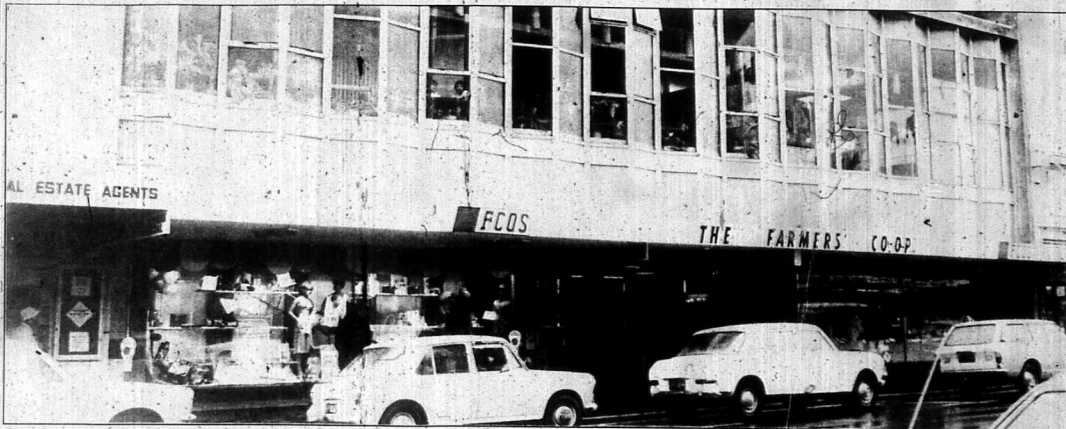
OPEN:

Mon-Sat 7am-11pm • Sunday noon-11pm

TopTown comes to New Plymouth

Big-city cinema fronts shopping complex

A Daily News Advertising Feature



THE WAY IT WAS: English cars were still in the majority in Devon Street in 1979, before plans were announced to add a third storey to the FCOS department store.

Department store was the jewel in the FCOS crown

THE HUGE New Plymouth Farmers' Co-op store was the jewel in the company's crown until problems in the mid-1980s led to its closure.

The Farmers' Co-operative Society of New Zealand started in Hawera in 1914 and bought sections in New Plymouth's Devon and Gill Sts in 1947.

Further purchases were added in 1951, including the former Hotel Canpili site, and more Gill St property was bought in 1955. A grand store was planned for the city and started to become reality when the first contracts for construction were let in 1956.

Service station and garage property,

facilities were bought on the corner of Gill and Gover Sts in 1957 and the bright new department store was opened in 1959 — the largest provincial store in New Zealand at the time.

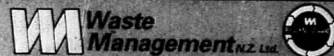
Carparking facilities were provided in 1966, after the purchase of a next-door building the previous year. In 1976 a home-appliance store was bought nearby and in 1980 a third floor was added to the department store, greatly adding to its facilities.

But expansion took its toll of resources and the company was left vulnerable to market and economic forces. A 1985 critical review of all its operations was

undertaken and recommended it consolidate its activities in the areas of stock and station retailing in Taranaki. Other interests should be sold.

Motor businesses owned by the company throughout Taranaki, Wanganui and Manawatu were sold, as were the major retail operation of Londontown in Wanganui and stock and station activities in Wanganui and Manawatu.

The big Devon St-Gill St store was sold, first to a Wellington businessman and then to a Nelson syndicate. It struggled on until May 1989, when it was closed and the ground floor occupied by a used office furniture company.



CONGRATULATIONS TOPTOWN

We are pleased to have been of service to the Toptown Cinema and shopping complex

OUR SERVICES INCLUDE:

- Front Load Bins
- Stationary Compactors
- Giant Skip Bins
- Handikarts



RECYCLING & WASTE REDUCTION ADVISORY SERVICE
New Plymouth 757-8381 • Fax 758-6742 •
Eltham 764-7538

86 Kaitere Rd, New Plymouth, Box 7128, Fitzroy

Look to a Leader!

TOPTOWN'S

- ★ Development Director
- ★ Management Consultant
- ★ Multiplex Manager
- ★ Property Manager

When you know what we stand for you'll remember our name

AXIS

GROUP OF COMPANIES

Trustbank House
Cnr Church and Princess Streets,
PO Box 5295, Palmerston North,
New Zealand.
Phone (06) 356-6614
Fax (06) 356-6619

Toptown Complex
119-125 Devon St East
PO Box 285
New Plymouth, NZ
Phone (06) 759-9045
Fax (06) 759-9056

We congratulate the Top Town Shopping and Cinema Complex on its wisdom and foresight in developing this asset for New Plymouth. We were proud to have carried out the

- AIR CONDITIONING
- DRAINAGE
- PLUMBING
- VENTILATION
- HEATING
- SPRINKLERS
- MANUAL ALARM
- IQP APPROVED FOR BUILDING WARRANTS OF FITNESS
- PROJECT MANAGERS

TOWNSCAPE



P.O. BOX 4254 NEW PLYMOUTH
PHONE 757-5336
FAX 757-8295

WE ARE PROUD OF TOPTOWN - YOU WILL BE TOO!

