

Timothy Heath for QLDC – Summary of Evidence, 15 May 2017
Upper Clutha Mapping – Hearing Stream 12

1. I have been engaged by Queenstown Lakes District Council (**QLDC**) to provide evidence in relation to retail economic matters regarding the rezoning request by the Gordon Family Trust in the Upper Clutha area of the Queenstown Lakes District, specifically in relation to determining the appropriate extent (appropriate land area) of the proposed Cardrona Valley Road Local Shopping Centre Zone (**LSCZ**) for retail and commercial activities.

2. The key findings from my evidence in relation to the Cardrona Valley Road LSCZ, based on assessing the localised market (current and future) are:
 - (a) I consider a maximum convenience retail and commercial service activity provision of 3,000m² gross floor area (**GFA**) is appropriate;
 - (b) in terms of an appropriate land provision, a sustainable GFA of 3,000m² translates into a land requirement of around 0.7ha of efficiently developed land within the Cardrona Valley Road LSCZ. This excludes any provision for other land uses such as community facilities, recreational areas, reserves, playgrounds, etc. with any land allocation for these uses additional to the 0.7ha; and
 - (c) Willowridge Developments Limited (249), in Attachment 2 to their submission, seek relief to reduce the size of the Cardrona Valley Road LSCZ from an original 2.7ha to an unidentified scale. I agree that the extent of the Cardrona Valley Road LSCZ should be reduced in size, and assess the reduction in land area for commercial aspects of the Cardrona Valley Road LSCZ to 0.7ha as appropriate.

3. Mr Polkinghorne, for the Gordon Family Trust, provided evidence promoting a 2.7ha local shopping centre at Cardrona Valley Road that can encompass a broad range of activities that more closely reflects a wider centre zone. He has also failed in my view to consider the appropriate policy context and has not considered the wider economic implications of his proposed policy settings when assessed against the entire LSCZ across the district. Mr Polkinghorne promotes large fashion stores, homeware stores, banks, cellphone stores, 1500sqm supermarket, large offices (with no limit in Cardona Valley). This in my view sounds more like a town centre, not a LSCZ centre as intended by the PDP policy framework. The LSCZ provisions are very clear about wanting 'small scale' and 400sqm is not that in my view.

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4. Mr Polkinghorne's statement focuses on providing population growth data for the wider Queenstown Lakes District as a whole, and projected tourism data for the wider Wanaka area, as justification for his growth profile of the Cardrona Valley Road LSCZ. However, the relevance of this growth data, which largely corresponds to growth in areas well beyond the localised catchment that the Cardrona Valley Road LSCZ is designed to service, in my view is misplaced and largely irrelevant for the purpose of assessing the retail economic merits of the Cardrona Valley LSCZ, and consequently what the appropriate land provision is for the centre.
 5. It remains unclear to me how Mr Polkinghorne could reach such a conclusion without undertaking an assessment of the localised area specifically (as I have in my evidence), given the purpose and objective of the zone within the Proposed District Plan (**PDP**).
 6. Objective 15.2.1 mentions LSCZ centres should be 'of a limited scale', supported by Policies 15.2.1.1-15.2.1.4 which emphasise the requirement of the LSCZ to meet the needs of the local community, local shopping functions, small scale and not undermining larger shopping centres (my emphasis added).
 7. Read cumulatively, Objectives 15.2.1 and 15.2.2, and Policies 15.2.1.1, 15.2.1.2, 15.2.1.4 and 15.2.2.1 clearly identify the anticipated retail status and function of the LSCZ in the commercial network of the District. Additionally, non-commercial activity such as residential and visitor accommodation is also enabled, which is intended to add vibrancy and vitality to the LSCZ centres themselves given their focus on servicing local residential markets.
 8. Furthermore, the McDermott Consultants report dated March 2014 for Council's S32 report concluded that a neighbourhood centre primarily designed to service the neighbourhood catchment with a mix of convenience retail and commercial activity was appropriate for the Cardrona Valley Road LSCZ. This is summarised in the introduction of the report where it states *"it is anticipated that the commercial area will include around six retail stores in the form of a neighbourhood or small suburban shopping centre"*.
 9. These findings support my position that the 2.7ha in the notified PDP is too large for commercial enablement based on what the localised market can support, and

reinforces my position that 0.7ha is a more appropriate extent for commercial development within the Cardrona Valley Road LSCZ.

10. Based on his evidence (Hearing Stream 8 and Hearing Stream 12) for this submitter, I consider Mr Polkinghorne has not undertaken the appropriate retail economic assessment in the context of the planning framework and policy setting of the PDP to determine 2.7ha is appropriate. There is no apparent analytical foundation or connection between his broad analysis and arriving at a conclusion of 2.7ha as an appropriate provision for the Cardrona Valley Road LSCZ specifically. There is no linkage I can determine between the localised market and growth (demand) to the 2.7ha (supply) promoted by Mr Polkinghorne.

11. Ms Jones, reporting planner for Council, promoted a 1ha land provision for the Cardrona Valley Road LSCZ in her rebuttal evidence. While this land provision is slightly larger than my recommended 0.7ha for retail and commercial activity, I am comfortable with this provision as there are other land uses that can be accommodated within the LSCZ that would improve the amenity and functionality of the Cardrona Valley Road LSCZ as a whole. A 1ha provision is not considered to be of a scale that would undermine the performance, function and growth potential of the wider centre network (current and future potential) in Wanaka (namely the Wanaka Town Centre and Three Parks). As such, I can support the 1ha land provision for the Cardrona Valley Road LSCZ.

Tim Heath
15 May 2017