TopTown comes to NP

Big-city cinema fronts shopping complex

A Daily News Advertising Feature

How it all happened

WHEN the former New Plymouth Farmers Co-op store closed in 1989 its building seemed destined to become one of the city's white elephants.

The ground floor was occupied, but the days of the cafeteria with the best view in town and Father Christmas driving his reindeer across the Devon St East balcony were gone.

Then in August last year, just days after the R-Mart chain said it would build a store in New Plymouth, plans to redevelop the old building into a new shopping complex were announced.

Plans were sketched that five retail shops were promised and a national firm was negotiating for the whole of the first floor.

Two months later, former New Plymouth mayor David Lean headed a team of local investors planning to develop underground parking, shopping and four cinemas, for a total cost of \$1m, in the complex. The number of shops had risen to 12 and a gala opening was planned for May, they said.

A glass-airbridge link with CentreCourt was mooted, and there was also space for a fifth cinema to be added.

Demolition work started in mid-January, some weeks after the city's last old-style theatre, the Mayfair, was an earthquake risk, and would almost certainly close when the bright new complex was finished. The planned airbridge had raised the cost to \$6m and put back the opening date to August.

The Mayfair's short-term future

became more uncertain when Everard Cinemas bought the collapsed Pacer-Kerridge chain later in January, leaving three cinemas, including the Mayfair, out of the deal. But the show went on, temporarily, when former Pacer central region manager Kerry Robins took over the theatre's lease, running it until this week.

At the end of the month TopTown directors and TSB Bank management signed a provisional agreement for the airbridge. Ten of TopTown's 12 shops had been leased, Mr Lean said.

Less than a month later the airbridge deal hit the ground when TopTown and the TSB Bank failed to make the agreement work. Delays over negotiations put the planned opening back two months.

A New Plymouth race for opening day started in May, with former city businessman Bob Paton announcing plans for a second multiplex in his Carpet and Furniture Warehouse building. Work would start immediately, and the five-cinema complex would open with TopTown in October.

A short-lived battle of the billboards followed, with each side determined New Plymouth only had room for one multiplex.

In July, amid rumours, it became clear that Mr Paton's complex was down and out and TopTown was on its own.

Work has continued steadily since and ended with a dry run for the building crew on Wednesday. A roof shoot

liquid refreshments disbursed to builders and other crew members, and is rumoured to have become the standard other such shoots will be measured by.

Earlier this month equipment for the four theatres arrived from all over the world and the downstairs retail area, now consisting of 15 shops, was polished off. A state-of-the-art playground has been designed and a four-court add-on on the same level as the multiplex foyer.

A huge building and management crew is working right up until today and, even earlier this week, it seemed there just might not be enough hours until opening.

"It is going well but it looks a bit like a shenoodle at the moment," one staff member said.

Tonight the curtain goes up on a gala opening when the complex will be officially opened by Dame Malvina Major, with Prime Minister Jim Bolger and his wife Joan in attendance.

The night includes the New Zealand premier of Clint Eastwood's latest movie, In The Line Of Fire, and a tour of TopTown Cinema 4.

It kicks off about 6.30pm with a street parade, starting from the TSB Community Stadium. Lamour's vintage cars and cheerleaders will all make their way to TopTown, while strobe lights have been lighting the sky above the building since Wednesday.

Proceeds will go to the Taranaki Hospice Trust, and eight films are lined up for the complex's first week. Big-city cinema has come to New Plymouth.

RELOCATION COUPON SALE

LADIES' HEELS	GENTS' HEELS
1/2 PRICE	1/2 PRICE
\$12.00	\$16.00
NOW \$6.00	NOW \$8.00

CentreCourt
Have moved across the road to...
TOP TOWN
Come and see our new shop under the escalator
PH 025 448-130
VALID FROM SAT OCT 23 to WED OCT 27

STRONG ARM OF CONSTRUCTION

"NEED A LIFT" BRIAN MARTIN
PHONE 753-4150
mobile (025) 429-047

TOUGH JOB . . . NO PROBLEM!

- SKID STEER LOADERS
- CONCRETE BREAKERS
- BULK CARTAGE
- DEMOLITION
- EARTHWORKS
- CARTAGE
- SITE WORKS
- DRAINAGE
- ROADING

Plus we supply metal, black soil and clay fill

GRAHAM HARRIS LTD
140 Junction Road, RD1, NP, Ph and Fax (06) 753-1931, A/H (06) 758-1149, Mobile 025 427-521
Members of RTA and NZ Contractors Federation

TOTAL SERVICES
RIGGING — SCAFFOLDING — CONSTRUCTION

Thistle Do (opp Warehouse)

Market Day Specials

from 50% - 20% off all goods instore

Call and see our wide range of gifts for Christmas

Open all weekend
Ph 758-9773



RARING TO GO: TopTown Cinema 4 operational manager Donna Ollington (left), manager John Coxhead and administration manager Pamela Smith are ready to start the movie ball tolling.

LOOK GOOD FOR LESS

... THIS SUMMER

Spiral perm was \$90	now \$70
Full head perm was \$70	now \$50
1/2 head perm was \$60	now \$45
3/4 head perm was \$45	now \$35
Senior Citizen perm was \$47	now \$40

(includes cut, blow-wave and set for an extra \$10 receive a semi-permanent colody)

Frostings short	\$45
long	\$55
Highlights short	\$45
long	\$55

(all including wash, blow-wave and set plus a free eyelash tint)

Semi-permanent colour \$20
(includes wash, blow-wave & set)

10% DISCOUNT ON ALL HELIXE CURTIS PRODUCTS

Images HAIR DESIGN
CentreCourt
CENTRECOURT • PHONE 758-2943 NP

Viewing aplenty

TARANAKI people with stamina will be able to see up to 150 movie sessions a week from now on.

TopTown Cinema 4 will have up to 22 screenings in its four theatres each day, most starting about 10.30am with the last finishing about 11pm.

Cinema manager John Coxhead said there were three separate businesses operating under the TopTown Cinema 4 banner — the theatre complex itself, the confectionary area and a separate dessert area.

"Multiplexes are run very much like a McDonalds franchise or KFC, where they are generally run by young, motivated, service-oriented people," he said. "The whole complex is designed to handle the largest number of people in the shortest possible time, with the least number employed."

Six full-time staff and up to 20 part-timers will help keep the theatres running. The former mayor's secretary with the New Plymouth District Council, Pamela Smith, is administration manager and former Fire Service control-room operator Donna Ollington is operational manager.

Mr Coxhead said New Zealand had jumped on the multiplex bandwagon later than most other countries, but was now considered a world leader in many areas. The overall design of



Congratulations

Total Services demolished, scaffolded, prepared and reinforced the complex. The force behind other changing the skyline of New Plymouth — GOOD ONE MARTY!

Thanks ... Graham Harris Ltd for concrete breaking and the removal of spoils.

Jones and Sandford Ltd
your responsive building company ...

• CONSTRUCTION • TIMBER • JOINERY
• ALUMINIUM JOINERY • BUILDING MATERIALS

We supplied quality timber and building materials and our qualified tradesmen were involved in aspects of construction at the great new Toptown complex!
'It Was A Great Team Effort'

285 ST AUBYN STREET
PHONE 757-5425 NEW PLYMOUTH

On Top Again

Ashmans Roofing
A Division of Nebulite-Taranaki Ltd

at TopTown Complex with Roofing and Wall Cladding System.

For all your Roofing Requirements

Contact: Ashman's Roofing
A Division of Nebulite
Taranaki Ltd
53a Rimu Street
Phone 758-5762

TICADA ANTIQUES & CURIOS

Welcomes the TopTown Complex

Come in and browse when you are in the area

WE BUY AND SELL ANTIQUES, CURIOS AND COLLECTABLES

145 DEVON ST EAST
Phone: 758-7081

TopTown comes to New Plymouth

Big-city cinema fronts shopping complex

A Daily News Advertising Feature

Former mayor has made it work

ONE OF the most public figures behind the largely private plans for New Plymouth's TopTown Cinema 4 complex has been the city's former mayor.

In last year's local-body elections David Lean lost the job he had held for 12 years, but while he may have issued down he was not out for long.

"The Wednesday after the election (Axis Consultants managing director) Graham Lindsay rang me and said they had some local investors and were looking at the old Farmers' Co-op building," Mr Lean said. "He asked me to have a look at it for him and see whether or not it could be pulled together."

The former mayor had worked with Axis Consultants and Graham Lindsay during projects for the former New Plymouth City Council. The pair also had mutual friends and a partnership, based on plans for the old building, was born.

"That was an enormous undertaking because I was still feeling not quite sure what lay ahead as far as the future was concerned. It was really a matter of where the next meal was coming from, because the pay stopped virtually overnight," Mr Lean said.

He took the plunge and, with Mr Lindsay's help, started to put together both a construction team and a management team to handle the transformation.

One of the initial problems was the building's size — four floors, each of more than 600m². Although not publicly announced initially, plans were made all along for a multiplex.

Early draft plans were for the four theatres to be built on the building's Devon St East frontage, but it was later realised that it would be better to build them on Gill St.

"The thing that really struck me most of all was the need for appropriate companion businesses. Going out to the movies was no longer just a straight event and there needed to be attractive and commercial operations that supported each other," Mr Lean said.

That was perhaps when the idea for Flicks was born. The cafe-bar, New Plymouth's first, was opened two



BARRING PARTNERS: David (left) and Janet Lean and long-time friend Barry Marsh opened Flicks, their cafe-bar, more than two months ago.

of operations have been worldwide," Mr Lean said.

The partnership has had no special breaks from TopTown for its venture. "We were prepared to take the gamble before the project was absolutely committed."

The TopTown Cinema 4 complex has been put together for \$5.4m, funded by 10 local investors and a bank loan. Its tight 27-week building schedule was completed in 18 weeks.

"I'm sure we all took some time to come to terms with the speed of which the development was taking place, and the expectation that if you hadn't

done your job quota at 5pm that wasn't the end of the day," he said.

Mr Lean has put in more than 80 hours most weeks and most of the management team have been working 18-hour days, seven days a week, for the last six weeks.

"I've lost nearly a stone and three-quarters (11kg) but if you commit yourself to any task, your word needs to be your bond."

The short-lived multiplex planned for the Carpet and Furniture Warehouse took its toll, frightening a number of potential investors away from TopTown. But the project is now fully

subscribed and 13 of its 15 shops have been let. "With the only two remaining tenancies, in prime locations on the Devon St frontage, there looks like being a fight for them, which wasn't the case several months ago," Mr Lean said.

The whole management group is excited about getting their project up and running from today but recognises it will have a steep learning curve during the first weeks.

"Some people may consider it timely relief to get to the end when in fact we've got to find another gear when it opens to the public," he said.

"Several people have said to me that with the new change in career direction, the community probably did me a favour. I'm not sure that they have, but I'm enjoying what I'm doing."

And while Mr Lean may have coordinated the development of his first multiplex, it is not likely to be the last. He is continuing his partnership with Mr Lindsay and Axis Consultants, and they plan to use the skills learned from TopTown Cinema 4 in other developments. "I've always enjoyed a challenge. This is probably the most difficult task I've had to be involved in because it was so foreign to me. I also chanced my arm and most of us went without any income for some eight months, with no guarantee that we would be paid unless we were successful. That was probably sufficient reason to make it successful."

There is no doubt his time as New Plymouth mayor helped develop some of the skills Mr Lean is now finding useful — "the ability to work extremely long hours, to think and forward-plan, absolute attention to detail, and to build a team situation that gets the best results out of everybody."

All that remains now is for TopTown's 10 investors to get the best returns for their money. "The rewards will come in the immediate and short-term future. The long-term future looks even better."

Meanwhile, many of the crew that have put the complex together, working virtually around the clock in recent weeks, head home only to start work on another multiplex — and the cycle starts again in another place.

TILE

◆ GRANITE
◆ SLATE
◆ CERAMICS

C&O Concrete invite you to our new showroom which has an extensive range of tiles and slate on display.

For a project as big and impressive as the new TopTown Complex, quality is an important factor... when you're looking for quality, follow the lead of TopTown and see us first!

For all tiling and adhesives come and see the team at C&O

TILE

WAREHOUSE

NOW OPEN AT:

C&O CONCRETE PRODUCTS Ltd

Gill Street, New Plymouth, Phone 755-1177 or 759-8020

OPEN THIS SATURDAY - LABOUR WEEKEND ONLY

9.30AM TO 4.00PM

(TSB BRANCH BANKING 9.30AM TO 3.30PM)

NORMAL MINIMUM TRADING HOURS:

MONDAY TO THURSDAY	9.00PM TO 5.00PM
FRIDAY	9.00PM TO 7.30PM
SATURDAY	9.30AM TO 1.30PM

Centre Court

DEVON THROUGH TO COURTENAY STREET, NEW PLYMOUTH

MAKE AN UPWARDS MOVE TO "TOP OF THE TOWN"

LIMITED SPACE TO LEASE DEVON LEVEL ONLY

(COURTENAY LEVEL FULLY LEASED WATCH FOR RE-OPENING ANNOUNCEMENT SOON)

SPACE REQUIREMENTS TO SUIT
ATTRACTIVE FLAT RENTALS WILL BE NEGOTIATED

CONFIDENTIAL ENQUIRIES TO:

GRAHAM COTTAM
CENTRE MANAGER
PO BOX 240
122 DEVON STREET EAST
NEW PLYMOUTH
TEL: (06) 758-3640
FAX: (06) 758-1962

OR ANY BRANCH OF TSB REALTY M.R.E.I.N.Z.

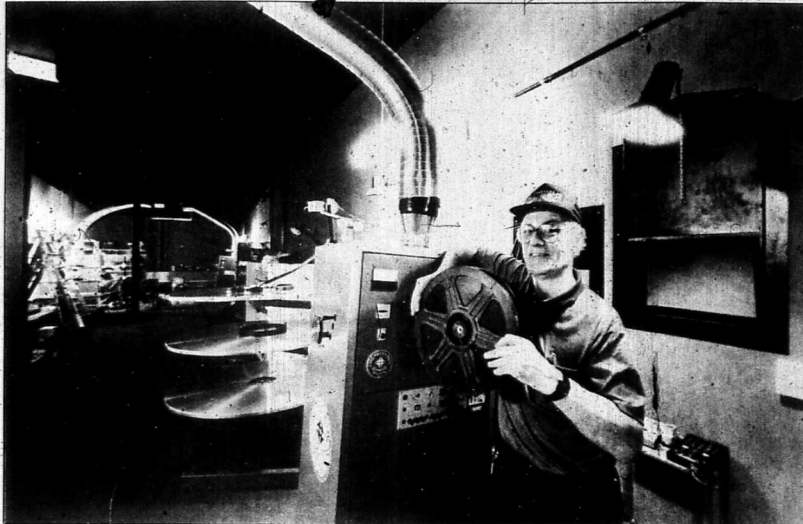
Centre Court

DEVON THROUGH TO COURTENAY STREET, NEW PLYMOUTH

TopTown comes to New Plymouth

Big-city cinema fronts shopping complex

A Daily News Advertising Feature



BEHIND THE MOVIES: Projectionist Gordon Kennedy has a state-of-the-art working environment other multiplex designers will want to copy. Photo: DWAYNE SENIOR

Man behind the movie screens

GORDON KENNEDY is a man with a vision - actually several, and they are always changing.

He is the anonymous figure that gets the blame when a movie stops mid-screening, and who goes unthanked during the great majority of sessions that run without a hitch.

Mr Kennedy is the man behind the movies in each of TopTown's four cinemas. He has the spacious, hi-tech bio-box (projection room) virtually to himself, and controls not only the picture that patrons see but also the sound they hear.

"The sound quality here is going to be a 100% better. People who have seen Jurassic Park and come in and see it here will notice the difference in sound quality," he said. "You get all the special effects that the producer or the film director has put into the movie."

Mr Kennedy started at the bottom of the movie business 30 years ago, selling sweets and ice-blocks during intermission in a small theatre in Pahiatua. When he was about 10 the local projectionist took him into the cinema's projection room and he was immediately smitten by the job.

"Like most jobs it has its ups and downs. It just gets in your blood and it can leave, as I've done a number of times, and I just can't keep away from the place," he said.

So the young Mr Kennedy became a projectionist and went on to work in cinemas in Otaki, Kaitiaki, Blenheim, Invercargill and even New Plymouth's now-retired Mayfair about 13 years ago.

He has shifted to New Plymouth from Palmerston North's Downtown Cinema 6, his first experience of a multiplex.

Films arrive at the cinema in travelling covers, usually in five or six 16-18-minute sections. They are joined together in sequence into a spool which is then wound on to a platter, capable of storing four hours of film. The film is then virtually ready to be run through a projector.

Gone are the days of two projectors servicing each theatre, with reels running on alternate projectors. TopTown has four projectors - one for each cinema, and able to run the same film print through two of them consecutively.

Its projectors are produced by the same company which made the model at the former Mayfair Theatre, but with the benefit of many more years of technology.

Any breaks in the film can be mended within seconds, doing away with the need for film cement, and a complicated repair job. As Mr Kennedy says, it makes life a whole lot easier.

Now Finding The Carpet You Want Is



ELEMENTARY!

NEVILLE RAPLEY FLOORING LTD
MOLESWORTH STREET • NEW PLYMOUTH • PH 758-6554

If you don't have a clue who supplied and installed the specially designed woven carpet for the luxurious TopTown Complex we've solved the case for you...

Guthrie Bowron - New Plymouth

Dip in here for paint savings

Guthrie Bowron
193 Devon Street East, NP.
Phone 757-5699



LEADERS

in

effects

lighting

theatre lighting

and

audio visual

presentation technology

IN OTHER WORDS

We proudly bring you the very best in cinema quality at the TOPTOWN CINEMA COMPLEX

We supplied and installed all the projection, audio visual equipment and screens.

Approved agents for Dolby and DTS digital formats.

GUVT

GREATER URBAN VILLAGE TECHNOLOGY

PO BOX 17-312 GREENLANE, AUCKLAND Phone: (09) 438-9955
NEW ZEALAND Fax: (09) 438-9966
SYDNEY • MELBOURNE • BRISBANE • ADELAIDE • PERTH • AUCKLAND • SINGAPORE

Steel and Tube NZ congratulates the Toptown cinema and shopping complex on the completion and opening of this great project

STEEL & TUBE

Steel & Tube New Zealand
A Division of Steel & Tube Holdings Limited
Centennial Drive New Plymouth,
Telephone (06) 751-0340
Fax (06) 751-1762

Right on our metal!

Congratulations

The TopTown complex looks great



THE CHRISTMAS HEIRLOOM COMPANY

formerly "Santa's Trées"

NOW OPEN ALL YEAR

See us first for Christmas supplies all year round plus a fabulous range of craft and decorative items - something for all occasions.

Owners Nøeline and David Sampson are pleased to introduce their manager Kathy Quin. See you at the TopTown complex tomorrow.

Phone/fax 759-7069 NP

Join in the **TopTown** complex opening with our **1 LABOUR WEEKEND SPECIALS**

Check out our new season's stock
We're open: Saturday 9.30am-4.00pm
Monday 10.00am-2.00pm

LADIES CASUAL WEAR
SIZES 12-28

NOW ALSO FOR KIDS
CHERUBS AGES 5-12

it fits!

Manchester Arcade • 75 Devon St East • NP
Phone 758-1696 NP



TopTown comes to New Plymouth

Big-city cinema fronts shopping complex

A Daily News Advertising Feature

Child's wonder world on top floor

A WONDER WORLD for children is being created on the top floor of TopTown.

Developer Alan Grant, of New Plymouth, says Lollipop's Playland concept is a first for New Zealand and may lead to a nationwide chain. But first he intends to put everything into the TopTown operation, which will open early next month.

The character which symbolises the playground is Lollipop, a cartoon-character cat. "We hope Lollipop will become the identity of these playlands," says Mr Grant.

At Lollipop's, youngsters aged between two and 12 will be able to romp through a giant adventure playground, whirl on a merry-go-round, swim through 60,000 brightly coloured balls and bounce in an inflatable teapot cottage.

There will be a computer placed in Star Trek-type surroundings, battery-powered cars for children to drive, and for those young ones seeking peace, there will

be a quiet area with Lego and books.

Two birthday rooms are being built to cater for children and parents wanting to celebrate those special days with food and drink. "And then we clean up the mess," said Mr Grant, who has just returned from visiting 22 playlands in the United States. "One of those places was doing 50 birthday parties on a Saturday or Sunday."

Set aside from the children's area, will be a place for the adults who have brought youngsters to play. They will be able to sit with a cup of coffee bought from the small on-site snack bar. And those wanting to watch a movie at Cinema 2 or go shopping in the complex will be able to leave their children at the child-care facility at Lollipop's.

Of the US playlands he saw, Mr Grant said only one had child care. "I believe it's a critical part of what we can offer to the market. At this stage he envisaged parents would be given a pocket bleeper in case

creche staff needed to get in touch with their rapidly."

The staff in the childcare area were all trained. "They needed to have a certain number of qualification points in early childhood care and they have all come to us from supervisory roles in day-care centres in the area, so they have qualifications and practical experience," Mr Grant hoped to have the childcare licence before the playland opened.

The New Plymouth operation would not be starting with a bang. A mid-week opening was planned to ease Lollipop's into full swing, he said. "We want to build up progressively so people come in and find us running at 100%. It will be a softer start rather than a roaring rush."

The critical success factors of the playland will be the professionalism of how it looks, the staff and the systems we have in place, like entry and exit control. The other major one will be value for money."

The playland had to be able to offer enough entertaining activities and equipment to keep the children's attention. Also, it had to be different to anywhere else.

Children would be the No 1 citizens at Lollipop's. "The total focus is on kids' fun. We have only got one reason for being here and that's to help our young guests have fun, so a lot of time will be spent training staff," said the father of three.

There would be 20 staff, working in a variety of full-time and part-time jobs, he said. "We are going to cross-train staff so they can do all the jobs within the playland."

Mr Grant said the 700m² playground was inspired by overseas concepts and also from his insight as a former general manager of KFC. He believed it was often the playlands, rather than the food, which attracted children to the big fast food stores.

That belief was reinforced by his US visit where he saw playlands built about 200 metres from fast food stores which already had free play areas. Despite the nearby competition, the pay-to-enter playlands were flourishing.

"One of the ones I saw was adjacent to a cinema complex, which helped reaffirm the link between the entertainment options that TopTown can offer."

The trip, 50% of which was paid for by a local business development grant, also clarified his playlands' vision. "I came back with at least 15 to 20 things that we are on track with, and half a dozen that we need to approach a little differently. The thing that surprised me, and encouraged me, were repeat visits. A lot spoke of having regular customers."

Mr Grant hoped that some of his regular visitors would be school or kindergarten groups. "We will encourage that by bringing in guest activities, for example a Punch and Judy Show or a guest actor." By doing this, he hoped to make use of quiet mid-week periods.

Mr Grant (37) has the New Plymouth franchise for Payless Shoes. He has also been the general manager of Winstonone Glass and export manager for Steinlager in the US. He and his wife Rose moved to Taranaki two years ago.

A huge 20% discount on all '93 models

Check out the latest '94 models arriving daily

Shimano RALEIGH '94

tech shop

ALANTI

GIANT

We welcome the TopTown Cinema & Shopping Complex and wish them every success.

CYCLING SHORTS ONLY \$45

CYCLE INN

133 Devon St East NP Phone: 758-7418





PLAYLAND PARADISE: New Plymouth's Elliot Grant (4) tries out an inflatable teapot at Lollipop's Playland. His dad Alan has big plans for the centre, being built on the top floor of TopTown.

Developers have solid record

THE MOVERS and shakers behind New Plymouth's TopTown Cinema 4 have initiated nearly \$100m worth of developments since 1984.

One of the Palmerston North-based Axis Consultants' brightest achievements is the city's Downtown Cinema 6 complex, and it was that project which made the investment group behind New Plymouth's multiplex look south.

Axis managing director Graham Lindsay and his team had to assemble professionals from a number of different fields. Initial discussions included the owners of the old Farmers Co-op building, financiers, movie distributors and local authorities.

Since that time, construction managers, design and services consultants, leasing agents, movie

industry specialists and more financiers have joined the list.

Axis had to facilitate the development of the whole complex and get the multiplex up and running, along with its foodcourt and 13 shops.

The success of the Downtown project gave the company national recognition.

It boosted Palmerston North's cinema attendance to above five times a year for every person, compared to fewer than twice previously.

TopTown, while a large project, is not unusual business for the consultants. Their property developments in Feilding and Palmerston North include the New Zealand Woolspinners Factory, Trust Bank House and two Westpac Bank branches.

MARKET DAY
1 DAY ONLY!
SATURDAY, OCTOBER 23
STOCK CLEARANCE
STARTS 9.30AM - Be There!

TABU 60ml SPRAY \$15.95 \$9.95

2 only SIK-EPIC HAIR REMOVER \$159.00 \$99.95

NAIL ENAMELS from \$2.00

LIPSTICKS from only \$2.00

4 only EPILADY CLASSIC \$99 \$79.00

Under's Pharmacy

61 Devon St East - Phone: 758-2519



Bunches

Now TWO Great Locations

TopTown

Ph 759 9042

and

CentreCourt


Ph 758-0207



For all your floral requirements

The whole job

We were the ones who undertook the complete electrical installation work in this luxurious complex. No matter what size the job, from fixing a switch to a shopping complex, call Brian today at...



VELVIN ELECTRICAL

88 CLEMOW RD • NP • PH/FAX 758-5941

Gib Board® fixing and stopping

- Experienced Tradesmen
- Free Quotes
- Quality Workmanship

We were proud to have been chosen as a sub-contractor for the TopTown Complex.

SUPERIOR WALLS & CEILINGS LTD

PHONE PAUL FARRELL (06) 753-2047



TNL PRINT

The Printing Company that's making a good impression!

Currie Street, New Plymouth. Phone (06) 758-0559



Firth INDUSTRIES LIMITED

Suppliers of:

SPECIALIST PRECAST CONCRETE WORK

PRESTRESSED FLOORING SYSTEMS

READY MIXED CONCRETE

MASONRY INFILL

to the TopTown Cinema Complex

FOR ALL YOUR CONCRETE REQUIREMENTS

PH 758-8067 or 758-0792

FAX 757-9059

PO BOX 3122 • NEW PLYMOUTH

TopTown comes to New Plymouth

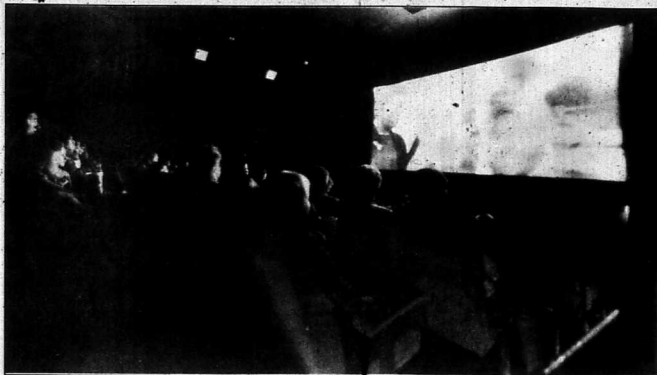
Big-city cinema fronts shopping complex

A Daily News Advertising Feature

BLACK SANDS
 113 Devon St • Opp CentreCourt
 Phone 758-7948 NP

Super Specials

20% OFF ALL MITCH CLOTHING
 10% OFF ALL OTHER CLOTHING
 SATURDAY ONLY

WEEKEND SPECIAL
 on all used

SEWING MACHINES

AND OVERLOCKERS

Congratulations to the TopTown team

12 months service warranty available on all machines

WE ARE OPEN
 Saturday 9.30am to 4pm.
 Sunday Closed,
 Monday 9.30am to 12.00



All go for film viewing and feeding

THE BIG SCREEN: A packed house (top) watches one of the first official movies to roll across the TopTown cinema multiplex's screens. In the lower picture, popcorn machines and the confectionary counter were given a serious workout during Wednesday night's first run.

Innovations congratulates
TOPTOWN CINEMA

We are the most talked about gift shop in town, so leave the kids at Lollipop's Playland and come across the road to see our beautiful selection of coppers, linens, dried flowers, gifts, soaps, jams etc

Innovations
 Opposite TopTown Cinema
 "You'll be pleasantly surprised"

132 Devon St East
 New Plymouth


Telephone (06) 758-6296

JANOME

Sewing CENTRE *Simply Superior*

PH (06) 758-5585 • TOP OF THE TOWN

We invite you to walk all over our handiwork...



We took great pleasure in supplying and laying the ceramic tiles at the new Top Town Cinema complex. A big thanks to C & O Concrete for their support.

We also offer marble and granite tiles, marble and granite fixing and granite benches.

QUENTIN LANDRETH
 STONE MASON
 144 Heta Road • Phone (06) 756-6132 NP

BOOKMART

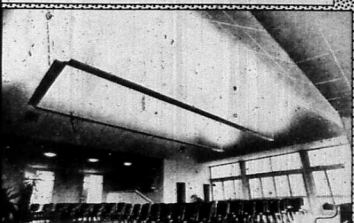
THE BRIGHT AND EXCITING NEW BOOKSTORE IN TOPTOWN IS NOW OPEN!

The city's newest store has all you desire in greeting cards... proudly supplied by Murfitt Regency. Paperbacks, magazines, children's books, giftlines... they're all here.

KIDS! If you're under 12 come to school and see our special prizes for the Great Reading Competition.

REMEMBER BOOKMART TOP SERVICE, TOP TOWN PHONE: 757-9008

We Left TopTown In Suspense



SUSPENDED CEILINGS

A professional job for the TopTown Cinema complex completed with quality workmanship by...

LES HONEYFIELD, BUILDER
 And Suspended Ceiling Contractor

Phone and Fax (06) 758-6383 Mobile (025) 445-868 New Plymouth

PARA

BE IN TO WIN!

Para New Plymouth now locally owned and operated welcomes Toptown to the area.



To celebrate, with every purchase you go in the draw to ...

WIN A KRASHPAD SOFA BED VALUED AT \$399

Labour Weekend 1/2 Price Specials on last seasons outdoor furniture

Call in and see our new seasons summer furniture and remember we are the pool and foam specialists with over 20 years combined experience.

PARA New Plymouth
 LOCALLY OWNED BY KIRK ENTERPRISES LTD

161 DEVON ST EAST • PHONE & FAX 758-4920 NP

ARCHITECTS
 ENGINEERS
 INTERIOR DESIGNERS
 PROJECT MANAGERS

Tse
 TSE TARANAKI LIMITED

CONGRATULATIONS TO

TopTown

CINEMA AND SHOPPING COMPLEX
 ON THE OPENING OF THEIR
 OUTSTANDING NEW COMPLEX

The TSE team are proud to have planned, designed and supervised the project.

We specialise in building refurbishments that are "TOPS" in design and completed on time

(06) 758-8390
 TO PHONE 'THE' ARCHITECTS

TopTown comes to New Plymouth

Big-city cinema fronts shopping complex

A Daily News Advertising Feature



BRIGHT LIGHTS: The building crew, who have worked around the clock to get New Plymouth's new TopTown theatre complex up and running, were among the first to test-drive the complex's four new cinemas on Wednesday night. Photo: DWAYNE SENIOR

GOOD NEWS CENTRE

YOUR CHRISTIAN ONE STOP SHOP FOR:

- | | |
|----------|------------|
| Books | Bibles |
| Music | Cards |
| Posters | Pictures |
| Toys | Games |
| T-Shirts | Jewellery |
| Library | Stationery |
| Gifts | Videos |

150 Devon Street East
New Plymouth
Phone 758-4912



TARANAKI ROCK & CRYSTAL SHOP

TopTown Market Day Specials at the green shop

25% off selected goods including NZ stones, pendants, necklaces, large citrine points, quartz obelisks and bone carvings.

We also have a new range of handmade crystal greeting cards for special occasions or just to say a friendly hello.

Seeing is Believing see us at
143 Devon St East
Ph 757-9821 NP

★ THANK YOU ★

The directors and management of the TopTown Cinema and Shopping Complex sincerely thank everyone who helped to make TopTown possible.

TopTown is NOW!
Look what's going on now at the all new TopTown complex. Check out the specialty shops and look forward to more to come. Experience the latest movie releases in upmarket style and comfort. Come along and find out why TopTown is the place to be!

119-125 Devon St East • Top of the Town,
New Plymouth

No. 1...

A great beginning for Taranaki...

The TopTown Cinema Complex and John Henderson - quality painters.

We are proud to have completed our first painting contract in Taranaki - the TopTown Cinema Complex, an impressive asset for the province.

We specialise in quality painting - domestic, commercial, industrial - from the humble to the palatial.

JH

John Henderson

Quality Painters

Contact George Lucas
Phone: (06) 758-2462
Fax: (06) 758-1603
Mobile: 025 457-061
P.O. Box 4064
Rifle Range Road, New Plymouth